



THE CARBINE CLUB of NEW ZEALAND

PATRON: DAME WENDY PYE DNZM, MBE

President: MURRAY MCKINNON QSM, JP Secretary: VICKY LATTA
PO Box 63, Whitford, Auckland 2149 Telephone: (Bus.) 09 277 0456 Email: admin@carbineclubnz.org.nz

DAME WENDY PYE DNZM, MBE

Patron of the Carbine Club of New Zealand



Dame Wendy Pye has been appointed as the Carbine Club of New Zealand's Patron, the first female Patron of the Club.

Dame Wendy is a very successful businesswoman whose energy, passion and vision have seen her develop a multimillion-dollar business around teaching literacy.

Born in Australia, she started as a copywriter for a radio station in Perth before heading to New Zealand and joining the New Zealand News group. She moved through the organisation, holding various positions from managing its magazine and trade divisions, to selling its children's books to the United States. When she was made redundant in 1985 on the sale and restructuring of that company, she established her own educational publishing business, Sunshine Books, after meeting a group of adolescent boys who could not read. The company

specialised in early reading and mathematics books and initially concentrated on selling in the United States.

Following the sale of her United States business, she developed new markets in Australia and Asia and markets have now expanded worldwide. Wendy Pye Publishing has amassed a catalogue containing thousands of titles and sold hundreds of millions of books. The company has offices in eight countries and has become a multimillion-dollar business with 80% of its income coming from exporting.

While digital advances undermined some publishers, Dame Wendy has been a pioneer in using technology to teach English and her company was one of the first companies to use digital and CD-Rom technology to develop multimedia educational materials. She worked with Korean Telecom developed a digital English teaching application that works over a mobile phone and has continued adopting technology and working with major telecommunication companies to expand her publishing company's reach.

In 1994 she was appointed a Member of the Order of the British Empire for services to export.

In 2004 she was inducted into the NZ Business Hall of Fame, the first woman to be recognised.

In 2013 she was appointed a Dame Companion of the New Zealand Order of Merit for services to business and education, and the following year won the title of Business Entrepreneur of the Year at the New Zealand Women of Influence Awards.

She has been a member of the Carbine Club since 2015 and supports charitable organisations covering sport, the equine industry, education, health and family support, including the Carbine Club.

Beyond her business interests, Dame Wendy is very much involved in thoroughbred racing, owning a large number of horses, and has had enormous success as a breeder and owner of racehorses both here and in Australia.

Dame Wendy is a very worthy Patron to follow in the footsteps of our previous Patrons, Lord Porritt, Sir Denis Blundell, Sir David Beattie, Sir Wilson Whineray and Sir David Levene.