

# Native leaf infused water and mark-free pegs

## Amazing ideas to launch Young Enterprise Scheme

The Lion Foundation Young Enterprise Scheme (YES) 2011 was launched in style earlier this month with hundreds of Year 12 and 13 students from 12 Waikato secondary schools attending an information day at Wintec.

It never ceases to amaze me how people so young can generate so many ideas for innovative products and services.

Perhaps it is because they are often naive about the restrictions that are present in the business environment such as finance, intellectual property restrictions, licensing rights, the time normally needed to research and develop a new product and find markets for it. Still, this learning curve where they have to develop and commercialise a new product by October certainly teaches them some of these realities of business.

Without a doubt some of the embryonic ideas I heard as I listened to the groups sharing their ideas with mentors from our business community, needed a little refinement.

For instance copying good songs off Youtube, putting them on a Cd and selling them, met with mentors steering this group away from the idea, as did developing beer drinking hats and selling them outside the Rugby World Cup venues.

Other ideas were fabulous, such as developing water infused with Kawakawa berries (used in natural Maori medicines) and developing pegs that don't leave



**By MARY JENSEN**  
Regional manager of Smart Waikato, Co-ordinator of YES

a mark on clothes as they dry on the line.

In all around 40 new ideas will be developed in our region over the course of the year and the groups will present their ideas, market research and profit expectations to a "Dragon's Den" of judges, develop, promote and sell their products and services, attend a trade fair and write an annual report which sets out their results.

The groups that succeed tend to be well connected to business mentors from our community and have the tenacity, group leadership and teamwork to take their concept through to commercial reality.

They will have a skill set that takes them from "Inventor" to "Entrepreneur" by possessing the drive and energy to take their ideas and "sell" the concept to investors, inspire their team mates and have the ability to cut through the commercial world and sell their products at a profit.

During the information day,

Mike Chunn formerly of Split Enz and currently manager of the "Play it Strange" trust also outlined a music stream initiative within YES whereby musicians work to develop a CD of their original work and apply their business skills to market their music.

This is the 30th year of YES in New Zealand, and we are delighted to have outstanding support in our region from business mentors, and businesses including Wintec, Stafford Engineering, Gallagher, EMA Waikato, the Waikato and Cambridge Chambers of Commerce, University of Waikato, Waikato Business News, King St Advertising, Milfos, Te Wānanga o Aotearoa and Staples Rodway.

A regional annual awards ceremony is held in October with category prizes in leadership, technology, sales and marketing, high growth potential, social enterprise, financial management, Maori business, innovation and commitment.

The winner of the regional competition represents the Waikato/King Country at the National Awards in Wellington in December.

If you would like to support young people in experiencing "the real world of business" and assist in the development of New Zealand's future entrepreneurs as a mentor or sponsor, please contact the YES regional co-ordinator, Smart Waikato regional manager, Mary Jensen [www.smartwaikato.co.nz](http://www.smartwaikato.co.nz).

# Safe staff, safe children

Every week hundreds of thousands of New Zealand parents entrust their children into the care of other adults for out of school care as well as for sports, education and numerous other interest groups.

CEO of New Zealand's specialist child abuse prevention organisation, Child Matters, Anthea Simcock says: "For an organisation charged with caring for other people's children, the responsibility of keeping children safe is absolutely paramount, and must be considered in everything you do."

Are you certain that your organisation does everything that it can to protect the children in its care?

**Safeguarding children**  
To effectively safeguard children, an organisation must be absolutely committed to having children's welfare and wellbeing at the core of their values.

The single most effective point at which an organisation can minimise the possibility of harm and abuse of children in their care, is in the appointment of new staff. Having safe, caring trustworthy staff is an absolute basic requirement for being able to provide a safe and positive environment for children.

**Cost of making a mistake**  
The effects of having an unsafe staff member or child abuser in your organisation are huge and can be widespread.

Children can be seriously harmed and severely traumatised. Being abused by a person in a position of trust may result in behaviour changes, loss of trust and self esteem, as well as personality disorders and other outcomes. Often the affects of the abuse can be with

thoroughly and diligently, can minimise the chances of allowing an unsafe person to enter your organisation.

Therefore it is crucial that any person, whether paid, voluntary, full-time or part-time be checked as thoroughly as possible, before being given access to children.

A comprehensive safety check includes:

- A positive identification of the applicant.
- This process ensures that people are who they say they are.
- A comprehensive employment and volunteer history.

It is important that you have a comprehensive application form so applicants can't just miss out bits at their convenience. Of particular importance is why they left their previous positions and looking out for patterns like lots of jobs held for very short time frames.

- Cross-checking application forms with other information.
- By doing this you may find anomalies that ring 'alarm bells' or make you question the truthfulness of the information.
- Identifying any convictions or criminal offences against children.

This can be done through the Department of Courts and the Police Vetting Service.

- Use of planned and structured interviews.
- The interview is an excellent way to learn more about the background and personal history of the applicant.
- Phone calls to previous employers and referees.

Don't just be restricted to those people selected by the applicant.

Reference checking takes time and is often left out, but it is one of the most important parts

- Letting applicants know that checks will be made.
- This may discourage people from applying if they have something to hide
- Clear records of the whole process.

Often many people are being considered in the recruitment process, so keeping a record of everything makes sure there are no mistakes or things missed.

- Make it known that you are serious about protecting children
- The more widely it is known that an organisation has a comprehensive checking process, the better. Potential child abusers are often deterred by the fact that they will be checked, and that other staff are trained in child protection.

So once you have done the work and put the policies, procedures, training, and support systems in place – shout it from the rooftops! You will find parents respond positively and will be far more likely to entrust their children with your organisation.

### How can I find out more?

Child Matters has a publication "Safe Not Sorry" which is a comprehensive handbook for selecting safe staff. This publication is an excellent resource for any organisation involved with children. "Safe Not Sorry" can be ordered online at [www.childmatters.org.nz/shop/](http://www.childmatters.org.nz/shop/).

### About Child Matters

Every child deserves to flourish in an environment safe from all abuse. Child Matters is determined to ensure that this happens.

Child Matters is New Zealand's specialist child abuse prevention organisation. We are a national charitable trust based in Hamilton.



G – SIX from Hamilton Boys' High School settle into the YES programme with mentor Aisha Ross (right) from Te Puni Kokiri.



With an idea already on the drawing board this team from HBHS were awaiting a mentor. They are (from left) Dylan McPhee, Martijn Benn Derikx, Aaron Brown and Lukas Green.

# New portable building buy for Hirepool

New Zealand equipment solutions leader, Hirepool Limited, has strengthened its position in the portable building market by acquiring the assets of Hamilton-based Cube Innovations.

The acquisition of the Cube Innovations assets of around 70 portable buildings, ranging in size from 3.6m x 3m, up to 12m x 3m, gives Hirepool greater penetration into a space which chief executive Mark Powell says: "More customers are looking for as a way to reduce their own capital costs."

As the country's premier rental equipment provider, he says it made strategic sense for Hirepool to add the business to its own suite of products.

It is the second purchase made by Hirepool in the last three months following its acquisition of the McEntee Hire Waikato Portable Sanitation assets in December 2010.

Mr Powell says with the renewed confidence in the construction and contracting sectors, the purchase of those two assets demonstrates Hirepool is "on the lookout to acquire assets that complement our widening product range."

Hirepool also owns and operates Henderson Rentals and Rhodes Rentals (vehicles) as well as New Zealand's premier portable sanitation business, Port-A-Loo.

Hirepool national product manager, Peter Elliot, says

Cube Innovations began by manufacturing portable lunchrooms, office blocks, portable toilets, showers and short-term accommodation units for heavy construction and engineering projects, to the horticultural industry and for sporting, entertainment and cultural events.

"This is where we already provide much of our rental equipment and we have had our toe in the portable building space for a few years," said Peter. "But this now allows us to be a serious player in that market."

"You only have to look around at the number of temporary buildings that are required and we are now well placed to meet those demands in both the North and South Island, none more so than Christchurch where we have already sent a number of ablution blocks to service welfare centres and emergency services."

The portable building market is estimated to be a \$25-30 million business annually.

Mr Elliot says Hirepool "has been receiving increased numbers of calls from customers to help them out with temporary and long-term solutions, which we are now able to provide."

Hirepool, which was established in June 1955 - 55 years ago - now comprises more than 50 general hire and other specialist rental businesses nationwide, from Whangarei to Invercargill.