

COUNTIES MANUKAU

LION FOUNDATION YOUNG ENTERPRISE SCHEME

ANNUAL REPORT 2008



Report to Sponsors



ENTERPRISING MANUKAU
LEVEL 8, COGITA HOUSE
20 AMERSHAM WAY
P O BOX 76 565, MANUKAU CITY
www.em.org.nz

Introduction

Lion Foundation Young Enterprise Scheme (YES) is an experiential business programme developed by Enterprise New Zealand Trust (ENZT) *“Creating Tomorrow’s Entrepreneurs Today”*. Secondary schools run this programme mainly at years 12/13. It involves working through the process of setting up and running a business, for real. This is not a textbook course - students invest real money, produce real products, pay real taxes and keep the real profits. Fundamentally, this scheme allows students to have a go at running a business within the safe environment of support and formal structure. For students, Young Enterprise (YE) is a great opportunity to realise their uniqueness, develop strengths, work together as a team and possibly make money at the same time. Like any other team event, YE is about working towards their goals and taking all the steps necessary to achieve them. *For more information, please visit www.youngenterprise.co.nz*

Counties Manukau Schools

Approximately 550 secondary (Years 12/13) students, 89 companies from 15 schools took part in the YES scheme, making Counties Manukau the biggest region in the country.

The following schools took part in YES in 2008

ACG Strathallan College
Aorere College
Auckland Seventh Day Adventist High School
Botany Downs Secondary School
De La Salle College
Howick College
Macleans College
Otahuhu College
Pakuranga College
Pukekohe High School
Rosehill College
Saint Kentigern College
Sir Edmund Hillary Collegiate
Southern Cross Campus
The Manurewa High School

Events for the Year

Term 1:

E-Day (Directorship Training Day)

Held on 10 March, this event brought all the registered students together to participate in the YES programme training in their respective roles such as Managing Director, Communications/HR Director, Production Director, Marketing Director and Financial Director. This training sets the scene for the year.

Business mentors and coaches are also organised for each of the 89 companies. The business coaches come from various Manukau businesses, including some staff from Manukau City Council, and business mentors come from Business Mentors New Zealand. These mentors provide guidance, advice and training. They steer the companies in the right direction throughout the year and act as a sounding board. Each company spent time brainstorming their strategic plan while a business coach listened to their plan and provided them with guidance and advice.



Term 2:

Oral Business Presentation Seminar

Held at AUT on Monday 14th April , attended by 91 YES student directors from Counties Manukau.

Business Planning/Oral Presentation (Preliminary & Final)

Held in May, this event brought all the teams together over two days to present a preliminary outline of their business plan judged by experienced business people who volunteer their time. The top 20 companies selected from the preliminaries competed at the final event held on 26 May at TelstraClear Events Centre, Manukau. The winners who each received an award and cash prize of \$100 were:

- **Urban Styles, St Kentigern College (1st)**



- **Knight Light, Macleans College (2nd)**



- **DICE**, Auckland Seventh Day Adventist High School (3rd)



Business Card competition winner was:

- **Sacked**, Macleans College (won 200 free business cards printed by *Digital & Printing Solutions Ltd*)



Business Plan competition winner was:

- **Stretch**, Aorere College (judged as presenting the best business plan)



Global Enterprise Challenge (NZ wide)

Held on 21-23 June, this event brought 80 top YES students from all over New Zealand to join forces and compete against International teams. This year seven Counties Manukau students took part. The event was held at Massey University, Albany. Forty students from Auckland hosted forty from outside Auckland to compete against the rest of the world. Six students from Counties Manukau participated in the Global Challenge.

New Zealand won the 2008 themed “pressure-cooker” 24-hour challenge. As annual sponsor of the Global Enterprise Challenge weekend, Massey University Auckland hosted the 80 representative students. For students gathered at the campus, the weekend got off to a great start when Deputy Vice Chancellor John Raine announced that every student attendee was to receive a \$1000 fees scholarship from the College of Business. At the official opening, Prime Minister Helen Clark congratulated Massey University on recognising the value of the enterprising talents of these young New Zealanders. Students in the winning New Zealand team were further rewarded when Fraser Bell from the College of Business announced that they had been awarded an additional \$1000 fees award. Mr Bell said, “Massey University is proud to recognise the achievements of Global Enterprise Students. The event fits perfectly with the College of Business ethos and mission; Creating leaders - Transforming business.”

One of our students from Aorere College, Taina Niuafe, recognised for her outstanding leadership skills was awarded a full 3-year scholarship by AUT.



Term 3:

Trade Fair

We had the largest number of stalls in the history of the Fair in Auckland on Sunday 17 August. The standard was very high and they looked great. ENZT hired a professional photographer to profile the Auckland Trade Fair as a raging success to their sponsors. The judges (representatives from the national sponsors NZICA and ASB) were very detailed in their judging of the teams and with the larger numbers, it took a long time to complete, so there was no official ceremony at the end of the day. However, Donna Dentice, CEO of ENZT formally presented the winning teams with their prizes.

The winners were as follows:

[Best Product - \\$150 - Tabalert, ACG Strathallan College;](#)



[Best Stall - \\$150 - Urban Styles, St Kentigern College;](#)



[Popular Choice Awards - \\$50 each was won by the following teams:](#)

- [Dynamix, Auckland Seventh Day Adventist High School;](#)



- [DICE \(Dream Inspire Challenge Excel\) Auckland Seventh Day Adventist High School.](#)



Congratulations Counties Manukau teams for winning the most prizes!

As well as winning the most prizes, John Campbell had a live interview with DICE team who had a very impressive stall with a big black hummer and further interviews held at the school. This was screened on Campbell Live, TV3 on 1 September 2008.



Other Term 3 events organised by Enterprising Manukau include:

- YES Examination, and
- Annual Report Writing Seminar

Term 4:

Counties Manukau Regional Awards and end of year presentation – was held on Wednesday, 15 October 2008 at the Villa Maria Estate at 5pm. This event was a cocktail event, where the students from our region got a chance to experience a more formal setting. They show-cased their products and services to the audience. Approximately 190 people attended this event.

The high level of professionalism at these awards is impressive and continues to improve every year. These young business people are providing highly innovative products and services in an adult world and doing so very effectively.

The following awards were presented:

Innovation Award winner was:

- **Light Stick** from Macleans College

Sales & Customer Service Award winner was:

- 4 Star Quality Spices from The Manurewa High School

Financial Management Award winners were:

- **DICE** from Auckland Seventh Day Adventist High School
- **Urban Styles** from Saint Kentigern College

Best Marketing Award winner was:

- **Stretch** from Aorere College

Excellence in Business Management Award winners were:

- **DICE** from Auckland Seventh Day Adventist High School
- **Light Stick** from Macleans College

Communication Award winners were:

- **Equipaggio** from Pukekohe High School
- **Impact** from Saint Kentigern College
- **Urban Styles** from Saint Kentigern College

Commitment Award winners were:

- **Klip-Co** from Aorere College
- **Stitch Productions** from Howick College

The [2008 Counties Manukau Outstanding Regional Company of the Year Award](#) was awarded to two YES Companies:

DICE from Auckland Seventh Day Adventist High School provides the Mosquito ringtone, an age specific tone which people of certain age groups (23+) are unable to hear (*as featured on TV3's Campbell live on 1 September 2008*). As well as taking away the Outstanding Regional Company of the Year Award, DICE also won the Financial Management and Excellence in Business Management Awards.



DICE Directors- from left Sophie Tew, Steven Ryan, Shirley Upton (teacher), Edward Davidson, Melissa Alach, Blair Marnitz, Anita Keestra (Regional Coordinator) & Deputy Mayor of Manukau Cr. Gary Troup

Light Stick from Macleans College designed and produced quality lighting solutions for operators of small water craft, to prevent collisions, meeting the requirement of legislation that kayaks and paddle craft display a continuous white light that is visible in all directions for a distance of two nautical miles. As well as taking away the Outstanding Regional Company of the Year Award, Light Stick also won the Innovation and Excellence in Business Management Awards.



Light Stick Directors- from left Geoffrey Andreas, Edward Goldwater, Owen Bodley, Kris Jadeja, Anita Keestra (Regional Coordinator) & Deputy Mayor of Manukau Cr. Gary Troup

The Deputy Mayor of Manukau Cr. Gary Troup in his speech said “one of government’s major strategic goals for New Zealand over the long term is the transformation of the economy. That is why it is encouraging and supporting enterprising education as part of the curriculum in schools. The Lion Foundation Young Enterprise Scheme is a wonderful way of encouraging young people to harness the power of education and discover the secrets of how to achieve in business, and make your brilliant idea into a brilliant product. I encourage more Manukau businesses to get behind this wonderful scheme and support our youth. Businesses that support Young Enterprise make a real difference to the existing lives and future potential of students who live and attend school in their community.”

Not only did the Awards evening provide an appropriately stylish forum at Villa Maria Estate in which to applaud our students and their enterprise success, it was the ideal opportunity for Enterprising Manukau to acknowledge the wonderful generosity of some Manukau Businesses (Regional Sponsors).

National Awards

DICE and **Light Stick** represented Counties Manukau at the National Awards on 5 November 2008. Enterprise NZ Trust hosted the National Awards Gala Dinner at the Duxton Hotel, Wellington with guest of honour, the British High Commissioner, His Excellency Mr George Fergusson. Counties Manukau won the following awards:

Anita Keestra (Regional Co-ordinator), was awarded the **Sir James Fletcher Award for Outstanding Contribution to Enterprise**. This was the first time this award was given to a regional co-ordinator.



His Excellency Mr George Fergusson (British High Commissioner) and Anita Keestra from Enterprising Manukau

DICE from **Auckland Seventh Day Adventist High School**, who provide the Mosquito mobile telephone age specific ringtone, which people of certain age groups (23+) are unable to hear, won the **Enterprise NZ Trust Award for Excellence in Sales and Marketing**. DICE was chosen as one of the four teams to pitch in a Dragon's Den style, to Movac, a Venture Capitalist firm.



DICE from Auckland Seventh Day Adventist High School with CEO of ENZT & British High Commissioner

Light Stick from **Macleans College** designed and produced quality lighting solutions for operators of small watercraft, to prevent collisions, meeting the requirement of legislation that kayaks and paddle craft display a continuous white light that is visible in all directions for a distance of two nautical miles. Light Stick won the **Gallagher Group Award for Excellence in Technology**.



Light Stick from Macleans College with British High Commissioner & Director of Gallagher Group Ltd

Stretch from Aorere College introduced to the silicon wristband market, a colourless, anti-gang wristband to send a powerful message to the gangs of this community and raise awareness of this social issue. Stretch won the **Ministry of Pacific Island Affairs Award for Excellence in Pasifika Business**.



Stretch from Aorere College with teacher Lucy Wymer (pink dress) & Anita Keestra



Mike Williams (Aorere College Principal), Anita Keestra & Gaelle Deighton (CEO) from Enterprising Manukau



Regional Sponsors

We acknowledge and thank the following sponsors. Without your support, we would not be able to continue with Young Enterprise Scheme in Counties Manukau. We really appreciate your on-going support.



National Sponsors supporting Counties Manukau



Merry Christmas & a happy, prosperous & Joyful New Year



Gaëlle Deighton
Chief Executive
Enterprising Manukau

Anita Keestra
Community Economic Development Manager
Enterprising Manukau