

Enterprise Matters

Issue Three , 2010

Charities Commission Registration Number CC21103

A Young Enterprise Trust publication

ISSN 1177-875X



Lion Foundation Young Enterprise Scheme Awards
ASB Community Enterprise Winners
BP Competitions - Top Awards



LEADERS IN ENTERPRISE
AND FINANCIAL EDUCATION



A message from Terry Shubkin, Chief Executive

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I have now been at Young Enterprise Trust for just over three months and it has been an exciting and rewarding time. I have spent this period meeting students, teachers, parents, mentors, judges, sponsors and members of our Supporters Council.

I've said that when I took on this role, I thought it was my dream job. Three months later I can confidently say that it is even better than I thought it would be. In all my meetings, people keep telling me what a difference our programmes make to the lives of young people. I hear from current students on how much they learn through our programmes. I hear from past students how what they learned has helped them to achieve the career and the success they have today. My favourite email to date from a teacher talked about our SELL programme being a "life changing experience". This kind of feedback reminds me that what we are doing is making a real difference.

It has been a busy few months for us. In the Financial Education space the team has been busy both in NZ and overseas. Domestically we launched the Skint to Mint game which was developed for the Reserve Bank to teach young people about credit ratings in a fun and engaging way. The first round of Money Day was a real success and we will be looking to see how we deliver more sessions in 2011.

As a testament to our reputation as leaders in Financial Education, we secured a contract with UNDP to develop a framework and curriculum for Financial Education and to roll this out to primary and secondary schools throughout Fiji. It is great to see our Pacific neighbours embracing the need for financial education and being committed to making a difference.

The Enterprise Education space has been equally busy, with many programmes coming to a close and culminating in various national competitions.

For several years we have combined enterprise with the spirit of community giving. The BP Community Enterprise Programme in Years 9 and 10 once again brought in a stack of great entries. It was an intense day of judging, resulting in the winning team coming to Wellington to receive their award from BP and to participate in a Capital Day Experience.

This year we launched a similar programme targeted at Year 7 and 8 students. The ASB Community Enterprise Programme received a large number of entries that were impressive from the enterprise skills displayed and by the students' desire to give back to their community. I was honoured to attend the school assembly where the students at Twyford were awarded their prize. I saw these students the next week in Wellington and it looked like they had not stopped smiling in days.

The Lion Foundation Young Enterprise Scheme had its big finale with a national competition and awards dinner on 3rd November. It was a day full of emotions as 21 regional award winning teams presented to a panel of judges, displayed their wares at the Trade Fair and waited in anticipation as the awards were announced at the gala dinner that night. I am encouraged that these talented and passionate young people will be the future business leaders of tomorrow.

Next year is going to be an exciting one. The Young Enterprise Scheme started in 1981 which makes next year the 30th anniversary. This is cause for celebration and we will be working on how we can showcase 30 years of enterprise education and the impact that it has had on individuals, communities and NZ society. Already we have successful business people telling us that they did YES when they were in school, some as early as the 1980s. We will be pulling together these stories to share as we look to celebrate this significant milestone in our history. If you or anyone you know is a YES alumni, please ask them to contact us as we would love to hear their story.

As this will be our last publication for 2010, I would like to end on a note of thanks. It has been an exciting year for the Trust and for me personally. What we do would not be possible without the support of the wider Young Enterprise Trust family including current students and alumni, teachers and schools, mentors and judges, sponsors and supporters, and of course all the dedicated staff that work for the Trust. I wish each and every one of you a joyous holiday season and best wishes for 2011.

ASB SmartStart Primary Enterprise in Action:

ASB Supreme Award for the ASB Community Enterprise Team of the Year goes to 'Meet Our Locals' team from Twyford School, Hastings.

The 'Meet Our Locals' team from Twyford School have been awarded 'ASB Community Enterprise Team of the Year 2010' for their outstanding social enterprise project planned for the Environment, Conservation and Outdoor Education Trust (ECOED).

The team came up with an innovative, well researched design for an eel viewing platform, to be constructed at the Pan Pac Opouahi Kiwi Crèche, near Tutira, north of Napier.

"The students' business plan was presented in a very professional manner and their research and partnership with ECOED was outstanding!" said ECOED General Manager, Alastair Bramley. "The Department of Conservation was also very supportive of their project design" he added.



Back row (from left): Carol Maunder (Branch Manager, ASB Hastings), Matt McGowan, Judy Mathews (Teacher), Sally Mirams, Danielle Pirie, Sharron Buer (YE Trust), Alastair Bramley (General Manager, ECOED), Ross McLeod (Principal). **Front row (from left):** Dominic Nash, Connor McLeod, Jakob Gibson

At the Kiwi Crèche, ECOED aims to teach young New Zealanders about the outdoors and to care for their environment. The native long finned eel (an endangered species) lives in the lake at the Opouahi Kiwi Crèche. Currently it is difficult for groups to get close to the eels, so the new platform will provide greater access to view, feed and learn more about the eels, raising awareness of their vulnerability.

The ASB Supreme Award prizes were presented by Terry Shubkin: (CEO); and Sharron Buer: (National Director, Primary Programmes) from Young Enterprise Trust, at a special school assembly held on Friday 29th October at Twyford School.

The team will implement their project during Term Four 2010, and all involved will be looking forward to its completion and the benefits it will bring to the local community.

Winning ASB Community Enterprise teams, their teachers and beneficiary organisations (not ranked)

School	Teacher	Beneficiary Organisation
Twyford School (Hastings)	Judy Mathews	ECOED
Waimea Intermediate School (Nelson)	Judy Larkins	Refugee Services Aotearoa NZ
Springbank School (Kerikeri)	Michelle Chapman	Bay of Islands Hospital
St Margaret's College (Christchurch)	Natasha Leith	Canterbury Plunket
St Margaret's College (Christchurch)	Natasha Leith	Mainly Music
St Margaret's College (Christchurch)	Shirley Smith	Cholmondeley Children's Home
Taradale Intermediate (Napier)	Felicity Martin	Carlyle Kindergarten
Paroa School (Greymouth)	Gemma Publitz	Solid Energy Rescue Chopper
Paroa School (Greymouth)	Gemma Publitz	Kumara Community Trust
St Paul's Catholic School (Ngaruawahia)	Kim Death	Ngaruawahia Playgroup

Full details of the winning projects will be published in an electronic newsletter to be sent to registered ASB Community Enterprise schools in December.

Enterprise Studies Programme

BP New Zealand generously hosted the winners of the BP Community Enterprise Project and the BP Innovation competition for a fabulous 'Capital Enterprise Experience'. Some of the activities included an over night stay at the zoo, a visit to Capital E, and Kiwi Rail, an award ceremony at BP House, dinner at Lone Star, followed by the Harry Potter movie.



From left - Sophia Warren, Principal with students from Springbank School and their teacher Michelle Chapman at the BP Awards ceremony



Students from Wellington Girls' College presenting at the BP Awards ceremony

BP Community Enterprise Project Winners

Placing	School	Project Description
First	Springbank School	To design and build a memorial in memory of Libby Templeman
Second	Wellington Girls' College	To raise the profile of the Citizens Advice Bureau with the youth of Wellington and to refurbish the advice area at the Wellington central branch.
Third	Springbank School	To provide five dress up boxes for the children at Plunket

BP Most Innovative Product Winners

Placing	School	Product
First	Springbank School	Cell-Safe - pouch for for cell phones to reduce exposure to radiation
Second	Scots College	Garden Doctors - worm cast fertiliser
Third	Columba College	Initiative Enterprises - Columba clips

BP Most Innovative Marketing Winners

Placing	School	Product
First	Springbank School	Weed Wine - gardening product
Second	Hastings Girls' High School	Dakaricou - boysenberry sauce
Third	Tauranga Girls' College	Conga to the 'Cases' - Ipod cases

The top entries above, can be viewed by typing the following into your web browser:
 For the BP Community Enterprise Project: <http://www.yetrust.co.nz/ESP/BPCEP.html>
 For the BP Innovation competition: <http://www.yetrust.co.nz/ESP/BPInnovation.html>

Principal Supporter



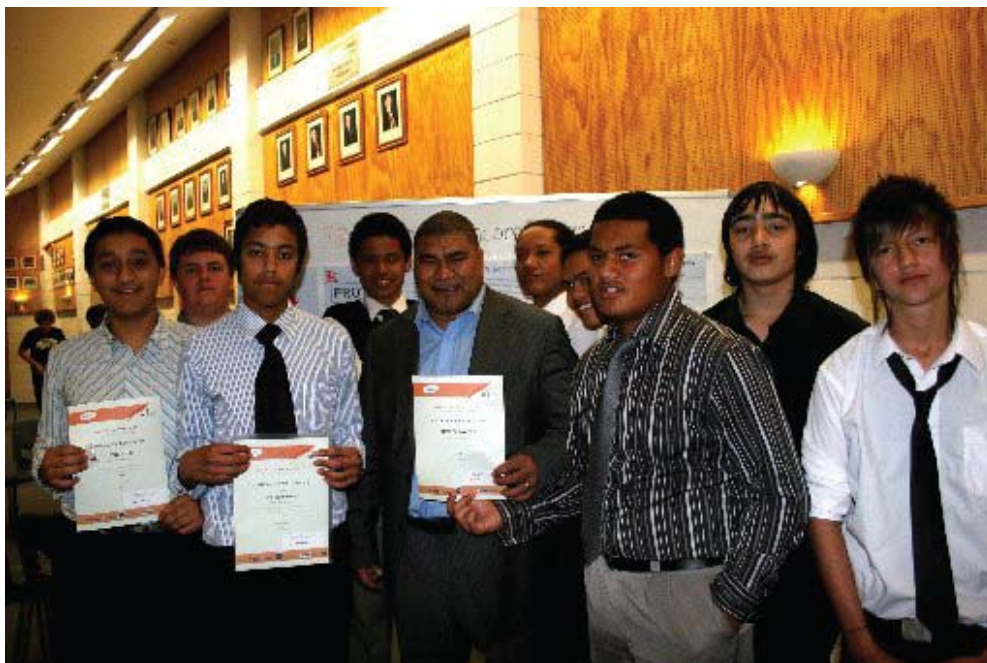
Supporter

Resources for 2011 are being updated and will be available early 2011.

Professional Development will be available for teachers around the country in Term One. Dates to be confirmed.

Have a safe and happy holiday and all the very best for 2011.

Student Enterprise Learning Link BusinessNZ Business Planning Experience



"Inga Tuigamala with the 2010 BusinessNZ Best Business Plan team from Kelston Boys' - Kelestonic". Source: The Western Leader

Change is a Constant!

As the students at this year's 63 SELL programmes have learned, change in today's society is a given. This programme challenges its participants right from Day One to be responsive to, and prepared for, change in their lives - at an ever-increasing pace. It encourages them to be life-long learners and challenges the stereotype that business people are always going to be wearing suits and have an MBA.

Our sponsors are also acknowledged on Day One. Without the generosity of these organisations and trusts, our programme would not be able to deliver from Invercargill to Whangarei each year. These sponsors have enabled the Young Enterprise Trust to deliver, in its fifth year of operation, the largest number of programmes to the largest number of NZ students. BusinessNZ (and its family of four EMA organisations) is collectively our Principal sponsor, and we are excited that they have recently committed to a further year of sponsorship in 2011. With this continued financial support comes change in the form of a new name for our programme next year - the BusinessNZ Challenge.

Another significant sponsor that we are proud to acknowledge is someone who wishes to remain anonymous - so we can't actually name them! This individual has identified SELL as a worthwhile programme to support, and is committed for the next two years. This investment in the future skills of our teenagers,

by a successful business philanthropist, is recognised by our presenters as a generous act of social responsibility. More of our SELL virtual businesses are looking to follow this positive role model and identify their intention to invest back into their communities in a sustainable way.

This positive change is also reflected in the changes to the NZ Curriculum, and is recognised by teachers and principals involved in our programme. Acting Principal at Kelston Boys' High School, Peter Rutherford, recently wrote:

'On behalf of our school, I would like to thank you and your team for bringing the SELL programme to Kelston. I would also like to thank the sponsors of the SELL programme, and assure them that Kelston Boys' High School very much values their support in providing SELL. It was exciting to see the boys involved show such enthusiasm towards the programme. The boys certainly saw the three days as a great learning experience. The SELL programme is an excellent advertisement of what can be achieved by putting into practice, the spirit of the new curriculum.'

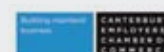
With the introduction of the new Level One Business Studies achievement standards, the SELL team is also looking at changes to integrate into our programme in 2011. We are also committed to positive change!

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Lion Foundation Young Enterprise Scheme



“Oceanic Fusion” took out the national title of Lion Foundation Young Enterprise Scheme Company of the Year for 2010 at a gala dinner recently. The Company also received the Ministry of Pacific Island Affairs award for Excellence in Pasifika business.

The fledging organic cosmetic company run by an all male group of Directors were inspired by successful New Zealand companies Trilogy and Icebreaker. The young men from St Thomas of Canterbury College “hope to achieve in cosmetics what Icebreaker has achieved in garments”.

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Their first product - a natural carrot and orange soap using coconut oil and the Moso’ol Flower from the homelands of the Directors - has been produced locally with a male moisturiser in the pipeline. Recognised for their sustainable business model and achievements, the Directors are also proud of the social enterprise aspect of their business with profits donated back to Pacific Island communities.

This company is the first YES Pasifika company from the South Island and their award for Excellence in Pasifika business was presented by the Hon. Georgina Te Heu Heu.



Pictured above left: “EduKid NZ” from Tauranga Girls took out the Todd Corporation Award for Young Enterprisers. Their interactive educational resource targeted at children aged four to seven encourages recognition of literacy, numeracy, colours and Te Reo. The Directors developed the product, marketed it and also on-sold their business enterprise all within the school year.

Pictured above right: Runners up in this category and third overall were Wanganui Collegiate’s DrivePass.



Enterprising Music Award Goes To ‘Advanced Generation’

The songs of Rangitoto College students won the inaugural Enterprising Music award at the Young Enterprise Awards dinner in Wellington. Jointly awarded by Young Enterprise Trust and Play it Strange, this award recognised the best school music company.

If your school has talented songwriters keen to learn about the music industry, get them to set up your school music company through YES in 2011. Music teachers support students by assisting as a technical mentor and the project is a great opportunity for enterprising students to bring original songs from their school to market.

Mike Chunn, CEO of Play it Strange Trust and other music industry professionals are ready to provide advice to the fledgling companies who will participate in the usual YES calendar of activities through their business class.

Whether its web downloads, concerts, publishing, video or other commercial outlets, the music companies will be judged on how innovative their business model is as well as the product they produce.

All albums will be entered in the Rock Shop Album Competition run by Play it Strange for YES companies with business performance judged through the YES competition. Get into it! For more information visit these links

http://www.enzt.co.nz/YES/yes_home.html

<http://www.playitstrange.co.nz/emc.html>



Enterprising Technology



Bottled innovation: Chryssy Way, left, pours a drink of B Fast for Hannah Simonsen, right, as Shiela Bulado looks on.

Photo: MURRAY WILSON

Girls milk it and roast the opposition

Jimmy Ellingham

jimmy.ellingham@mssl.co.nz

For adding a splash of organic milk to their blend of white chocolate coffee, three Feilding High School pupils have picked up a slice of national recognition.

Hannah Simonsen, 17, Shiela Bulado, 18, and Chryssy Way, 18, and their company Caffeinate Me won the enterprise technology prize at

the national Young Enterprise Scheme awards in Wellington.

The company was set up as part of a technology class project and the savvy students have sold 110 bottles this year.

But because all three are going their separate ways at year's end, the company is to be wound up.

Hannah said the coffee idea came from a brief to develop something chilled for younger coffee lovers.

The group received sponsorship

for low-fat organic milk and, after a bit of experimentation, came up with the winning formula under the trading brand B Fast.

"It's kind of like a milkshake but better. It's got more of a kick coffee-wise," Hannah said.

Next year, Hannah is off to Tauranga on a gap year to work for IHC before she starts travel industry training. Shiela will study science at Massey University and Chryssy will take up a kitchen apprenticeship at

Sky City in Auckland. They said the project taught time management and co-operative working skills.

The group was assisted by Feilding High School technology faculty head Bronwen Beaver, who said the three pupils worked hard over the year to come up with a viable business model. "They did it all themselves. They did it very well."

Regional Economic Development Agency ran the Manawatu young enterprise scheme.

Source: The Manawatu Standard

Financial Education

Citi Foundation fund Year 11 initiative.

The Citi Foundation is pleased to support the development of a Year 11 financial education course. The course will be based on day to day money management activities and will incorporate the Level One Personal Financial Management Unit Standards as the course assessments.

The course will become available to all schools in New Zealand. However, the target market in particular is those schools with a decile rating of five or less. It is planned to develop the course in the early part of 2011 and conduct professional development on it at the end of the year. The Young Enterprise Trust is seeking interest from schools that would like to have input into the programme or would like to trial the course as it is developed.

Please contact Rochelle Collinson if you would like to be part of the project: rochelle.collinson@yetrust.co.nz or (04) 570 3981.

Financial education to become part of the core school curriculum in Fiji

The Young Enterprise Trust is delighted to have been awarded the first phase of a two year project to implement financial education into the school curriculum from Years 1 - 13. This should be an exciting opportunity for all Fijian school children to increase their financial capability.

Money Pacific 2020 Goal One specifies - All school children to receive financial education through core curricula.

Samoa was the initial Financial Education project Young Enterprise Trust advised on. The outcome was its integration into the school curriculum at Years 9 - 11. Financial Studies is now a component of the Samoa revised Business Curriculum.

Helping our Pacific neighbours become financially competent

The Pacific is moving quickly to incorporate financial education into the school curriculum, and the Young Enterprise Trust is part of this move. The Trust has undertaken scoping projects for the Cook Islands, Tonga and Fiji, as part of the Money Pacific 2020 Goals.

The Young Enterprise Trust has been involved in several initiatives to support the Pacific, originating from the 2008 Coombs Declaration, emanating from the meeting of Finance Ministers, Central Bank Governors and Senior Officials from the Pacific area (including New Zealand). This conference, sponsored by the ADB, IMF, IFC, RBA, UNDP and the World Bank, was about deepening financial capacity in the Pacific region.



Junior class at Nausori District School



Principal and Teachers from Rambisessar Chaudhary Primary School

Foundation Supporter



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Young Enterprise Trust thanks the individuals, organisations and staff who provided information, articles and photographs for this publication.

For all enquiries or to receive extra copies of Enterprise Matters, please email: info@yetrust.co.nz

Graphic Design: Fiona Cornish, Young Enterprise Trust
Printed by Commercial Print Limited