



James Cook High School to host bp business challenge

Media Release – 20th May

Students at James Cook High School will get a taste of the business world this week, when they take part in the bp business challenge from 22nd -24th May 2024 (Wednesday- Friday).

The bp business challenge is a three-day practical workshop which introduces secondary school students to the world of business in a fun and engaging way. The students gain knowledge, develop key employability skills, and for some their entrepreneurial spirit will be ignited. Strong teamwork is necessary as the students use design thinking to work to come up with a solution to a problem, they identify from which they create a business plan for a new product. The students will pitch their idea to local judges on Friday the 28th of May.

The bp business challenge is offered to up to 40 schools throughout New Zealand each year. The programme is run by Young Enterprise Trust, a charity which is encouraging and developing New Zealand's next generation of entrepreneurs and businesspeople. bp is the major sponsor of the programme and the Ministry of Youth Development and Crimson Education are supporting sponsors.

Each challenge is run by two facilitators who bring with them practical business experience along with a background in teaching and coaching young people.

Terry Shubkin, CEO of Young Enterprise Trust, says it is the connection between the local businesspeople and the students that make this programme a real success. "Students walk away with a learning experience that is practical and calls on the experience of those that have gone before them. The judges walk away with a rewarding experience of giving back, and many go on to provide further mentoring to these students."

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Media are welcome to attend and see students pitching their idea on Friday the 24th of May anytime between 12.30 and 2.30pm. The winning team will be announced at approximately 3pm.

For more information, please contact Devita Sami on 0226841401