

Good evening and welcome.

It's my pleasure to welcome you here tonight. My name is Chris Williams, Director of King St. We're an advertising, marketing, design, media and web company.

It's fantastic to see all you budding entrepreneurs in the same room, No doubt among you are the future leaders and success stories of New Zealand and the world. So it's exciting to be here and I'm really looking forward to seeing your stories and to applauding the winners.

But now that I have your undivided attention, I'm going to give you a bit of free advice. I'm hoping that you'll pay more attention than my own kids, because it may help you in future.

As you work towards your last stages of schooling, you will most likely be weighing up your options on further study and careers. And since you've all entered the young enterprise scheme, many of you may go on to run a business of some kind. And I have no doubt that there are many talented entrepreneurs among you.

Wikipedia describes an entrepreneur as an owner or manager of a business enterprise who makes money through risk and initiative. New Zealand is home to many fine entrepreneurs. People like Sam Morgan who founded trademe and sold it to Fairfax for over \$700 million. Or Geoff Ross who started 42 Below vodka in his garage and sold it to Bacardi for tens of millions. Here in Hamilton there are many. Bill Gallagher, Bernie Crosbie, Dallas Fisher just to name a few.

All will have their stories to tell and all will tell you they became successful mainly through combining great ideas with blood sweat and tears, and teamwork. I take my hat off to them all.

Probably the greatest entrepreneur of our time was the late Steve Jobs. Steve Jobs, who died a couple of weeks ago, was the founder of apple and is the genius who brought us the Apple Mac, the ipod, the ipad the iphone

and completely revolutionised we consume music, communicate and take in information. Jobs ended up creating one of the world's most valuable companies. Many people say he changed the world. It depends on how you look at it I guess. I wouldn't go that far. He didn't invent music, he just made it easier to access it and listen to it. He didn't invent the computer, he just made it more intuitive and user friendly. And he certainly didn't invent the phone - he just saw it as having much more potential than his rivals and foresaw the next stages of the digital age when he basically created a mobile screen. Regardless of whether or not you think he changed the world, he certainly changed the way we behave and interact so he most definitely made his mark.

All of us have the potential to change things in some way. It may not be in the way Steve Jobs or some of the great inventors did. And it may not even be in a way that many people notice. It may be a change in your neighbourhood, your town or in the businesses you end up running. It may be in your family, it may be in a way that helps people who are less fortunate. But we all have the potential. And in making these endeavours, in trying to make change, you will all learn, you will make mistakes, you will laugh and cry and you will grow. And as time passes, your experiences will all add up and you will become as successful as you want to be.

It's the people who make changes that move us forward and keep the world fresh. And it's the people who can make significant changes to our behaviours who will ultimately be the most successful in the monetary sense.

So my advice. It's very simple. Before you change anything you need to know it. So if you want to change the world in some way, you must see it first. I'm not saying that you have to visit every corner of the world. Far from it. You may not have to even leave the country. But you do need to see what it is all about from other perspectives. From the other side of the bar, from the end of a broom, from the rough side of town, through the eyes of the poor, different cultures and beliefs, from the streets that don't make the marketing brochures, from the view that others would rather you didn't see. You need to walk a

mile in the shoes of as many different people as possible so you can gain an intimate understanding of the world you live in and your place in it. When you do this, you'll be so much better equipped to tackle the challenges of your life and you'll develop an open mind that will keep it young and rich. But the main thing you will gain through seeing the world is much bigger than this. The more you see, the more you'll understand about the world and the more likely you are to see opportunity. Opportunities to make life easier for people, opportunities for new products, services, technologies, ways to communicate, ways to get around. Opportunities that change the way we operate and behave in some way. Opportunities that could help you become the next Sam Morgan or Geoff Ross or even Steve Jobs. But it's impossible to change anything that you never knew in the first place.

So I'm going to give you the easiest homework you will ever get - start seeing the world now and you'll be amazed at the opportunities that are out there.

All the very best of luck tonight and in your careers. Remember to keep your eyes open and whatever you do, try to make your mark in some way.

Thank you.