



# Make a Difference

Vodafone Community News  
Autumn 2011



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Making the world  
a safer place



## Welcome

**Welcome to the second edition of Make a Difference, Vodafone's community newsletter.**

In this issue find out how we are enabling twenty-five gems to support New Zealand youth for three months. Read about how we are also backing a Northland doctor to research the unique health needs of our rural young people and about our partnership with Starship to support their important work with Kiwi children.

I am hugely passionate about Vodafone's work in the community – both throughout the business and through the work of the Vodafone NZ Foundation. The Foundation was established in 2002 and has a focus on encouraging healthy outcomes for young New Zealanders. In March

I was delighted to open the Foundation's annual hui in Wellington, where over twenty five of our charity partners came together. I was inspired by the diversity, passion and knowledge of this group - from those working with homeless youth in Auckland's CBD, to teen parents in Hawkes Bay and encouraging stories out of Otago.

When choosing to be a Vodafone customer, you are also choosing to support our local community. I would like to thank you personally for choosing to make a difference.

**Russell Stanners**  
CEO Vodafone New Zealand

## GP with a passion for rural youth wins Fellowship

Dr Aniva Lawrence, a Northland General Practitioner with a passion for Kiwi youth, has won the inaugural Vodafone Foundation Youth Health Leadership Fellowship.

The grant of \$90,000 will enable Aniva to research the unique health needs of rural Kiwi youth and undertake a sabbatical in Canada and the United States to explore international models.

"The opportunity is enormous from a research perspective and in terms of my own leadership development. There is no other Youth Health Fellowship in the country and I am honoured to be selected as the first recipient. Ultimately I hope this work will influence government policy in how

it supports our rural young people who have a unique set of requirements," says Dr Lawrence.

Dr Lawrence was selected from a group of 22 high quality applications and the selection team described her as a 'stand out' applicant.

The Fellowship is managed in partnership with SYHPANZ (the Society of Youth Health Professionals Aotearoa New Zealand).

For information on how to apply for the 2012 Fellowship in Youth Health Leadership check out the Vodafone Foundation website <http://foundation.vodafone.co.nz>



# Vodafone is excited to become an even bigger part of the Starship Foundation family.

Young people at the Starship Children's Hospital will be able to use free WiFi to stay connected with friends and family thanks to Vodafone becoming a Five Star Partner of the Starship Foundation.

In addition to free WiFi on three levels of the hospital, Vodafone customers will be able to help raise funds for the National Starship Air Ambulance by donating \$5, \$10 or \$20 through their monthly Vodafone bill.

Starship Foundation CEO, Brad Clark, is excited about the difference Vodafone's support will make to the Foundation and Kiwi youth.

"With Vodafone's support through the on-bill offer we can continue to provide the Starship Air Ambulance service. The

service flies medical experts to life-threatening emergencies around the country and allows us to bring children safely to Starship, where they can receive the care they need."

"Many of the children on levels four, five and six of the hospital have chronic conditions, and some are in isolation due to infectious disease or organ transplantation. Access to free WiFi will allow many of them to keep in touch with their friends and family when they need it most," says Brad Clark.

Vodafone New Zealand Foundation Chairman, Michael Stanley says the entire company is behind the Starship

Foundation sponsorship and looking forward to making a difference.

"We are passionate about the well-being of young New Zealanders and have a strong commitment to building better futures for Kiwi youth both through the Vodafone New Zealand Foundation and our partnership with Parents Inc. Working more closely with the Starship Foundation will enable us to be even more involved in improving young New Zealanders lives."

We plan to share some tough but heart warming stories of the children and families benefiting from the Air Ambulance and provide an opportunity for you our customers and partners to help along the way.

If you are a Vodafone account holder and wish to support Starship please go to log onto **My Account** at [vodafone.co.nz](http://vodafone.co.nz) and choose to purchase Add Ons.

Alternatively customers can call **777** from their mobile phone.



  
**Starship**  
Five Star Sponsor

## GEM of an Award

Twenty-five Kiwis have been awarded a place on the Vodafone Foundation's 2011 World of Difference GEM programme. The programme is a three-month paid placement to connect skilled, passionate individuals with the Foundation's youth charity partners.

GEM placements enable charities to bring in individuals with specialist skills to work on specific projects such as fundraising or project management. The programme is an extension of the Foundation's original World of Difference programme, which funds recipients' salaries and expenses for one year.



**Amanda Bennett**  
Eating Difficulties Education  
Network (Auckland)



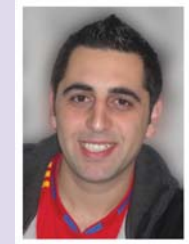
**Andrea Black**  
SYHPANZ (Auckland)



**Brigid Graney**  
Sir Edmund Hillary Outdoor  
Pursuits Centre (Gt. Barrier)



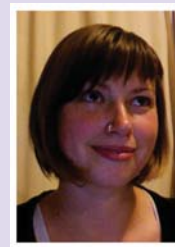
**Gerwout Van Der Veen**  
SAFE Network Inc.  
(Auckland)



**Hane Hormes**  
Wellington Activity Centre  
(Wellington)



**James Van Shie**  
Challenge 2000 Trust  
(Wellington)



**Janet Young**  
Sustainable Dunedin City  
(Dunedin)



**Janine Copeland**  
EVOLVE  
(Wellington)



**Lee Frampton**  
Youth Quest  
(Kapiti Coast)



**Mikiy Djukanovich**  
House 44 South East Stoke  
(Nelson)



**Mila Romic**  
Youthline Auckland  
Charitable Trust (Auckland)



**Ngaire Kauika-Stevens**  
DZIAH Youth Trust  
(Auckland)



**Nga Remu Huia**  
Youth Performance Trust  
(Auckland)



**Will Watterson**  
ReGeneration Trust  
(Dunedin)



**Ruth Kerr**  
Big Buddy Mentoring Trust  
(Auckland)



**Sisi Pritchard - Fale**  
STRIVE Community Trust  
(Auckland)



**Veronica Marwitz**  
Rape Prevention Education  
(Auckland)



**Taupunakohe Tocker**  
The Enviroschools Foundation  
(Raglan)



**Barbara Graves**  
HYPE - GS  
(Nelson)



**Cassandra Kaipara**  
Auckland Women's Centre  
(Auckland)



**Annaliese Hewitt**  
Yes Disability Resource Centre  
(Auckland)




**Lisa Noonan**  
Auckland Communities  
Foundation (Auckland)



**Michael Lamb**  
Naenae Youth Charitable Trust  
(Upper Hut)

...and not forgetting:

**Shane La'ulu**  
Streets Ahead 237  
Charitable Trust (Porirua)



## Vodafone Launches Blacklist Service to Combat TXT Bullying

In November Vodafone launched New Zealand's first mobile Blacklist service, giving customers the power to control who they receive TXT/PXT from.

The service blocks incoming TXT and PXT messages from nominated numbers. Vodafone's contact centre receives 6,000 calls a year regarding TXT bullying. The Blacklist service recognises a need to give customers the freedom to choose who they can be contacted by.

The free service is aimed at young people and adults alike to act as a first line of defence.

For more information see  
[vodafone.co.nz/blacklist](http://vodafone.co.nz/blacklist)

## Vodafone Wins Responsible Governance Award

Vodafone's stance on handheld mobile phone use while driving saw it win the 2010 Kensington Swan Responsible Governance Award. The award criteria assess how responsible and ethical business practices are integrated into core governance, including demonstrating a commitment to engage stakeholders.

Presented at the Deloitte/Management Magazine Top 200 Awards, the organisers said this award reflects a company's genuine understanding of our new world in which responsible, ethical and sustainable governance defines real success.