

Top teens play tourism card

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A Taupo-nui-a-Tia College team's idea for a bright new tourism venture won them the company of the year title at this year's Young Enterprise Awards.

The annual regional awards were in Rotorua last week when the winning team, SyNC Enterprises — consisting of Chloe Elliott, 18, Nathan Spiers, 17, Sam Howard, 18, Daniel Masters, 18, and Joel Draper, 18 — was announced.

The teenagers came up with a tourism-focused pack of playing cards with a twist.

Tourism businesses around Taupo had the opportunity to buy a certain card number from the deck and the cards were then sold to businesses around the town as a unique way to inform tourists where to stay, what to do and where to eat.

Chloe, who was the SyNC Enterprises managing director, said the group was really excited to have won the top regional award and hoped to do well at the national awards in Wellington next month.

Teacher and business mentor Carol Lockwood said she believed the team had a great chance of winning.

"Their idea could promote New Zealand in a unique and innovative way."

Mrs Lockwood said she hoped the students could take their idea to other regions.

"It could be a huge benefit to the tourism market."

She said winning the regional competition had given the students a huge confidence boost.

Teams from Rotorua's John Paul College walked away with three regional awards this year and one team of students banded together to come up with a winning business plan.

"Band It Together" — made up of students Jake Mickelson, 18, Michael Welton, 17, Zachary Hall, 17, Steven Baker, 17, and Matthew Wells, 16 — took out the Millennium Hotel teamwork award.

Jake, who was the team leader, was also awarded the Damar Industries leadership award.

The teens came up with an idea to make and sell themed wristbands during the Rugby



WINNERS: SyNC Enterprises team members and Taupo-nui-a-Tia College students (from left) Chloe Elliott, 18, Nathan Spiers, 17, Sam Howard, 18, teacher and mentor Carol Lockwood, Daniel Masters, 18, and Joel Draper took out the company of the year prize at the Young Enterprise Awards in Rotorua.

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TEAMWORK: Young Enterprise teamwork category award winners Band It Together features John Paul College students (from left) Matthew Wells, 16, Michael Welton, 17, Jake Mickelson, 18, Steven Baker, 17, and Zachary Hall, 17.

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World Cup.

They had five designs identifying New Zealand, Australia, South Africa, England and Ireland.

The teens sold the bands for \$2 to students, teachers and parents and made a deal with Rotorua's Dollar Value store to sell them there.

Category winners:

- Destination Rotorua Economic Development — Innovation Autoology, Taupo-Nui-a-Tia College
- Radioworks — Business Networking ACE, John Paul College
- Waiariki Institute of Technology — Commitment Sando Protein, Taupo-Nui-a-Tia College
- Millennium Hotel — Teamwork Band It Together, John Paul College
- Harcourts Real Estate — Sales & Marketing SyNC Enterprises, Taupo-Nui-a-Tia College
- ASB Bank — Financial Management SyNC Enterprises, Taupo-Nui-a-Tia College
- Damar Industries — Leadership Jake Mickelson, John Paul College
- Te Puia — Strategic Vision SyNC Enterprises, Taupo-Nui-a-Tia College
- Pukeroa Oruawhata Trust — Excellence in Technology Chuffed Enterprises, Taupo-Nui-a-Tia College
- Rotorua Energy Charitable Trust — Company of the Year SyNC Enterprises, Taupo-Nui-a-Tia College