

# YES FOR PACIFIC TALENT TO SHINE

Pacific students are displaying the talent to be our entrepreneurs of the future as part of the Lion Foundation Young Enterprise Scheme

A DISPOSABLE RAINCOAT WRAPPED INSIDE A PLASTIC RUGBY ball might sound like a quirky idea. But a group of entrepreneurial students have convinced BP to order 40,000 of them.

The team of from Auckland Seventh Day Adventist School marketed the Rugby ball Raincoats as part of the Lion Foundation Young Enterprise Scheme (YES). The team is very multi-cultural with students from Samoan, Fijian, South African, Maori and Asian heritage. Their YES Company, Social Marketing, travelled to Wellington to launch their product and make sales calls. A visit with BP, a long standing supporter of the Young Enterprise Trust, resulted in the record-breaking sale with BP using the product as a give-away at every car wash site in New Zealand.

In YES, Year 12 and 13 students learn about business studies through a hands-on, experiential programme. Students create products or services, write a business plan, implement a sales and marketing plan and earn real profits.

YES is aligned with Business Studies in the NZ curriculum and from next year, students will be able to earn both Level 2 and Level 3 Achievement Standards in this area. Business Studies will also be added to the Approved Subject list from 2012 providing a seamless pathway for students looking to attend university.

More than just providing learning aligned with the curriculum, YES inspires and motivates young people to succeed in business. Regardless of their career pathway, the skills students learn from YES will help them to be better employees, managers, business owners and more financially responsible in their private lives.

Company director of Social Marketing, Lia Jasmine Lamuel-Daniel, said the group learned valuable skills during the project. "The Young Enterprise Scheme has been hard work, but we've learned lots about successful business. Our time management skills have improved dramatically."

"Social Marketing" is not the first Pasifika YES Company to achieve success as a business with a good product and strong sales. In 2010, the national title of Lion Foundation Young Enterprise Scheme Company of the Year went to oceanic Fusion from St. Thomas of Canterbury whose team members included one Tongan student, three Samoan, one Maori and one Pakeha. Oceanic Fusion produced an organic soap made from ingredients sourced directly from the Pacific Islands and donated their profits back to the same Pacific Island communities.

In addition to taking out top honours, Oceanic Fusion was awarded the Ministry of Pacific Island Affairs award for Excellence in Pacific Business. The Ministry has sponsored this award for the past three years and is passionate about the benefit of YES for students.

"We know that there will be more and more young Pacific people in the New Zealand workforce in the years ahead" says the Ministry's



**Social Marketing, the Auckland Seventh Day Adventist School team who are participating in the Lion Foundation Young Enterprise Scheme and who had a record-breaking sales order of 40,000 Rugby ball raincoats to BP. The team is (back row l-r) Aaron Koopman, Elizabeth Lutui, Æiekina Vea, Shirley Upton (CEO), Alisi Mataele and Lia Lamuel-Daniel, (front row l-r) Anmal Ram, Phillip Æakaua and Rodney Brunton**

Chief Executive, Dr. Colin Tukuitonga. "We want them to be as well-equipped as possible so they get good, well-paid jobs which lead to fulfilling careers and lives. Giving them the opportunity to develop their business know-how through participation in the Young Enterprise Scheme is one way we can do this."

This year the Ministry further encouraged Pacific participation, launching the inaugural Seed Fund for Pacific Students. Teams were invited to submit their business plans and ten teams received \$500 each as start-up capital for their company.

Helping develop tomorrow's business leaders is not new for Young Enterprise Trust as they celebrate their 30th anniversary this year. As part of the celebrations, the Trust is on a mission to find alumni for its recently-established YES alumni network. Growing the alumni and profiling their stories will help promote this scheme to all New Zealand students. Past YES participants are invited to register on [www.yesalumni.co.nz](http://www.yesalumni.co.nz).

For more information on how to participate in the Lion Foundation Young Enterprise Scheme, visit [www.yetrust.co.nz](http://www.yetrust.co.nz) or email [info@yetrust.co.nz](mailto:info@yetrust.co.nz).

