



New Zealand Business Week

where business meets education

17th July - 22nd July 2011

PNBHS • College House • Palmerston North



IT'S UP TO YOU

As if school isn't tough enough already, you've decided to come back in your holidays! You are wondering if you've done the right thing and you've also spent \$150! So what now?

A lot of what you can look forward to has to do with what you can bring to the programme. We can lay on the top line speakers, the company visits and a company simulation that will bend your brain - but we can't guarantee fun. That's your part. The more you put in, the

more you'll get out. It's the oldest investment principle in the world. In some ways we actually hope you'll be one of those who leave Business Week in a sad state. Not sad because it was useless or unpleasant; but because you are sad that it's over.

Once you have run a Company for a week, you might not want to give it up. Richard Branson, the owner of Virgin Airlines was young once. It's a worry isn't it? Please relax, enjoy yourself, and drink the drink of business knowledge.

CHARITABLE TRUST BOARD MEMBERS



Palmerston North
Boys' High School
Blair van Sijpriaath, Barbara Shorter



Massey University

David Tweed, Tom Quelch, Fraser Bell

District 9940



Stephen Davey

New Zealand Business Week

This is now the twenty first programme since New Zealand Business Week was first established in 1990 and has proven to be a very successful week long residential business programme for Year 12 & 13 students.

This event is being held at College House, Palmerston North Boys' High School, from the 17th July to the 22nd July 2011; the first week of the school holidays. Students compete for places and come from throughout New Zealand. Each participant is required to raise \$150 towards their costs and the remaining \$350 is kindly donated by a business sponsor or Rotary from their region in the form of a scholarship.

This course is designed to give students a better understanding and greater exposure to the business community. The programme's practical nature adds to the theoretical knowledge students have gained from the school system.

Groups of up to ten students run their own businesses for the week, listen to key speakers, take part in panel discussions and participate in social activities. Business Advisors from companies throughout New Zealand kindly donate their time, acting as 'mentors' to the students to help them with the company decisions they are required to make. At the end of the week students' efforts are displayed at a Trade Fair. Invited guests visiting this fair are given investment dollars to purchase shares in whichever company they believe will perform best in the market place and secondly the company which they feel has the most marketable potential.

Welcome

We are proud to present New Zealand Business Week 2011. We are again welcoming students from throughout New Zealand.

The programme is exciting and innovative and has again been made possible by the generous support of your local community, businesses throughout the regions, and the Board Members of the Trustee Organisations. To all our sponsors, guest speakers, company advisors, and teachers we extend thanks with the knowledge that without your support and encouragement this programme would never become a reality.

New Zealand Business Week is unique - thank you for accepting the challenge.

Organising Committee

Trustee's Biographies

Chairman Dr David Tweed: *Senior Lecturer, School of Management, Massey University. David is one of the founding trustees for the NZ Business Week Trust. He is a research associate of the NZ Centre for SME Research, and teaches subjects like entrepreneurship, small business, alternative dispute resolution, and business research methods in New Zealand as well as in China and the United States. David personally started, owned and operated three small enterprises in the service sector but has also served eight years on the board of a regional healthcare organisation with an annual budget approaching NZ\$5 million and employing more than 100 staff. Interests include music and foreign languages.*

NZBW Administrator Barbara Shorter: *Student Centre Administrator, Palmerston North Boys' High School, working with Guidance Staff and Deans. Barbara is the NZ Business Week Coordinator. She has worked in the High School system for over 25 years and enjoys having contact with the students.*

Fraser Bell: *External Relations, Massey University. Fraser is responsible for external relations activities for the College of Business at Massey. With his wife Sue, he also has a farm producing walnuts and a bed & breakfast operation. Fraser has a BCA from Victoria and a BBS (Hons) from Massey Fraser has been involved with NZBW since 2007..*

Blair van Stipriaan *Blair has been a staff member at PNBHS for ten years. He took up the role as College House Manager in term 4 2008, and has enjoyed the ongoing challenge of supervision of a big extended family. He tries (!) to divide his time between PNBHS, his endurance sporting interests and his family and likes nothing more than combining the last two during weekends and the holidays.*

The Organising Committee



Organising Committee Left to right: Blair van Stripiaan, Tom Quelch, Stu Bradbury Barbara Shorter Steve Davey, David Tweed (Chairman) Fraser Bell

Trustee's Biographies continued

Tom Quelch: *Business Manager, College of Business, Massey University.* Tom has been a Business Advisor for NZBW and is now a Trustee representing Massey University. Tom has a varied management and business background including banking, equipment leasing and university administration and management. Tom is a member of the senior management team within the College of Business with particular focus on the College's financial performance and strategic management. Tom and his wife Vicki have two boys at primary school.

Steve Davey: *Steve is a District Manager for ANZ Business Banking.* He has over 20 years banking experience and currently heads the Business banking units from New Plymouth to Gisborne. Steve was raised in the Manawatu and is very passionate about helping the region's businesses grow and be successful on the world stage. Having helped many businesses grow from humble beginnings to international successes, he is keen to pass on the experiences he has been involved with.

Committee Biographies

Stuart Bradbury: *Manager WMC Technology Ltd.* Stu graduated from Massey University in 2005 with an engineering degree majoring in Techtronic's. While at University Stu started "Wheresmycows.com GPS Farm Mapping" which later became WMC Technology Limited, with main areas of work being GPS and aerial farm mapping and irrigation project management. Stu, is a past graduate of NZBW & participated in a NZBW exchange to Iowa, USA in 2005.

New Zealand Business Week

Sunday 17th July 2011

Who are we?

CHAIRPERSON: Barbara Shorter

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11.30am - Ongoing

Registration & ID's

- College House Library

12 00noon - 1.00 pm

Lunch

Rules and Regulations

Dining Room

Blair van Stipriaan – (Manager) College House

Overview of Programme

David Tweed - (Chairman) NZBW

1.30 pm - 3.00 pm

Team Building - Ice Breaker

John Adams

College House Rec Room

3.00 pm - 3.15 pm

Afternoon Tea - College House

3.15 pm - 4.15pm

'What A CEO Does'

Alastair Davis - CEO Toyota

4.30pm - 6.00pm

Interviews - Recreation Room (College House)

6.00pm - 6.30pm

Business Advisors Orientation and Briefing

College House - **David Tweed**

6.00pm - 6.30pm

Finalising teams Rec Room

6.30pm - 7.00pm

Dinner preparation

6.00pm - 7.00pm

Drinks College House - Official Guests & B/Advisors

7.00pm - 8.00pm

Opening Formal Dinner

Welcome - **Iain Less-Galloway** (MP Labour)

Welcome on behalf of Rotary - **Howard Tong**
Governor Rotary 9940

8.00pm - 8.30pm

Guest Speaker - **Stu Bradbury**

NZ General Manager Lindsay International (ANZ) Ltd

9.00pm - 9.30

Mark Maxwell – Vision Manawatu

11.00 pm

Lights Out

“Quote of the Day”

“A tree as big around as you can reach starts with a small seed;
A thousand mile journey starts with one small step”..... LAO-TSE

New Zealand Business Week

Monday, 18th July 2011

Lunch, Launch & Let's Go!

CHAIRPERSON: Stuart Bradbury

7.15am to 7.45am	Breakfast - Dining Room
7.45am to 8.30am	'Cooperatives' – Mike Dyer & Sarah Barwick Plumbing World Snr Executive
8.45am - 10.30am	Company Decision No 1 (with advisors) - Team Rooms Main School Building Team Photographs – Robyn Chamberlain Morning Tea (delivered to team rooms)
10.45am	Bus leaves PNBHS - Linton Military Camp Met at gate by Escort Officer EO/DCoord
11.00am - 12.00noon	Recruiting Presentation (NZ Army Overview - Officers Schemes) Linton Camp Conference Centre
12.00noon - 12.50pm	Packed lunches - Conference Centre WO1 Bill O'Brien
1.00pm - 2.00pm	Team Building Activity - Linton Camp Gym RPTA/Staff, PTI
2.00pm - 2.15pm	Depart – Travel back to PNBHS
2.30pm - 4.00pm	'The ANZ Amazing Chase' Jason Willets
4.00pm	PNBHS - Afternoon Tea
4.15 pm - 5.15 pm	Company Decision No 2 Team rooms PNBHS
5.15 pm - 6.15 pm	'Company Brief Show' preparation - Team rooms
6.30 pm to 7.00 pm	DINNER - College House Dining room
7.00pm - 7.30pm	Roger Wigglesworth – Ministry of Economic Development
7.30pm - 8.30pm	'Company Brief Show' Presentation
8.30 pm to 9.30pm	Theatre Sports/Sing Star - Alan Dingley College House Recreation Room
9.30 pm - 10.30 pm	FREE TIME
10.30 pm	Lights Out

“Quote of the Day”

“A major ingredient in you getting what you want is having the conviction that you are worth it.”

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New Zealand Business Week

MASSEY UNIVERSITY DAY

Tuesday, 19th July 2011

Look, Listen, Learn — Develop Your Capacity!

CHAIRPERSON: Fraser Bell/Tom Quelch

7.15am	Bus to Massey (Arrive - Whararata)
7.30 am to 8.30 am	Breakfast – ‘Whararata
8.00 am to 8.20 am	“Welcome to Massey” Dr Sandi Shillington – Regional Registrar (Manawatu Campus)
8.30 am to 9.30 am	Company Decision No. 3 Massey University, Student Centre Dining Hall
9.45am to 10.30 am	‘Leadership’ Associate Professor Sarah Leberman Japan Lecture Theatre
10.30 am to 10.45 am	Morning Tea – Outside if fine or Japanese Lecture Theatre
10.45 am to 11.45noon	Introduction to the NZ Investment Game - Frank Newman Japan Lecture Theatre
12.00 pm to 1.00 pm	Working Lunch & Company Decision No. 4 Massey University, Student Centre Dining Hall
1.00 pm to 3.00 pm	NZ Investment Game - Massey University, Business Studies Central Computer Lab
3.00 pm to 4.30 pm	Company Decision No 5 & Afternoon Tea Massey University, Student Centre Dining Hall
4.30pm to 5.30pm	Free time on Campus – Massey University
5.30 pm to 6.30 pm	Dinner – ‘Whararata’
6.30 pm to 7.00 pm	After Dinner Speaker - Kelly Weaver - Massey Student Marsden Lecture Theatre
7.15pm to 7.30pm	Bus from Massey to Daytona – Massey Central Bus Terminal
7.30pm – 10.30pm	Daytona Raceway
10.30 pm to 11.00 pm	FREE TIME
11.00 pm	Lights Out

“Quote of the Day”

“For every OUTSTANDING achievement, persistence is a common ingredient. The name of the game is persistence.

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New Zealand Business Week

TOYOYA (NZ) DAY

Wednesday, 20th July 2011

“The Global Village”

CHAIRPERSON: Barbara Shorter

7.30 am to 8.00 am	Breakfast – Dining Room
8.00 am to 8.20 am	Suzanne Gorrie – Flower Shop
8.30 am	Company Results/Morning Report
8.30 am to 9.30 am	Company Decision No. 6 Team Rooms in Main School Building
9.30 am to 10.30 am	Panel Discussion – College House Dining room Nicki Guy – Reve Stacey Cottrill – Blacksheepdesign Hamish Williams – Amazing Maze Manawatu Evan Kroll – Stevensons Engineering Bryn Neilson – Spinning Planet
10.30 am 10.45 am	Morning Tea (Speirs Centre)
11.00am to 12.00	Company Decision No. 7 - Working lunch Team Rooms in Main School Building
12.10pm to 12.30pm	Depart PNBHS for – Toyota Company visit
12.30pm to 12.45pm	Welcome & Introduction
12.45pm to 1.45pm	Tour of TOYOTA
1.45pm to 2.15pm	‘Toyota Marketing Strategy’ Dave Rhodes-Robinson Toyota Marketing Manager
2.15pm to 2.45pm	Afternoon tea
2.45pm to 4.00pm	‘Real Life Marketing’ Dave Rhodes Robinson Toyota Marketing Manager
4.00pm to 4.15pm	Bus to PNBHS Speirs Centre
4.30pm to 5.15 pm	Trade Fair Talk – College House Rec room Rob Woodhouse – Peacock Promotions Ltd
5.30 pm to 6.30 pm	Company Decision No. 8 – Team Rooms in Main School Building
6.30pm to 7.15 pm	Dinner - Dining Room
7.30 pm to 11.00 pm	Karaoke – Christine Sharp Recreation Room – College House

“Quote of the Day”

“Whatever you can do, or dream you can ... begin it.
Boldness has genius, power and magic in it.”GOETHE

New Zealand Business Week

Thursday, 21st July 2011

“Hitting the Big Time!”

CHAIRPERSON: David Tweed

7.15am – 8.00am	Breakfast – Dining Room
8.00am – 8.15am	Morning Brief
8.15am - 9.15 am	Company Decision No. 9 – Team Rooms in Main School Building
9.15am – 10.00am	From Idea to High Growth Business ‘How to Get your Startup off the Ground’ Warren Bebb - Biocommerce Centre College House Dining Room
10.00am - 10.45am	Preparation in Team Rooms
10.45 am to 11.30 am	Company Decision No. 10 – Team Rooms in Main School Building
11.30am – 2.30pm	Computer Preparation – Main Computer Suite PNBHS
11.30 noon to 4.30 pm	Packed Lunch and trade show preparation
4.30pm – 5.15pm	Trade Fair
5.15pm – 6.30pm	‘Business After Five’ Speirs Centre PNBHS Elaine Reilly – CEO, Vision Manawatu Bob Smith – District Governor District 9940 Guest Speaker – Annah Stretton - ‘Annah S’
	Prize Giving
	Dinner
	Clean up
8.00pm	Bus to Downtown Cinemas
8.30pm	Entertainment
10.30pm	Bus to College House
10.30 pm	Lights Out

“Quote of the Day”

“The universe is fair and just.

We get back from life only what we put into it.”

DAY — 6

New Zealand Business Week

Friday, 22nd July 2011

Reach for the Stars — Don't look back!

CHAIRPERSON: Blair van Stripiaan

<i>7.30 am to 8.30 am</i>	<i>Breakfast - Dining Room</i>
<i>8.30 am to 10.00 am</i>	<i>Debriefing? What have we learnt? Thank you cards & Evaluation forms Blair van Stripiaan Vicki Rolls</i>
<i>10.30am</i>	<i>Farewells Departure</i>

“Quote of the Day”

“Life asks of every individual a contribution and it is up to that individual to discover what it should be” VICTOR FRANKL

THANK YOU

The NZBW Trustees would like to thank the following people and organisations for making New Zealand Business Week 2011 possible.

Guest Speakers

John Adams - Careers Advisor

Mike Dyer – Plumbing World

Suzanne Gorrie – Flower Shop

Howard Tong - Rotary District 9940

Rob Woodhouse - Peacock Promotions Ltd

Roger Wigglesworth - Ministry of Economic Development

Dave Rhodes-Robinson - Toyota (NZ) Marketing Manager

Nicki Guy - Reve

Kelly Weaver – Massey University

Elaine Reilly - CEO Vision Manawatu

Brynn Neilson - Spinning Planet

Evan Kroll - Stevensons Engineering

Alistair Davis – CEO Toyota (NZ)

Stacey Cottrill – blacksheepdesign

WO1 Bill O'Brien NZ Army

Dr Sandi Shillington – Massey University

Associate Professor Sarah Leberman - Massey University

Frank Newman - Massey University

Ian Lees-Galloway – MP Labour

Bob Smith - Rotary District 9940

Stuart Bradbury – 'Where's my cows .com'

Warren Bebb – Biocommerce Centre

Hamish Williams – Amazing Maze

Annah Stretton – 'Annah S'

Business Advisers

Janet Allan - ANZ Bank

Sue Bell – Small Business Owner

Gerald Bennett-Davies - ANZ Bank

David Chapple – Rotarian

Suzie McIntyre – Westpac Bank

Paul Fifield – Westpac bank

Garry Wells – Westpac bank

Mark Maxwell – Vision Manawatu

Fraser Bell - Massey University

Nathan Wildbore - ANZ Bank

Blair Peterson - ANZ Bank

Nathan Sanday – Westpac Bank

Ian Pedley – Westpac Bank

Rachel Wilson – Westpac Bank

Leonie Macnamara – Westpac Bank

Special Thanks to the following sponsors



AUTOGRAPHS

New Zealand Business Week 2011



Student Comments from previous New Zealand Business Weeks

"The best learning experience I've ever had because the mentors boosted my self-esteem and confidence which made my jump from the quietest person on the team to Chief Executive. I also met heaps of new friends from around the country."

"A wonderful experience and opportunity to be involved in the world of business and meet and hear from those who have made it happen."

"An opportunity not to be ignored; a totally unique and rewarding experience which offers an effective balance between enjoyment and learning."

MAP

College House • Palmerston North Boys' High School • PN

- | <u>KEY</u> | |
|-----------------------------------|---|
| 1) Dining Room | 6) Computer Lab |
| 2) College House Office | 8) Team Rooms, Main School Building |
| 3) Entrance to College House | 9) Staff Room |
| 4) Car, Parking Tennis Courts | 10) Gymnasium |
| 5) Recreation Room, College House | 11) Speirs Centre |
| | 12) Administration Block Foyer & Car Park |

