

MAYORS TASKFORCE FOR JOBS

www.mayorstaskforceforjobs.co.nz

NEWSLETTER OCTOBER 2011

Rangatahi ki te Rangatira Our Youth Our Future

MESSAGE FROM THE CHAIR

Welcome to our 2011 newsletter. We are a bit late with our information this year as we have been busy organising our National Forum, seeking political parties employment policies and working on youth employment research and policy!

The Taskforce has spent considerable time working on how to best ensure all our young people are supported from school to further education, training or work and we are firm in our belief that Mayors and their communities are the ones who will best be able to achieve a positive outcome. Our focus is on the future, the big picture and especially on jobs. Unemployment is an economic problem, not a social one so we must seek economic solutions. It is clear that when there are jobs available, young people are willing to work – sometimes we are not preparing them well enough to take up the opportunities our employers are providing. We need to work with both young people and employers to bridge that gap, and avoid the social problems which result from unemployment.

I have been speaking to communities all over New Zealand and there is no shortage of keen, enthusiastic, qualified people who want to help their young people. Everyone agrees that we need a strategic, collaborative, structured approach – one which everyone can buy into and where many have a piece of the puzzle which when all fitted together makes an awesome picture.

Our young people show us every day they are energetic, innovative and want to be part of the solution. I have yet to meet any community that doesn't love its young people and want to support them to be the very best they can. From Kaitia to Bluff there may be differences in opportunities, demographics and approaches but there is no difference in spirit and commitment! We just all need to join the dots, be creative, flexible, positive and active. It doesn't matter where you start – just start!

You will see in this newsletter that the Taskforce has resolved to develop a new strategy from 2012 but will retain a focus on young people, transitions, skills and jobs. I am excited about the possibilities for our communities to support their young people, reduce disengagement and unemployment and develop the skills needed for local employment.

And you will also see that we are not alone in our thinking – overseas research and our own in this country all point to the same strategies and solutions. Working with technology and harnessing our talent, we can make a difference and will once again put New Zealand at the forefront of bold policies and lift our communities economic health.

Our recent forum brought together some of the people at the forefront of this work and I urge you to go to our website to check out the papers they presented – you will be inspired and encouraged.

As I have been saying to communities around the country – *When young people are part of the solution not just part of the problem – everyone wins!*

And I have been leaving them with this quote which I think says it all!

'If a soul is left in darkness, sins will be committed. The guilty one is not he who commits the sin, but he who causes the darkness.'

Victor Hugo



Mayor Dale Williams
[Otorohanga DC]
Taskforce Chair

MAYORS TASKFORCE

FUTURE FOCUS ON YOUTH

Did You Know?

- The Top 10 in-demand jobs in 2010, did not exist in 2004
- The US Department of Labour estimates that today's learner will have 10-14 jobs by the age of 38
- The number of internet devices in 1984 was 1,000; in 1992 it was 1,000,000 and in 2008 was 1,000,000,000

We are living in exponential times and we all need to work together to help our young people navigate these turbulent waters!

Youth have many choices including staying at school, tertiary education, workplace training, employment, raising a family, travel, and doing nothing, with or without financial support from family or the state. The paths they take will depend on their family circumstances, their parents' income and education, education from early childhood onwards, experience of school and post-school education, availability of jobs, physical and mental health and other factors. Youth issues have complex causes that extend well beyond work.

Our young people are resilient, smart, enthusiastic and optimistic. They need our support!

To this end the Mayors Taskforce for Jobs Core Group held a very successful strategy meeting in August to focus on future work and the development of a new strategy from 2012. It was agreed that the Taskforce would continue to focus on young people (16-24) and in particular, on jobs. Keeping in mind the rapid changes we are experiencing the Taskforce believes we need to maintain a focus on jobs, education and training at all phases of the economic cycle. It was agreed that the most influence Mayors could have at the local level was with employers and the community and also with the Government agencies to influence policy and ensure interpretation at the local level makes sense. The ability to draw people together to discuss issues and devise solutions is a key role for Mayors and one that is most effective.

The Government has announced some policies in the youth employment area such as the \$42 million skills package for trades training for the Canterbury rebuild. We need to make sure this funding is used as an opportunity to provide skills and jobs for young people.

According to the NZCTU a significant reason for young people turning away from the potential of vocational pathways is that employers frequently do not recognise such qualifications and subsequent experience on the job, sufficiently in better wages. This suggests a need to involve the employers more in the development and implementation of vocational pathways and qualifications.

The New Zealand Institute's recent report ("More Ladders, Fewer Snakes") noted that while New Zealand youth perform well in education, our youth unemployment is well out of step with comparable OECD countries. The New Zealand Institute, the Industry Training Federation and the Taskforce have targeted the transition from school to work as a fundamental problem for young people who are likely to do well in vocational post-school education but too frequently end up out of work. While pathways are clear for university education, those for industry training and vocational tertiary education are undefined or confusing not only for trainees but also for many teachers and employers.

In addition, many young people leave school too early, often without the prerequisites for these vocational pathways, and do not successfully make the transition to work.

There are many very good transition programmes including Gateway, Youth Apprenticeships, trades academies, tertiary high schools with other options and new programmes, but no overall coherent strategy. There needs to be an intensive and well resourced focus on youth transitions and measures to enable young people to move successfully from school into work and tertiary education. The Taskforce supports calls from the Human Rights Commission and the NZCTU for a "school to work strategy" which would encompass all these programmes and include the useful work going on in the Ministry of Education to develop better vocational pathways from school into work. Such a strategy would also need to consider options to lift the performance of young Māori and Pacific peoples.

And We Are Not Alone research from the UK (Professor Ewart Keep), the US (Harvard Report – Pathways to Prosperity) and here (MTFJ – Youth Transitions, NZ Institute and Professor Sir Mason Durie) all call for:

1. Education reform to include multiple pathways from school to work and supported transitions.
2. Employers to play an expanded role.
3. A new social contract between society and young people. This is why the Taskforce continues to focus on youth.

The Taskforce strategy for 2012 and beyond will be available from July 2012. Thanks to the CTU Economic Bulletin [#127] for much of this commentary.

GUEST COMMENT



Student Job Search an under-leveraged national asset that can support communities to retain local talent & which students use to get jobs that pay now and in future

It doesn't take a professor of economics to understand that talent and skill development, acquisition and retention are increasingly critical to the economic prosperity and social cohesion of communities, organisations, and nations. Whether we like it or not, communities, businesses and nations all increasingly compete to secure the talent and skills required to prosper economically and socially. There is a great deal going on in an effort to enable New Zealand to improve its economic and social prosperity. This includes improving infrastructure, enabling increased foreign investment, the establishment of a Chief Science Adviser, and a number of Government funded initiatives that enable new, flexible learning pathways, long overdue for young people. I'm not aware of any national strategy for talent and skill acquisition, development, and retention. Businesses have stated for as long as I can remember that they find it increasingly difficult to secure the skills they need to grow and they continue to do so. As a consequence many rely on immigration as their primary instrument for resolving skills gaps and brain-drain. We should endeavour to attract foreign talent and skills. These people bring new thinking, talent, money and expand the gene pool so to speak. We should also continue to leverage talented and skilled kiwis living abroad. Kea NZ is doing some great work in this area. We should not however rely only on immigration and or kiwis living abroad to drive economic prosperity and or social cohesion.

At any point in time there are typically over 400,000 tertiary students enrolled in New Zealand. This group represents New Zealand's largest pool of emerging domestic talent. They are motivated, energetic, increasingly entrepreneurial and the current generation of students may be more socially conscious and community orientated than any previous generation. We only have to consider the response of the Student Army in Christchurch to see evidence of that.

History tells us that that this pool contains many of our future political, social, business, and cultural leaders. History also tells us that many from within this pool will leave New Zealand and become very successful overseas because they don't see opportunities to put their talent and skills to use in New Zealand. I'm aware of at least one large regional economic development agency in NZ that researched graduates that had left the local community to determine why they were not taking up local opportunities with businesses crying out for skilled graduates. I'm told they found that fifty percent of the graduates that had left, never wanted to leave and had no idea of the employment opportunities that existed locally. This is a tragedy!

If New Zealand is serious about materially improving economic prosperity it needs a co-ordinated national talent and skills development, retention and acquisition strategy that brings together the business community, tertiary education providers, Kea NZ, Government and youth to minimise skills gaps and reduce brain drain. Student Job Search (SJS) is a national asset that can and should be leveraged with this in mind.

At a time when unemployment is at record levels, SJS is:

- enabling over 25,000 students to secure jobs and earn nearly \$60 Million per annum
- engaging 60,000-100,000 students and businesses every month free of charge
- can add value to any community committed to identifying and retaining its home grown talent
- understands where students are studying and that the majority want to return to jobs in their home towns over summer

By working with SJS to enable this, communities can show students that their skills and energy are wanted locally and enable local students and businesses to establish relationships that will increase the probability of students putting their skills to use locally, post graduation.

If your community is committed to growing and retaining local talent, SJS can help. Let us know when you want to get started.



Paul Kennedy
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"Fill youth with enthusiasm through special action! Convince young people's parents, trainers and company chiefs that a promising future is possible only through good vocational training."

Francisco Albert-Vidal [Founder – Worldskills International]

CONGRATULATIONS TO THE NEW ZEALAND TOOLBLACKS TEAM 2011

TOOLBLACKS OFFICIAL RESULTS FROM LONDON, OCTOBER 2011

| | | |
|--------------------------|-----------------|-------------------------|
| Automotive Refinishing | Drew Avery | Medallion of Excellence |
| Bricklaying | Ben Roche | Medallion of Excellence |
| Cookery | Megan Anderson | Medallion of Excellence |
| Electrical Installations | Shaun McInerney | Medallion of Excellence |
| Cabinetmaking | Rob Hamilton | Medallion of Excellence |
| Plumbing | Scott Nicholson | Medallion of Excellence |
| Welding | Brad Wood | Medallion of Excellence |

HIGHEST SCORING NZ COMPETITOR – MEGAN ANDERSON [COOKERY]

WorldSkills has been running competitions since 1950. Over its 60 year history, WorldSkills International (formerly known as the "Skill Olympics") has come to symbolise the pinnacle of excellence in vocational training. Every two years, hundreds of young skilled people, accompanied by their teachers and trainers, gather together from around the world to compete before the public in the skills of their various trades and test themselves against demanding international standards. They represent the best of their peers drawn from regional and national skill competitions held currently in 52 countries/regions. The competitions are huge events. WorldSkills London 2011 was the world's largest international skills Competition with young people from across the globe competing to be the best of the best in their chosen skill. Around 150,000 visitors saw 1,000 Competitors from more than 50 countries/regions competing in 46 skill areas over four exciting days of Competition. Visitors were able to Have a Go at dozens of skills ranging from electronics to plumbing, web design and fashion to cabinet making. It was an opportunity to inspire future generations of skilled, high-quality professionals.



Andre Prinsloo
Autobody Repair



Ben Roche
Bricklaying



Mat Pascoe
Polymechanics



Rob Hamilton
Cabinetmaking

Following the Opening Ceremony, 17 young New Zealanders [The Toolblacks] proudly represented their trades and country.

New Zealand Toolblacks 2011 team:

- Andre Prinsloo [Autobody Repair]
- Curtis Hartley [Automotive Technology]
- Ben Roche [Bricklaying]
- Rob Hamilton [Cabinetmaking]
- Drew Avery [Car Painting]
- Andrew Watson [Carpentry]
- Megan Anderson [Cooking]
- Shaun McInerney [Electrical Wiring]
- Aroha Hebbard [Floristry]
- Laura Simpson [Hairdressing]
- Daniel Berry [Industrial Control]
- Chris Evans [Joinery]
- Scott Nicholson [Plumbing and Heating]
- Mat Pascoe [Polymechanics]
- Kirsty Lister [Restaurant Service]
- William Taylor [Sheet Metal Technology]
- Brad Wood [Welding]



The 2011 Tool Blacks at Government House Auckland with Patron His Excellency the Hon Sir Anand Satyanand and Lady Susan Satyanand
Photo courtesy of the NZ Motor Industry Training Organisation (Inc)

The experience and results of all the competitions provide valuable feedback both to the individuals and the systems and enterprises in which they are being trained.



Aroha Heberd
[Floristry]



Curtis Hartley
[Automotive Technology]



Megan Anderson
[Cooking]



William Taylor
[Sheet Metal Technology]

For some it is recognition for outstanding achievement, while for others it provides the motivation and knowledge to aspire to higher standards. For the onlookers it is a revealing experience to see highly competent young trades people in action. The competitions are particularly effective in the context of providing positive career role models for school aged youngsters.

Apart from individual training, the Toolblacks participated as a team in the recently held Global Skills Challenge in Wollongong, Australia alongside youth from Canada, UK, Jamaica, Singapore, France, Japan, Australia and the Netherlands. WorldSkills New Zealand CEO, Peter Spencer says, "This team of young people are exceptional when it comes to focus and dedication. They are proud to have been chosen to represent New Zealand and are working hard on their preparation for WorldSkills London." These young people are clearly demonstrating that the future of our trades is in excellent hands.

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RANGITIKEI DISTRICT COUNCIL – MAYOR CHALKY LEARY **HYPE [Helping Youth Prepare 4 Employment]**



What's all the HYPE about? Local employers and community groups in the Rangitikei District have quickly jumped on board the HYPE Express. Going from initial shock and raised hands whenever you mention Youth, to – 'do you have a candidate that wants to work in the agriculture or customer service sectors' - was music to our ears. Within 3 short months, 21 youth have voluntarily registered to participate in this programme, 11 have moved into paid employment, 4 are completing work experience with host businesses, four currently job searching and the remainder still trying to decide which district they want to be in.

The success of this programme has been largely attributed to changing the mindsets of both young job seekers and local employers. Credibility and integrity are two key ingredients used to bring both parties together with the pre-vetting and initial assessment being vital in the momentum of this initiative.

It's rewarding and enlightening to not only see the growth in these young people but also hear the positive feedback and comments from the wider community.



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PARTNER COMMENT

TELECOM RURAL BROADBAND INITIATIVE

[Telecom sponsors the Core Group Conference Calls]

RURAL BROADBAND INITIATIVE DELIVERS FOR RURAL COMMUNITIES...

Telecom and Vodafone have now begun to roll out faster broadband deep into rural New Zealand, offering the kinds of services currently enjoyed in urban areas.

To be completed over six years, the RBI means major improvements to internet access in rural New Zealand.

The project is based on using five technologies – copper, fibre, fixed wireless, digital microwave radio and mobile – to deliver broadband deep into New Zealand’s rural heartland. Telecom’s role in the RBI is to deliver the Government’s objective of connecting 93% of rural schools to ultra-fast broadband, by building and delivering the fibre-based fixed infrastructure and services. To achieve this, Telecom will connect around 847 schools, as well as 6 hospitals, to enable broadband speeds of 100Mbps.

In the first quarter we expect to connect 68 schools and install 19 roadside cabinets. As at the end of August, fourteen schools in Northland, Auckland, Bay of Plenty, Taranaki and West Coast had been connected to fibre with three cabinets installed in the Bay of Plenty and two in Waikato. As well as hooking up rural schools and hospitals, Telecom’s network arm, Chorus, will lay around 3,100km of new fibre, to deliver fast broadband deeper into rural New Zealand. This builds on the 27,000km of fibre Telecom already has in the ground - that’s enough to cover the trip from Bluff to Cape Reinga 12 times over! This means half of all rural lines will be able to access speeds of over 10Mbps and over a third will be able to access speeds of over 20Mbps – the kind of broadband that’s currently available in urban areas, capable of sending and receiving large files (such as music and photos) quickly, accessing and downloading content-rich websites and streaming video. This new fibre will also enable about 40,000 lines into rural homes, halls, sheds and offices to get broadband for the first time.

Within the first year, about 500 rural schools – covering over 80% of rural pupils - will benefit from this ultra-fast broadband service, enabling them to access online resources, stream video over the internet, take part in online learning sessions and all kinds of other high-speed internet-based activity. During the same period, five hospitals (Waikari, Murchison, Gisborne, Tuatapare Maternity, and Dunstan) will also be connected to fibre.

And because all the infrastructure built under the RBI is open access, other internet service providers can use it to deliver their own broadband straight to customers. More than 50 service providers like TelstraClear, Callplus, Slingshot, Orcon, Actrix, and Farmside already offer these products in urban areas, and will now be able to do so in rural communities – that means more choice and better value for customers. We’ve already started working with local authorities to share information and gather feedback on rollout plans, identify collaboration opportunities for funding, delivering and extending rural broadband services, and encourage stakeholders to promote their constituents’ awareness of and interest in the RBI. We’re looking forward to sharing the results of these discussions in the very near future. At the same time we’ll continue our regular dialogue with key stakeholders groups such as the Mayors Taskforce for Jobs - your input is vital to the success of the RBI.

Visit our website to learn more about how the RBI will benefit your community – www.telecom.co.nz/rural-broadband

Key facts about Telecom and the Rural Broadband Initiative

- The proposal includes the installation or upgrade of approximately 1,000 cabinets, extending Telecom’s FTTN programme to deliver broadband speeds of 10Mbps deeper into rural New Zealand – from 84% of lines up to 92%
- By July 2012: about 500 rural schools will be connected to fibre giving them access to broadband speeds of 100Mbps or more – that’s 60% of all rural schools and over 80% of all rural pupils.
- By July 2015: about 750 schools, or 91% of all rural schools, will have access to speeds of 100Mbps or more.
- 57% of rural lines will be capable of broadband speeds of over 5Mbps, 50% over 10Mbps and 34% over 20Mbps.



MAYORS TASKFORCE FOR JOBS 5th NATIONAL FORUM

The Taskforce's 5th National Forum was held earlier this year on 02-03 August, in Palmerston North. The theme of Investing in Our Young People attracted over 150 delegates from all over New Zealand representing local government, youth and social services, iwi and community.

Professor Sir Mason Durie gave an inspirational address seeking to deliver better outcomes for rangatahi, noting that the potential of rangatahi has never been higher. His presentation called for:

- An integrated approach to education, training, employment, whānau & community development
- Creating opportunities that are future-focussed and lead to sustainable, useful, and relevant careers
- Building knowledge, skills, and relationships that will have currency in the future to accelerate the realisation of that potential.

What is required is a community-wide approach that recognises:

- collaborative effort
- multiple strategies aligned with future opportunities
- the transfer of knowledge, skills and information necessary for
- full participation in te ao Māori and in wider society.

And a collaborative approach that includes:

- Territorial authorities
- Education & employment
- Health & social services
- Unions & employers
- Iwi & marae
- Communities of interest



Professor Sir Mason Durie and Forum delegate

Education and transitional pathways that lead to long term gains and are linked to future needs, economies and opportunities need to be student centred and accessible to all rangatahi with a zero tolerance of failure. 'No single sector or discipline has all the answers', therefore integration within sectors and collaboration across sectors is the key. Programmes need to be relevant to the future and aligned to community futures. Want to know more go to <http://www.mayorstaskforceforjobs.co.nz/resources.htm>

The one and half day line-up included:

1. Field Trips to key investments made by council and community to 'youth' services operating in Palmerston North.
2. Outstanding Keynote presenters including Professor Sir Mason Durie, Principal Youth Court Judge Becroft, Professors Sanders and Munford and Dr Rick Boven (NZ Institute).
3. Eight concurrently run workshops focusing on different ways communities can invest in young people from youth in transition, careers, diversity at work, community action planning to engaging with young people via the arts.
4. Snapshots, from 5 community initiatives involving long-term passion and commitment, relationships and technology.
5. Networking opportunities and Mayoral Reception hosted by Mayor Jono Naylor, at the new Youth Space.



Feedback from the Forum indicated high levels of satisfaction, with 96% of delegates indicating they had gained a deeper understanding of the Taskforce and our kaupapa.

Taskforce Chair, Mayor Dale Williams, hailed the Forum as

"a great success after receiving many calls and emails from attendees. It also indicates that there is a real need for those working with our young people as elected members and practitioners to come together."

RANGATAHI LEADERSHIP PROGRAMME

Working with young rangatahi, Marcus Akuhata-Brown (leader of the programme) believes the future is in good hands.

"I am privileged and proud to be working with these rangatahi" he says, "they continually amaze me with their enthusiasm, wisdom and support for each other. This programme is showing how with support and connection, the sum of the parts is truly greater than the whole!"

The leadership programme is engaging 21 Mayors with rangatahi in a mentoring programme and is proving to be a great strategy to help determine practices which will lift young Maori performance overall in our communities. Mentoring is indeed a two-way process and in one case the young person is helping the Mayor with Te Reo. Another Mayor noted that the programme had provided him with access to iwi which he hadn't had before. In addition, the rangatahi are supporting one another, sometimes in difficult situations, to make sure they are not facing community pressure alone. A wananga is planned for October at AUT [with lecturers and researchers volunteering their time], which will evaluate the programme and discuss the process for the next year's programme and expansion to new Mayors. One young person wrote the following after one of the Wananga:

"Over the weekend I was motivated to re-kindle my passion for young people. I was encouraged that through the hard times and overcoming obstacles that if your passion is still there, it will help you to push through!"

I met some amazing young Maori people who are doing awesome mahi for their iwi, community & who are working hard in getting degrees at university. I was impressed and inspired by all of them. We were privileged to have important and influential speakers talk to us about their life stories and what leadership means to them. Something that stood out to me was that leadership isn't a 'status' or 'title' that you apply for but leadership is something that you live out every day. In my opinion and what I've learnt from this wananga, is that leadership is simply having a heart for people, serving, helping others and doing things that will bring a positive change for the people and community around you.

One of the initiatives that I want to implement now is, I have a group of girls who I mentor aged from 14yrs-17yrs and I want my girls to do something for our community or a whanau such as we may go into a primary school and offer tutorial lessons with children learning how to read or do maths or my girls may like to bake some food and offer it to the womens' refuge. I'm dedicated to get our youth thinking about how they can contribute to their community whether it's big or small. A small difference can make a big change!"

This first group of Rangatahi are keen to be involved and perhaps help mentor the next group to come into the programme which will be a great way to expand the network and provide us with excellent role models in our communities.

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TE ARAROA



"I believe that this programme is an innovative way to engage with young rangatahi in a positive way, to introduce them to how Councils work and link them with the community through the facilitation of the Mayor and the stewardship of Marcus."

Jan Francis, Executive Officer
Mayors Taskforce for Jobs

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