

CAPITAL DAY



WELLINGTON TALE

Teens turn disaster into success

Kerry McBride

A BUNCH of young Wellington entrepreneurs were so moved by the plight of Christchurch earthquake victims they devised a product to teach children about natural disasters.

Each year secondary school pupils around the country set up companies and learn about the process of creating a product from start to finish as part of the Young Enterprise scheme.

Five year 12 girls from Lower Hutt's Sacred Heart College decided to take part and wanted to come up with a product that would make an impact.

They decided on a children's activity book called *"What Do I Do?" Said Ted*, which looks at how to stay safe in a disaster. A local publishing firm printed 50 copies in the first run. The group raised \$800 towards the printing costs.

The book, which sells for \$15, was inspired by the Christchurch earthquake and a donation from each book sold goes to the Christchurch earthquake appeal.

Creating something that would help people was a key driver, Nicola Roundill, 17, said.



Altruistic: Scared Heart Youth Enterprise team, from left, Nicola Roundill, April Bliss, Jasmine Divinagracia and Natalie Depczynski.

Photo: PHIL REID/FAIRFAX NZ

"It took two months for us to decide on a concept, then once we decided on an earthquake-safety book for kids it took about five months to produce it.

"It was a lot of work but it is so nice to have made something at the end of it."

With sales going well and many schools interested in buying copies of the book, the group – known as the Danger Rangers – was named the Wellington regional finalist in the national Young Enterprise awards.

While they didn't come away

with a win at the awards last week, the process had taught them a lot about how to run a business, April Bliss, 17, said.

"We could only work on it in our spare time so it was a big learning curve on what is involved in running a business.

"We did everything from writing it to designing it to advertising. We have had a lot of positive feedback from schools and parents who said the book was really helpful."

But producing the book was not all smooth sailing, with a reprint

of the first edition needed after a few spelling errors were discovered. "I think we handled it really well," April said.

"We contacted everyone who had bought one and organised for them to get a replacement. It taught us a lot about the cost of production, that's for sure."

The focus was now selling the books by the end of the year, Nicola said. "And I might just add it's the perfect gift for Christmas."

Books can be ordered by emailing yessch2011@gmail.com