

2021 Impact Report



2021 marked 40 years of Young Enterprise in New Zealand preparing young people to thrive in business, life and their communities. We have a vision to inspire students and unleash leaders for a prosperous New Zealand. We're helping shape the future change makers and disruptors.

We focused our efforts in 3 main strategic areas for 2021. These included our:

EVERYONE GOALS Creating programmes for every learner.

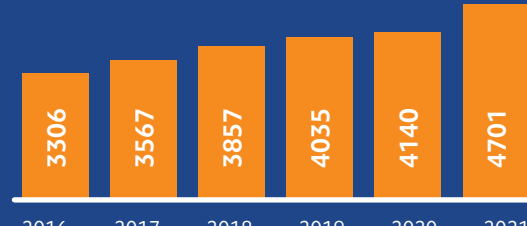
EVERYWAY GOALS A variety of delivery methods to engage varied learning styles.

EVERY PATHWAY GOALS Both into and out of The Lion Foundation Young Enterprise Scheme (YES).

In 2021 we worked with **OVER 85%** of secondary schools

1544 STUDENTS achieved the YES Micro Credential
an increase from 1478 in 2020

YES PARTICIPATION GROWTH



249 TEACHERS downloaded a resource from our website

YES gave me an introduction to the tools that I can apply to my life once I leave school. It's an opportunity I will always be grateful for.

Everyone Goals:

Our desire is that everyone has the opportunity to develop an entrepreneurial mindset before they leave school. While we're seeking to increase our participation numbers, it's not just about bums on seat for us, we want to ensure we're always offering a quality learning experience.

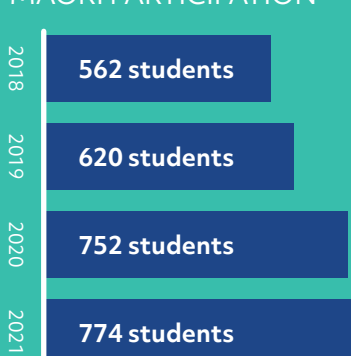
To increase our impact, we are always diversifying our programmes to ensure they are accessible and valuable to all students in Aotearoa. In 2021 our focus groups to build participation included Māori and Pasifika students and the West Coast Region.

4701 STUDENTS from 201 schools set up **1171 YES** companies
91% OF STUDENTS said **YES** increased their **RESILIENCE**

82% OF STUDENTS said they gained an authentic **real-world** experience from participating in YES

58 STUDENTS FROM 3 SCHOOLS across the West Coast participated in YES in its first year as a YES region

MĀORI PARTICIPATION



2 new programmes introduced in 2021:

- Te Pai Tawhiti** – a future focused careers summit that will awaken our Rangatahis inner innovator that sits within their whakapapa
- Business Sprint** – a fun interactive 1 day facilitated innovation challenge and introduction to business. Designed for smaller rural schools who we have previously struggled to connect with.

Student NPS for YES this year was 20.9

Teacher NPS for YES this year was 57.1

↑ from 51 (2020)

My students developed a love of learning; Developed strategies for difficult conversation, how to accept criticism all while having a whole lot of fun!

– TEACHER ON THE YES PROGRAMME

Everyway Goals:

We believe young people should have the opportunity to drive how they want to engage. Our Everyway Goals focus on the 'what' (a variety of programmes) and the 'how' (varied ways of connecting to students - through schools, digitally, directly or with partner organisations). We know individuals have different learning styles, and we want our programmes to reflect this.

Our feeder programmes provide insight into a range of industries including food and fibre sectors, primary industries, sustainability and community development.

We saw an increase in the use of te reo Māori across Aotearoa in all YES challenges including mid-year pitches and annual reviews delivered completely in te reo.

CURRENTLY 8% OF STUDENTS TAKE YES AS EXTRACURRICULAR

We're exploring more ways students can participated in YES outside of the classroom.

157 students from 7 schools participated in 1 OF 7 BUSINESS SPRINTS

190 RANGATAHI attended **1 OF 3** Te Pai Tawhiti events in Gisborne and the Hawke's Bay

20 STUDENTS FROM 3 special needs schools participated in YES

136 STUDENTS & ALUMNI participated in **1 of 5** Extreme Experiences

91% OF PARTICIPANTS are now **more entrepreneurial or business minded** after their participation in **Entrepreneurs in Action**

94% OF PARTICIPANTS said **Entrepreneurs in Action** increased their **confidence to work with others**

Every Pathway:

Over half of the students who participated in YES 2021 are now more interested in starting their own business.

Young Enterprise is providing opportunities for young people to be inspired, broaden their horizons, and begin to unlock their own potential. Because everyone is unique, we need to provide support for every pathway a young person may choose to take. When we talk about pathways, we're referring to both pathways into and out of YES. These include our Feeder Programmes and Alumni Programme.

ALUMNI PROGRAMME

90 people attended the first ever **YES Alumni Awards**

20 Alumni were awarded **1 of 8** Alumni Awards

17 alumni participated in our second ever **Globalistas in Action** weekend

100% of alumni said Globalistas in Action increased their entrepreneurial mindset

13 alumni mentored students at **Entrepreneurs in Action**

ALUMNI
FOUNDED
COMPANIES

Sharesies
Whatever your worth, you're worth it.

Girl BOSS
NZ

voyager.

TE WHARE HUKAHUKA

249 TEACHERS downloaded a Young Enterprise resource

2342 STUDENTS FROM 56 SCHOOLS participated in 1 of 41 feeder programmes.

88% of YES 2021 students participated in a **Feeder Programme** before doing YES.