

MAYORS TASKFORCE

FOR JOBS

www.mayorstaskforceforjobs.co.nz

NEWSLETTER MARCH 2008

Welcome to our first Newsletter for 2008 and my first as Chair of the Mayors Taskforce for Jobs. I relish the opportunity to lead this fantastic network of great Mayors working with young people in their communities. In particular I am enjoying working with the 24 new Mayors elected at the last election and the new Core Group who are noted on Page Six.

We have made a flying start to the year with a number of strategy meetings and a new focus to take us into the next phase of the work of the Taskforce. While still retaining our work on education, training and jobs and our vision of the zero waste of young people, we are taking a broader approach, focusing on young people in transition. This is a broad concept which includes working to ensure all young people make successful transitions into our communities. This means we can address some of the wider issues of youth behaviour and work to not only increase skills and qualifications but also provide a wide range of opportunities for young people to stay connected with others in the community and make positive contributions. The recently published OECD report Jobs for Youth shows there is still much to do and highlights some of the possible ways forward.

We applaud the recent announcements from the government regarding the emphasis on vocational training and pathways being made available to young people while still at school. We will want to be closely involved in the details of making such policies work at the local level.

We have made significant progress with a new shared agreement with the government and will be announcing these initiatives in the near future.

At our recent Core Group meeting the Principal Youth Court Judge, Andrew Becroft, commended us and Councils on our commitment to working in this area and reiterated his belief that work really does work in terms of reducing youth offending and that programmes focused on the needs of individual young people which incorporate education and training will be the most successful.

There are many exciting things happening around the country and the Youth Transition Services in particular are a way of keeping in close contact with our young people. I look forward to working with government agencies to develop a model which can see the services available to all young people. "Connections" and "engaged" are the words we need to keep in mind when we focus on achieving our goals and creating a country where all young people participate and are valued and supported in their choices.

Thanks to all my fellow Mayors and Councils for your on-going support and congratulations on the many successes you are achieving in your own communities.



Dale Williams
Chair

GUEST PARTNER COMMENT

“INDUSTRY TRAINING FEDERATION”

It is 1347. Pestilence sweeps across Europe. The Black Death has arrived. Within a decade nearly a third of the population is dead. In its wake come massive social and economic changes that bring about the end of feudalism, and eventually underpin the industrial revolution.

New Zealand in 2008 is facing nothing quite so devastating. But the challenges we are experiencing as we move towards the long-term shrinking of our workforce are just as profound. Those challenges are well documented. Low unemployment, nearly 70% of adults in the workforce, long working hours and 40% of employers citing skill shortages as the key impediment to growth.

As a result we need to change the way we operate as a nation to ensure we can increase our productivity through a skilled workforce. That might mean changing production processes, or even affect decisions on what we decide to produce. But it will also involve making sure we provide better and more relevant training, and that it is put to good use in workplaces throughout the country.

That focus was backed up recently when the ITF held its annual Vocational Education and Training Research Forum. Our keynote speaker, Canadian Researcher Doug Watt, has studied 65 small and medium sized enterprises around the world and found out some common factors that make industry training a success. One of his findings was that both employers and employees needed to be clear on why they were undertaking

the training and what expectations they had for it. That's why when I meet employees who have completed some form of industry training, one question I ask them is: 'How are you going to use what you have learnt?' Their challenge is to work with their employers to make sure that the training they have both invested in is put to good use. It's a message Mayors can also give to workers when they take part in the Industry Training graduation ceremonies. Those ceremonies are a celebration of achievement. But it is important to emphasise that it is only a step in what will hopefully be an ongoing process of learning and skill development. Workplace training encompasses a wide range of people and situations. No one is too old or too experienced to say they cannot learn any more.

On 1 May, the Industry Training Federation is taking the opportunity to promote the depth, variety and benefits of industry training to community leaders and decision makers. Numerous workplaces around the country that value industry training have agreed to open their doors and explain what they do and how it benefits their employees and their organisations.

We know that around 180,000 individuals across 35,000 workplaces take part in some kind of formal industry training each year. Industry Training at Work Day offers MPs (including several Ministers), Mayors, business and community leaders to meet first hand the people behind those statistics.

Already several Mayors have agreed to be part of this inaugural day. Thank you for this and for your ongoing support in the role of industry training in helping improve quality and productivity in our country's workplaces.



Jeremy Baker

*Executive Director
Industry Training Federation*

MAYOR'S PROFILE

Youth Development Strategy Tararua District

(A Local Solution to a Local Problem)

Since the Mayors Taskforce for Jobs was instigated back in 2000 we have been addressing the issues for youth in the Tararua district. While there have been small one-off projects, it is time to develop our services for youth in a much more formal manner.

After much thought, coming up with ideas and abandoning them for various reasons, we have now begun the process of Youth Transition in a slightly different way to the "Youth Transition" roll-out that is currently taking place around the country.

I guess it's a local solution to a local problem.

For some time now a number of our young people seem to have been missing out on life skills, education, employment, health assistance – the list goes on. Tararua was fortunate to go through the Local Services Mapping process which certainly identified the gaps. We all knew the gaps were there but needed to be able to prove it.

As a result we have now, fully funded through Ministry of Social Development Community Initiatives Fund, a " Youth Development Co-

ordinator" and more recently a Youth Transition Coach, also funded by the Ministry.

The purpose of these roles is to co-ordinate all activities for youth and work with them to develop better skills in the areas of education, health and of course employment. Many of our young people do not have male role models in their families and others find life very difficult at times.

The Youth Vision for the Tararua District, is: *"to ensure that all young people's passions and ideas are created and supported" and also "that those working with youth in our district are supported".*

We want to encourage young people to be involved. After all they are our future community and future leaders. We want to retain young people in our communities with skills and pride that will support them into the future.

The structure is based on the youth development strategy, with a strong emphasis on youth participation which means we support the identified needs of the young person not the other way round.

Through working with agencies we can now lift young people's achievements, to place them in a better lifestyle and prevent them from becoming one of the clients of MSD.



Mayor Maureen Reynolds
Tararua District Council

MAYOR'S PROJECTS

EMPLOYMENT CATALYST CURRENT PROJECTS

The following areas currently have projects in process or pending:

Central Otago (Mayor Malcolm Macpherson); Clutha (Mayor Juno Hayes); Horowhenua (Mayor Brendan Duffy); Marlborough (Mayor Alistair Sowman); New Plymouth (Mayor Peter Tennent); Opotiki (Mayor John Forbes); Otorohanga (Mayor Dale Williams); Wairoa (Mayor Les Probert); Waitaki (Mayor Alex Familton); Greymouth (Mayor Tony Kokshoorn); Whakatane (Mayor Colin Holmes).

EMPLOYMENT CATALYST NEW PROJECTS GREYMOUTH

Coordination of a coast wide transition service which would add value to the service that Buller Youthworks already provides and introduce youth transition services throughout the West Coast by utilising a network of local people and providers.

WHAKATANE

Following from the Mayor's Forum, two projects are being further developed:

1 – "Working At It" – a programme for 17-18 year olds within Whakatane High School, providing work experience for 10 students with poor attendance records.

2 – A work programme for young people within a small business providing labour solutions for farmers and horticulturists.

K-OPER-8 ON TRACK FOR CONTINUED SUCCESS

I am very pleased with the progress being made

by the K-Oper-8 group in Kawerau and am committed to leading the group to achieve better outcomes for Kawerau families. K-Oper-8 was established in late 2006 to strengthen relationships between central and local government agencies, to enable them to work more closely together for the benefit of people and families in need of social services in the town. The strong relationships developed over the past 18 months have led to a more proactive, flexible approach that has removed the barriers that previously existed. An important component of this success has been the increased knowledge and understanding of what each agency does and the boundaries they must operate within. This has made it possible to work towards our goal of a safe, healthy community, with a strong community spirit and a developing economy. None of us can achieve this on our own; we have to work together and that's the success of K-Oper-8. A number of positive outcomes have been achieved, including the Blue Light Youth Ambassador role, participation in the Whanau Extravaganza days, appointment of the Health Liaison Officer based at Heartlands and a community drive to top up food bank supplies.

I have awarded seven K-Oper-8 Certificates to young people who have shown exceptional achievement for and on behalf of their community. There are five more Certificates to be awarded at the next Council meeting. Future work will include the development of an indoor climbing wall and the establishment of a Youth Council. The group is also looking at practical ways for locals to deal with some of the current issues facing the community, such as tagging and damage to public and private property.



Mayor Malcolm Campbell
Kawerau District Council

HAMILTON'S YOUTH WORK READY PROGRAMME

Following the successful Work Ready Mentoring programme pilot, Hamilton City Council's Community Development Unit is helping local youth transition into the workforce, with the introduction of a Youth Transition Programme.

Involving up to 15 participants aged 15-24 years, the 12-week development programme includes in-work support continuing for a six-month period following placement into employment. It will also include a number of training workshops, covering a wide range of personal development and communication skills. The programme is funded through the Ministry of Social Development as a Mayors Taskforce for Jobs project. Forward Focus Ltd, a local provider with a proven track record of placing young people into employment, runs the programme.

Twenty-two year old Ashley Nikora of Hamilton is one youth who has already received a helping hand from Forward Focus. A young mum, Ashley had been on the Work and Income benefit on and off for three years. Her main barrier in moving forward in life was that she had no direction, with little to no qualifications since leaving school. Through her Holistic Youth

Coach Wally Reihana, Ashley was supported in overcoming obstacles such as childcare and time management, and soon secured a permanent part-time position with ACC in Hamilton. Since then ACC has offered Ashley her first fulltime position which she plans to start in the near future.

Eighteen year old Rob WiHongi-Ritchie was on the unemployment benefit before Forward Focus supported him into a role as a factory and maintenance worker. While these roles are not yet permanent, once Rob has proven himself to be a reliable worker they potentially could be. Supported by Holistic Youth Coach Shanen Reti, Rob is determined to hold down a fulltime job and save \$15,000 by the end of the year to serve a religious mission. "He's a passionate young man who just needed the support and direction, and the right guidance to attain his goal. I've seen this many times: once the young person knows what they want and can actually see what it looks like, in most cases they can achieve it," said Shanen.

Hamilton Mayor Bob Simcock said the success of the Youth Transition Programme will have a flow-on effect for the whole community. "This programme will not only help local youth by supporting and guiding them into employment, but it will benefit the entire city by strengthening the workforce and contributing towards a better, more prosperous future for Hamilton," he said.



NEW MAYOR'S PROFILE

Mayor Penny Webster Rodney District Council

Although a new Mayor I am not new to the world of public life. Since joining the farming community in the mid 1980's I have played various roles in farming politics. Having been elected to the Sharemilkers section of Federated Farmers I helped organise the National Sharemilker of the Year Competition for 10 years, earning the nickname "Mother of all Sharemilkers". During that time I moved up the ranks and became Vice Chair of the Dairy Section of Federated Farmers and Auckland President.

At this time I was nominated for the Auckland Conservation Board spending a year in that role before resigning when I entered Parliament in 1999 as an ACT List Member. Three years in Parliament was an eye opener. After I left I took up golf, a game I had always wanted to play well. I didn't – but I enjoyed it. At the following local council elections I was asked to stand for the Council, something I had said I would never do. However I did enjoy the three years and when the previous Mayor announced he was stepping down, it seemed logical to move up which I did, against eight others.

My political involvement over 20 years has given me an insight into many critical matters. Transport and resource management are two key ones for this area. Coupled with this is managing growth while protecting the environment. Our land area is also a challenge. We are 2,475 square km with 15 urban areas and a population of 89,559. Only 10% of our rates come from commercial and industrial the

remainder coming from residential.

Rodney is a fast growing District with a desperate need for economic growth. We are working with our Economic Development Trust to help young people transition to jobs through Gateway and other programmes. We do need more economic expansion to allow local jobs for local people, especially younger people. Tourism is a main driver of our economy as our pastoral farming base is diminishing. This does not really increase the number of jobs so most of our population go elsewhere to work and for tertiary training which in turn brings problems in transport. We have no real public transport system although the Northern Busway is on our boundary on the eastern side and rail is to be trialled in Helensville in the west.

Another challenge for us at this time is to deal with the Royal Commission on the Governance of Auckland. Questions are being asked as to whether we should be carved up or go to another region. My personal opinion is that it is really about delivery of infrastructure, the 3 waters and roads. This is what is driving the rate hikes that we are facing. And this is why we struggle to deliver on the social outcomes that every community would like to have.

Luckily I am supported fully at all times by my husband Malcolm who, along with our seven children and nine grandchildren, keep me grounded.



Mayor Penny Webster
Rodney District Council

Mayor Penny Webster has joined Mayors Malcolm Macpherson (Central Otago); Kevin Winters (Rotorua); Alistair Sowman (Marlborough); Tracy Hicks (Gore); Brendan Duffy (Horowhenua); Malcolm Campbell (Kawerau) and Gary McPhee (Carterton) as new members of the Core Group.

YOUTH WEEK 2008

Youth Week 2008 is being held from 26 May to 1 June. The theme will focus on the positive impact adults can have on young people's lives and the importance of young people connecting with positive adults and peers, working together to create a society that values young people and affirms their diversity.

Youth Week shares the vision of the Youth Development Strategy Aotearoa: "A country where young people are vibrant and optimistic through being supported and encouraged to take up challenges". It is about encouraging young people's participation and connection to their communities. Events are organised by young people and those who work with them, encouraging their involvement, having a say, influencing opinions, showcasing their creativity and talent, sharing ideas, accessing information and having fun!

Youth Week aims to:

- Encourage young people to present their talents, share ideas and focus on the positive aspects of being young
- Recognise young people's contribution to the community
- Promote information and services available to young people
- Raise the profile of youth projects
- Provide an opportunity for discussion of youth issues

In partnership with the New Zealand Association for Adolescent Health and Development (NZAAHD), which is coordinating Youth Week, the Mayors Taskforce for Jobs allocated \$500 to Mayors, for Youth Councils and young people to use in conjunction with Youth Week. All money has now been allocated.

TIMARU is using the funding towards tee-shirts for their Youth Council which is running events throughout the year including Youth

youth week

Week. The tee-shirts will give them profile and a sense of teamwork.

KAIKOURA is encouraging everyone from the community to put together a team and enter different team building and fun events with the aim of promoting youth and youth activities in a positive light through healthy relationships, fun exercise and the 'smokefree' message.

Youth Week is important, so let's ensure it gets the attention it deserves – and therefore create and build a society that values young people and affirms their diversity.

SUPPORT YOUTH WEEK IN YOUR COMMUNITY

Youth Week 07 poster

YOUR COMMUNITY NEEDS
YOUTH
WWW.YOUTHWEEK.CO.NZ

IT'S THE PARTS THAT MAKE THE WHOLE
YOUTH WEEK 2007
MAY 21-27

MOXIE NZAAHD RE:DEFINE youth week

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Support for young people - Information Websites

www.intransit.govt.nz

Department of Labour site for young people

www.tec.govt.nz

Everything about tertiary education in NZ

www.careers.govt.nz

Career choices and information on more than 650 different jobs and industries

www.skillnz.org.nz

Practical information about workplace learning and industry training

www.studenthub.co.nz

Student life in New Zealand – links to useful student information

www.transitions.org.nz

Transitions information and support for students with special needs

www.wot2nxt.com

Information and tools to work out career options

www.cab.org.nz/lowdown/

Information on youth rights from the Citizens Advice Bureau

www.worksite.govt.nz

Your shortcut to everything you need to know about work, skills and training in NZ

www.edcentre.govt.nz

Educational services and support for people whatever stage of their life

www.studylink.govt.nz

Student financial support, allowances, loans, benefits and scholarships

www.sorted.org.nz

Get your money sorted and pay for your studies

www.urge.org.nz

Information on a lot of youth topics

www.youthlaw.co.nz

The law and your rights if you're under 25

CAREERS EXPO 2008

CHRISTCHURCH (11th-13th May)

Westpac Centre, Jack Hinton Drive, Addington

DUNEDIN (21st-22nd May)

The Dunedin Centre, The Octagon

AUCKLAND (7th-9th August)

ASB Showgrounds, Greenlane

WELLINGTON (13th-14th August)

TSB Bank Arena, Jervois Quay
(formerly Queens Wharf Events Centre)



For More Information
visit www.careers-expo.co.nz