

MAYORS
TASKFORCE *for* JOBS
working towards the "zero waste" of New Zealanders

PROJECTS

2005 - 2006

INTRODUCTION

The projects in this book have been provided by the Mayors and are a selection of the huge variety of initiatives taking place around the country to address the Mayors Taskforce youth goal.

“That all young people under 25 years be in paid work, in training or education, or in productive activities in our communities”.

This publication is designed to give a snapshot of projects, to highlight the key factors required for success, some of the costs involved and the people responsible for the initiatives at the local level.

We are grateful to all those who provided information to make this booklet as informative as possible and hope you will find it useful when designing programmes in your own areas.

Jan Francis
Executive Officer
Mayors Taskforce *for Jobs*

Mo Pettit
Executive Assistant
Mayors Taskforce *for Jobs*

PROJECTS

Wintec Otorohanga Trade Training Centre

Mayor Dale Williams
Otorohanga District Council

Tools For Schools

Made-It-Manawatu

Mayor Heather Tanguay
Palmerston North City Council

Construction & Demolition Recovery

Mayor Kevin Heays
Kaikoura District Council

Nelson-Tasman Connections

Mayors Paul Matheson & John Hurley
Nelson City Council & Tasman District Council

Waitaki Heritage Alive

Mayor Alan McLay
Waitaki District Council

Pathways into Tourism

Mayor Kevin Winters
Rotorua District Council

Alive @ Borland

Mayor Frana Cardno
Southland District Council

Cadetship Programme

Mayor Pamela Peters
Whangarei District Council

Young Achiever Awards

Mayor Peter Tennent
New Plymouth District Council

Industry Training Graduation

Mayor Peter Chin
Dunedin City Council

Bank-Able-NZ

Mayor Michael Redman
Hamilton City Council

Youth Development Initiative

Mayor Brian Jeffares
Stratford District Council

Xtreme Youth

***Straight 2 Work Shearing and Wool Handling
Work Ethic Residential Training Course (WERT)***

Mayor Clayton Stent
Taupo District Council

Porirua Apprenticeship Trust

Mayor Jenny Brash
Porirua City Council

INSTEP [Industry & Schools Training & Enterprise Partnership]

Mayor Stuart Crosby
Tauranga City Council

4Trades – Central Otago

Mayor Malcolm Macpherson
Central Otago District Council

Te Araroa Trust

Nationwide Initiative

Buller Youthworks

Mayor Martin Sawyers
Buller District Council

Induction Camp

Mayor John Laws
Rodney District Council

PROJECTS IN PRELIMINARY PHASE

Mayor Tony Kokshoorn
Grey District Council

- Various Youth Projects

Mayor Mary Bourke
South Taranaki District Council

- Various Youth Projects

Mayor Neil Sinclair
South Waikato District Council

- Pacific Island Tourism

Mayor Tim Shadbolt
Invercargill City Council

- Concreting Skills Programme

WINTEC OTOROHANGA TRADE TRAINING CENTRE

**DALE WILLIAMS
MAYOR – OTOROHANGA DISTRICT COUNCIL**

THE PROJECT

Wintec Otorohanga Trade Training Centre

IMPLEMENTATION

Advisory Committee established 2004, Centre opened May 2005, offering National Certificate in Engineering and Mechanical Level 2 pre-apprenticeship course, and post-apprenticeship support programmes.

COSTS! FUNDING!

Annual budget \$215,000. Funding provided by Employment Catalyst Fund, local employers, Otorohanga District Council and Wintec.

RESULTS and BENEFITS

There are currently nine students on the first course. Benefits include being able to receive training locally while living at home; access through work experience to local employers; small class sizes for better tutorials and scholarships available from local businesses.

KEY FACTORS FOR SUCCESS

Whole of community support, on-going government funding to Wintec, on-going student enrolments, on-going skills shortages, employment for the students once graduated.

GENERAL COMMENTS

Couldn't have done so much without Mayors Taskforce for Jobs support!

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MADE-IT-MANAWATU
HEATHER TANGUAY
MAYOR – PALMERSTON NORTH CITY COUNCIL

THE PROJECT

Made-it-Manawatu (MIM)

IMPLEMENTATION

Event

COSTS! FUNDING!

\$600 per ITO

RESULTS and BENEFITS

420 attendees for MIM and 230 for Awards evening

KEY FACTORS FOR SUCCESS

- Hands on experience.
- 12 ITOs being at one event

GENERAL COMMENTS

On Sunday 3rd July, Tools for Schools held another successful annual Made-it-Manawatu (MIM) event. It is our own regions expo for the trades. The theme is to encourage young people to undertake trade and applied technology with ITOs encouraging hands-on experience. This year it was held at the Palmerston North Convention Centre and the Awards for best apprentice and Rookie of the Year was held in conjunction in the evening. Approximately, 420 attendees for the MIM and 230 for the award ceremony. ITOs were charged \$600 for a stall.

MIM is about trying to change peoples perception about trades

CONTACT PERSON/S & CONTACT DETAILS

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TOOLS FOR SCHOOLS
HEATHER TANGUAY
MAYOR – PALMERSTON NORTH CITY COUNCIL

THE PROJECT

Trades Mentor for Tools for School

IMPLEMENTATION

Employment Position for Trades Mentor

COSTS! FUNDING!

PNCC	\$30,000
MSD	\$15,000
Tindall Foundation	\$45,000 (match \$ for \$)

RESULTS and BENEFITS

Mentor Sam Moore employed

KEY FACTORS FOR SUCCESS

Employed to promote trades and apprenticeships in schools and the local community.

GENERAL COMMENTS

The mentor's role will be to explore trade opportunities with local industries and employers to see what is available and then help young people to match the right person with the right trade.

CONTACT PERSON/S & CONTACT DETAILS

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CONSTRUCTION & DEMOLITION RECOVERY

**KEVIN HEAYS
MAYOR – KAIKOURA DISTRICT COUNCIL**

THE PROJECT

This project aims to employ, on a part-time or as-able basis, people receiving DPB or sickness benefits, to de-construct housing, and recover demolition materials to sell.

IMPLEMENTATION

The C&D project will be implemented by Innovative Waste Kaikoura Ltd. who will provide administration, payroll services etc. for the project, as well as to appoint and oversee the project supervisor. An area at the Resource Recovery Centre will be used for the de-constructing and re-building, and items produced will be sold through the second hand shop on site.

COSTS! FUNDING!

Ian Challenger is currently working on a business plan and funding for this project. To date this project has been funded by Mayors Taskforce for Jobs and the Ministry of Social Development.

RESULTS and BENEFITS

Employment:

The number of participants will vary according to availability, but will not be less than 4 at any one time. The project will provide opportunity for beneficiaries to enter the workforce at a manageable level, and hopefully go on to full-time employment. Interaction with builders and developers could provide further labouring opportunities as Kaikoura continues to develop.

Environment:

Demolition and Construction material will be kept out of the landfill and value added, then re-sold.

Social:

New skills will be learnt by the beneficiaries, and windows of opportunity will be made available to them. This will result in fewer people on benefits, more improving their lifestyles and moving towards careers.

Financial:

Income generated by selling materials, and running a mini-skip collection, as well as the wages earned, will benefit the local economy, and make this project a viable sustainable part of Resource Recovery in the Kaikoura District.

KEY FACTORS FOR SUCCESS

- Participation by developers and contractors employing the team to de-construct buildings, rather than demolishing them.
- Partnerships with key stakeholders, such as those indicated above plus Work & Income-Enterprising Communities, Mayors Taskforce for Jobs, the local community and Kaikoura District Council.
- Response by beneficiaries to the opportunity given them.
- Can-do attitude that is Kiwi in nature, and rife in Kaikoura.

GENERAL COMMENTS

An answer to a threat to the Kaikoura District Landfill – this project will keep tonnes of material from being land filled, as well as providing the other benefits mentioned above. There is already a groundswell of support happening in the building industry, and new major developers are coming to terms with Kaikoura's Zero Waste policy. Kaikoura District Council is supporting this move by introducing new clauses in Resource Consents for new developments. Work and Income are looking to further reduce the number of clients on their books. All sectors working together will ensure the success of this project.

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NELSON-TASMAN CONNECTIONS
PAUL MATHESON & JOHN HURLEY
MAYORS – NELSON CITY & TASMAN DISTRICT

THE PROJECT

Nelson Tasman Connections

The concept comes under the umbrella of Mayors Taskforce for Jobs – “Bringing People Together to Assist School Leavers into Training and Jobs”. Setting up a Database where information on youth in the area can be gathered, we are able to “track” school leavers and provide on going support for them from their transition from school to the workplace.

IMPLEMENTATION:

The concept was put in place in May 2003. Our objective is to have all under 20 year olds engaged in training or employment by 2007.

COSTS/FUNDING

Costs in 2005/06 will be approximately \$150,000. The main funding sources are Work & Income, Mayors Taskforce for Jobs (Employment Catalyst Fund) and Nelson City Council.

RESULTS and BENEFITS

We are currently piloting the project in one College only. Since the 15th July we have 51 clients on the database. We anticipate we will have about 300 at the end of 2005 and when all schools come on board we will have potentially 1500 annually. The benefits of Connections is that we are able to link school leavers to a local provider who will support/assist/guide them into training and jobs. With the Database we are able to monitor and “track” them. A safety net has been created to keep youth focussed and informed on options in the community. We are bringing service providers together to talk and support one another. It is unique to have so many “youth” providers in a forum which is encouraging people to express their concerns or ideas. The progress we have made is healthy and positive.

KEY FACTORS FOR SUCCESS

Leadership – Having the right people doing the job

Support – Having key people in the community support the concept.

Time – Not rushing the process and dealing with issues slowly and thoroughly

Ownership – No-one owns the concept, we are a community and everyone’s role is vital and important. We are building rapport; respect and cohesion with providers to have them support the concept.

Communication – Is always open and honest, no hidden agendas

Objective – Having a realistic and common goal. A committed team who want to achieve and believe in the objective.

GENERAL COMMENTS

Connections is about the Youth of Nelson. We recognise there is a problem locally with unskilled and unqualified youth in the district. There are approx 300 under 20 yr olds who are what we call "lost" – no job, no training, no education and just hanging out and in some cases getting into crime. As a committed group we want to help the Youth as they are our future. With this framework we are able to accomplish our objectives, bring people together, be a stronger community and show that we care for Youth.

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WAITAKI HERITAGE ALIVE
ALAN McLAY
MAYOR – WAITAKI DISTRICT COUNCIL

THE PROJECT

Waitaki Heritage Alive

To give 40 young people the opportunity to work alongside skilled artisans, develop an interest in traditional trades/crafts and be inspired to pursue further training or employment in this field. Traditional crafts could include such things as book binding, pole lathe turning, weaving, basketry, leather work, black-smithing and stone masonry. The project would also act as a catalyst to draw heritage tourism groups together and provide the impetus for the development of new ventures with a youth focus.

Target Group

The target age range is 16-25 years.

We are particularly targeting

- Potential school leavers who are undecided about what career direction to take.
- Long-term unemployed.
- Students leaving tertiary study who are interested in an arts-based career.

IMPLEMENTATION

It is hoped that the programme will run during the second half of January 2006.

Programme Content

The programme will consist of 10 days working alongside an artisan in an apprenticeship situation, with an emphasis on practical learning.

While much of the time would be spent on learning one particular trade, participants will also have the opportunity to observe and try other traditional skills and socialise with those artisans.

The marketing, self employment and training components of the workshop would be run by experts in those fields. At the end of the workshop an exhibition would be held to showcase work that had been produced during that time.

COSTS! FUNDING!

Overall Cost will be approximately \$36500.

Funding received from Employment Catalyst Fund \$24,000 matched from Enterprising Communities, Creative Communities and other local funders.

RESULTS and BENEFITS

It is hoped that the 40 participants will receive the following benefits:

- The opportunity to work alongside and be taught by skilled artisans
- Help and advice on further training and career opportunities in the arts
- The opportunity to demonstrate their creativity and talent
- A chance to meet new people and share ideas as well as enjoy the feeling of being part of an artistic community

- Development of generic work skills such as time keeping, team work, organisational skills
- Learn the basic techniques of a traditional craft
- Learn about the work opportunities available in heritage tourism, particularly within the Waitaki District.

KEY FACTORS FOR SUCCESS

Timing

Because the target group encompasses students at both secondary and tertiary level, as well as unemployed youth, it has been difficult to find a time when all of these groups are available to participate in a 10 day workshop. The only time that holidays coincide is in January or perhaps early December, so the window of opportunity is quite small.

Buy in from key stakeholders

e.g. Heritage Groups, Work & Income, Local training providers and schools. In order to achieve good levels of participation, it is important to have co-operation from these stakeholders.

Point of Difference

Oamaru is developing a reputation for being a centre for the revival of Traditional Trades and they will increasingly play an important part in the growing tourism industry. We can therefore offer a unique opportunity to learn about some of these trades and potentially make a living from them.

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PATHWAYS INTO TOURISM
KEVIN WINTERS
MAYOR – ROTORUA DISTRICT COUNCIL

THE PROJECT

Pathways into Tourism aims to fast track these young people into industry management positions; by providing work experience and paid employment, coupled with on the job and classroom type training related to the industry within which they work. It was designed by members of the Rotorua Tourism Industry, Rotorua District Council, local Hospitality Standards Institute and Airline Tourism & Travel Training Organisation Advisors, as well as tourism teachers from the local high schools.

IMPLEMENTATION FOR YEAR 1

Improve relationships between schools, training organisations and industry.

Invite interested students to be part of the project and getting industry 'buy in'.

Select and Place students.

Work experience and fixed term paid employment.

Permanent Employment (full/part-time/casual) together with further training/study (in house and/or at a secondary/tertiary training establishment).

FUNDING

Project received \$20,000 from New Zealand Trade and Enterprise (NZTE) and \$50,000 from MTFJ. However MTFJ funding was also for work on other pathways projects. Rotorua District Council contributed in kind providing accommodation, office technology and employment services (payment of wages etc).

COSTS

Part salary for Pathways Project Officer, operational costs such as office accommodation and services (phone, computer, fax etc) advertising, travel, training, meetings, networking, etc..

RESULTS and BENEFITS

- 11 students participated
- 1 obtained permanent part time (16hrs/week) & 24hrs per week fixed term (maternity leave)
- 2 completed work experience and paid employment before returning to 7th form for further study
- 2 completed work experience and paid work before emigrating to Australia
- 1 was offered permanent paid employment but has yet to be offered an apprenticeship
- 1 pulled out after doing a day of work experience
- 1 was not offered paid employment as deemed unsuitable for that industry
- 1 could not obtain a placement due to childcare issues
- 2 could not obtain a placement due to refusal for work experience release during term 4 by school

KEY FACTORS FOR SUCCESS

- Participant commitment
- Employer commitment and support
- Perseverance and belief in what can be achieved
- Good support from school, especially teacher acting as liaison person/advocate for the student.

GENERAL COMMENTS

- Start the programme earlier in the year.

OTHER PROJECTS

Pathways into Tourism – Year 2 Pilot

This is a continuation of year 1, but with some modifications.

Evaluations of Year 1 & Year 2 Pilots

A contract is currently being let to independently evaluate year 1 and also evaluate year 2 as the pilot progresses.

Pathways into Agriculture

Pilot currently underway using local Iwi farms and students of Te Arawa descent. The programme runs for 32 weeks, has 12 participants and looks to provide a springboard for these students to progress to apprenticeships on local trust farms.

Health and Social Services Pathway

Yet to be started but will be run in conjunction with soon to be formed industry cluster forum which will have it's first meeting in November 2005.

Business and Professional Services Pathway

As with the previous industry cluster this pathway has yet to be explored. Similarly there is to be an initial cluster group meeting, which will occur at the beginning of December 2005.

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ALIVE @ BORLAND
FRANA CARDNO
MAYOR – SOUTHLAND DISTRICT COUNCIL

THE PROJECT

Alive @ Borland

IMPLEMENTATION

Three courses are held per year. Adventure Southland delivers the programme at Borland Lodge.

COSTS! FUNDING!

Work & Income provide \$26,666.00 for each course. Venture Southland and Southland District Council provide in kind support and local funding agencies (Invercargill Licensing Trust and Maitauro Licensing Trust) support the programme as required.

RESULTS and BENEFITS

Each course caters for twelve participants who are selected after being referred by various agencies. Opportunities are provided to individuals who otherwise would not normally have them available to them. Real life situations are put in front of the participants to work things through.

KEY FACTORS FOR SUCCESS

- The live-in environment at Borland
- The need to work as a team and develop cooperative learning models
- The real life situations the participants have to deal with
- The taking out of the comfort zone and need to develop coping strategies
- The passion and desire of the presenters and leaders to make a difference with the participants.

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CADETSHIP PROGRAMME
PAMELA PETERS
MAYOR – WHANGAREI DISTRICT COUNCIL

THE PROJECT

Cadetship Programme

IMPLEMENTATION

8 weeks pre-employment training at People Potential for Cadets. 10 weeks paid employment at Whangarei District Council.

COSTS! FUNDING!

From Work & Income and Tertiary Education Commission

RESULTS and BENEFITS

We have 5 Cadets who started in October 2005.

Benefits – Giving “at risk” youth a chance and some opportunities.

KEY FACTORS FOR SUCCESS

- Organised training for Cadets
- Understanding of expectations
- Clear instructions

GENERAL COMMENTS

Need to put effort in to get a good result. This year the Cadets are all enthusiastic and managing to turn up to work and on time.

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NEW PLYMOUTH DISTRICT YOUNG ACHIEVER AWARDS

**PETER TENNENT
MAYOR – NEW PLYMOUTH DISTRICT**

THE PROJECT

The New Plymouth District Young Achiever Awards Project

IMPLEMENTATION

The primary responsibility for delivering the Young Achiever Awards is with the Community Development Team (with a dedicated 'youth development' officer) within the council. The young people themselves decide on the criteria, view all nominations and choose the finalists and winners. They also host the awards on the night and promote the event through their networks. The Mayors Choice Awards (3) are decided upon with consultation with the Mayor and the Mayor's Taskforce for Jobs 'working party'.

COSTS! FUNDING!

The budget for the event is approximately \$10,000.00.

The council heavily subsidises the event with internal costs but a key to the event is gaining community sponsorship. Past major sponsors have included The Ministry of Youth Development, Western Institute of Technology, Telecom and Taranaki Harcourts. As the event has grown in popularity, sponsorship has been easier to source. Each winner receives a one off designer award, \$300-400 cash and contra from sponsors.

RESULTS and BENEFITS

Over the last two years we have recognised over 75 young people as finalists and as winners of awards. Community television and the print media are used to promote, advertise and highlight the young people's success.

Nominations have numbered around 100 annually and expected to increase.

The benefits of running this project are:

1. Increased recognition of the activities young people are contributing to, particularly in areas of value to the community (for example- training, employment, community service and the arts)
2. Participation of young people in delivering a 'youth' focussed event has meant that young people have felt valued and learnt skills.
3. The young people who have been nominated are recognised by their peers and community leader- (which gives the award street cred).
4. Young Leaders are identified and invited to network at other youth or civic events.

KEY FACTORS FOR SUCCESS

1. Adopting a 'youth development' approach.
2. Genuine desire to conduct the awards 'By young people for young people'. This is pivotal to success because young people are central to planning, hosting and rewarding their peers so it affects our young people in a more meaningful way.
3. A dedicated and trained staff member to work with young people.
4. Sponsorship- secures buy in from community.
5. The Media- builds community understanding of the project objectives and improves perception of 'youth culture' and highlights positive images of our young people.
6. Mayoral support and recognition.

GENERAL COMMENTS

Other MTFJ projects within the New Plymouth district are:

Youthworks: a programme that connects young people with community organisations through employment opportunities. Community organisations or not for profit organisations require staff and often young people need to develop skills and a work history. People are employed for a specified period, which mutually benefits those involved.

NPDC Cadet Scheme: Career Start began in 2003 and was a pilot for 42 young unemployed people to secure work in our local authority. Cadets undertook Employment Skills training and started working in various areas all over the council. The programme was very successful in developing transferable skills and positive outcomes both personally and professionally for all young people involved. In 2006, the council has agreed to continue the programme and taken on an additional four cadets.

The 'Young Leaders' Dinner: The Mayor hosts a 'Young Leaders' dinner to inspire, motivate and connect young leaders within our district. In 2005, 100 young people gathered to hear a motivational speaker, learn how to network and take the opportunity to be acknowledged. Leadership skill development, support and relationship building is pivotal. Young Leaders from the council's Youth Sub-committee, school representatives and community nominees. Forms part of Youth week celebrations in the district.

Scholarship Scheme: NPDC offers a number of scholarships to young people going to university. The council identifies skill shortage areas and recruits scholarship recipients accordingly. Successful applicants are bonded to the council for two years following the successful completion of the degree and have the opportunity to work in vacation periods.

Apprenticeship Scheme: NPDC offers a number of apprenticeships to young people particularly in the Horticulture and Arborist fields. Successful applicants are employed full time and enjoy training and support from workplace mentors.

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INDUSTRY TRAINING GRADUATION

**PETER CHIN
MAYOR – DUNEDIN CITY COUNCIL**

THE PROJECT

Coastal Otago Industry Training Graduation and Industry Trainee of the Year Award is held annually at the Glen Roy Auditorium at the Dunedin Centre

IMPLEMENTATION

This event was first organised in 2003 as a Graduation Ceremony for apprentices and industry trainees who had qualified with their trades qualifications.. The event was a huge success from the point of view of all those involved. The trainees were given recognition and honoured for the work they had put into achieving their qualification, families were able to celebrate the success of their relatives, and employers were honoured for their commitment to the achievement of the trainees. Industry Training Organisations were fully supportive of the event, supplying names of trainees and employers and, in some cases, sending representatives from their head offices to attend the ceremony. There were well in excess of 300 people at the ceremony.

COSTS! FUNDING!

Total cost of Event - \$18,970

This includes:

Venue Hire and Technology Support
Catering
Mayoral Reception
Certificates and Programmes
Special Awards
Photographer
Stationery, Postage and Photocopying
Advertising

Organisations would have the option of sponsoring any part of the costs of running this event, and all sponsorship would be acknowledged in any promotion of the event, in the programmes and at the event itself.

Otago MTFJ has applied and secured funding from the following:

Dunedin City Council
Waitaki District Council
Clutha District Council
Community Trust of Otago
Perpetual Trust
St Kilda Rotary Club
Fisher and Paykel

RESULTS and BENEFITS

In 2003 – 66 Graduates took part

In 2004 – 70 Graduates took part

In 2005 – 88 Graduates took part

KEY FACTORS FOR SUCCESS

Support and involvement from the city's Mayor and Council, including it becoming an annual event in the city. Support and involvement from the Industry Training Organisers. Marketing to potential graduates and parents as something they should strive to be part of. Ensuring the people responsible for marketing have the correct knowledge and passion for the role. The Master of Ceremonies must be a semi high profile person who has an aptitude for old and young people alike.

GENERAL COMMENTS

It is important that this event become part of the city calendar and not dependant on who is in office.

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BANK-ABLE-NZ

**MICHAEL REDMAN
MAYOR – HAMILTON CITY COUNCIL**

THE PROJECT

Business Development Centre (BDC) received \$50,000 from Employment Catalyst to support the operational and promotional costs of our Bank-able NZ™ Securitisation Scheme with the aim of reaching those entrepreneurial youths with a sustainable business idea. Youth who have approached several banks and are unable to obtain commercial lending for a viable business venture.

IMPLEMENTATION

Business Development Centre provides the back end support and guidance to potential candidates to develop their business plans for Bank-able NZ™. BDC further provides the administrative support and ongoing support once the client receives the commercial loan or overdraft.

COSTS! FUNDING!

Total expenditure for project \$140,000. Funding received from Mayors Taskforce for Jobs \$50,000. Balance of funding provided by Hamilton City Council.

RESULTS and BENEFITS

- Our aim is to assist at least five entrepreneurial youth, that society does not reach, to establish and successfully start up in business.
- The community benefits from increased economic activity and reduced reliance on community support systems.
- Government benefits from increased economic activity reduced reliance on welfare support and increased employment.
- To date two youth have been successful. One client started his business in September 2005 and the second client January 2006.

KEY FACTORS FOR SUCCESS

Each potential applicant needs to provide a robust and sustainable business plan and show a genuine desire to be successful. A willingness to work with the coach to increase their business knowledge and entrepreneurial skills. Clients agree to a monthly action plan developed with the coach and used as a benchmark towards achieving goals.

The successful applicants work with a commercial lender and their coach to develop solid financial skills and reporting systems. They are responsible for developing a professional relationship with their dedicated business bank manager so that if all the terms and conditions of the loan or overdraft have been adhered to at the end of the 12 month period the commercial lender agrees to an unsecured loan, thus releasing the security to be used for another client.

GENERAL COMMENTS

We have developed new criteria for the application process of youth clients as our assessment panel's average age is 40+ and we identified the generation gap could have been an issue. We have focused on the client's personality and passion as much as the business model as we identified that throughout his or her entrepreneurial work life they may be involved with different business sectors or develop new ideas.

We are reviewing our feedback process specifically for our youth clients to support continued success and also to identify positive changes to support youth and best practice.

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YOUTH DEVELOPMENT INITIATIVE
BRIAN JEFFARES
MAYOR – STRATFORD DISTRICT COUNCIL

THE PROJECT

The Stratford District Council and Ministry of Social Development have formed a partnership together with Police, other central government agencies, and local organisations. The partnership recognises initiatives that deal with youth and their families, their concerns, needs and cultural differences for the purpose of improving life outcomes for youth within Central Taranaki.

The Stratford Youth Initiative is co-ordinated by the Stratford District Council. The initiative is particularly aimed at those young people aged 15 – 24 years. However referrals as young as 11 years are responded to. There are two options for young people within the Initiative. There is a Transitions Service, where young people are mentored on a one to one basis about future careers and life opportunities. From here the young people help themselves whilst supported by their mentor into a positive and sustainable future. The second option is for young people to attend the Youth Development Programme for up to 11 weeks.

The YDP itself provides up to 33 pre employment unit standards, life skills learning and work experience placements. It runs five days per week 8.45 am to 3.00 pm daily. The purpose of the YDP is to mentor and support young people into employment, training or further education.

Referrals to the YD Initiative are received from anywhere and anybody in the community. Most come from Work and Income and the Police with whom the Stratford District Council Programme Manager works closely.

IMPLEMENTATION

The Youth Development Initiative officially commenced in February 2005. Initially the proposal was to run a transitions service, however the referrals coming through required a more hands on approach. There were no local providers running programmes to meet the needs of the referrals, in terms of alternate pre employment education and basic life skills including health care and self care.

As our young people “graduate” from the YDP they are followed up and mentored for as long as they feel they need us. Most are still in contact with staff members on a regular basis.

COSTS! FUNDING!

The annual budget to provide the Youth Development Initiative including the Transition Service and Development Programme is \$145,000.

Funding comes from the two partners Ministry of Social Development and the Stratford District Council. Community funding is sought for some of the life skill activities such as health and Camp.

RESULTS AND BENEFITS

To date 33 young people have been referred to the YDI – 11 to the Transitions Service and 22 to the Development Programme. 75% of referrals have been moved into sustainable full time employment and/or full time study.

The District Mayor believes that the Youth Development Initiative is having a positive impact on the community with a proven decrease in youth crime. Young people are receiving the care and support that they need to move into positive lifestyles within the community.

KEYS TO SUCCESS

- Listening to and meeting the needs of young people and their families
- A combined central and local government approach and partnerships
- Continued and robust financial support
- Total support and on going commitment by YDP Staff

COMMENT

The feedback from our young people is outstandingly positive. They WANT to come to the YD Programme – in fact they don't want to leave. The growth and progress our young people are making is obvious and rewarding.

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EXTREME YOUTH DEVELOPMENT COURSE

CLAYTON STENT
MAYOR – TAUPO DISTRICT COUNCIL

THE PROJECT

The Extreme Youth Development (Xtreme Youth) course is a 12 day residential programme for youth aged 15 – 17 years who are not engaged in education, training or employment.

The aim of this programme is to change the way participants think in order to begin a process that helps develop the resilience and self-management of participants; and assist them make choices regarding paid employment, job training, or returning to a learning environment.

IMPLEMENTATION

The programme was implemented in October 2002 as a Bay of Plenty initiative and has delivered 18 courses to February 2006.

COSTS! FUNDING!

The cost per participant is \$1,767.00 and the programme is funded by Work and Income.

RESULTS (including numbers of participants) and BENEFITS

Statistics for the period October 2002 – February 2006

- Total Participants to date 171
- Participants who left the course 28 (16.4%)
- Participants on IYB 30 (17.5%)
- Participants living with parents 103 (60.2%)
- Living Elsewhere 66 (38.6%)
- Participants who declared drug abuse 79 (46.2%)
- Participants with criminal behaviour 51 (29.8%)

Reasons for leaving school

- Didn't like the teachers 8 (4.6%)
- School wasn't doing anything for me 46(26.9%)
- Expelled 48 (28.1%)
- To get a job 22 (12.9%)

Outcomes

- Elected to return to school/alternative learning 53 (37%)
- Entered job training 26 (18.2%)
- Entered paid employment 33 (23.1%)
- Lost Contact 31 (21.7%)

KEY FACTORS FOR SUCCESS

- The programme employs outdoor experiential learning activities designed to deliver lessons that correlate to the circumstances of the participant's personal life; particularly how they think and behave.
- The programme places significant emphasis on the choices and the consequences of choices the participants make. Often the consequence of choices adversely affects the participants' creature comforts.
- The residential nature of the programme often removes participants from an adverse living environment and/or influences affecting the individual's behaviour. This enables the programme to create an environment founded on socially acceptable values, attitudes and behaviours.

GENERAL COMMENTS (from participants)

"This course was an awesome experience and the tutors, cooks and boss were the BEST people around. They even helped me get my goals sorted which was AWESOME."

Ngatono

"The staff here were awesome they didn't give up on me and even though I was negative they stuck with me. I [made] mistakes but now I can learn from them because that's what this course is about"

Olivia

"The staff [were] hard but understanding. The course has made me understand what I have to do to succeed in life."

Chase

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STRAIGHT 2 WORK SHEARING AND WOOL HANDLING

**CLAYTON STENT
MAYOR – TAUPO DISTRICT COUNCIL**

THE PROJECT

The *Straight 2 Work: Shearing & Wool Harvesting* programme is a Job Partnership with Industry agreement and a collaboration between Work and Income; Premier Personnel Development; The Meat and Wool Association, Tectra and Macintosh Shearing. It is managed by the Work & Income Business Sector Unit and is available nation-wide.

The programme aims to deliver to the employer, clients who want to enter the wool harvesting industry and who, as a result of participating on this programme possess the attitude and basic skills ready for employment.

IMPLEMENTATION

This programme was implemented in April 2005 and has delivered two courses to March 2006.

COSTS! FUNDING!

The present cost per person is \$4470-28

RESULTS and BENEFITS

The statistics to date are:

- 36 participants commenced the programme
- 19 participants completed the programme and have entered paid employment

KEY FACTORS FOR SUCCESS

- The programme is industry specific and accommodates employer demand.
- The residential nature of the programme often removes participants from an environment and influences that hamper the individual's ability to obtain paid employment.
- The entry threshold does not require nationally recognised educational qualifications and is ideally suited for clients with limited numeric and literacy skills.
- This industry provides a rewarding vocation to individuals who may have struggled academically in a formal learning environment and are confronted with a major barrier to obtaining sustainable employment.
- This opportunity is viewed as appealing to small communities with high unemployment, limited local employment opportunities and youth beneficiaries who do not have the capacity to independently relocate to areas where employment is available. In this instance accommodation, meals and transport to work are part of the conditions of employment and make the transition from unemployment to employment a seamless exercise.

- This opportunity provides career prospects specific to the shearing industry and in the wider agriculture sector at a time when the industry is experiencing a labour shortage. It is a vocation that recognises and rewards hard work.

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WORK ETHIC RESIDENTIAL TRAINING COURSE

CLAYTON STENT
MAYOR – TAUPO DISTRICT COUNCIL

THE PROJECT:

The Work Ethic Residential course is a six week residential programme for registered unemployed youth aged 18 - 24 years.

The aim of the course is to:

- Develop in each participant the *attitude* employers want.
- Link participants who successfully complete the course, directly with job opportunities, or further training which in turn is directly linked to employment opportunities.

IMPLEMENTATION

The programme has operated since February 2000 and has delivered 25 courses.

COSTS! FUNDING!

The present cost per person is \$3572

RESULTS and BENEFITS

The statistics for the programme to 20 March 2006 are:

- **642** participants commenced the programme
- **401** participants completed the programme
- **328** participants were presented with jobs, or industry training that led directly to jobs. This represents a 51.09% placement against those that began, or an 81.8% placement against those successfully completed the programme.

KEY FACTORS FOR SUCCESS

- The programme meets employer demand i.e. before skill and knowledge employers demand employees have the right attitude.
- The residential nature of the programme often removes participants from an environment and influences that hamper the individual's ability to obtain employment.

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PORIRUA APPRENTICESHIP TRUST

**JENNY BRASH
MAYOR – PORIRUA CITY COUNCIL**

THE PROJECT

Porirua Apprenticeship Trust, (Group Apprenticeship Scheme) aims to take advantage of \$160 million worth of development, skill shortage within the Porirua and Wellington region.

IMPLEMENTATION

Non Profit Trust established and coordinator appointed September 2004, offering National certificate in Carpentry and related trades. Supported by: BCITO, TEC, Whitireia Polytechnic, Biz Porirua, Youth Transition Service, Work & Income, Mayors Taskforce for Jobs, Wellington Master Builders and local building companies.

COSTS! FUNDING!

Annual Budget \$366,910.00. Funding Provided by Employment Catalyst Fund \$50,000. Management fees to Host Companies of apprentices, MSD Contract.

RESULTS and BENEFITS

Porirua Apprenticeship Trust (PAT) currently employees 10 carpentry apprentices, two trainee carpentry apprentices, two trainees in the Fire Security Services and managing six other apprentices on behalf of builders. Since PAT's inception we have employed 40 trainees/apprentices and assisted another 15 youth into apprenticeships by way of introduction to host companies. Services assist Maori & Pacific Islanders in particular.

KEY FACTORS FOR SUCCESS

Support from Industry, trustees, industry representatives, on going skill shortage and a proactive and supportive Mayor who campaigns for youth employment and development.

GENERAL COMMENTS

Funding from the Mayors Taskforce for Jobs has enable PAT to work and assist youth within the Porirua Basin into employment through the Construction Industry. Porirua Apprenticeship Trust's position is brokering between builders and youth.

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INSTEP PROGRAMME

[Industry & Schools Training & Enterprise Partnership]

**STUART CROSBY
MAYOR – TAURANGA CITY COUNCIL**

THE PROJECT

The INSTEP programme provides valuable links between business and education and exposes students to examples of successful business practice within the Western Bay of Plenty region. Its aim is to ensure students become motivated towards learning, more inspired to achieve their entrepreneurial and innovative goals and to explore their career options before leaving school.

IMPLEMENTATION

Two year pilot programme funded by New Zealand Trade & Enterprise commenced in 2002. NZTE funding ceased in October 2004. Since then Priority One has continued to grow the programme.

COSTS! FUNDING!

The annual budget has varied over the programme's duration. The budget for the 2005/06 year is \$176,829. The programme is funded by Priority One, the Western Bay of Plenty sub-region's economic development organisation. It has also obtained funding from three local secondary schools, Environment Bay of Plenty, Tauranga Energy Consumer Trust, Pacific Education Trust and the Mayors Taskforce for Jobs.

RESULTS and BENEFITS

Participation since the programme's inception is as follows:

Level 1: Business based: 394 interactions between students and businesses on a one-on-one basis to develop business-based skills.

Level 2: Curriculum based: 201 interactions between business people and students where business people made presentations to classes or classes visited businesses in an area of the school curriculum that aligned itself with their business.

Level 3: Project based: 32 interactions between businesses in key industry sectors and students, teachers, principals and parents. The projects and field trips focused on key areas of the curriculum, a business need or an area experiencing skill shortages.

KEY FACTORS FOR SUCCESS

- Continuing and growing support from the business community.
- Ongoing funding from Priority One.
- Majority of schools and teachers seeing value in the programme and finding ways to participate, often outside regular school hours.
- Strong support from Industry Training Organisations across a range of sectors.
- Support from tertiary providers both within and outside the region.
- Excellent regular coverage of activities by the local news media (17 articles in the six months to 31 December 2005).

- Initial successes resulting in increased involvement from both the business and education sectors.

GENERAL COMMENTS

INSTEP has had a profound impact on the lives, attitudes and future careers of many of the students who have participated in the programme over the last four years. Positive outcomes include:

- Students are able to more clearly see the relevance of what they learn in the classroom in relation to the skills, qualifications and attitudes required for different career options.
- Students build networks and make valuable contacts with the business community that have the potential to assist in their chosen career path.
- Students become more focused and aware of the need and importance of getting appropriate qualifications, particularly in the areas of numeracy and literacy.
- Teachers and principals are more aware of skill shortages being experienced in the sub-region and can use this information in the guidance they give students.
- Teachers and principals have increased their networks and made valuable contacts outside the school environment.
- Teachers and principals more fully recognise the need and value of business and its impact on the local and national economy.
- Teachers and principals have been provided with up to date, relevant teaching resources through businesses aligned to their curriculum area (e.g. horticulture).
- Teachers and principals are more aware of the importance of career education in the classroom.
- Parents have increased their knowledge of local businesses and the career opportunities they can offer their children.

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4TRADES CENTRAL OTAGO

**MALCOLM MACPHERSON
MAYOR – CENTRAL OTAGO DISTRICT COUNCIL**

THE PROJECT

4Trades, Central Otago

IMPLEMENTATION

4Trades Central Otago was established in May 2005 following the success of the model in Dunedin and Christchurch. This is a group apprenticeship scheme to increase the numbers of apprentices in the area.

COSTS! FUNDING!

\$106,800 total project cost with \$45,000 received over three years from the Employment Catalyst Fund plus funding from Work & Income and the Malcam Charitable Trust.

RESULTS and BENEFITS

Thirteen apprentices have been employed by 4Trades Central Otago to date with the aim of achieve 30 apprentices by March 2007. Malcam Trust is working closely with the Chamber of Commerce to further develop the growth of apprenticeships.

KEY FACTORS FOR SUCCESS

Continuation of the model developed by the Malcam Trust, its umbrella organisation, which is well renown for being a solid organisation that gets things done. Central Otago has benefited from following on from previous 4Trades schemes, learning what works and doesn't work and has therefore established effective systems.

GENERAL COMMENTS

Identified in the MSD Regional Youth Strategy as one of the key players in youth transitions. 4Trades is also working closely with the Chamber of Commerce to further develop the growth of apprenticeships.

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**TE ARAORA
“OCEAN TO OCEAN” TRAIL
NATIONWIDE INITIATIVE**

THE PROJECT

AN “Ocean to Ocean” walking trail 2,920kms long, from Cape Reinga in the far north of New Zealand to Bluff in the south.

IMPLEMENTATION

The Mayors Taskforce for Jobs adopted the Ocean to Ocean Trail as a priority in 2002 providing funding via the Employment Catalyst Fund.

COSTS! FUNDING!

The project has the support of a number of Mayors throughout the country and to date has been allocated funds of \$200,000 from the Employment Catalyst Fund.

RESULTS and BENEFITS

A number of projects have been completed, the three most recent being Till's Lookout to Taitua Arboretum and Burtton's Track (Waikato) and Cape Reinga and Mercer.

KEY FACTORS FOR SUCCESS

This project involves the regions' Councils, supported by the Mayors Taskforce for Jobs, establishing employment initiatives which will provide young people in their area with paid work, training, and the chance to be part of an important and interesting national project.

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BULLER YOUTHWORKS
MARTIN SAWYERS
MAYOR – BULLER DISTRICT COUNCIL

THE PROJECT

Buller Youthworks

IMPLEMENTATION

Buller Youthworks has been operating since 1st October 2002 and continues its focus of making a positive difference to young job seekers in the Buller region. Job placement, education and training referrals, and Work and Income referrals are the main features of Youthworks. Young people gain skills in Curriculum Vitae writing, career planning, interviewing skills, increasing use and knowledge of work ethics, work experience, job referrals and exercises in building self-confidence. Services offered to employers include a job seeker database, initial interviews, apprenticeship management and subsidy information.

COSTS! FUNDING!

The project to date has been allocated funds of \$190,000 from the Employment Catalyst Fund, with matching funding being received from Work & Income and the Buller District Council.

RESULTS and BENEFITS

- 231 young people have approached the project for assistance.
- 95 have been placed in full time work.
- 27 placed in apprenticeships.
- 39 counselled to continue with further education and training.
- 17 are still at school but looking for work 4 of whom are registered with WINZ.

KEY FACTORS FOR SUCCESS

- Services offered to both youth and employers
- Dedicated service for youth
- Collaboration between key partners

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RODNEY INDUCTION CAMP
JOHN LAW
MAYOR – RODNEY DISTRICT COUNCIL

THE PROJECT

Rodney Induction Camp

IMPLEMENTATION

Commencing in 2006, this project is a pilot induction course and life-skills training workshops for 20 at risk school leavers participating in the Rodney Youth Transitions to Trade programme. The programme supports both trainees and employers with ongoing phone calls and visits, and monitoring of the employment situation to help ensure its success.

COSTS! FUNDING!

The project to date has been allocated funds of \$20,000 from the Employment Catalyst Fund. Matching funding has also been received from the Rodney District Council, Lifeway Ministry and the Rodney Economic Development Trust.

KEY FACTORS FOR SUCCESS

The Induction Camp comprises:

A 14 day Induction Camp covering Tramping; Physical Fitness Challenges; a Navigation and Skill exercise; Kayaking; High Ropes Course; Yachting; Caving and an Ultimate Team Challenge.

The Workshop component comprises:

Training and Group coaching, work ethics; responsibility; character; self awareness and conflict resolution.

GENERAL COMMENTS

The Induction Camp is designed so that each team faces a challenge requiring all the skills they have learned to be put into practice.

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**PRELIMINARY
PHASE
PROJECTS**

TONY KOKSHOORN
MAYOR – GREY DISTRICT COUNCIL

THE PROJECTS

- West Coast Apprenticeship Scheme Scoping Report
- Young Entrepreneurs Network infrastructure
- Grey District Youth Council/Reference Group
- Services, Activities, and Issues for young people in the Grey District Scoping Report
- Annual Youth Week Events
- West Coast Youth Website

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MARY BOURKE

MAYOR – SOUTH TARANAKI DISTRICT COUNCIL

THE PROJECTS

- Can Do Trust Initiative
- Transition Service
- Human-Powered Vehicles Challenge
- Youth Transitions Scheme

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PACIFIC ARTS TOURISM

**NEIL SINCLAIR
MAYOR – SOUTH WAIKATO**

THE PROJECT

Pacific Arts Tourism

IMPLEMENTATION

Pacific Arts Tourism was established to set up a sustainable 2 year tourism project based on the arts and culture of the local Pacific Island community to create long term employment opportunities for that sector.

COSTS! FUNDING!

Total cost of the project is \$199,674.00 with \$38,000.00 allocated from the Employment Catalyst Fund.

KEY FACTORS FOR SUCCESS

To ensure success it will be vital to have widespread participation and support from the Pacific Island community and gaining that support will need to be handled sensitively and without rushing the process.

A two-pronged approach - to determine current capacity and training requirements to ensure delivery of quality product AND to identify and address market factors crucial to success.

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CONCRETING SKILLS PROGRAMME

**TIM SHADBOLT
MAYOR – INVERCARGILL CITY COUNCIL**

THE PROJECT

Concreting Skills Programme

IMPLEMENTATION

The Concreting Skills Project is designed to:

- Enable young people currently not in education or work the opportunity to gain practical labouring skills project will target 'at risk' young people and enable them to develop a specific set of skills.
- To build the self esteem and self confidence of young people who believe paper learning in not for them.
- To prepare young people to move on to training and employment opportunities by harnessing their interest in practical skills.

The programme will target "at risk" and unemployed young people who are interested in a short practical skills experience.

The project has the support of the Mayor of Invercargill.

COSTS! FUNDING!

Total cost of the project is \$20,000.00 with funding of \$10,000 approved by the Employment Catalyst Fund.

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