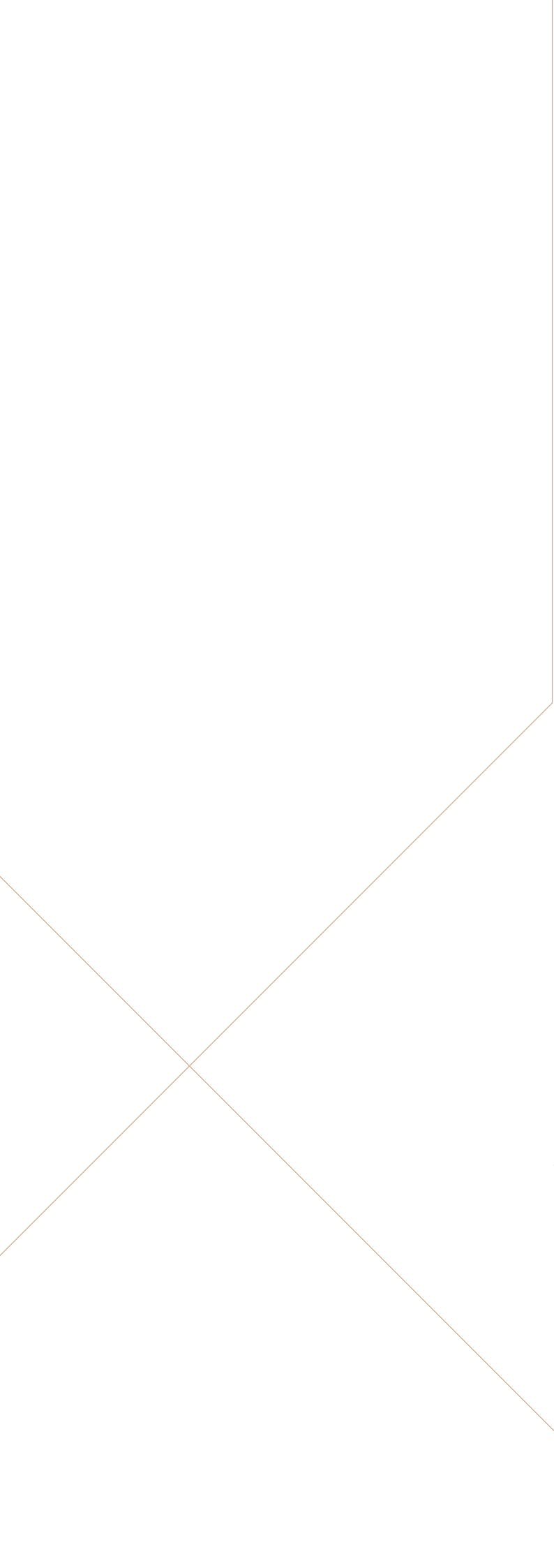


June 2023

Forsyth Barr in the Community



The top-left corner of the page features a decorative graphic consisting of several thin, light-brown lines. These lines intersect to form a large, stylized 'X' shape that extends from the top-left towards the center of the page. The lines are thin and have a consistent color throughout.

Front cover: Successful
participants in the 2022
Young Enterprise Scheme.

Our Role

Forsyth Barr is a proudly New Zealand and staff-owned business. We started life in Dunedin in 1936, and now have 24 offices across New Zealand employing over 500 people. Given this, we believe we have both an opportunity and a responsibility.

Through our office network, we have an opportunity to contribute in meaningful ways to the communities we serve. While we can't support everyone, you'll find us supporting schools, clubs and community organisations right across the country. We embrace this opportunity to help the places that matter to us thrive.

We also have a responsibility. Thanks to the support of our clients, and the hard work of our people, we are a successful business. And that comes with a responsibility to contribute in significant and impactful ways. You'll find a number of examples showcased within this document.

In April 2023, Forsyth Barr released its ESG strategy. A key component of the strategy is our approach and commitment to community support. In developing this strategy we looked closely at our historic approach to sponsorship and philanthropy. This reinforced one particularly important theme.

We have donated significant sums to community organisations over many years, but, as importantly, our people have given a huge amount of their time in supporting causes. Very often, as highlighted in the Prince's Trust story on page 10, the time and expertise is as impactful as the donation itself, and we continue to encourage our people to be actively involved.

On the following pages you will find a summary of the many community initiatives and organisations we have supported in the past year and descriptions of five of our key community partnerships.

We are proud of our involvement with every one.

Yours sincerely,



David Kirk MBE,
Chairman

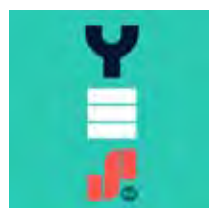


Neil Paviour-Smith,
Managing Director

Community Support



Prince's Trust
Aotearoa
New Zealand



New Zealand Young
Enterprise Scheme (YES)

Akaroa Golf Club
 Aotearoa Impact
 Ecosystem Trust
 Arrowtown Golf Club
 Auckland Regional Chamber
 Of Commerce & Industry Inc.
 AUT Investment Club
 Basketball Otago
 Bay of Plenty Sports Awards
 Big Brothers Big Sisters
 of Nelson Tasman
 Big Wheel Trust - Rotary
 Bowls Paritutu
 Business South Inc.
 Cambridge Chamber
 of Commerce
 Cambridge Golf Club Inc.
 Cancer Society of NZ
 Canterbury Brain
 Collective Limited
 Chamber Of Commerce
 - South Canterbury
 Charteris Bay Golf Club
 Conductive Education
 Taranaki Trust
 Cure Kids
 Deloitte Top 200 Awards
 Diversity Counselling
 New Zealand
 Duffy Books In Homes
 Dunedin Choral Society
 Dunedin Symphony Orchestra
 Dunedin Venues
 Management Limited
 East Coast Bays
 Bridge Club Inc.
 Federated Farmers of NZ Inc.
 Financial Services Council
 of New Zealand Inc.
 Halberg Foundation
 Hamilton Central Rotary
 Hampden Street School
 Fundraising Committee
 Hautapu Sports and
 Recreation Club Inc.
 Havelock North Bowling Club
 Hawke's Bay Wine Auction
 for Cranford Hospice
 Home and Family Counselling
 Huapai Golf Club Inc.
 Hurunui Garden Festival Inc.

Hutt Valley Sports Awards Inc
 Invercargill Sunrise and
 Invercargill North Rotary Clubs
 Karori Bridge Club
 Life Education Trust
 Live Ocean Limited
 Mairangi Bay Bowling Club Inc.
 Mana Lions - Ronald
 McDonald House Fundraiser
 Manawatū Golf Club Inc.
 Manawatū/Rangitīkei
 Federated Farmers
 Mangawhai Golf Club
 Manly Bowling Club
 Massey University Student
 Investment Club
 Masterton Golf Club Inc.
 Mellowpuff Charitable Trust
 Millbrook Country Club Ltd
 MoneyTime (NZ) Ltd
 Mount Manuia Bowling Club
 Mount Maunganui
 Golf Club Inc.
 Mount Maunganui
 RSA Golf Section
 Nelson Giants
 Basketball Limited
 Nomads Golf Club NZ
 North Canterbury Sport
 & Recreation Trust
 North Shore Hospice
 NZ Amateur Sport Association
 NZ Art Show
 NZ Cricket Players Association
 NZ Ecological Society
 Omanu Beach Surf Life
 Saving Club Inc.
 One Tree Point Bowling Club
 Orewa Bridge Club
 Orpheus Choir Wellington
 Otago Commerce Students
 Association / Otago University
 Finance & Accounting Society
 Otago Community
 Hospice Trust
 Otago Festival of The Arts
 Paraparaumu Croquet Club
 Plimmerton Bowling Club Inc.
 Queenstown Chamber
 Of Commerce
 Raumatī Bowling Club Inc.

Ronald McDonald House
 Charities New Zealand Trust
 Rotary Club of New
 Plymouth North
 Royal New Zealand
 Plunket Trust
 Royal Wellington Golf Club
 Share My Super
 Charitable Trust
 Showbiz Queenstown
 Southern Lakes
 Daffodil Day 2022
 Southern Rugby Club, Taranaki
 Special Children's
 Christmas Party
 Sport Hawke's Bay
 Sport Otago
 St Hilda's Collegiate
 St Patrick's College
 Takapuna Bowling Club Inc.
 Taranaki Rugby
 Football Union Inc.
 Tasman Rugby Union Inc.
 Te Puna School Parent
 Teachers Association
 The Otago Golf Club Inc.
 The University of Auckland
 Investment Club
 Tieke Golf Estate
 Timaru Boys' High School
 Rugby Club Inc.
 University of Canterbury
 Investment Society
 Victoria University of
 Wellington Finance &
 Investment Club
 Victoria Student Fund
 Charitable Trust
 Volunteer South Trust -
 Kaitkao o te Taitonga
 Waikanae Bowling Club
 Waimairi Tennis Club Inc.
 Waipu Rugby Squash Club Inc.
 Wakatipu High School
 Foundation
 Wānaka Golf Club Inc.
 Wānaka Rescue Helicopter
 Waikato Society of Arts
 Zonta Club of Ashburton

Five meaningful examples of our Community Support

1. Share My Super
2. The Prince's Trust
3. Gut Cancer Foundation
4. Clay Week
5. Young Enterprise Scheme (YES)

Share My Super

For many New Zealanders who have reached retirement age, the public superannuation scheme funds their retirement. But for the over-65s lucky enough not to need the extra money, Share My Super allows some or all of that payment to be redirected towards those who do. And CEO Lorraine Taylor is hoping a new partnership with Forsyth Barr will expand the scheme and eventually help more underprivileged children.

Taylor, who spent 15 years as the CEO of Variety - the Children's Charity before joining Share My Super in early 2020, says the creation of Share My Super started when founder Liz Greive turned 65.

"Liz was eligible for super and was in a fortunate position where she was financially comfortable and knew that it would make no difference to her life. Instead she wanted to re-gift the money to a family where it would make a difference."

She thought it was likely there were others in a similar situation to her own, so three years ago, set up Share My Super, a charity that helps older people who live a comfortable life and who don't need all their pension, to donate it to vetted organisations helping children in poverty. She is able to fund 100% of the operational expenses of Share My Super so everything donated goes to help children.

Share My Super partners with 11 different charities working across the child poverty spectrum. At one end are organisations like KidsCan, which provides basic essentials such as clothing and food to help remove the barriers to children fully participating in education; through to organisations like First Foundation, which offers scholarships, mentoring and work experience to talented young people whose financial situation makes it harder to attend tertiary education; and at the other end of the spectrum: Child Poverty

PARTNERSHIP SNAPSHOT:

SHARE MY SUPER

Share My Super is a charity that unites Kiwis over 65 to help solve child poverty.

It has vetted and partnered with 11 trusted charities each working to address the impact of child poverty and create positive change in communities all around the country.

Share My Super was established by philanthropist Liz Greive to provide a platform for those superannuants, who like her was in the fortunate position of not needing Super to live a good life. Donors elect the charities they wish to support, the donation amount and frequency.

Liz funds all of the operational costs of Share My Super, ensuring that 100% of donations go towards helping children in poverty.

Action Group, which produces evidence about the causes and effects of poverty and lobbies the Government in pursuit of systemic change.

A simple process

Flexibility and ease are also big drawcards of Share My Super, she says. Donors can give some or all of their donation to one charity, or split it among a few of them, so it's a "great way to support multiple organisations".

"It's easy, because donors can support our partners yet have just one connection with Share My Super. We update donors every six months on the impact of their donation and provide a consolidated tax receipt at the beginning of April, so donors are not inundated with correspondence."

Since Taylor joined around three years ago, Share My Super has raised more than \$1.3 million for 11 of New Zealand's most impactful and outstanding organisations – Ako Mātātupu: Teach First NZ, Digital Future Aotearoa, KidsCan, First Foundation, Pillars, Wellington City Mission, Te Pā, Women's Refuge, Hillary Outdoors, Variety and Child Poverty Action Group.

"We're still small, but there's growing interest from the Super community in our mission."

An opportunity for many New Zealanders

Taylor says some of the 880,000 people receiving a pension won't need it for themselves. They might be still working, they might have been fortunate enough to accumulate wealth so they have something to spare.

That's why Forsyth Barr is such a good partner, she says, because many of their clients find themselves in a fortunate position of being eligible for Superannuation, but in a secure financial position that means they don't need the money.

The partnership is in its early days, she says, but it is helping to grow awareness of Share My Super and provide Forsyth Barr clients with an easy way to incorporate charitable giving into broader investment planning.

"A key challenge many clients face is selecting and vetting the charities they may contribute to, and managing the administration involved in contributing to multiple charities," says Hamish Pringle, Forsyth Barr Regional Manager. "Share My Super provides a solution to both these issues. Our partnership helps to streamline the process of giving while providing confidence that the donations made will make maximum impact."

Supporting what matters to you

Taylor has plenty of examples of over-65s giving what they can, to causes they believe in.

"Our partners deliver a variety of services and programmes which means donations can be tailored to the donor's areas of interest. Oftentimes donors support organisations they have engaged with in the past, or seen first-hand the benefit of their work."

She points to a retired teacher who worked in low decile schools and taught a number of children whose parents were in prison. She now donates to Pillars, a charity supporting the children and whānau of people in prison to create positive futures for themselves, and Te Pā, which works with young people who are either in the justice system, or on a path to prison to try and keep them out.

Taylor believes that Share My Super provides a platform for the most fortunate in society to do what they can to reduce the growing wealth divide so we can create a fairer society for all New Zealand children. Helping young people in poverty has never been more urgent, with the latest Government figures showing progress on reducing poverty has slowed to a standstill in the last couple of years.

"For people of my generation, we were fortunate to grow up in a time where education, including tertiary studies, was free and the dream of home ownership was within our grasp. However, for many in our society today just making ends meet is a daily challenge."

www.sharemysuper.org.nz



share
my super™

New KidsCan raincoats for children at an early childhood centre, provided through donations to Share My Super.



The Prince's Trust

Back in 1976, the then Prince of Wales and now King Charles III, had just completed his compulsory military service. He was in his 20s and used his severance pay to set up The Prince's Trust charity in the UK in an effort to help vulnerable young people between the ages of 18-30 get their lives on track.

In 2015 the scheme expanded internationally, mostly to Commonwealth nations, and more than one million young people around the globe have now been supported on their journey from education to employment since it was established.

After the pandemic and the ongoing increases to the cost of living, things are only getting tougher for young people, says Rod Baxter, the CEO of the Prince's Trust Aotearoa New Zealand.

"The challenges around young people and financial independence are quite acute at the moment. When we think about youth, we often think about teenagers and school students, but over 18 year olds are staying younger for longer. Many have to stay at home, they can't be that independent and it's harder to start a family now. Maybe just one generation ago, someone in their 20s could buy a house, but that's impossible now without financial assistance."

Understanding what drives people

More young people are also rethinking how they want to make a living. There's a thirst for more meaningful work and more autonomy.

"Lots of young people are asking themselves why they're working in bad jobs, or how they can supplement their income with a side hustle."

The main goal of the organisation is to give young people the tools they need to find their purpose in

PARTNERSHIP SNAPSHOT:

THE PRINCE'S TRUST

The Prince's Trust was established by the then Prince Charles in 1976. Prince's Trust Aotearoa New Zealand is focused on giving young people the tools they need to find their purpose in life.

The Prince's Trust enterprise programme is an intensive short course that can be done online or in person, and around 1,000 young New Zealanders have been through the enterprise course so far.

The course can start young people on the path to study or volunteering, highlight key areas of career interest or personal development, or lead to people wanting to explore starting their own business. Those who do want to start a business can be matched with an experienced mentor, or can apply for funding through the He Kākano fund, which was launched in mid-2022.

Forsyth Barr staff are mentors to the programme and sit on He Kākano panels. Forsyth Barr has also contributed significant funding to The Prince's Trust.

life and the Prince's Trust enterprise programme - an intensive short course that can be done online or in person - is a major part of that process.

"If they decide that starting a business is for them, that's great, but if not, they will be a better employee or they might decide they want to study or volunteer. Any outcome is positive, because it supports young people to take charge and find out how they want to make a contribution and a living."

Around 1,000 young New Zealanders have been through the enterprise course so far, Baxter says, and those who do want to start a business can be matched with an experienced mentor. They're also able to apply for funding through the He Kākano fund, which was launched in mid-2022.

Collective contributions

The Ministry of Youth Development provided \$1 million towards He Kākano and Baxter says it has been matched dollar-for-dollar with donations from businesses and philanthropists.

“We have a pool of funds available to essentially give young people a grant, whether it’s an idea they want to test, a business they’re ready to launch or an existing enterprise they want to accelerate.”

Baxter says the demand has been very strong and they received more than 200 applications in the first two weeks.

“That was double our goal to fund 100 youth-led businesses over two years.”

About two-thirds of the applicants are rangatahi Māori, 70% are female and a large number are from provincial and rural New Zealand. Baxter isn’t sure why the Trust appeals to these demographics, but it “really bucks the stereotype in terms of who an entrepreneur is”.

“The young people coming to us - and they come to us through social media and through their own networks - I think they’re grateful for the charity that King Charles established. I’ve been a youth worker for over 25 years and I spent some time with 16 young Māori in Paihia with His Majesty when he visited in 2019 and the way he connects with young people is phenomenal.”

The broader community working together

The Prince’s Trust also aims to connect with the business community and government departments and one of its six values is mahi tahi, or ‘work as one’.

“We want to do nothing alone and always work with other groups. And that’s relevant to our partnership with Forsyth Barr ... The Prince’s Trust sees itself as a supportive conduit to connect people and organisations that have the capacity and heart to help those in dire circumstances.”

The genesis of the partnership with Forsyth Barr, which is still in its early days, began when executive director Jonty Edgar joined a selection panel for He Kākano.

“I loved it and immediately wanted to come back and do another one. They are really inspiring days,

you meet a bunch of amazing young people and we could quickly see the contribution that Forsyth Barr and its people could make”, Edgar explained.

It was in keeping with Forsyth Barr’s philosophy that time is often more important than money, and a number of staff have already signed up to be mentors for the programme and it is planning a bespoke training session for students in the next few months.

In describing the mentorships, Rod Baxter said “These will either be long term and relational with a formal connection over a couple of years or it could be a short burst with a specialist. Our ideal is that the mentor supports the young person to apply for funding and checks out the viability of the business.”

Baxter says those it selects often need more support than the average Kiwi to head down this pathway, but they benefit the most from that support.

A success story

He points to one He Kākano recipient, Blake Armstrong, as proof of the scheme working well - and not because he’s targeting earning a lot of money, but because of his increased sense of self-worth.

“When we met Blake he seemed like a lovely young man from Dunedin, and he told us about his photography business. Is that the most audacious thing? Probably not, but we backed him nonetheless. Afterwards, we discovered the reason he was a photographer was because he had a mental health incident that deleted some of his memory and reduced his capacity for short-term memory, so he took photos to remember where he was. What’s grown out of that adversity is a career, and we were able to offer support from some of the experienced photographers who have been doing it for a while as well as funding to help him upgrade his equipment and get training. It’s basically a social investment.”

Baxter says they didn’t define him by his problem. They backed his talent and potential and Forsyth Barr’s provision of mentors and a significant contribution into the funding pool has helped Blake and many other young people like him succeed.

www.princes-trust.org.nz



Prince's Trust
Aotearoa
New Zealand

Attendees at the He Kākano launch - (L-R
Ellie Richards, Mokoia Rata, (the then)
Minister for Youth Priyanca Radhakrishnan,
Ella Kirby, Jesse Waetford, Nicole Gaviria).



The Gut Cancer Foundation

When you add them all up, cancers of the upper and lower digestive system are the most common form of cancer in New Zealand and a number of them, especially pancreatic cancer, have low survival rates. The Gut Cancer Foundation is on a mission to get more Kiwis to realise how prevalent and deadly these cancers are and to raise funds that can be directed towards research, support and education. And Forsyth Barr has stepped up to help.

“Our vision is to make a lasting impact on New Zealanders impacted by cancers of the digestive system. There are multiple different cancers that we cover - oesophageal, pancreatic, gallbladder, liver, stomach, bowel and anal cancer - and we try to create impact in a number of different ways,” says the Gut Cancer Foundation executive officer Liam Willis.

The importance of awareness

Over the past three years, Willis says the foundation has done a lot more work to raise awareness of the symptoms and risk factors of these different cancers, and a big part of that is the Give it Up for Gut Cancer fundraising campaign that runs in March.

“We’re starting to raise awareness about these cancers and the need we have to get funding. And once the awareness starts, you see the funding start to come in.”

Sir Eion Edgar KNZM, who died in 2021 from pancreatic cancer, was the chairman of Forsyth Barr for over 20 years, and was renowned as one of the country’s most generous philanthropists. When Willis heard he had passed away, he approached the company to offer his condolences and share plans to stage an inaugural

PARTNERSHIP SNAPSHOT:

THE GUT CANCER FOUNDATION

The Gut Cancer Foundation is focused on improving and saving the lives of all New Zealanders affected by gut cancers. It is responsible for leading targeted research and innovation, raising awareness and providing education.

Every year, over 6,000 New Zealanders are diagnosed with a cancer of the digestive system. These type of cancers have some of the lowest survival rates of any cancers in New Zealand.

The recent PanCan Gala (supported by Forsyth Barr) raised over \$160,000, with \$100,000 being made available as part of a competitive grant round for researchers looking at treatments for pancreatic cancer.

gala ball in 2022. Led by Gut Cancer Foundation ambassador, and pancreatic cancer patient, Nyree Smith, the PanCan Gala was the vision of a dedicated group of pancreatic cancer advocates who formed the PanCan Gala Committee and created the event as a way to raise more money and awareness for pancreatic cancer.

Forsyth Barr made a significant donation to the event, on the proviso that some of the money was ring fenced to benefit people with pancreatic cancer.

A foundational investment

“I can’t underscore how important it was to get that buy-in and commitment from Forsyth Barr at an early stage for this project,” says Willis. “It gave us and the committee the security to go and say ‘alright we can do this and do it really well’. It was a catalyst for this new funding regime.”

Other sponsors came on board and the PanCan Gala raised a total of \$160,000.

From his first conversations with the Gut Cancer Foundation, Forsyth Barr’s Head of Marketing and Client Experience Philip O’Neill says two things were clear.



Dr Ben Lawrence, Oncologist and Researcher, addresses the PanCan Gala.

“They are a small team, with limited resources, tackling a huge problem. We saw that our support could make a real difference. But we also really liked that they saw our support as an investment. We could help make the PanCan Gala a reality and the gala would raise more money to make research a reality, and so on. We support good investments and this was clearly one.”

Willis says \$80,000 of the total was made available as part of a competitive grant round for researchers looking at treatments for pancreatic cancer, which was rounded up to \$100,000. The remainder will be spent on awareness campaigns, and patient and whānau education and support.

“This recent grant round for clinical trials would not have happened without the gala and the gala wouldn’t have happened without the sponsors buying into what we were trying to achieve.”

The Pancreatic Cancer challenge

While a combination of better screening and treatment options have seen overall cancer survivability rates improve considerably in recent decades, Willis says that isn’t the case for pancreatic cancer.

Over the past 40 years, the five year survival rate for breast cancer has gone from 40% to 90% and they now talk about 10 year survival rates, he says. Compare that to the five year survival rate for pancreatic cancer, which has gone from 8% to just 12% in the same period.

And this deadliness partly explains the lack of awareness, he says.

“One of the reasons is very stark. When it comes to pancreatic cancer, just one person out of every ten diagnosed with the disease survives, so there isn’t as much patient advocacy as there is for something like breast cancer. Those who get it also tend to die quite quickly so it can also be very traumatic for whānau and this doesn’t necessarily turn into support or advocacy.”

As far as treatments go, like many cancers, picking it up early is very important, but as there is no screening process for pancreatic cancer, it is often diagnosed too late to be cured.

One significant risk factor is the presence of pancreatic cysts. Patients found with a specific

type of cyst (IPMN) have a 25% chance of developing pancreatic cancer.

“For this group of patients, the only way to definitively prevent it from happening is to go for a full pancreas removal. It’s a massive operation and it changes your life. You become a diabetic overnight, there are a lot of long-term implications, and a lot of risk involved.”

Because a lot of these patients have comorbidities, it often makes the surgery too dangerous.

“That means they just have to wait. It’s like a ticking time bomb.”

A treatment with promise

But there is hope, because the local researchers that received the gala grant are looking at whether a promising preventative treatment can be used cost effectively within New Zealand’s hospital environment.

A clinical trial involving 20 patients is currently underway at Waikato and Waitematā Hospitals and involves a gastroenterologist injecting a chemotherapy solution directly into the cysts to kill the cells.

“All the research so far suggests it’s incredibly effective and non-invasive. There’s no major surgery, no side effects and it eliminates the risk of one of the more brutal cancers. This particular trial is so good because it’s preventative. There are other trials looking at treatments, but ultimately that means someone has the cancer, so it’s an uphill battle. It’s better to solve the issue before it arrives.”

Willis says the foundation will continue to raise awareness through more and better patient and whānau stories, and it is planning on using some of the money raised through the gala ball on targeted leaflet and information campaigns in hospitals and GP offices.

Given the success of the first PanCan Gala, Willis hopes to continue working with the PanCan Gala Committee to make the event a regular feature, so that gut cancer patients and their families will continue to benefit.

www.gutcancer.org.nz

Clay Week

When the staff at Forsyth Barr's Nelson office decided to try their hands at making pottery as part of their Christmas function a couple of years ago, Adviser Assistant Sarah Frost was very confident and thought she was "going to nail it".

"But it was so hard. I was terrible and needed a lot of help."

Now Forsyth Barr is providing the help to potters after it signed on as the headline corporate sponsor of Clay Week, a biennial festival that launched in October 2022.

The origins of Clay Week

It all started when Jamie Smith and Tom Baker, experienced potters and long-time friends who run a ceramics workshop and studio space in central Nelson called Kiln Studio, met the organisers of Jewellery Week, which kicked off in 2021. They felt there could also be room for an event that celebrated the region's rich pottery history, brought together ceramic artists from around the country and showcased their work to the public.

The pair were approached by the Arts Council to see if they were serious about the idea and managed to secure some funding from Creative New Zealand and the Nelson Regional Development Agency to make it happen.

"We decided to put our money where our mouths were. Well, their money," laughs Smith.

The pair developed their dream festival schedule of workshops, markets and exhibitions. One of the main goals was to host a contemporary exhibition but, as they were fairly short on time, they decided the best way to do that was to run a competition and incentivise artists from around the country to enter. That's where Forsyth Barr came in, funding the prize for Pushing Clay Uphill.

PARTNERSHIP SNAPSHOT:

CLAY WEEK

Clay Week is a biennial festival that launched in October 2022 and is hosted in Nelson (a region with a rich pottery history). Its goal was to bring together ceramic artists from around the country and provide an opportunity for their work to be showcased.

It recognised that the Covid period had been a particularly challenging one for artists - the event offered both a meaningful prize for the winner of the 'Pushing Clay Uphill' overall winner and significant visibility and support for ceramic artists across the country (with all entries into the competition being made available for sale).

"It wasn't a huge sum of money, but it's a significant amount of money for someone in this industry and would help to make their business a bit more viable," says Smith.

All up, there were well over 200 entries into the competition from both well-established artists and up-and-comers and Smith was very impressed with the quality of the submissions.

Elise Johnston, who won for her piece 'Square Peg, Round Hole', is based in Dunedin and said the money was going to be used to help her establish a permanent workshop space.

Forsyth Barr also commissioned local artist Amber Smith to create a special ceramic trophy to hand out to the winner.

An engaged and supportive team

Celia Dasler, a Forsyth Barr Investment Adviser, had a connection to Smith and Baker and was the instigator of the relationship, says Frost.

"She was really excited about it," says Frost. "And we wanted to support the event properly in its infancy to get it going."

As a small branch with six advisers and two adviser assistants, Frost says it was important that everyone in the office was keen to be involved, especially as it would be supporting an event in the arts and culture space when its sponsorship efforts had typically been focused on local sports and food, wine and beer events.

Frost says the main reason the business got behind Clay Week was to support local artists who had been through a few rough years after Covid, but it was also a great opportunity to provide a unique experience for Forsyth Barr clients.

“We wanted to create an experience that was only available to Forsyth Barr clients. And this hit the nail on the head in so many ways,” she says. “The main Pushing Clay Uphill exhibition at Refinery ArtSpace opened on the Saturday but we hosted a function for around 100 clients on the Friday night and all the pieces were for sale. The prices ranged from a couple of hundred to thousands of dollars and our clients had first pick. Seven or eight pieces were sold.”

Frost says they didn’t purchase anything for the office (although some of the younger staff members were keen on Oliver Cain’s shopping trolley full of aubergines), but it was a great opportunity to spend time with clients in a less formal setting.

Charlotte Davy, the Head of Art at Te Papa Tongarewa, Museum of New Zealand, was one of three judges of the competition and spoke at the event.

“She explained the process they went through to choose the winner. It was great to have her support”.

Frost says the first year was about testing the water with an exclusive event and seeing if clients were interested in attending.

“And they really were. The feedback was very good. The next step would be to let our clients know that they should bring their friends along, too, so the numbers will probably be higher next time and we will also look to host at some of the other public events.”

The relationship between Clay Week and Forsyth Barr has got off to a very good start, Frost says, and Smith and the team were very thankful for the support. They were worried the event wouldn’t get the support of the ceramics community, but “day after day, it worked really well” and carloads of artists from around the country made the trip to Nelson.

Future plans

He says there is potential for international potters to run workshops at the next event in 2024 and, if the prize was able to be increased, the competition could also start to attract international entrants.

The hope is that Clay Week will continue to grow and attract more artists and art lovers to the region and Smith says the next instalment will definitely involve more public participation. There was a studio space set up in the central city last year for people to try their hand at it and when they found out how difficult it was, they tended to gain a greater appreciation for the skill required to make pottery and “start to understand why that mug is \$50,” he says.

Through their own experience, and their sponsorship of Clay Week, that’s something the Forsyth Barr team now know very well.

www.clayweek.nz



*The award is presented
by Dave Schaper, Forsyth Barr
Nelson Manager*



*Winner of the Pushing
Clay Uphill - Forsyth Barr
Contemporary Ceramic
Awards, Elise Johnston
for her work Square Peg,
Round Hole.*



Nelson Clay Week

Young Enterprise Scheme (YES)

For more than 40 years, the Young Enterprise Scheme (YES) has been teaching New Zealanders how to cultivate an entrepreneurial mindset. Since 1994, it has also run the New Zealand Business Hall of Fame event to acknowledge the careers of the country's most impressive businesspeople and inspire some of the young participants in the scheme to follow in their footsteps. And Forsyth Barr's sponsorship of the Business Hall of Fame and a foundation established by the late Sir Eion Edgar ensures that YES can continue to operate at both ends of the business spectrum.

Terry Shubkin's job title at YES says a lot about her character: chief excitement officer. She's been with the organisation for around 12 years and says its primary goal is to create a spark early on in students' lives that will help them succeed, no matter what path they take, whether it's in business, in the community or in life.

"Some students will go on to be entrepreneurs and hire lots of people and maybe change the world. For some, they'll have a side hustle, whether it's a passion or out of necessity. And for others it's about making them work ready and world ready, so they can get a job and be better at that job. It's giving them the 21st century skills employers look for now and teaching them about teamwork, resilience, problem solving, and everything a good employee possesses."

PARTNERSHIP SNAPSHOT:

YOUNG ENTERPRISE SCHEME (YES)

The vision of Young Enterprise is to inspire students and unleash leaders for a more prosperous New Zealand.

It is focused on helping young people develop an entrepreneurial mindset early. It brings the opportunity for young people to learn about business, and being inspired by it, into the classroom. Importantly, it works to make this opportunity available to all young New Zealanders.

It particularly focuses on helping people develop their soft skills (often referred to as employability skills) including communication, resilience, and teamwork. Again the goal is to use business and enterprise as the catalyst for learning and developing these skills.

In 1994, Young Enterprise established the New Zealand Business Hall of Fame. It recognises and celebrates individuals who have made a significant contribution to the economic and social development of New Zealand. Over 200 outstanding business people have been inducted into the Business Hall of Fame.

85% of New Zealand secondary schools use YES programmes in some way, whether it's games, financial literacy resources or short business challenges, and 200 secondary schools take part in the four-term Young Enterprise Scheme, where students develop a business idea and then bring it to life.

Young Enterprise National Awards

The national awards are held annually and Shubkin says low-decile schools regularly come out on top. Participants also closely match the national averages in terms of the school population, so it's not just for wealthy schools or students.

In the last ten years, the number of students participating in YES has doubled from 2,500 to 5,000 and it has ambitious targets to double that again in the next five years.

“When I started we saw the teacher as our client, but now the young person is the client and the teacher is our partner. We give them a lot of support to make their life easier and help them teach business, even if they’ve never run a business before. Having an enthusiastic teacher is so important.”

One of the most positive outcomes of the scheme is that it helps grow students’ confidence and shows them that they’re capable of succeeding, Shubkin says. While she loves seeing YES alumni go on to do great things (she points to the likes of Stefan Lepionka of Charlie’s, Seeby Woodhouse of Orcon and Lisa King of My Food Bag and AF Drinks), she also loves seeing kids who were unable to look anyone in the eye at the start of the year completely transformed by the end of the year.

“Every year, we also have students who really hated school and were going to drop out, then they discover that they enjoy YES and start turning up to school every day.”

Evidence of success

Anecdotes are important, but solid evidence is even more powerful and a report conducted recently by ImpactLab showed that YES led to a number of major social benefits. Participants achieved more at school, developed specialised skills and improved their mental health. They also showed a reduction in risky behaviour, and had lower chances of addiction.

ImpactLab’s assessment was that “every dollar invested in Young Enterprise delivers \$5.80 of measurable good to New Zealand”.

Shubkin jokes that YES runs on “the begging model”. About one third of funding comes from the Government, one third is from corporate sponsorships, and 20% comes from grants from gaming trusts like the Lion Foundation.

The New Zealand Business Hall of Fame

Forsyth Barr joined as a sponsor of the Business Hall of Fame Event in 2018.

“Back in the ‘90s we didn’t really have all the business awards we have now,” Shubkin says. “If we’re trying to convince young people that business is cool and fun and important, we figured we should be putting up role models and celebrating them. That’s why we launched it.”

She says they aim to match those at the end of their careers with those at the beginning and each inductee is escorted by a YES participant.

“They get to take part and sit with their laureate and we end the night with a student speaker. We call it the passing of the baton, from those who have, to those who will.”

The event, which attracted over 550 people last year, is not a huge money maker for the organisation, Shubkin says, but it does generate a surplus that is funnelled back into the work it does in schools.

“It’s getting harder and harder to make money at large events as costs keep going up, so without the sponsorship we wouldn’t be able to continue to make a contribution.”

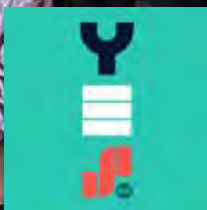
Sir Eion Edgar KNZM was a long-term supporter of the Business Hall of Fame and played a big role in setting it up for the future.

After being diagnosed with pancreatic cancer in 2021, he committed to establishing a foundation that would create a safety net for the programme. It would ensure that in more challenging years, the Foundation could be tapped into and the important contribution back into the Young Enterprise Scheme could also be made.

As was often the case, he put the cause to his extensive network and encouraged contributions. Sir Eion was a famously persuasive man, and, sure enough, the funds were raised and the foundation was established.

As Shubkin observed in a speech at the Business Hall of Fame in 2022 that honoured Sir Eion’s life, it could be quite expensive being his friend.

www.youngenterprise.org.nz



Successful participants in the
2022 Young Enterprise Scheme.

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2



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