

# MAYORS TASKFORCE *for* JOBS

*working towards the "zero waste" of New Zealanders*

**ANNUAL REPORT  
JUNE 2005**



**Pirongia Boardwalk  
Te Araroa Trust**

## MESSAGE FROM THE CHAIR

I am very pleased to report that the Mayors Taskforce for Jobs has continued to grow in both numbers and influence. Membership of the Taskforce has grown to 68 (92% of all Mayors), with members covering all regions of the country. From a small group of seven enthusiastic Mayors in 2000 that is fantastic growth and support. This shows that local government is committed to working on challenging issues to improve the quality of our communities for all our citizens. Mayors showing real leadership is a powerful way for everyone to be able to participate and make things happen locally.

The influence and credibility of the Taskforce is demonstrated in our inclusion on a growing number of advisory committees and the seeking of our comment for a wide variety of policies, strategy documents and newsletters.

We have seen dramatic changes in the labour market over the last five years. In 2000 there were over 140,000 people on the unemployment benefit and the unemployment rate was 5.8%. In 2005 there are 55,000 on the unemployment benefit and the unemployment rate has dropped to 3.9%. There are however still a disproportionate number of young people in those statistics so in our strategy for 2005/06 we have reaffirmed and strengthened our commitment by adopting a new vision of guarantees:

***A youth guarantee – that all young people under 25 years be in paid work, in training or education, or in useful activities in our communities***

***A job guarantee – that all adults who are long-term unemployed (registered for more than 12 months) have the opportunity and be encouraged to be in paid work, in training or education, or in useful activities in our communities.***

By changing our vision from goals to guarantees we are signalling an on-going commitment to decent work and training opportunities for all people in New Zealand. Guarantees will be delivered by a cultural change which is being led by Mayors.

The growth of the Taskforce also clearly demonstrates that we can work together across the political spectrum. This is also the case with political parties as our election year meeting with all political parties showed. Every party supported the Taskforce and our vision of no young person under 25 doing nothing.

The challenge ahead for us all is to increase innovation, work smarter and continually increase our skill levels. To do this we need to engage actively with our young people, celebrate their successes and showcase best practice. There is still much to do! Of crucial importance to achieving our vision and improving social and economic outcomes is the need for collaborative action and genuine partnerships across all sectors. As Mayors, we are in a unique position to speak to the whole community, take civic leadership and facilitate this collaboration. It is important that we all stay involved in this process through the Mayors Taskforce for Jobs.



**Garry Moore**  
**Taskforce Chair**  
**June 2005**

# WHO IS INVOLVED

## CORE GROUP

Garry Moore (Mayor of Christchurch, Chair of the Taskforce)  
Paul Matheson (Mayor of Nelson, Deputy Chair of the Taskforce)  
Yvonne Sharp (Mayor of Far North)  
Tim Shadbolt (Mayor of Invercargill)  
Peter Tennent (Mayor of New Plymouth)  
John Forbes (Mayor of Opotiki)  
Jenny Brash (Mayor of Porirua)  
Frana Cardno (Mayor of Southland)  
Mary Bourke (Mayor of South Taranaki)  
Maureen Reynolds (Mayor of Tararua)  
Wayne Guppy (Mayor of Upper Hutt)  
Les Probert (Mayor of Wairoa)  
Bob Harvey (Mayor of Waitakere)

## OTHER PARTICIPATING MAYORS

Bede O'Malley (Mayor of Ashburton)  
Dick Hubbard (Mayor of Auckland)  
Bob Parker (Mayor of Banks Peninsula)  
Martin Sawyers (Mayor of Buller)  
Gary McPhee (Mayor of Carterton)  
Malcolm Macpherson (Mayor of Central Otago)  
Juno Hayes (Mayor of Clutha)  
Peter Chin (Mayor of Dunedin)  
Meng Foon (Mayor of Gisborne)  
Tracy Hicks (Mayor of Gore)  
Tony Kokshoorn (Mayor of Grey)  
Michael Redman (Mayor of Hamilton)  
Lawrence Yule (Mayor of Hastings)  
John Tregidga (Mayor of Hauraki)  
Brendan Duffy (Mayor of Horowhenua)  
Garry Jackson (Mayor of Hurunui)  
David Ogden (Mayor of Hutt)  
Kevin Heays (Mayor of Kaikoura)  
Peter King (Mayor of Kaipara)  
Alan Milne (Mayor of Kapiti)

Malcolm Campbell (Mayor of Kawerau)  
John O'Neill (Mayor of Mackenzie)  
Ian McKelvie (Mayor of Manawatu)  
Sir Barry Curtis (Mayor of Manukau)  
Alistair Sowman (Mayor of Marlborough)  
Bob Francis (Mayor of Masterton)  
Hugh Vercoe (Mayor of Matamata-Piako)  
Barbara Arnott (Mayor of Napier)  
George Wood (Mayor of North Shore)  
Dale Williams (Mayor of Otorohanga)  
Heather Tanguay (Mayor of Palmerston North)  
John Robertson (Mayor of Papakura)  
Clive Geddes (Mayor of Queenstown-Lakes)  
Bob Buchanan (Mayor of Rangitikei)  
John Law (Mayor of Rodney)  
Kevin Winters (Mayor of Rotorua)  
Sue Morris (Mayor of Ruapehu)  
Michael McEvedy (Mayor of Selwyn)  
Neil Sinclair (Mayor of South Waikato)  
Adrienne Staples (Mayor of South Wairarapa)  
Brian Jeffares (Mayor of Stratford)  
John Hurley (Mayor of Tasman)  
Clayton Stent (Mayor of Taupo)  
Stuart Crosby (Mayor of Tauranga)  
Philippa Barriball (Mayor of Thames-Coromandel)  
Janie Annear (Mayor of Timaru)  
Peter Harris (Mayor of Waikato)  
Jim Gerard (Mayor of Waimakariri)  
John Coles (Mayor of Waimate)  
Alan McLay (Mayor of Waitaki)  
Michael Laws (Mayor of Wanganui)  
Kerry Prendergast (Mayor of Wellington)  
Maureen Pugh (Mayor of Westland)  
Colin Holmes (Mayor of Whakatane)  
Pamela Peters (Mayor of Whangarei)

**68 (92%) participating Mayors as at 30<sup>th</sup> June 2005**

## **GOALS**

Over the past year The Mayors Taskforce for Jobs has remained committed to its goals that:  
***“By 2005, no young person under 25 years will be out of work or training in our communities.”***

***“By 2009, all people in our communities will have the opportunity to be in work or training.”***

However, recognising the drop in unemployment (to 3.9%) and noting that there should be an immediate and on-going commitment to people in our communities, the Taskforce has amended these goals for the 2005/06 strategy, to guarantees:

***A youth guarantee – that all young people under 25 years be in paid work, in training or education, or in useful activities in our communities***

***A job guarantee – that all adults who are long-term unemployed (registered for more than 12 months) have the opportunity and be encouraged to be in paid work, in training or education, or in useful activities in our communities.***

In addition, the Taskforce has continued to work with the government on the shared goal that:  
***“By 2007, all 15-19 year olds will be engaged in appropriate education, training, work or other options which will lead to long term economic independence and well being.”***

A particular focus towards the achievement of this goal has been the establishment of Youth Transition Services in ten areas - The Far North, Whangarei, Waitakere, Manukau, Rotorua, Hamilton, New Plymouth, Gisborne, Porirua and Hutt City/Upper Hutt. Mayors have been involved in the strategic planning and consultation for these services, working alongside Regional Commissioners to achieve the best service possible for their areas.

The Taskforce has facilitated information sharing meetings with those Council staff responsible for the liaison and consultation functions. These meetings have proved a valuable way of sharing ideas, information and best practice. Executive Officer Jan Francis has also participated in the Youth Transitions National Advisory Group, facilitated by the Ministry of Social Development.

The following points help ensure an effective service:

- Good strategic action plan
- Collaborative and wide consultation
- Council leadership
- Ensuring consultation with providers who are experienced in the area of youth development and youth transition work
- Payment for coordinators to undertake the strategic co-ordination function
- Wide representation and expertise to ensure an effective strategic implementation group
- Provision of funding for collaborative action

The Youth Transition Services are varied and responsive to their own communities and should provide those areas with clear tracking mechanisms for their young people, a range of co-ordinated services and a range of opportunities and pathways for school leavers and young people currently not participating in the labour market.

***“In building up the Youth Transition Programme we need to make sure it reflects what young people want today. There are all sorts of costs to the individual and massive costs to the economy otherwise.”***

**Hon. Steve Maharey, Minister of Social Development & Employment  
Address to Mayors Taskforce for Jobs Annual Meeting - March 2005**

The Ministry of Social Development continues to allocate specific funds for Mayors Taskforce projects and many of these can be viewed on the Mayors Taskforce website at [www.jobsletter.org.nz/mtfjobs.htm](http://www.jobsletter.org.nz/mtfjobs.htm)



**Mayor Michael Redman (Hamilton), Councillors and staff discuss youth employment**

The Taskforce Chair (Garry Moore – Christchurch) acknowledges that moving from Goals to Guarantees is a *“new challenge for the Taskforce.”* It will require a truly visionary approach which has the potential to bring about profound change in our communities – a change in our attitudes to young people and our collective responsibility for our community’s well-being, both socially and economically.

*“Without courage our economy will not grow.....and without leadership that courage will not be fostered.”*

**Garry Moore, Mayor of Christchurch**

## **MEMBERSHIP**

The membership of the Taskforce has grown this financial year from 62 to 68 (92% of all Mayors). This growth has ensured representation from all regions of the country and is a significant factor in the increased visibility and influence of the Taskforce. Regional meetings have been used to disseminate information and encourage increased local activity.

Mayors have continued to show that this is a network which understands communities and they are prepared to support one another on this important social issue.

*“Mayors have a key leadership role in their communities and can be extremely effective in making connections.”*

**Paul Matheson, Mayor of Nelson**

## **TASKFORCE STRUCTURE**

The Taskforce continues to work as a network with a small Administration Group (a sub-group of the Core Group) of Mayors for day to day running. Each member of the Administration Group takes responsibility for one of the Taskforce strategies and partnerships.

Current Administration Group members are Garry Moore - Taskforce Chair (Christchurch), Paul Matheson - Taskforce Deputy Chair (Nelson), Tim Shadbolt (Invercargill), Maureen Reynolds (Taranaki), Peter Tennent (New Plymouth), Jenny Brash (Porirua), Frana Cardno (Southland),



Yvonne Sharp (Far North), Executive Officer Jan Francis, Executive Assistant Mo Pettit and Community Adviser Vivian Hutchinson.



**Paul Matheson**  
Nelson



**Garry Moore**  
Christchurch



**Maureen Reynolds**  
Taranua



**Peter Tennent**  
New Plymouth



**Frana Cardno**  
Southland



**Tim Shadbolt**  
Invercargill



**Yvonne Sharp**  
Far North



**Jenny Brash**  
Porirua

Additional Core Group Mayors provide strategic advice and focus on the nationwide projects, and are also responsible for a Taskforce partnership. Current members are: Bob Harvey (Waitakere), John Forbes (Opotiki), Mary Bourke, (South Taranaki), Wayne Guppy (Upper Hutt), Les Probert (Wairoa) and Basil Morrison (ex officio President Local Government New Zealand).

### **LOCAL GOVERNMENT NEW ZEALAND**

Local Government New Zealand provides administrative support for the Taskforce and acts as the legal umbrella for the group. The on-going partnership with Local Government New Zealand has provided the Taskforce with a strong base in Wellington and the support of a policy analyst continues to be invaluable to the on-going work of the Taskforce. The partnership has proved an effective information tool and both organisations keep one another well informed, allowing for joint proposals and communication where appropriate.

### **THE JOBS RESEARCH TRUST**

The Taskforce has a major partnership and funding contract with The Jobs Research Trust. In particular, The Jobs Research Trust continues to:

- operate the **Mayors Taskforce website** ([www.jobsletter.org.nz/mtfjobs.htm](http://www.jobsletter.org.nz/mtfjobs.htm)), keeping it up-to-date with the project's key papers, current events, activities, press releases and history
- produce and distribute ***The Jobs Letter***. Over the Trust's financial year (ending March 2005) 23 issues of *The Jobs Letter* were produced. This period began with a special issue on the Community Employment Group and continued to follow what has been, by far the most reported theme of the year - skill shortages. Other topics covered have included youth transitions, the Mayors Taskforce activities, global outsourcing and global skills shortages, a special supplement on youth unemployment by local government areas, the government's *Social Report*, the *Human Rights Report*, *Working for Families*, the Mayors' push to move *From Goals To Guarantees*, and the quarterly *Statistics that Matter* feature.

The Mayors Taskforce financial contribution makes it possible for *The Jobs Letter* to be freely available as a community-wide resource.

## **FUNDING**

In addition to Mayors contributions, the Taskforce received funding from the Ministry of Social Development, the Ministry of Economic Development, the Community Employment Group, Te Puni Kokiri and Local Government New Zealand. This funding enables the Taskforce to contract an Executive Officer, an Executive Assistant, contribute to The Jobs Letter and retain the services of a Community Adviser. In addition, the Tindall Foundation and the Ministry of Social Development have provided funding for Mayors projects within their communities.

The Ministry of Social Development has continued to assign a senior official to work with the Taskforce on the relationship with staff at the local level and to co-ordinate government activities with the Taskforce at the national level. The Ministry also regularly publishes a Mayors Taskforce for Jobs Newsletter, providing statistics and showcasing initiatives, which is distributed to all Mayors and partners.

## **CORE GROUP ACTIVITIES**

The Administration Group of the Taskforce has met regularly via a conference call every six weeks to monitor progress and give support and direction to the Executive Officer. The Core Group has met quarterly to develop and plan strategies and events and to meet with Ministers and government officials.

In 2005 the Mayors Taskforce for Jobs PowerPoint presentation was updated and distributed to all Mayors. This has been well received and well used.

The Core Group has met quarterly with Ministers Steve Maharey and Jim Anderton and Senior Officials from the major training and education ministries and departments. A wide variety of topics have been discussed and worked on collaboratively. These include:

- Data collection
- Youth Transitions Services
- Skill shortages
- Industry training and Industry Training Organisations
- Career planning
- Regional Partnerships Programme
- Major Regional Initiatives
- Modern Apprenticeship Programme
- Sustainable community funding
- Co-ordination of government and community organisations
- Employment and labour market strategy
- Consultation on government policy
- Long Term Council Community Plans and community outcomes



**Mayors Mary Bourke (South Taranaki), Frana Cardno (Southland) & Garry Moore (Christchurch)**



### **Hui Taumata 2005 – Maori Economic Development Summit**

The Core Group was addressed by Sir Paul Reeves, and two members of the secretariat for Hui Taumata which was held in March 2005. The hui celebrated what Maori have achieved over the past 20 years (since the last such hui held in October 1984) and brought the power of Maori thought together to develop strategies for the next 20 years.

The meeting with the Taskforce was part of the steering group's commitment to meet with stakeholders to inform on the issues and to ask for feedback. The hui was the focal point but it is hoped there will be on-going activities from strategies developed.

Mayors' comments were:

- The need for a communications strategy to get the stories out
- The need to bridge the gap between young people and Kaumatua
- The importance of cultivating leadership and encouraging young people to reach their potential
- The need to reduce the gap within Maori of those doing well and those not
- The need to engage with the new Youth Transition Services
- The importance of building confidence to be involved with Centres of Excellence

Mayors asked that the hui look at a partnership with the Mayors Taskforce for Jobs by getting the various Trust Boards and Maori development agencies to work alongside Mayors to achieve the youth goal. The group agreed that this would be a good way forward and will liaise with the Taskforce to develop a process for this to happen.



**Sir Paul Reeves and Hui Taumata Secretariat meeting with Core Group members**

### **Research Project**

Funding of \$50,000 from the Tindall Foundation (Employment Catalyst Fund) has been allocated to the Taskforce to research the feasibility of introducing a Job Guarantee for New Zealand youth. A small group of officials and academics and the Community Adviser to the Taskforce led by Professor Ian Shirley (Auckland University of Technology) has begun discussions and will be presenting a report by the end of the year.

## **LOCAL INITIATIVES**

Mayors have continued to work within their communities on youth employment initiatives. These have included:

- **Otorohanga Trade Centre**
  - Trades training and certification for local students and on-going apprentice support
- **Nelson/Tasman Connections**
  - Developing an integrated, accessible and collaborative set of services for young people
- **Tauranga – INSTEP Programme**
  - Education of final year secondary students about business by connecting them with local businesses and mentors
- **Waitaki Heritage Alive**
  - Apprenticeships and training in traditional skills currently being used in the heritage precinct in Oamaru – e.g. farriers, book-binding
- **4Trades – Central Otago & Porirua Apprenticeship Trust**
  - Apprenticeship Trusts providing employment and training services for young people and businesses
- **Te Araroa**
  - Building a walkway from North Cape to Bluff
- **Buller Youthworks**
  - One-stop employment shop for young people in Buller
- **Rotorua Pathways**
  - Training and employment in identified growth sectors of the economy
- **Palmerston North – Tools for Schools**
  - Addressing trade training and mentoring issues
- **Ashburton – Youth Employment Broker**
  - Supporting young people 15-19 to make successful transitions from school or training to work
- **Christchurch**
  - Apprentice graduation hosted by the Mayor and organised by the Christchurch City Council



**Otorohanga – Trades Training**

In addition, a growing number of Councils have begun cadet programmes within their organisations and Mayors around the country are leading apprentice graduations.

*“We need to develop long-term creative and innovative strategies at local, regional and national levels. As Mayors we are in a unique situation knowing the make-up of our cities and districts in ways that few others do – the needs, strengths, weaknesses and opportunities.”*

**Jenny Brash, Mayor of Porirua**



**Northland Cadets**

## **MAJOR MEETINGS AND EVENTS**

### **Annual General Meeting**

The Mayors Taskforce for Jobs 2004 Annual General Meeting was held in Auckland in conjunction with the Local Government New Zealand Conference. Darel Hall, Executive Director – Industry Training Federation, spoke on skill shortages and training issues. Darel’s presentation highlighted the need both for greater numbers of apprenticeships and greater public recognition of tradesmen and tradeswomen.

The meeting was also addressed by Sen Thong, a young entrepreneur and inspirational youth leader. Sen’s presentation focused on his interest in Hip Hop as an avenue for friendship, independence and a career path.

Stephen Tindall (The Warehouse) was invited to speak and he confirmed his commitment to the work of the Mayors Taskforce for Jobs and considered it the right cause to support. He felt that New Zealand had made big progress in the last four years and much of the world now aspired to emulate New Zealand’s economic success. Stephen thanked the Mayors for their passion and long term vision for a better New Zealand for all.

It was also noted that Mayors Sukhi Turner, Graeme Ramsey and Grahame Hall of the Core Group were not standing for re-election in October. Gifts of thanks for their contribution to the Taskforce were presented.

### **Annual Forum**

Thirty-three Mayors attending the Mayors Taskforce for Jobs annual workshop in Christchurch discussed a range of issues from skill shortages to poverty and heard addresses from Celia Lashlie (Nelson Connections), Vivian Hutchinson (Community Adviser to the Taskforce and Editor of The Jobs Letter) and Hon. Steve Maharey (Minister of Social Development and Employment).

Presentations from Mayors, practitioners and government departments provided participants with information on a number of initiatives occurring throughout the country. Of particular interest was the presentation by Mayor Dale Williams, Otorohanga. Dale gave a detailed and inspiring presentation of how the town had managed to get a trade training centre and the issues involved with training for the trades and retaining skilled labour in a small town. Local business growth identified a labour shortfall at a time when the Otorohanga District Council was also investing in development and there was an inadequate entry level employee pool. It was clear that the two problems of recruitment and retention needed to be addressed. A Careers Expo was started, local businesses provided careers advisors with resources, young achievers awards were set up and the idea of a Trades Training Campus was explored. The Campus will begin training this year with specialised courses developed to suit the regions needs, resulting in local people being trained locally and receiving on-going apprenticeship support.



**Mayor Dale Williams (Otorohanga)**

This Taskforce meeting was very successful, with many new Mayors taking the opportunity to access new information and share their ideas for achieving the Taskforce vision with those who had been involved from the outset. There was a high level of energy and commitment to the Taskforce with Mayors keen to provide local leadership on employment issues. The participation of so many Mayors in the two day workshop augurs well for the Taskforce's future direction.

Also at the annual forum the Core Group of the Taskforce met for the first time with the Youth Advisory Group to the Employment Catalyst Fund who had a workshop on issues related to the use of the Fund and engaging with young people.



**Youth Advisory Group  
(left to right) Mary Logue (Wellington),  
Vanessa Goodwin (Christchurch), David Finnie (Dunedin)  
& Leila Boyle (Auckland)**

### **Youth in Local Government Conference**

This biannual conference was held in Dunedin in July 2004 and as with the previous conference the Mayors Taskforce was a major sponsor of the event. The conference was a great success with a large number of young people attending. Of the 180 people who attended from 28 local authorities, 60 were under 18 years of age and 20 were aged between 18 and 25.

The conference covered environmental sustainability, youth employment and youth participation, with a wide range of speakers and workshops, including hip-hop star King Kapasi. Auckland solicitor John Hancock, speaking on participation, said New Zealand compared favourably with other countries regarding involvement of young people in decision-making.

*“Strive for success in as many areas as you choose – anything is possible if you keep your focus in front of you.”*

**King Kapasi – Youth in Local Government Conference, Dunedin 2004**

The next Youth in Local Government Conference will be held in New Plymouth in 2006.



**Mayor Peter Tennent (New Plymouth) and young cadets**

### **Industry Training**

In August 2004 a delegation including Industry Training Organisations, the New Zealand Business Council for Sustainable Development, the Industry Training Federation, Mayor Jenny Brash and Jan Francis – Executive Officer, Mayors Taskforce for Jobs, met with Hon. Steve Maharey regarding the need to boost modern apprenticeships, ensure adequate funding for the government’s goal of 250,000 people in industry training by 2007 and policy research work on the growth path for modern apprentices. The need to provide robust information on the number of apprentices and industry trainees required to sustain the New Zealand workforce in the future was also discussed.

It was a very positive and timely meeting with the government doing considerable policy work around this issue. The request for 10,000 modern apprentices as an interim measure was well received by the Minister and in the 2005 Budget the government announced an additional 500 modern apprenticeships bringing the total number to 9,000 by December 2006 up from 6,000 in 2003. Since the meeting, work has been done by the Department of Labour to bring together all the data sets with regard to labour market skill information at a regional and local level.

*“Skill shortages are the single biggest constraint on growth in many regions.”*

**Hon. Jim Anderton, Minister of Economic Development  
Regional Development Conference - Napier 2005**



### **New Mayors Workshop**

The 2004 local body elections saw 31 new Mayors elected around the country and Taskforce Chair Mayor Garry Moore and Executive Officer Jan Francis spoke to the “new Mayors” workshop organised by Local Government New Zealand, providing background information and current initiatives of the Taskforce. Subsequently 29 of the new Mayors have become members of the Taskforce.

### **Australian Conference and Mayors Taskforce visit to Australia**

Vivian Hutchinson (Community Adviser, Mayors Taskforce for Jobs, and Editor of The Jobs Letter) spoke at “*A Future That Works - economics, employment and the environment*” conference in Australia in December. In his address he spoke of the Mayors Taskforce and its successes in working towards the “zero waste of young people.” He also spent time researching the Australian work on youth and job guarantees and subsequently with Taskforce Chair Mayor Garry Moore led a delegation of Taskforce Mayors to Newcastle (Australia) to speak to Australian Mayors about the Taskforce concept and to further investigate their work on guarantees.

Welcoming the delegation to the two day meeting, the Lord Mayor of Newcastle John Tate described the meeting as a unique opportunity to focus on the civic leadership that will be required if we are to tackle unemployment and provide paid work and training opportunities in our local communities. He noted that the achievements of the New Zealand Mayors Taskforce for Jobs were impressive and seemed to speak across the institutional barriers that so often inhibit our ability to provide jobs for all those who need them. Australian Mayors were eager to learn about the New Zealand experience and to exchange ideas on how Australian Mayors might build a similar plan of action to address a “major social failure.”

Taskforce Chair Mayor Garry Moore noted this was the first time Australian and New Zealand Mayors had come together to discuss a social issue. The gathering reflected the desire to learn from each other and show leadership at a local government level. The Mayors Taskforce focus on jobs is about realising a vision of the New Zealand that we would be proud to govern. Subsequently the Australian Mayors decided to put to their 2005 annual conference the concept of establishing an Australian Mayors Taskforce for Jobs, similar to our New Zealand model.

The meeting was hosted by the University of Newcastle and its local Council.

*“Unemployment and skill shortages are a failure of governance not only in central and local government, but also in business, in education and in other levels of civil society. Mayors in the Taskforce are stepping up to this governance challenge and are in a unique place to speak to many levels in our communities about the cultural goal of having all our young people in either education or work.”*

**Vivian Hutchinson - Australian Mayors and members of the New Zealand Mayors Taskforce for Jobs workshop – Newcastle 2005**



**Taskforce delegation at Lord Mayor's reception – Newcastle 2005**



### **Regional Development Conference**

The Mayors Taskforce for Jobs participated in the Regional Development Conference in Napier organised by the Ministry of Economic Development, holding a Core Group meeting, meetings with government officials and Ministers and providing a workshop.

There was an excellent turnout for the workshop run in conjunction with Economic Development Agencies of New Zealand (EDANZ). The workshop highlighted the need for economic development and employment initiatives to be collaborating.

In closing the conference, Regional Development Minister Jim Anderton noted that the most urgent need was to deliver a standard of living and quality sufficient to provide a future for young New Zealanders in every region. There is a need to nurture our young people if we are to give them a guarantee of an economic future which uses all their skills and talents.

The key message from Minister Steve Maharey's speech at the conference was that:

*“What makes good economic sense for your region must also make good social sense. It is absolutely fruitless to confront regional economic challenges in isolation from social challenges. We need to recognise that social problems such as unemployment, poverty, inequality and family violence carry economic costs of health care, crime, and loss of innovation potential by waste of human assets.”*

**Hon. Steve Maharey, Minister of Social Development & Employment  
Regional Development Conference – Napier 2005**

### **Local Government Zone Meetings**

The Mayors Taskforce for Jobs Executive Officer, Jan Francis, has spoken annually to all Local Government Zones updating the zone meetings on the progress of the Taskforce and its current initiatives. These meetings have proved important to ensure that not only Mayors but Chief Executives and Regional Councils are aware of the work of the Taskforce and can therefore contribute to local and regional initiatives.

### **Mayors Visits**

After the local body elections, the Executive Officer visited all new Mayors to brief them on the Taskforce and gauge their on-going support.

The following key points came up repeatedly during discussions:

- The need to ensure there is capacity in Councils to take on the necessary work
- Need for project managers or coordinators
- Need for adequate labour market information at the local level
- Importance of capitalising on Mayors enthusiasm and Mayors having early successes
- Need for stock-takes and understanding of local situations and who can assist
- Difficulties of smaller regional/rural areas with insufficient expertise and resources – including resourcing projects and development of proposals
- Need to support staff with their work and relationships locally
- Mayors keen to look at regional initiatives – e.g. Apprenticeship Graduations
- Innovative approaches needed for small towns dealing with growth

The visits were very successful with the Mayors interested in the work of the Taskforce and keen to participate and encourage local action.



**Mayor Tracy Hicks (Gore)**



**Mayor Alistair Sowman (Marlborough),  
Councillor John Craighead & staff**



**Mayor John Coles (Waimate)  
& Carolyn Johns, Community Services Manager**

## **PARTNERSHIPS**

The Taskforce recognises that unemployment, employment generation and local and regional economic development are issues where there are numerous players, each with a part of the solution. We therefore need to work together to make the most effective use of resources and to devise creative solutions. So the Taskforce has developed a number of partnerships with government agencies, business groups and community organisations to work together and challenge each other to achieve our vision. The Taskforce acts as a catalyst, facilitator and innovator in these situations.

The Taskforce's key partners are: Central Government, The Jobs Research Trust, Ministry of Social Development, Ministry of Youth Development, Local Government New Zealand, New Zealand Council of Trade Unions, Ministry of Economic Development, New Zealand Trade and Enterprise, New Zealand Business Council for Sustainable Development, Economic Development Agencies of New Zealand, Career Services, Tertiary Education Commission, Department of Labour, Te Puni Kokiri, Ministry of Education and the Te Araroa Trust.

***“It is crucial for the success of the Taskforce to build on current Memorandums of Understanding with government agencies and strengthen our partnerships.”***

**Jenny Brash, Mayor of Porirua**

The partnerships have grown and developed and ensure that the Taskforce works across all sectors and that agencies are informed and collaborate, where appropriate, with Taskforce initiatives both locally and nationally. The partnerships also provide the Taskforce with an opportunity to discuss policy issues and inform the policy making process. There has been a high level of support for the Taskforce from all the key partners and increasing engagement at all levels.

For example, the Northland Cadet Programme involves collaboration between Far North, Kaipara and Whangarei Councils, Northland Regional Council, People Potential, Work & Income and the Tertiary Education Commission.



**Northland Cadet Programme Working Party**

*“To deliver on the goals of the Mayors Taskforce, we need total community buy-in. The support and commitment of the private sector is a big part of that.”*

**Peter Tennent, Mayor of New Plymouth**



**Christchurch business City Care,  
young workers and Te Araroa Trust  
collaborate on the Twizel to Tekapo track**

## **SUMMARY**

In conclusion, the Mayors Taskforce for Jobs has had a very successful year which has seen it continue to grow and develop and to bring the issues of work and livelihood, particularly for young people, to the attention of front-line workers and policy makers.

Mayors continue to make a commitment to jobs in their communities, even though New Zealand is celebrating its lowest unemployment figures in a generation, because this is a Taskforce for Jobs not unemployment and the majority of Mayors are concerned about issues like skill shortages, productivity and wage levels, that are now affecting our plans for economic development.

As Dick Hubbard Mayor of Auckland and new Taskforce member reminded us at our forum in Christchurch –

*“...it’s during the good times that we need to put in the infrastructure that we will need when downturns inevitably come.”*

This is why the work of the Taskforce is and will continue to be important.

In the coming year the Taskforce will take up the challenge of implementing a new strategy and commitment to youth and job guarantees.

This cultural vision will produce fundamental change and Mayors are in a unique position to speak to the whole community and see the big picture. With 92% of all Mayors working together that change can be achieved.

*“Having a job is an important way for people to participate in society and to build positive relationships. This helps to promote a sense of belonging, well-being and self worth which makes for healthy communities. Investment in employment and training for our young people will breathe life and vibrancy into our communities.”*

**Yvonne Sharp, Mayor of Far North**



**Jan Francis**  
**Executive Officer**  
**Mayors Taskforce for Jobs**  
**June 2005**

# EMPLOYMENT CATALYST

The Employment Catalyst Fund is project funding (\$500,000 per year) for initiatives from the Mayors Taskforce for Jobs. The fund is now well into its fourth year of funding from the Tindall Foundation. In 2004 it was decided that the Mayors Taskforce for Jobs would take over the administration of the fund from The Jobs Research Trust. To this end a Governance Group, consisting of the Mayors Taskforce for Jobs Administration Group and a Management Group, consisting of Jan Francis (Executive Officer), Sukhi Turner (Former Mayor of Dunedin), Graeme Ramsay (Former Mayor of Kaipara), Sally Gray (Adviser and Co-ordinator Mayors Taskforce for Jobs Dunedin) and Chris Elphick (Adviser and small business consultant) has been set up to administer the fund. The management team approve applications and each project is assigned a Project Advisor to develop an on-going relationship with the project for guidance and evaluation purposes.

In addition, a Youth Advisory Group has been set up to advise on the aims and emphasis of the Employment Catalyst Fund. This group will meet at least three times a year.

Funding is allocated to projects focusing on the youth guarantee, which catalyse job creation for young people and have long-term strategies for local social, economic and environmental sustainability. The criteria for project selection and reports are available on the Taskforce website at [www.jobslatter.org.nz/mtfjobs.htm](http://www.jobslatter.org.nz/mtfjobs.htm)

## **NEW PROJECTS**

### **INSTEP –Tauranga**

The INSTEP programme, based at Priority 1 in Tauranga, is developing school/business relationships which both enhance curriculum delivery and meet the business needs of attracting young people into Bay of Plenty industries. People from local industries talk to students about their industry and how the curriculum fits with the requirements for that industry. Sometimes trips to specific industries are organised for interested students, for example, students interested in the fashion design industry were taken to visit several design workshops and related industries.

The project has the support of Mayor Stuart Crosby and has been allocated funds of \$50,000.

### **Trades Training Centre – Otorohanga**

The Trades Training Centre in Otorohanga is a partnership between the local community and WINTEC. The centre has been developed in response to the local skill shortage. Young people were going to Hamilton for training and not returning to work in Otorohanga. The Mayor and local businesses worked with WINTEC to develop a training course specific to the needs of the local businesses. The businesses have guaranteed to employ all the graduates from the courses, the first of which is focused on engineering and motor industry jobs. The pathway to the Trades Training Centre has not been easy as it was a new concept. The first course started in April and is going well.

The project has the support of Mayor Dale Williams and has been allocated funds of \$50,000.

#### **4Trades – Dunedin and Central Otago**

4Trades is a group apprenticeship scheme based at the Malcam Trust in Dunedin. They received Employment Catalyst funding for the last three years to get the scheme up and running in Dunedin. The Dunedin operation is now self-sufficient. 4 Trades is expanding and has outposts in Christchurch and Central Otago. For the 2005/06 year, the Employment Catalyst fund is supporting the Central Otago branch of the operation which began in 2005. 4Trades employs the apprentice and places them with a Host Company for their training. 4Trades is responsible for all employment issues, the administration of the Training Agreement with the Industry Training Organisation, encouraging and assisting the trainee with their theory work, and mentoring the trainee where necessary. 4 Trades also supplies safety equipment and a basic tool kit for the trainee.

The project has the support of Mayor Malcolm Macpherson and has been allocated \$15,000.

#### **Waitaki Heritage Alive – Waitaki**

Oamaru has a thriving heritage tourism focus with a “Heritage Precinct” and a yearly Heritage Festival. There are a growing number of artisans working in and around Oamaru in traditional trades. The Heritage Alive project has two goals. The short-term goal is to develop a 10 day school for traditional trades, to encourage young people to take an interest in, and possibly develop careers in traditional trades. The long-term goal is to develop a Living Heritage area as a tourism venture, with artisans working and the New Zealand Victorian culture being acted out by paid professionals. The first Artisans School is planned for November 2005.

The project has the support of the Mayor Alan McLay and has been allocated funding of \$24,000.

#### **Made it Manawatu – Palmerston North**

The Made it Manawatu Trade and Technology and Industry Training Graduation was run successfully in 2004 and will continue in 2005. As a development of this project, a Co-ordinator is being employed to promote trades careers in local schools. The Co-ordinator will work with schools and Industry Training Organisations to develop a programme that co-ordinates the promotion of trades careers within schools. The Co-ordinator will start work in July 2005 to coincide with the Trade and Technology Fair and to build on the promotion of trades careers begun through that event.

The project has the support of Mayor Heather Tanguay and has been allocated funds of \$45,000.

#### **Nelson/Tasman Connections**

Local research has shown that there are over 140 organisations with a youth focus in Nelson and Tasman. However young people are still falling through the gaps. As Judge Paul Whitehead said when sentencing a 17 year old Nelson youth, ".....you appear to have fallen between the cracks because no one is prepared to assist you at all."

The project has three core areas:

- Developing an integrated, accessible and collaborative set of services for young people
- Establishing a mechanism to coordinate assessment of and responses to young people
- Improving central and local Government funding arrangements with providers who deliver a range of services for youth in Nelson/Tasman.

The project has the support of Mayors Paul Matheson (Nelson) and John Hurley (Tasman) and has been allocated funds of \$50,000.



### **Mayors Taskforce for Jobs**

Goals to Guarantees is a research project to look at the macro-economic factors involved in ensuring a job guarantee for New Zealanders. A group of academics headed by Professor Ian Shirley from Auckland University of Technology will look at the Australian proposals and review existing research on youth employment policies. A report is expected by the end of 2005.

The project has the support of the Core Group of the Mayors Taskforce for Jobs and has been allocated funds of \$50,000.

## **EXISTING PROJECTS**

### **Pathways Project – Rotorua**

The Pathways project is now into its second year of funding from the Employment Catalyst Fund. The sectors of Tourism, Agriculture, Health, Engineering and Construction were identified as having significant skill shortages in the Rotorua District. The Pathways Project aims to attract and retain young people (15-17) into these industries through cadetships and training whilst they are at school. There were 12 cadets in the Tourism Sector during 2004/05, eight of whom had successful outcomes of either work or further training. In the Agriculture sector, a cadetship programme has been developed and will be run by the Te Arawa Federation of Maori Authorities Agricultural Development Group. At present there are 14 cadets on Iwi Trust farms around Rotorua. In the Health, Engineering and Construction sectors, initial planning and networking has taken place. The aim for 2005/06 is to develop cadetships in these sectors and expand the cadetships to 30 in the Tourism sector.

The project has the support of Mayor Kevin Winters and has been allocated funds of \$100,000 to date.

### **Te Araroa Trust**

Te Araroa Trust aims to create a walking trail 2,920kms long, from Cape Reinga in the far north of New Zealand to Bluff in the south.

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.

A number of projects have been completed, the most recent being Pirongia, where the Waikato Regional Trust, and Te Araroa, raised \$80,000 for 1 km of boardwalk across Pirongia's summit. This project completes the City to Mountain track (Hamilton to Pirongia) and heads Te Araroa south towards Otorohanga.

The 58km Tekapo to Twizel track employed a pre-apprentice group of six young people through a co-operative agreement with contracting company City Care Christchurch. The young people developed new work skills that will lead on to permanent employment with City Care. Other tracks currently being worked on include: the Far North 'Ocean to Ocean', a Southland track and one in the Manawatu.

The project has the support of a number of Mayors throughout the country and has been allocated funds of \$150,000 to date.

### **Buller Youthworks**

Buller Youthworks has been operating since 1<sup>st</sup> October 2002 and the project has made a positive difference for young job seekers in Buller. The project has just appointed a new full-time coordinator.

The project offers assistance with Curriculum Vitae writing, career planning, interviewing skills, increasing use and knowledge of work ethics, work experience, job referrals and exercises in self confidence building.

Job placement, education and training referrals, and Work & Income referrals are the main feature of their activities.

Services offered to employers include a job seeker database, initial interviews, apprenticeship management and subsidy information. They have found that for many employers, this is a simple but effective level of assistance that achieves results.

The project has the support of Mayor Martin Sawyers and has been allocated funds of \$190,000 to date.

### **Porirua Apprenticeship Trust**

The Porirua Apprenticeship Trust aims to provide sustainable employment for the people of the Porirua Region through the provision of training and employment opportunities. The Trust supports local businesses that are willing to provide apprenticeships, while at the same time providing support services that help the apprentice qualify.

Porirua Apprenticeship Trust's services include:

- Promotion of career opportunities in the Trades
- Apprentice vetting
- Job placement
- Training plans and implementation
- Mentoring of apprentices
- Provision of administration services related to apprenticeships.

The Trust employs apprentices and contracts them out to suitable local employers who then provide on-the-job training. Apprentices come directly from pre-trade courses, central government referrals or as a Trust assessed school leaver.

This project has the support of Mayor Jenny Brash and has been allocated funds of \$100,000 to date.

### **Otara Economic Development Trust**

The Otara Partnership for Jobs was an initiative that emerged from a forum held in November 2001, by the Otara Community Network. The Otara Partnership for Jobs had no formal legal status but acted as a steering group and a voice for the Otara community, with the intent of developing community-based employment initiatives.

The Otara Work Co-op, which made the original funding application, has now formed itself into a trust, the 'Otara Economic Development Trust' under a set of protocols that have been agreed by the Otara Partnership for Jobs, Enterprising Manukau and Manukau City Council. The Trust will

promote skills training and employment opportunities for local people, within planned new developments in the area.

While the development of the Trust has taken longer than anticipated, it is a community driven trust and therefore should have a good chance of success.

The project has the support of Mayor Sir Barry Curtis and has been allocated funds of \$150,000 to date.

### **Whangarei Coastal Walkway**

This project is a partnership with the Whangarei District Council. Taskforce Green workers are employed to complete the Mt Aubrey coastal track. The last section to be completed was the most challenging of this coastal mountain route and has been finished to the same high standard achieved on the rest of the track. The work has included track benching, installment of culverts and water courses, boardwalk construction over sensitive sites, construction of steps using natural materials and invasive weed eradication and planting. The work on this section even included using a helicopter to fly in metal to the most difficult sites. Workers have gained a wide variety of skills and three have secured full-time employment with a council contractor. This year the track work will continue around the Whangarei heads. The Council report receiving positive comments from both visitors and locals who use and appreciate the new track.

The project has the support of Mayor Pamela Peters and has been allocated funds of \$150,000 to date.

**All projects funded by the Employment Catalyst fund have attracted significant local support often from Councils, Community Trusts and the government agencies which are major partners of the Mayor Taskforce *for Jobs*. To date the combined value of the projects is estimated at over \$3million.**