

E-Day kicks off YES 2008 in Northland

More than 240 students attended E-Day to find out about the Lion Foundation Young Enterprise Scheme.

There were two E-Days held in Northland, to introduce students to the Lion Foundation Young Enterprise Scheme. Students in the Far North district came together at the Copthorne Resort Bay of Islands. Whangarei and Kaipara students met at Forum North.

During E-day, students brainstormed ideas for their new businesses. They also learnt about the different roles in each business, and attended short workshops on topics such as Leadership, Sales & Marketing, Finance and Production.

In the afternoon sessions, students refined their ideas and then got the opportunity to run those ideas past a group of businesspeople. Each group received feedback on their ideas.

Since E-Day, the bulk of Term One has been used for planning. Students



have chosen their role, registered their company and decided on their product or service. They have then researched the product/service, their target market and the production costs involved in bringing their idea to the market.

Each YES company is preparing a written business plan, which they will submit on April 18th. This is a regional competition sponsored by NorthTec. Winners will be announced at the YES Northland Mid-Year Celebration, to be held on Friday June 20th.

Thank you to all those people and organisations who supported E-Day:

- ASB Bank
- Business Coaching New Zealand
- Copthorne Resort & Hotel Bay of Islands
- Enterprise Northland
- Fix Creative
- Forum North
- Headstart Marketing
- Lloyd Budd
- Manaaki Solutions
- New Zealand Institute of Chartered Accountants
- Russell Turner Chartered Accountants
- The Soundcave
- Warehouse Stationery
- Whangarei District Council
- Whangarei South Rotary Club
- Whangarei Sunrise Rotary Club



YES FAQ's

What is YES?

The Lion Foundation Young Enterprise Scheme offers senior secondary students the chance to run their own business. Students form a company, create a new product or service and introduce it to the market.

What do they do?

Each company must prepare and present a business plan, including product, market and financial research. The company works with suppliers and contractors to prepare and present their products or services for sale, and they must submit an Annual Report at the end of the year. YES companies must raise their own start-up capital and pay tax on all profits. After tax profits are theirs to keep.

Who is involved?

More than 230 Northland students are taking part in the programme this year. Students from 17 schools and training organisations are involved in YES 2008. Nationally, there are more than 3500 students involved in the YES programme.

Why do YES?

The students get to experience what it is really like to run a business, create a product and sell it to the public. It provides the opportunity to work with the business community and the public, and lets students experience enterprise education in action.

Visit our website!

YES Northland has a new website this year. You can find a full list of participating teams, plus the 2008 event calendar, and a range of photographs.

Make sure you bookmark it to keep up to date with current events and latest news from our YES teams.

www.yesnorthland.co.nz



Mentors making a difference

Each YES company starts the year by brainstorming and planning their business. One of their first jobs is to find a mentor for their company. The mentor meets with the company once or twice each month, and makes suggestions throughout the year to help the company.

Grant Shaw from ASB has been a mentor to a number of YES teams. He finds the experience invaluable. "Mentoring has really helped me to understand, as an employer, what students do at school. I've found it both rewarding and enlightening."

The mentor has an advisory role, and is not required to be actively involved in the running of the company. The mentor provides the YES company with the benefit of his/her business experience.

Last year Grant was a mentor to Happy Hooves, who won the Gilmore Brown Award for Financial Management at the Northland YES Awards. Grant attended the awards and was thrilled to see the teams' effort rewarded.

"I felt just like a proud parent! It gave me a warm and happy feeling to be associated with a team that had developed so much during the year, and had had success."

This year, Grant is again involved as a mentor, this time with SAB Blocks of Whangarei Girls' High School. The company is looking to create a stepladder to help horse riders on and off their horses.

Great prizes on offer for YES companies

There are a number of competitions throughout the year to help YES companies succeed. The NorthTec Business Plan competition offers YES companies the opportunity to win \$500 start up capital. Each company must submit a written business plan, which is marked with feedback given to the company.

The Keri Design & Print Business Card Competition is another opportunity for YES companies. Each team can submit one business card design. The best three entries, as judged by the team at Keri Design & Print, will receive professionally printed business cards free of charge.

MoreFM Northland offers YES companies a great promotional opportunity, with the MoreFM Advertising Competition. For this competition, each YES company must write the script for a 30-second advertisement. The winning companies will have their advertisement produced by the team at MoreFM Northland, and they will be broadcast in the weeks leading up to the Trade Fair. Students can also enter a national advertising competition run by MoreFM Auckland.

Last year, Stephen Christodoulou, a sole trader from Otamatea High School won the MoreFM Advertising Competition at both regional and national level. Stephen's product was a backseat 'sanity pack' for children, which included puzzles, games, drawing materials and bottled water. Stephen won a total of \$7000 worth of advertising on MoreFM stations, which he kindly donated to North Haven Hospice.

YES 2008	School	Teacher	YES Companies
<p>The following schools and training organisations are offering the Lion Foundation Young Enterprise Scheme this year:</p>	Bream Bay College	Marie Smyth & Iain Duffield	1
	Dargaville High School	Martin Middleton	3
	Kaitaia Abundant Life School	Andrea Panther	2
	Kaitaia College	Clint Downs	3
	Kamo High School	Alan Bayly, Nick Vine & Craig Hayman	7
	Kerikeri High School	Mark Jessop	6
	Okaihau College	Robyn Bourne	1
	Otamatea High School	Eileen Parsons	1
	People Potential	Carly Priddle	1
	Pompallier Catholic College	Vernice Young	1
	Springbank School	Simon O'Brien	3
	Taipa Area School	Karen Galley	6
	Te Kura Kaupapa O Kaikohe	John Smith	1
	Te Whare Kura o Te Rawhiti Roa	Anna Henare	1
	Whangarei Boys High School	Kirsty Price	5
Whangarei Girls High School	Janet Lang & Joshua Mansill	10	

Students learn the importance of business planning

The major focus for YES students during Term 1 has been on business planning.

This term, each YES company has been working to prepare a business plan. The business plan must start with a short business profile, and comprise sections on production, sales and marketing, finance and personnel.

Each YES company is expected to do detailed product and market research before completing their business plan. Their finance section must include details on capital formation and a cashflow forecast.

YES Regional Co-ordinator, Sasha Webb, says it is critical for the students to realise the importance of business planning. "More than 50% of all start-up businesses in New Zealand fail within the first year, many because of inadequate planning. The YES programme gives students the opportunity to see just how important business planning really is."

All YES companies will this week submit their written business plan into the NorthTec Business Plan Competition. In Term 2, each YES company will present an oral business plan presentation to a panel of judges.

The YES companies will then put their plans into action in Term 2 and 3, focusing on production and sales, before producing an Annual Report at the end of the year.

Regional Co-ordinator vital link for Northland YES students

Each region that takes part in the Lion Foundation Young Enterprise Scheme appoints a Regional Co-ordinator. In Northland, Enterprise Northland appoints the Regional Co-ordinator, and this position is currently held by Sasha Webb.

Sasha's role includes the planning and organising of all events on the YES calendar. She liaises with YES companies, teachers and Enterprise New Zealand Trust, which manages the scheme nationwide. Sasha also works with the local business community to generate support and sponsorship for the programme.

"It's a fantastic role," she says. "I am working with some of Northland's best and brightest students, and helping them to extend their learning in ways that they can use later in life. Students who take part in the Lion Foundation Young Enterprise Scheme learn about planning, marketing, finance, leadership and so much more. Through experience, they find out about production timelines, market research and reporting back to shareholders."

Sasha became the Regional Co-ordinator in April 2007. She is happy to speak to schools, businesses or any other organisations about the benefits of the Lion Foundation Young Enterprise Scheme. Sasha works from a home office, and can be contacted on 09 459 5404.

Thank you to all of our Northland Gold Sponsors



Northpower



Upcoming Events

19-22 May Oral Presentations

Each student company will present their business idea to a panel of expert judges. The aim is to convince the judges that the business would be a worthy investment. This presentation accounts for 30% of the company's total mark for the year.

20 June YES Northland Mid-Year Celebration

This is your chance to meet some of our leading YES teams. Six companies will present their business ideas, and winners will be announced for the following awards:

- NorthTec Business Plan Competition
- Keri Design & Print Business Card Competition
- MoreFM Radio Advertising Competition

2 Aug YES Northland Trade Fair - Whangarei

All YES teams from the Whangarei and Kaipara districts will have their products and services ready for sale. The 1/2 day market is your chance to bag a bargain and support our YES teams at the same time.

3 Aug YES Northland Trade Fair - Kerikeri

All YES teams from the Far North district will present their products to the market. Support young enterprise in Northland by coming along.

Contact Us

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The Lion Foundation Young Enterprise Scheme is proudly co-ordinated in Northland by Enterprise Northland, the economic development agency for the region. Enterprise Northland sees Education 4 Enterprise initiatives, such as the Lion Foundation Young Enterprise Scheme, as vital to the long-term success of Northland.