

The Marlborough Express

Students design college diary

The Marlborough Express Last updated 12:08 05/08/2009

Dear diary? Probably not. Kaikoura students have found sponsors for their latest commercial initiative. Emma Dangerfield reports.

An enterprising group of students from Kaikoura High School have embarked on a project which they hope will continue to grow as part of the school even after they have moved on.

The seven students in teacher Gayle Cameron's Enterprise Studies class had been exploring making bags to raise awareness for breast cancer.

However upon finding themselves in what they describe as a "bit of a hole" due to not being able to secure funding in time, they reassessed their options and began working on a new initiative.

A project to produce a school diary was already in the pipeline and that became the main focus point for the group.

Mark Fissenden, from Take Note Kaikoura, had sown the seed initially and had come in to talk to the class about how to go about finding sponsors and to discuss the content.

He also has the contacts to point the students in the right direction when it comes to publication of the book and the group says he has been a huge help.

The students will see the project through all stages and they have recently been out selling advertising space around town. They have five local businesses on board so far and plan to call on universities and polytechnics too.

Advertisements will be set out by the students so they will have the say when it comes to the layout, but they have yet to decide the details or how big the diary will be.

The students are considering ways of getting others involved, such as holding a competition to design the cover.

The content will be key and they are looking at relevant and useful things to include such as the periodic and multiplication tables and other handy information for students.

The emphasis is very much now on the students making something for themselves, rather than a company producing the diary. Not only will the students be more likely to use it, they may in future years be able to grow the idea to a point where money can be put back into Enterprise Studies and fund other initiatives.

The group admit they have had difficulties to overcome, including the odd falling out along the way. However, they say they have learned from their problems, lessons which will come in handy for their upcoming exam, a case study on a fictional business in which they will be able to apply their knowledge. When asked what they like about the class, they all say they have enjoyed the whole experience. They have been on various trips, including to a directors seminar in Christchurch and a presentation workshop in Kaiapoi, gathering numerous new experiences and getting some valuable feedback along the way.

The diary will be completed by the end of the year, and the group hope it will be a huge success. They hope the model will make it easier for groups in following years to produce their own diary.

If your business would like to offer support, contact Gayle Cameron at Kaikoura High School or see one of the enterprising students.