

A program with 21C Skills Lab (NZ) and FYA (Aus) to support young people to build business and learn entrepreneurship skills.

The brief.

Education Changemakers was approached by 21C Skills Lab and FYA separately to support with the launching and growth of student entrepreneurship programs across New Zealand and Australia respectively.



What we did.

For the Australian \$20 Boss Program we worked closely with the lead sponsor NAB to market and build awareness of the program across Australian schools. For the New Zealand Like A Boss program we led on the creation of student training curriculum and teacher resources. In both instances EC were able to provide early support to both campaigns, which have gone on to become sustainable programs in each country's academic calendar.

2000+

schools have been involved in the programs since launch.

200,000+

students have taken part in the programs since their inception.