



Waikato Regional Handbook 2011

Sponsored by

Brought to you by



Kia ora koutou, Greetings to All

Welcome to the Lion Foundation Young Enterprise Scheme (YES) for 2011. This unique and exciting programme will help you to develop knowledge in operating a small business, team building, relationship management, meeting procedures, record keeping, the legal requirements for running a business, and the process of reporting company performance. Its value is far-reaching, providing you with skills to equip you for life after school. Your YES experience will add depth to your resume when you seek employment.

This booklet outlines the YES events you will be participating in during the year, timeline and venues and marking criteria for the regional competition.

I know you will have a busy yet fulfilling year and look forward to hearing from you and working with you in the days ahead. It is exciting to be involved in helping to develop New Zealand's future entrepreneurs!

As your Regional Coordinator I:

- Am here to help and to ensure that you have the most positive experience possible during your YES year.
- Organise activities throughout the year.
- Mark companies for their participation and communication with the Coordinator. These marks form 40% of your total score toward the Regional and National Awards.

All the best for your YES endeavours!

Mary Jensen

Waikato/King Country Regional Coordinator
Lion Foundation Young Enterprise Scheme

Contact Details

Regional Coordinator's Contact Details

Waikato/King Country YES Regional Coordinator: Mary Jensen, Regional Manager,
Smart Waikato Trust

Postal Address: P O Box 166, Hamilton
Mobile: 021 295 5951
Email: mary@smartwaikato.co.nz

Events Coordinator: Kay Ankersmit
Email: kay@smartwaikato.co.nz

Website: www.smartwaikato.co.nz

YET Contact Details

YES National Director: Robyn Borne
YES Programme Manager: Fleur McKean

Address: Young Enterprise Trust
1st Floor 66-70 Bloomfield Terrace
P O Box 31545
Lower Hutt

Phone: 04 570 0452
Fax: 04 570 0453
Email: fleur.mckean@yetrust.co.nz
Website: www.yetrust.co.nz

Timeline for 2011

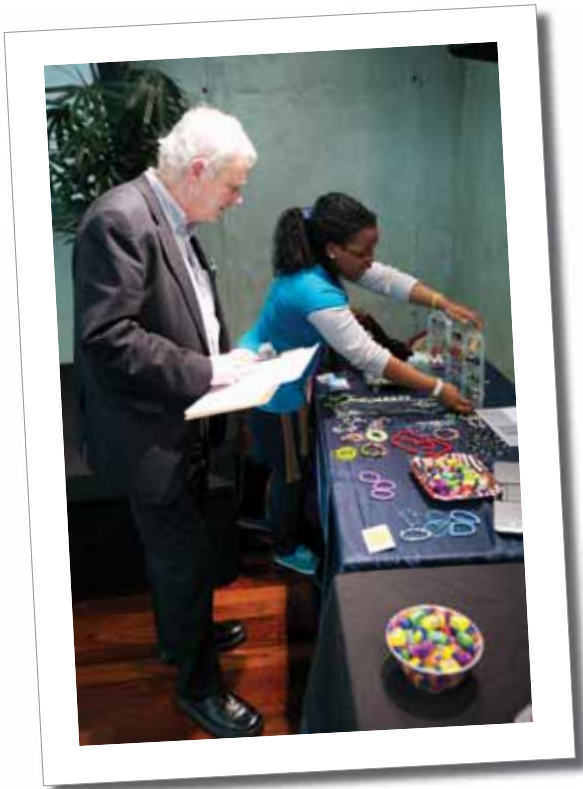
Date	Time	Event	Description	Venue	See notes
March 1	9:00am – 2.30pm	E-Day	Information Day for the Lion Foundation 2011 YES programme	Wintec City Campus. The Atrium, Wintec House Corner Ward and Nisbet Streets, Hamilton	
Tuesday 15 March	5.00pm– 6.30pm	Business Plan / Oral Presentation Workshop	See explanation later in booklet	Room CG.16, Wintec City Campus.	2
Friday 1 April	5.00pm	Business Card Competition: Entries Due	See explanation later in this booklet		3
Term 1 Ends Friday 15 April Term 2 Begins Monday 2 May					
Friday 6 May	Noon	Optional: Submit draft Business Plan for comment	An optional offer from the Regional Coordinator to peruse your business plan and send back comments before final plan due following week. Send to mary@smartwaikato.co.nz		
Wednesday 11 May	5:00pm	Completed Business Plans due	YES Company Business Plans (pdf) are to be received (via email) by the Regional Coordinator no later than 5pm in order to enter the regional competition		
Wednesday 18 May / Thursday 19 May	4.30 to 7.30pm. You will be notified of your exact presentation time and day required.	Business Plan Competition and Presentation (Orals)	See explanation later in this booklet. N.B. it is envisaged that the companies will each present ONCE only over the two scheduled days, but this may change due to numbers. As such, details will be confirmed closer to the time and companies notified via email.	Events Room 1, Bill Gallagher Centre, Wintec City Campus	4
Friday 27 May	5.00pm	National "THE EDGE" Competition: Entries Due	Submit a 30 second radio advertisement to "THE EDGE" to win \$5000 worth of radio advertising.		Programme booklet
Friday 3 June		YE Examination Registrations Close			
Wednesday 29 June		Trade Fair 2011: Registrations Due	Trade Fair Registrations due to the Regional Coordinator (registration form will be emailed to your company in June)		5
Term 2 Ends Friday 15 July Term 3 Begins Monday 1 August					

Date	Time	Event	Description	Venue	See notes
Wednesday 10 August	2.00pm – 7.00pm (includes set up time)	Trade Fair	See explanation later in this booklet	The Atrium, Wintec House, Wintec City Campus, Corner Ward and Nisbet Streets, Hamilton	5
Wednesday 10 August	7:00pm – 7.30pm approx	Report Writing Seminar	See explanation later in this booklet	The Atrium, Wintec House, Wintec City Campus, Corner Ward and Nisbet Streets, Hamilton	6
Wednesday 24 August	To be confirmed	YES Examination			
Wednesday 28 September		Optional: Submit draft Annual Report for comment	An optional offer from the Regional Coordinator to peruse your annual report and send back comment before final (hard copy) report due in Wellington following week. Send draft to mary@smartwaikato.co.nz.		Guidelines & marking schedule online
Friday 30 September	5.00pm	Final Submissions for Regional Coordinators marks			8
Wednesday 5 October	5:00pm	Company Annual Report Due - 30% of total score	Your YES Company must send a hard copy and a pdf copy on cd of your Company Annual Report directly to Young Enterprise Trust (YET) in Wellington to be received by 5:00pm.		Guidelines & marking schedule online
Thursday 6 October	5:00pm	YES Regional Awards: RSVP Due	Register your attendance at the Regional Awards via return email (RSVP request sent to you earlier in the week)		7
Term 3 Ends Friday 7 October Term 4 Begins Tuesday 25 October					
Thursday 27 October	5.00pm – 7.00pm	YES Regional Awards	The premiere event of the year to celebrate the achievements of the region's young entrepreneurs. Awards, prizes and presentations by sponsors.	Events Room 1, Bill Gallagher Centre, Wintec City Campus	7
Late October		YES Exam results announced			
Thursday 1 December	All Day	YES National Awards	Regional Winners compete in the National Awards Competition and attend the Awards Dinner in Wellington.		Programme booklet

1. Communication

The Regional Coordinator communicates with students, mentors and teachers via email. Please forward your Managing Director and Communications Director's email addresses to me at mary@smartwaikato.co.nz as soon as possible so that you receive all important communications. All of the Regional Co-ordinator's requirements as set out in the back of this handbook are to be emailed to the same address.

It is also a good idea to become a Facebook friend of Smart Waikato to receive reminder updates on this.



2. Business Plan / Oral Presentation Workshop

N.B. Attending this workshop is worth 2 Regional Coordinator marks.

Date: Tuesday March 15 2011
Time: 5:00pm – 6:30pm
Venue: Room CG.16, Wintec City Campus

Description:
This seminar/workshop will cover the fundamentals of writing a business plan, tips on delivering an oral presentation, and business representatives will be available to answer questions and give advice.



3. Business Card Competition



N.B. Hard copy of business card sent to Coordinator is worth 2 Regional Coordinator marks.

- Due date:** Friday 1 April 2011
- Description:** The owners of Printstop (Lake Road, Hamilton) and D3Design will judge the competition to determine the winning business card.
- Prize:** Free printing of 2 business cards (500 of each) for the winning Waikato-King Country YES company.

Criteria:

Standard sized business cards 90mm x 55mm

- Designed to be printed on white card
- Innovative ideas encouraged
- Design should have imagery or a logo that is easy to remember
- Card should relate well to the product or service, although this may be in an abstract way
- Name and contact details of the person and organisation for which it is printed must be clearly shown
- Lion Foundation Young Enterprise Scheme Logo must be included in the design. (You can collect the YES Logo from the Student Resource Page at www.yetrust.co.nz)
- Send a high resolution image so it can be judged well

To enter: Companies should email mary@smartwaikato.co.nz their business card for the competition, in either PDF JPG or Word format. Please do not send Publisher files.

Winners: Will be notified via email within two weeks of the close of the competition and will be published on the Smart Waikato facebook page.

4. Business Plan Competition and Presentations (Orals)

N.B. This event is worth a possible 30 marks towards the final mark (for regional and national competition).

Important!

In order to enter the Oral presentation, companies need to have submitted their completed business plan to mary@smartwaikato.co.nz by 5.00pm Wednesday 11 May.

- Date:** Wednesday 18 May 2011 / Thursday 19 May 2011
- Time:** 4:30 pm - 7:30pm (N.B. actual times may vary according to number of companies involved. You will be notified of your exact presentation time, and the day you are required, in advance of this event)
- Venue:** Events Room 1, Bill Gallagher Centre, Wintec City Campus, Hamilton

1. You are encouraged to invite your parents, friends, mentors, teachers and others to attend the Oral Business Presentations. Entry to and exit from the venue will not be permitted during a group presentation.
2. Equipment:
 - A computer and data show will be provided
 - If you choose to do a Power point presentation please bring your presentation on a USB stick. It is advisable to bring a back up copy on a second USB stick.
3. These are professional presentations. You are running a business and are expected to present yourself accordingly. Dress professionally or tidily in your school uniform. Be creative and make your presentation informative and interesting. Practise on your teachers, friends and parents. You need to be enthusiastic, and aim to convince the judging panel that your business idea and plan is worth investing in.
4. The best presentations are well structured, cover all topics and work carefully within the 5 minute time frame. Ensure that you cover the material that is assessed by the judges early in your presentation to ensure that these points are covered, as you will be asked to stop your presentation when your 5 minute allocation is up.
5. The best presenters are well prepared, confident, may use speech cards (but do not read from a script) and are well presented.
6. You may wish to begin your presentation with something punchy and then introduce yourselves.
7. The financial section needs to be covered and well detailed. You may consider giving the judges a hard copy.

Rules

You will set up as the judges are asking questions of the previous team. Each company has FIVE minutes to present. A bell will sound to indicate the end of this time at which point the presenters are to approach the judges table for a further 3-5 clarifying questions, (while the next team sets up.)

5. Trade Fair

N.B. Attending this trade fair is worth 3 Regional Coordinator marks. A further 1 mark is allocated to those companies who send their RSVP in on time (invitation will be emailed to your Communications Director in Term Two).

Date: Wednesday August 10 2011
Time: 2.00pm (set up) – 7.00 pm (TBC)
Venue: The Atrium, Wintec House, Wintec City Campus

Description:

This is the official Trade Fair as organised by your regional co-ordinator. It is an opportunity to sell your products/services and/or conduct further market research. The Trade Fair will coincide with a reception held for participants in “Principal for a day” so there will be a ready crowd of Waikato Business and Community Leaders and School Principals present.

NB: There will be a \$5.00 fee for the Trade Fair to cover the hire of a table payable on the day.

1. Standards

- This is an opportunity to show the region the exceptional efforts of your company, your school and YES itself, so high standards of presentation are expected.
- Boxes, cartons, packages, and spare stock must be kept out of view at all times. Litter and other waste must be removed immediately.
- As part of your display stand remember to try to include a banner or logo from your school. You could also ask your mentor if his / her company would like to display their logo or banner on your stand.
- Dress code is formal school uniform or appropriate business attire.
- If you refer to the YES Scheme you must acknowledge the Lion Foundation and the logo is available from the Student Resource Section at www.yetrust.co.nz.

2. Tables

Likely to be standard sized trestle tables - TBC.

3. Signage

Please ensure all signage has a light coloured background and is of a professional standard – handwritten signage is unsatisfactory. Your signs should identify the school with which you are associated. The Lion Foundation Young Enterprise logo should be displayed on products and stalls where possible.

4. Electricity Provision

The companies that require power points must bring along their own extension cords and double adapters if they are required. Indicate on your registration form (to be emailed) if you require power.

5. Security

Each company is responsible for the security of their products, equipment, signage and cash. Please make sure you have a safe bag or money belt for your takings, and some change to start the day. At least one person is to stay behind the table at all times.

6. Selling

People may not always approach you. Get out from behind the tables and meet the potential customers. Many people may not have readily available cash. This should not be a deterrent, you should be using this time to take orders and promote your product or services.

Trade Fair Award Criteria

Best Trade Fair Presence Award - \$200.00

Criteria	Maximum Marks
Overall Appearance Attractiveness of stall and presentation of directors staffing the stall.	25
Promotional Material Overall standard of the point-of-sale material in terms of being informative, creative and persuasive.	25
Selling Techniques Openness of staff to “do business” and engage passers-by. Enthusiasm about their product and service and ability to sell.	25
Financial Control Secure payment facilities, change available, ordering and receipting processes	25
Total	100

6. Regional Report Writing Seminar

N.B. Attending this seminar is worth 2 Regional Co-ordinator marks.

Date: Wednesday August 10 2011
Time: Commences approximately 7:00pm (begins after the Trade Fair)
Venue: The Atrium, Wintec House, Wintec City Campus

Description:
Open to all Company Directors, students are invited to attend a report-writing seminar designed to assist them in compiling and writing their YES Company Annual Report for the year. The Annual Report contributes 30% of the Regional and National Awards Mark. (Students may download copies of winning reports and guidance on how to write a report from the YES website).

Major tip:
Start taking photos at the beginning of the year and document your progress as you go along. Build up electronic documents, carefully filed, so that you can slot them into your annual report and cut down the workload at the end of the year.



7. Regional Awards

Date: Thursday 27 October 2011
Time: 5:00pm – 7:00pm
Venue: Events Room 1, Bill Gallagher Centre, Wintec City Campus

Description:

The highlight of the YES year, the Regional Awards is a celebration of the achievements and successes of the YES Companies in the region. Sponsors present prizes to outstanding companies. All Lion Foundation Young Enterprise Scheme companies, teachers, parents, mentors and supporters are invited to celebrate YES 2011. Award winners will be announced on the night.

Awards Categories and Sponsors (TBC)

YES Regional Winner



High Growth Potential



YES Regional Runner Up



Best Social Enterprise



YES Waikato/King Country Entrepreneur of the Year



Financial Management Award



Leadership Award



Best Maori Business



Technology Award



Commitment



Best Sales and Marketing



Other possible categories for 2011 include Sustainability and Innovation

8. Regional Coordinator's Mark (40% of regional and national competition marks)

Element	As evidenced by:	Mark
Communication	• Electronic copy of minutes for 4 company meetings received	4
	• Invitation to company meeting received	2
	• Invitation to product launch received	2
	• Business card produced and hard copy sent to co-ordinator	2
Mentor	• Summary of two meetings with a mentor OR business adviser OR business teacher in the YES year (cc mentor or teacher)	4
Media Participation & Public Relations	• E-Market link sent	2
	• Scan of newspaper item or video/audio/web evidence	2
	• Media Release sent to media and copied to coordinator (correct use of Lion Foundation YES name)	2
	• YES logo is used on a public document (eg press release, invitation, advertisement)	2
Oral Presentation	• Written summary received on time as requested by the Regional Coordinator	4
	• Presentation is completed on the set date	4
Trade Fair and Expo	• RSVP sent in on time • Stall set up and students on-site for duration of Trade Fair	1
	OR • If unable to attend official trade fair, team to create own sales event and send photo to RC	3
Attendance at:	• E-Day	2
	Any two of:	4
	• Business Plan Presentation Seminar/workshop	
	• Annual Report Writing Seminar/workshop	
	• Other activity as arranged by RC	
Total		40





Smart Waikato
P O Box 166
Hamilton

www.smartwaikato.co.nz