

WERO

Wayfinding for Rangatahi Entrepreneurs

Nei rā te mihi e rere ana ki Papatuanuku, ki a Ranginui, ki ngā Atua katoa o tēnei ao. Ki te mana whenua o tēnei rohe, tēnā koutou. Huri noa ki te mihi ki a koutou katoa.

WAYFINDING FOR RANGATAHI ENTREPRENEURS

Imagine a team of Tangata Whenua, Tangata Moana and Pakehā entrepreneurs coming to your school with the energy of the Wiggles. That's WERO. That's our team. We are out there coaching Māori and Pasifika rangatahi about the ways and wonders of being an entrepreneur. And even better we are a fully funded programme!

Our team of Wayfinding Guides take rangatahi through exercises that are fun and engaging, playful and creative. They teach how to create a business, who to put on your team, the questions you should ask of yourself, the market, and your product. They teach how to look at it with a critical eye to see what could go wrong and how you could make it better. And how you can actually turn disaster into an opportunity.

To be part of WERO, it is simple. Schools register students online. We plan a tour of Te Waipounamu to run 1-day Wayfinding Challenges with students. At the end of the day, students form teams and register. We also accept teams made up of one individual. They must be Māori and/or Pasifika-led. We have 75 scholarships up for grabs. Students complete an online go-at-your-own-pace Wayfinding course. There are online get-togethers with our entrepreneur team. There is even seed funding!

At the end, there are awards for most creative, best presentation, best outcomes and best whanaungatanga. The outcomes aren't just centred on money, but whānau, taiao, belonging and resilience. Rangatahi gain the smarts, confidence and the tools to be an entrepreneur. Welcome to WERO.

THE ISLAND OF SUCCESS

- Rangatahi experience wayfinding as a system that supports their identity and confirms the wisdom of their ancestors in business, trade and uplifting the hauora of their communities.
- Rangatahi engage in entrepreneurship and innovation.
- Rangatahi develop strategic business planning skills, incorporate industry-level innovation, design, sales and communication skills, as well as hands-on business experience.
- Rangatahi increase their financial literacy, budgeting and fundraising abilities.
- Rangatahi manage investment and savings wisely.

MEET THE TEAM:



Faumuina Felolini Maria Tafunai
Samoa. Founder & Lead Guide



Hoturoa Barclay-Kerr
CNZM
Waikato, Ngati Mahuta. Advisor & Navigator



Lopeti Sumner
Samoa, Pakehā-Scottish.
Wayfinding Guide & Financial Advisor
Scholarship student



Leanna Pardoe
Ngāpuhi, Ngāti Whatua, Ngāti Porou. Wayfinding Guide & Data Analyst



Fraser McConnell
Pakehā - Scottish.
Head of Tech & Wayfinding Guide

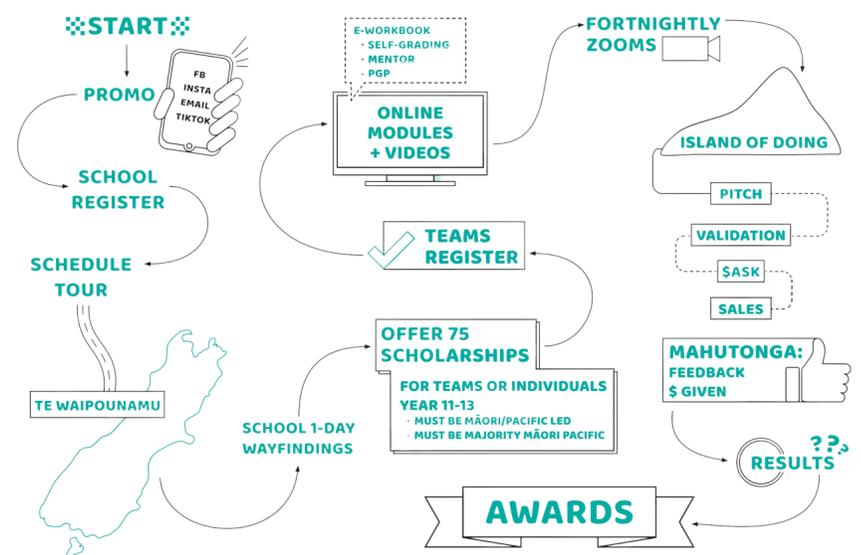


THE WAYFINDING PROCESS

Wayfinding comes from a genealogy of knowledge passed down through Pacific star navigators and ocean voyagers. From many guiding conversations with navigator Hoturoa Barclay-Kerr and by voyaging aboard waka hourua, Faumuina created a dynamic wayfinding model of strategising. In creating this model, she believes we have a duty to take this knowledge of Pacific ancestors to the next generation. Hoturoa often says a navigator can see opportunity in times of adversity. That is what WERO is about.

In Samoa, there is a saying: "E le mafai ona tātou suia le ala matagi, ae mafai ona tātou suia le lā o lo tātou va'a - We cannot change the direction of the wind, but we can change the way the sail of our canoe is facing."

THE PROGRAMME



THE TOUR

- This a guide to a planned tour - but it will adapt according to which schools register. And in the event that we can't tour due to COVID - then watch out for the WERO web series!
- Locations (beginning in late Term 1 and finishing in Term 2)
 - Christchurch A
 - Blenheim
 - Waikawa
 - Nelson
 - Greymouth
 - Christchurch B
 - Oamaru
 - Dunedin
 - Invercargill

SIGN UP HERE

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