



NZ BUSINESS &
PARLIAMENT TRUST

NZBPT NEWS

Issue 10

DECEMBER 2018

TO ADVANCE AND ENCOURAGE BUSINESS UNDERSTANDING OF PARLIAMENT AND
PARLIAMENTARIANS UNDERSTANDING OF THE BUSINESS COMMUNITY OF NEW ZEALAND



Lisa King, social entrepreneur, CEO and Founder of Eat My Lunch was our guest speaker at the Spring Business Overview on 7 November. Here are highlights of her inspirational story.

INSIDE THIS ISSUE

PAGE 1 - 5 • Business Spring Overview

PAGE 6 - 7 • Schools Funding
• CEO Visit To IPT in London
• New Corporate Member

PAGE 8 - 9 • Our Presenters

PAGE 10 - 11 • Presidents Dinners

PAGE 12 - 13 • Parliamentary Seminars

PAGE 14 - 15 • Business Attachments

BACK PAGE • Changes Afoot

BUSINESS SPRING OVERVIEW

Lisa King, social entrepreneur, CEO and Founder of Eat My Lunch was our guest speaker at the Spring Business Overview on 7 November. Here are highlights of her inspirational story.

It had never occurred to me that in NZ, there are kids going to school with no food. Of the 290,000 children currently living in poverty in NZ, we estimate that there are 25,000 going to school every day without lunch. And we all

know that if you are hungry, you cannot learn. Kids cannot concentrate, participate in class and often misbehave when they haven't eaten all day. Without an education, what chance do they have of breaking the poverty cycle?

BUSINESS SPRING OVERVIEW CONTINUED...

As a working mum with 2 young kids, I didn't know what I as one person could do to help solve this issue. I had spent my career marketing household brands for global food manufacturers such as Cadbury, Bluebird, Heinz, Unilever and Fonterra. I knew how to market food, but not how to get food to the kids who actually need it.

One night, I happened to be wearing a pair of TOMs shoes. TOMs is a company in the US which pioneered the one for one model where for every pair of shoes you buy, they donate one to a child in a developing country. And I thought why can't we do this for lunch? We all eat lunch everyday anyway. It seemed like a simple solution.

We knew it was a good idea, but would it be a charity or a business? It made sense that it could be a charity given what we were trying to do. There are of course clear tax benefits and the ability to access grants and funding. But having been involved

with a few charities, I also knew that a lot of time and resource goes into getting donations and sponsorship and the whole sustainability of the program is reliant on this. And if that funding dries up, then all the good work has to stop. So how do we do it differently?

I went back to what I knew - with all this commercial experience, it just made sense to apply business models and tools to achieve outcomes in an efficient, fast and sustainable way.

And what if we were a business that wasn't driven purely by profit, but had a social purpose at its heart and our success would be measured by the impact we have, not just how much money we make?

So Eat My Lunch would be the combination of a traditional for-profit driven business with a social purpose of a charity. You can call us a social enterprise or a social business. There are no legal structures for

this type of business in NZ and 3 years ago, the concept barely existed in NZ, so I registered EML as a limited liability company. I will talk more about how the business works a little later.

What I quickly realised was that although I had all this commercial experience, I really had no idea how to make food for hundreds of people. So I approached renowned chef Michael Meredith.

I had prepared a 20 slide business case to take him through - our proposition, the target customer, forecasts of how much money we would make and all the assumptions I had made. But when we got to the second slide and it said 'For every lunch someone buys, we give one to a kid in need', Michael said he didn't need to see anymore and he was in. And he loved the concept so much, he didn't want to be just an ambassador and consultant, but he wanted to be a part of it.



BUY ONE. GIVE ONE.™

Now, this was an unproven concept and we didn't have any money to market it. So we had optimistically projected selling and giving 50 lunches a day for the first year and Michael was adamant that we couldn't make more than 200 lunches a day out of my home anyway.

The first week, we sold 50 lunches a day. The second week, our orders went up to 200 a day and in the 3rd week, we were selling 400 lunches a day. By our 12th week, we had hit our 3 year forecast!

- We now have kitchens in Auckland, Wellington and about 6 weeks ago launched in Christchurch.
- We employ 50 staff who make lunches for our paying customers, deliver lunches and we have teams in customer services, supply chain, logistics and sales.
- We have expanded our product portfolio beyond just lunches to breakfasts, AM and PM teas, and we cover pretty much every dietary requirement you can think of.
- We have also built an incredibly strong brand. After our first 18 months, we had 50 brand awareness and people were willing to pay 30% more than what they normally spend on their own lunch to purchase EML.
- Have done 2 rounds of crowdfunding to raise almost \$1million in capital and last year brought in FSNI as a strategic investor, providing us with great synergies through our supply chain, distribution and enabled us to trial our products in supermarkets.



At the end of September, we Gave our 1 millionth lunch to kids in 89 schools around the country. We are currently Giving around 2,800 lunches every school day. That's 14,000 a week, 140,000 every school term.

As I mentioned, EML is a combination of a profit driven business and the social good of a charity. The key is sustainability. You have to be commercially sustainable to make significant and long term impact.

We never want to tell a school that we can't give them lunches anymore because we can't afford it. We can have all the best intentions in the world, but if we are not commercially savvy, the good work we do will cease and those in need will be further negatively impacted.

To be commercially successful in an incredibly difficult industry, we turned a traditional food manufacturing model on its head. Instead of making lots

of product and then trying to sell it, our online platform means that we have advance visibility of our orders, so we only order and make exactly what we need.

Our supply chain is incredibly tight – by midnight tonight, customer orders for Friday are locked down. Purchase orders will be sent to our suppliers first thing tomorrow morning and all the ingredients arrive at 5am Friday morning for the day's lunches. It means that everything we get in is fresh and we have minimal food waste because we only order exactly what we need and we have exact costings on every single item in the lunches.

I know to the cent what a lunch will cost, despite the menu changing everyday. The lunches are made by 9:30am, picked up by our own courier fleet of 16 drivers and delivered to our customers desks by 12:30pm.

What seems like a simple idea is really a complex logistical nightmare.

But at the heart of everything we do, is our purpose. Our social mission of ensuring that no child goes to school hungry, is not a nice to have, an add on or an after thought. It is absolutely core to who we are and drives our decisions, guides our values and helps us attract customers and staff.

The Give part is so intrinsic that the cost of the free lunch for the kids is built into the COGs of the lunch

people Buy. It's not an after-thought once we see how much profit there is leftover.

On the Give side, how it works with the schools is that schools sign up to join the programme. While we Give to 89 schools, we currently have a waiting list of 60 schools.

There is no criteria, as long as there is a need. Within most low decile schools, there are social workers and staff who understand the



Lisa King speaking with Poto Williams, Assistant Speaker



Chair thanking Lisa King

situations of the children's families and so we let the schools decide which children need lunch the most. When a school comes onto our programme, they tell us how many they need each day and we commit to that number. It can vary from 20 to 200 a day.

So our lunches are made fresh everyday, packed with veggies and protein and we also change the menu for them everyday to provide variety. We have a philosophy that if it's food we won't feed our own kids, then we don't give it to these kids.

I don't subscribe to the fact that just because it's free, the recipients should be grateful for whatever they get. If anything, these kids need more nutritious food. Sometimes this means that the ingredients cost a bit more - so for example, we only use multigrain bread

and not the cheaper white bread. It's that balance of profit and doing what is right. While we have 50 staff to make the lunches for our Buying customers, it is our purpose that puts us in a unique position where we also have around 30-35 volunteers who come in at 6:30am every morning to make lunches for the kids.

In the 3 years, we've had over 14,000 people come and volunteer and we currently have a waiting list of 2-3 months for volunteering. We've had policemen, surgeons, students, CEO's, lawyers, musicians. Basically anyone who can butter bread can come and be a part of it.

And what I love is that when you come in and put on an apron, everyone is the same and the volunteers leave knowing that all the lunches they made that morning, will make a difference to over

2,800 kids that very day. I have found that people genuinely want to give back and EML has provided an easy vehicle to do that and the impact is immediate and tangible. It doesn't matter that we are not a charity, people come because of our purpose.

And it's not just volunteers, but we have also enabled other businesses to be part of something meaningful. At Air NZ (and many other corporates), we have become the preferred catering supplier.

Chris Luxon (CEO of Air NZ), mandated that all meetings at Air NZ has to be catered for by EML and we report back to them every quarter on how many lunches they've given as an organisation. In 2 years, Air NZ has Given over 40,000 lunches and are our biggest customer.

There are so many examples of this - Mini does a Buy One Give One on cars for our delivery fleet. Lego provides free Lego every year to the kids and adopt a school, paying for all their Give lunches for a year so we could bring on another school. Our logo is on the back of every Pump water bottle sold in NZ.

Cafe L'affare heard we were opening in Wellington and offered us space in their roastery, rent free for the next 10 years. And what do all our partners want in return? Nothing. They genuinely want to help us because they believe in our mission and the impact we can have on our future generation.

But the impact is really best expressed by the kids themselves. I want to share with you some of the letters we receive from the kids.

"I am thankful for the spare lunches you guys give because it is better than having no food to eat and let yourself starve and then walk around asking for food."

"Hello, at my last school I used to stay at home if I had no lunch. Now I come to school everyday. My favourite sandwich is tuna."

And Max says, "Thanks for providing nice food. It makes me learn more and think more better. Thank you very much for doing this."

I believe EML has challenged our way of thinking about how we as individuals and businesses can have meaningful social impact. Eat My Lunch has gone from a small business run out of the family home to a social enterprise that has captured the public's imagination on how business can drive social change.

EML has become a vehicle for Kiwis to participate and make a difference through something as simple as lunch. When someone Buys a lunch from us, they know that a child is getting a lunch at the same time. The impact is tangible and immediate. Today, people want to feel that they are part of a bigger purpose and contributing to something more than themselves.

As Simon Sinek says, "People don't buy what you do, but why you do it". EML has also demonstrated that having a social purpose does not have to come at the expense of profit. In fact, because of our purpose we

have been able to create more value for not just for our shareholders, but also our customers, partners, staff and of course, the community.

On a personal level, the real reward for me is the legacy I hope to leave for my children. They are not going to remember how much money their mum made. They will however remember what their mum has done to try and make the community they live in a better place.

One of my proudest moments over the last 3 years was when I heard Ella and Toby (who were 9 and 7 at the time), having a very heated argument one day. They were arguing about who was going to take over and run EML when I die.



SCHOOLS TRAVEL ASSISTANCE PROGRAMME

Since our last newsletter, the Trust has this year supported 62 schools with grants enabling them to undertake visits to Wellington to participate in How Parliament Works, an interactive education programme run by Education Services, a business unit of the Parliamentary Service.

The Trust's funding means so much to these schools and their students. In the words of two teaching staff:

"We are absolutely thrilled to hear that we have been successful in receiving a grant to visit Parliament in November. As a small rural school this means so much to us and we are hugely appreciative of your generosity"

"Your travel subsidy meant much more to us than just financial support – it was just the lift we needed to believe that this trip might be possible"

SCHOOLS FUNDED IN THE LAST TWO QUARTERS OF 2018 ARE

Tahakopa School	Owaka	Pukehou School	Otane
Oaklands School	Halswell, Christchurch	Sherenden & Districts School	Hawkes Bay
Redcliffs School	Sumner, Christchurch	Lawrence School	Otago
Pukehamoamo School	Hastings	Tu Kura o Waikaremoana	Wairoa
Waiharara School	Kaitaia	Tangiteroria School	Northland
Waitakaruru School	Thames	Casebrook Intermediate	Christchurch
Hanmer Springs Primary School	North Canterbury	Mayfair Primary	Hastings
Lyttelton Primary School	Canterbury	Karangahake School	Paeroa
Taikura Rudolf Steiner School	Hastings	St Mary's	Hastings
Maraekakaho School	Hastings	Normanby School	Sth Taranaki
Hinds School	Ashburton	Wairere School	Matamata-Piako
Matauri Bay School	Kaeo, Far North	South Westland School	Hari Hari
Flat Bush School	Otara	Marshland School	Nth Canterbury
Miller Avenue School	Paeroa	New Brighton Catholic School	Christchurch
Greenmeadows Intermediate School	Manurewa, Auckland	Maromaku School	Northland
		Te Kopuru School	Northland



Select Committee Seminar - 13 June

CHIEF EXECUTIVE'S VISIT TO IPT IN LONDON

While in London to attend the RCS international Meetings, our CEO Darryl Stevens met up with his British counterpart Nick Maher, CEO of the Industry and Parliament Trust.

While the Industry and Parliament Trust is a much bigger organisation with a different focus, there are some common synergies between our respective objectives and operations.



NEW CORPORATE MEMBER

We are pleased to welcome NZ Landcorp, trading as Pāmu Farms to the Trust. CEO Steven Carden.

Garden received his company's membership certificate at the September President's dinner and is pictured with our President, Rt Hon Trevor Mallard MP and Trust Board Chair, Peter Griffiths

OUR PRESENTERS





Hon Iain Lees Galloway



Chloe Swarbrick MP



Hon Megan Woods



Hon Tim MacIndoe MP



Clayton Mitchell MP



Hon Jacqui Dean MP

PRESIDENTS DINNERS

The Rt Hon Trevor Mallard MP, in his capacity as President of the Trust hosted two dinners for the Trust in the second half of 2018.

We were pleased to welcome the following corporate Chief Executives and company heads to the July dinner.

Michael Hales
Michael Bull
Ross Milne
Fraser Whineray
Peter Thompson
Alan Carter
Sam Abbott

Chief Executive
Country Manager
Chairman
Chief Executive
Managing Director
Country Manager
General Manager

NZ Agriseeds
Fujitsu New Zealand Ltd
Deloitte
Mercury NZ Ltd
Barfoot & Thompson
Sanofi
Imperial Tobacco

The Hon Amy Adams, Spokesperson for Finance and David Seymour, Leader of ACT Party were our parliamentary guests of honour.

In September, we were pleased to have the Hon Grant Robertson, Minister of Finance and Hon Tracey Martin, Minister of Internal Affairs dining with the following corporate guests:

Adele Rose
Chris Lyman
Paul Smith
Steven Carden
Michael Ahearne
Alison Andrew
Kevin Kenrick
Joanne Mahon

Chief Executive
Chief Executive
Director NZ
Chief Executive
Chief Operating Officer
Chief Executive
Chief Executive
Chief Communications
& Brand Officer

3R Group Ltd
Lotto NZ
Merck Sharp & Dohme (NZ) LTD
Pāmu (Landcorp Farming Ltd)
SkyCity Entertainment Group
Transpower NZ Ltd
TVNZ
Southern Cross



Peter Griffiths, Board Chair greets Hon Grant Robertson, Minister of Finance



July Dinner attendees



September Dinner attendees

PARLIAMENTARY SEMINARS



NZBPT PARLIAMENTARY SEMINAR WEDNESDAY 25 JULY 2018 LIST OF ATTENDEES

Sven Herselman	3R Group Ltd	Diana Wilson	NZ Post
David Poppelwell	Abbvie Ltd	Andreas Kasoulides	NZMA
Gill Slaughter	Abbvie Ltd	Allan D'Souza	Ports of Auckland
Kim Nichols	Airways Corporation	Tim Brown	PowerNet
Penny Wells	Christchurch International Airport Ltd	Tiffany Heathfield	Qantas
Hyun Choi	Deloitte	Jessie Chiang	Radio NZ
David Hook	Fujitsu New Zealand Ltd	Sophie Hayman	Russell McVeagh
Dr Jim Lello	GlaxoSmithKline NZ Limited	Julie North	Sealord
Tanya Currie	Goodman (NZ) Ltd	Jo Lawrence-King	Southern Cross Healthcare Group
Chris Whelan	Grant Thornton	Elisabeth McCardle	Spark NZ
Catherine Reiss	Hawkins/Downer Group NZ	Megan Wiltshire	St Johns Head Office
Jess Etheridge	IAG	Michele Lee	TVNZ
Gary Dickson	Imperial Tobacco Australia Ltd	Sarah Szegota	Villa Maria
Kat McDonald	Lion - Beer, Spirits & Wine NZ Ltd	Catherine Soper	Vodafone
Marcus Playle	Lion - Beer, Spirits & Wine NZ Ltd	Gina Dellabarca	Westpac
Liz Nicholson	McDonald's Restaurants (NZ) Ltd	Nicola Law	Z Energy
Polly Atkins	Meridian Energy Limited		



PARLIAMENTARY SEMINAR PARTICIPANTS - OCTOBER

Toni Bye	3R Group Ltd	Lucy Fontinha	McDonalds Restaurants NZ Ltd
Amy Moore	Abbvie	Alice Paine	NZ Post Group
Nick Burrows	ACT Tertiary & Careers Group Ltd	Vicki Woodley	NZ Steel
Sharon Cooke	Airways Corporation of NZ Ltd	Sharon Flynn	OceanaGold
Rowena Hume	Beef + Lamb New Zealand	Danielle Crawford	OceanaGold
Micah Radford	Christchurch International Airport Ltd	Mitch Knight	Parliamentary Services
Mary Kilkelly	Deloitte	Reinhold Goeschl	Ports of Auckland
Brooke Dahlberg	Downer	Rachael Watt	PowerNet
Douglas Guy	Fonterra	Sheryn Fearon	Qantas Airways
Bridget Catchpole	Genesis Energy	Jacqui Cammell	Sanofi New Zealand
Erynne Goosen	GlaxoSmithKline NZ Ltd	Campbell Gibson	Southern Cross Healthcare Group
Sebastian Nakielski	Goodman	Tim Rickerby	Spark New Zealand Trading Limited
Erynne Goosen	GSK	Elisabeth McCardle	Spark NZ
Glyn Jones	IAG	Kerri Osborne	Transpower NZ
Shannon Mackay	Imperial Tobacco Australia Limited	Luke Bodle	TVNZ
Rachel Burt	Kensington Swan	Alex Lagny	Veolia Ltd
Faith Thumath	KiwiRail NZ	Lise Mackie	Vodafone NZ
Ross Shepherd	Landcorp Farming Limited	Jeremy Clarke	Z Energy
Sophie Kurta	LION		



Board Deputy Chair – Nancy McConnell



Seminar participants in action

BUSINESS STUDY ATTACHMENTS

The following Members of Parliament have in recent weeks completed their Business Attachments.

We thank our corporate members for engaging with the Trust and hosting these.

Brett Hudson
Louisa Wall
Kanwaljit Singh Bakshi
Dr Deborah Russell
Angie Warren-Clark
Ginny Andersen MP

Lion-Beer, Spirits & Wine NZ Ltd
GlaxoSmithKline
Lotto NZ
Fonterra Co-operative Group
Foodstuffs
Progressive Enterprises



Fonterra Research and Development centre with Head of Research Centre Mark Piper and Dairy Workers Union General Secretary Chris Flatt

Board member Dr Deborah Russell MP recently completed a 3 day programme with the Fonterra Co-operative Group.

Starting in Auckland, the first day of her Attachment comprised briefings and overviews on a wide range of subject areas including trade strategy, global business strategy, traceability programme in addition to the company's roles as a

Foodservice business and consumer business in New Zealand. For the second day Deborah visited the Fonterra Darfield factory site which is one of Fonterra's largest manufacturing site and where it produces milk powders and cream cheese.

This site was built by Fonterra and uses smart technology to reduce its impact on the environment. The site has recently

installed a reverse osmosis plant which purifies water from the plant and recycling it, which significantly reduces the amount of water the site requires. An environmental briefing and visits to two Canterbury farms were also undertaken.

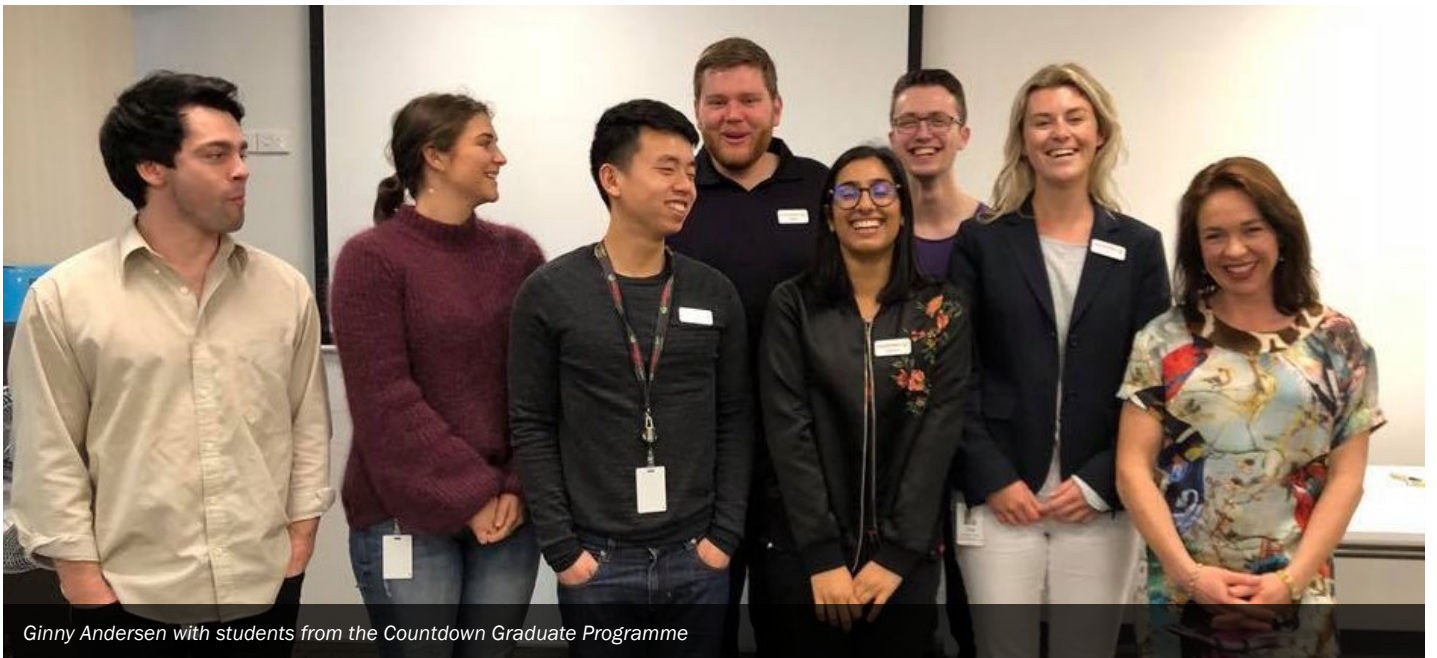
Day 3 of the programme saw Deborah at the Fonterra Research and Development Centre in Palmerston North and Fonterra Brands NZ

Palmerston North Milk Processing plant.

Briefings and discussions were centred around food technology and the creation of brand new foods for exporting to off-shore markets and recent trials Fonterra has conducted to find new uses for dairy products.



Brett Hudson MP with Technical and Regulatory Leader David Meads looking around The Pride brewery, LION



Ginny Andersen with students from the Countdown Graduate Programme



Angie Warren-Clark MP pictured bottom right recently visited PAK'nSAVE Sylvia Park to see the good work they are doing repurposing and recycling their waste, including donating food each week to food rescue group KiwiHarvest, who then distribute it to those in need.

YOUTH PARLIAMENT

The Trust is once again proud to be associated with the Youth Parliament through a sponsored competition, the details of which will be released in late March.

Every three years, about 140 young New Zealanders experience Parliament as Youth MPs and Youth Press Gallery members. The Youth

Parliament programme provides an opportunity for young people from around Aotearoa New Zealand to be heard, and for Youth MPs to actively work on topics and issues they are passionate about.

The Youth Parliament 2019 programme will occur from 01 March to 31 August 2019.

CHANGES AFOOT

Some exciting changes are in the pipeline and will be rolled out in 2019. These include a new website, social media, revamped parliamentary seminars and changes

to how we fund schools undertaking parliamentary visits and extending our tertiary funding packages to include a wider range of Universities.



YOUTH PARLIAMENT

BE HEARD

Become a Youth Member of Parliament

Find out how you can get involved in Youth Parliament 2019!
www.youthparliament.govt.nz

MINISTRY OF YOUTH DEVELOPMENT
The Government of New Zealand
Ministerial Office of the Ministry of Social Development



The NZBPT Secretariat work from an office on the top floor of the Parliamentary Library Building shown here at dusk. The building is the oldest part of Parliament Buildings and was completed in 1899.

Murray Hedwig
Photograph

P 04 472 5365
F 04 472 2016
E nzbpt@xtra.co.nz
W www.nzbpt.nz

Room 2.022 Parliamentary Library Building
Private Bag 18041
Parliament Buildings
Wellington 6160

