

## Spotlight Shines on Counties Manukau's top Young Entrepreneurs

Winners of 2010 Counties Manukau Lion Foundation Young Enterprise Scheme (YES) Regional & National Business Awards announced:

**Macleans College** and **Aorere College** jointly won the **Outstanding Regional Company of the Year Award** at the 2010 Counties Manukau Lion Foundation Young Enterprise Scheme (YES) Regional Business Awards held at Villa Maria Estate on 13 October.

- **ABC Dreams from Macleans College** also won the Counties Manukau, Excellence in Financial Management Award, Best Marketing Award and Excellence in Business Management Award. ABC Dreams impressed the judges with their creative, innovative, educationally illustrated children's story book designed to appeal to both parents and young children.



### **ABC Dreams**

**Front row: Lan Yin, Mark Wang, Gaelle Deighton (Enterprising Manukau), HW Mayor Len Brown, Anita Keestra (Enterprising Manukau), Hannah Woo, Jenny Tang,**

- **iFigure from Aorere College** also won the Communication Award and Excellence in Business Management Award. iFigure produced a Pacific Island Style Zumba Workout DVD for Pasifika families suitable for all ages to improve their health and lifestyle.



### **iFigure**

**Front row: Jacob Tuporo, Gaelle Deighton (Enterprising Manukau), HW Mayor Len Brown, Anita Keestra (Enterprising Manukau), Lina Chand**

**Back row: Andrea Anderson (Mentor), Amiria Hadfield, Cindy Quach, Daniel Tran, Krishneel Kumar**

Amongst the guests was Auckland Super City Mayor-elect Len Brown who spoke of his passion for young people and support of programmes such as the Young Enterprise Scheme and the opportunities they offer young people in achieving their dreams.

Over 500 students and 76 student companies took part in the Counties Manukau YES Scheme in 2010, which is the biggest in New Zealand. The awards recognised and celebrated success, hard work and effort applied by 17 Counties Manukau Schools and YES students over the year.

Enterprising Manukau's Anita Keestra, who co-ordinates the programme, says, "As always, it has been a full-on year from the students, with the grand finale being the Awards evening. These are our future business leaders, so it is important to recognise their achievements in business and allow others to see what can be achieved."

YES students set up their own companies, create real products or services, implement real marketing plans, earn real money, pay real taxes and keep real profits. "This is more than an academic course, it provides the students with a hands-on practical and exciting journey" says Ms Keestra.

ABC Dreams and iFigure represented Counties Manukau at the National Awards in Wellington on 3 November 2010 in the presence of the Governor General, His Excellency, Hon Anand Satyanand. Young Enterprise Trust who own and run the YES programme hosted the National Awards.

They were joined by a third company, Team **PRECIOUS** from **Aorere College**, who won the Gallagher Group Award for Excellence in Social Enterprise. Precious designs, creates and sells fashionable beaded charm bracelets to create awareness and support for not one but 5 different charities in a single bracelet.



### **Precious**

*Left to right: Anita Keestra (Enterprising Manukau), Pat Drumm (Principal), Team Precious Directors, Lucy Wymer (YES Teacher)*

### **The Lion Foundation Young Enterprise Scheme Scholar of the Year**

The Top Scholar of the Year Award was awarded to **Holly Eden**, a Young Enterprise Scheme student from **Pukekohe High School**. Holly achieved the highest academic mark in the YES exam in the whole country for 2010 and was awarded a full three-year scholarship by AUT.



**Holly Eden with Teacher, Andrea Lim**

Enterprising Manukau co-ordinates the programme for the Counties Manukau area and have launched the **Young Entrepreneur Loan Scheme** (YELS). This provides loan funding and support for young entrepreneurs in the Counties Manukau region. The fund is managed by Enterprising Manukau with the support of the Methodist Employment Generation Fund and The Tindall Foundation. To be eligible to apply for funding, applicants need to have been involved in a YES company.

Counties Manukau Lion Foundation Young Enterprise Scheme (YES) Regional Business Awards has a group of loyal supporting businesses, including South Pacific Loans Ltd, Rainbows End, Villa Maria Estate, Creative Awards Ltd, TelstraClear Pacific Events Centre, Frucor, Accent Print, Lion Foundation and Young Enterprise Trust.

ENDS

For more information, please contact:

Anita Kestra  
Business/Schools Partnership Manager  
Enterprising Manukau  
DDI: (09) 262 7333  
Mobile: 021 484 762  
Email: [anita.keestra@em.org.nz](mailto:anita.keestra@em.org.nz)