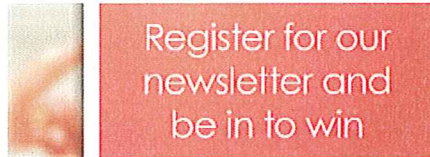


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Selling point

Rowena Orejana | 24th June 2010

You're never too young to learn the ropes of business, commerce and marketing. Rowena Orejana meets a group of budding biz whizzes just getting underway.

Golden-haired, pink-cheeked Chloe Heineke looks like a cherub, but don't be fooled by that. This spunky student is an up-and-coming entrepreneur.

Within minutes of starting our interview, she's showing off her product: a pink pet rock with a little hoody and a string attached. "It can do this," she says, as she pulls it behind her.

One can almost hear the sound of the cash register as she makes her sale.

Chloe and her fellow ACG Sunderland Primary School pupils are in the Primary Enterprise Programme (PrEP) that ends tomorrow with a market day.

"They learn about starting a venture and what they must do to earn money. They get a salary each week, which they use to create a venture," says Belinda Mathee, Year 2 teacher and dean of the lower primary classes.

Instead of the usual drawings, the classroom is wallpapered with the children's curriculum vitae.

To embark on a business venture, the children "buy" their raw materials from the school's warehouse with Sunderland currency they have designed.



Chloe Heineke sells a painted rock to Blake Laanbroek. KELLIE BLIZARD

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Then they create the products they intend to sell. It's fun and informative.

"It's real-life skills. It's learning to work with money.

"It's learning to purchase. They use words like purchase and ventures and learn all about change," says Ms Mathee. "If the students do extra work, they get bonuses."

Blake Laanbroek, 7, is learning how to be creative with his pet rock: "I am also learning that pet rocks have to be labelled (with the cost of the product). And that if I pay more than what it says, I get change."

Financial literacy has figured as an important part of the school's curriculum for four years. Principal Kent Favel says the children learn also to be responsible citizens and how to contribute positively to the community.

Market day is on Friday, June 25 and will be open to the public from 9.30-10.30am.

Market rates

On sale at ACG Sunderland Primary School Market Day:

- cookbooks (with CD Roms)
- handmade chocolates
- pet rocks
- mid-winter Christmas decorations
- stationery

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