**Hayden Corbett**

Hayden Corbett sees an important role for marketing in supporting the red meat sector to achieve sustainability goals.

“I’m very interested in the ecological side of marketing,” says 2023 MIA Scholar Hayden, who is in his first year at Otago University studying for a Bachelor of Commerce majoring in marketing with a minor in business analytics.

“The red meat sector is very interesting in that space because it is such a major industry, contributing significantly to New Zealand’s GDP but also facing challenges around issues like emissions.

“Marketing can do a lot to support changes needed, such as sustainable packaging and how the product are delivered to people.

“Also, how it is marketed can demonstrate how companies are making real changes. I aspire to do a fourth year post graduate degree and study digital marketing - as I think that will be very valuable for my future career.”

Hayden topped his business leadership class at Auckland’s Howick College and his teacher suggested he apply for the scholarship. The MIA provides an award of $5,000 a year for each year of study for its undergraduate scholars and $10,000 a year for each year of study for post-graduates.

Hayden is hoping to find part time work in the red meat sector in Dunedin.

“I have been applying to businesses there. The scholarship will be a huge benefit because while I will be working, it will help with my fees and enable me to have more time to focus on my degree.“

“I’m also looking forward to the mentoring side and hope that it will help me to connect with people within the industry who I can learn from and who can help me with any difficult concepts I might be struggling with in my studies.”