

Media Release

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YES Northland Companies show their wares

On Saturday 14 August, 20 Young Entrepreneur Scheme (Yes) Companies participated in this year's YES Northland Trade Fair, held at The Centre, Kerikeri.

YES is a year-long experiential business learning programme, where year 11 through 13 students form start-up companies, become directors and follow their own business plans to develop products/services which they market and sell.

The YES programme is supported in schools by teachers and by a YES Northland Co-ordinator, who arranges seminars for student directors, trade fairs, oral and end of year presentations and teacher/mentor training.

Examples of products and services this year's YES Company students have developed include:

- Flavoured kumara crisps
- A paintball helmet with player intercom and night vision capability
- Innovative, high fashion nail armour with distinctly New Zealand designs
- A video console gaming tournament service
- An activities & tourist map showing 'must-see' North Island attractions
- Ki-o-Rahi ball game revival
- A versatile wheat filled foot warmer
- A fashion accessory hold-all bag

Saturday's Trade Fair was attended by over 600 eager shoppers during the day.

According to Top Energy Group, Customer Call Centre subsidiary PHONEplus General Manager, Kathryn Starr, who was on hand to present prizes for Best Trade Fair Display & Customer Choice Awards, the event was a huge success and a timely reminder that energy and passion for a business idea goes a long way to encouraging success. "What impressed me was the level of positive energy put into the business ideas by our students. Their attention to product detail and their well thought-through product benefits presentations also stood out", she said.

Winners of the Best Trade Fair Display Award were; 1st - Snazzee Productions, Kaitaia Abundant Life School, 2nd - Le Mieux Enterprises, Springbank School and 3rd - Wheat Feet, Whangarei Girls' High School.

Winners of the Customer Choice Award were; 1st - Le Mieux Enterprises, Springbank School, 2nd - Snazzee Productions, Kaitaia Abundant Life School and 3rd Phoenix Enterprises & Creative Enterprises, both from Taipa Area School.

According to Starr, 2010 is the second successive year her company has sponsored the Young Enterprise Scheme throughout Northland, in partnership with The Lion Foundation. "We're delighted to sponsor the programme because we believe it to be a powerful, hands-on learning experience. It's not just an academic course, but a relevant and exciting experience which teaches our young people about the 'real' business world and about the challenges and rewards of running a successful business", she said.

Starr believes her company's, YES Northland sponsorship fits well with other education programmes the Top Energy Group sponsors in the Far North; WaterSafe - which teaches primary school children graduated learn to swim and personal water survival skills and the Far North Science & Technology Fair - which is an effective way to promote science and technology to secondary school students, while helping them to develop investigative and problem-solving life-skills. END.

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Images:



Jade Larkan (left) presented Customer Choice Award by PHONEplus General Manager, Kathryn Starr.



Priscilla de Groen Hutchinson from Snazzee Productions, winner of the Best Trade Fair Display Award.