

2 February 2021

Heartland welcomes new members to the Rangatahi (Youth) Advisory Board

Heartland is pleased to announce that eight new members have been accepted to its Rangatahi (Youth) Advisory Board, bringing the board to 16 members.

The Rangatahi Advisory Board was established in 2020 to diversify the perspectives of the Senior Management Group (SMG) and Senior Leadership Team (SLT) – and ultimately the board – by providing unique insights on Heartland’s people and customers to enhance its strategic initiatives.

What is the board working on?

The first order of business for the expanded board was to [launch Rocket](#) at the Annual Shareholders Meeting, held on 30 November 2020 at Eden Park.

Rocket is Heartland’s financial literacy app for students. The platform was developed from an idea by one of last year’s Manawa Ako interns, and has since been driven forward by members of the Rangatahi Advisory Board and others throughout Heartland.

Through Rocket, Heartland intends to empower and educate young people, giving them tools and knowledge to make more informed financial decisions as they transition from school to adult life.

We’re already beginning to work with schools to run workshops with students, and we’ll begin marketing later this year.

In 2021, the Rangatahi Advisory Board aims to accelerate its work on:

- sustainability initiatives alongside Heartland’s new Green team
- the Rangatahi Network – building a community where ideas and experiences can be exchanged between rangatahi at Heartland.

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