

MAYORS TASKFORCE *for* JOBS

working towards the "zero waste" of New Zealanders

**STRATEGY
2005 - 2006**



*Mayor Tony Kokshoorn, Zane Smith - Young Entrepreneur
and Alice Cardwell, Youth Development Coordinator,
Grey District Young Persons Development Trust*



Northland Cadets, Far North District Council

MAYORS TASKFORCE *for* JOBS

vision

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.

objectives

- to provide a national focus of leadership on the jobs issue through co-operation between Mayors concerned about employment issues in their communities
- to share best practice on what we can achieve on employment at the local level
- to create local and national forums which address the “big picture” of trends on the issues of income and work
- to link with imaginative private sector initiatives that are addressing unemployment

mission

*working towards
the “zero waste”
of New Zealanders*

strategies

- engage all members in the goals and actions to achieve local leadership
- share best practice widely
- advocate privately with government on issues that impact on youth employment
- advocate for youth and job guarantees
- drive relationships with government agencies
- work with imaginative private sector initiatives
- develop mechanisms to encourage participation of young people with the Taskforce
- maintain a monitoring framework that measures progress

we believe that

Mayors, irrespective of their different political persuasions, can work together for this common purpose

Mayors and local authorities can take a proactive leadership role in addressing employment issues in their communities

Mayors can also take leadership in ensuring the co-ordination and co-operation of employment initiatives across sectors at the local level

We are committed to a robust long-term partnership with central government

We need to retain young people in our communities, and they need to see a viable local future for themselves and their families

We recognise the importance of local economic development initiatives

We also recognise that many of the jobs in the future will come from us valuing different things, particularly in the not-for-profit and environmental sectors

We need to pursue longer-term strategies within an overall vision for local social, economic and environmental sustainability

We acknowledge the changing nature of work in our society and recognise the need to investigate new ways of doing things

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 1st April 2005

SUPPORT

Executive Officer: Jan Francis

Executive Assistant: Mo Pettit

Executive Assistant to Mayor Garry Moore: Linda Manco

Community Adviser to the Taskforce: Vivian Hutchinson (The Jobs Research Trust)

Employment Catalyst Fund Management: Sukhi Turner, Graeme Ramsey, Sally Gray,
Chris Elphick, Jan Francis

Employment Catalyst Fund Advisory Group: Mary Logue, David Finnie, Leila Boyle,
Vanessa Goodwin

Umbrella organisation: Local Government New Zealand provides administrative support
for the Taskforce and acts as the legal umbrella for the group

PARTNERSHIPS

Key Partnerships and Memorandums of Understanding have been reached with:

The New Zealand Government (*Ministers of Economic Development,
Social Development and Employment and Local Government*)

Ministry of Social Development

Department of Labour

Career Services

Tertiary Education Commission

Ministry of Education

The Jobs Research Trust

Te Araroa Trust

The Tindall Foundation

Coca-Cola Careers Expo Trust

New Zealand Council of Trade Unions

Economic Development Agencies of New Zealand

The New Zealand Business Council for Sustainable Development

Local Government New Zealand

FUNDING

Major funding for this Taskforce initiative has been provided by:

All participating Mayors and Councils
The Ministry of Economic Development
The Ministry of Social Development
Department of Labour
Te Puni Kokiri
Local Government New Zealand
Tindall Foundation (Employment Catalyst Fund)

THE EMPLOYMENT CATALYST

The Employment Catalyst Fund is a project of The Mayors Taskforce for Jobs, which is acting as a funding manager for The Tindall Foundation. The priority of the Fund is to support initiatives emerging from the Mayors Taskforce for Jobs, that specifically contribute to the Taskforce vision that,

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

Guidelines for applications and a full list of projects being funded by the Employment Catalyst can be found at –

www.jobsletter.org.nz/catalyst.htm



Stephen Tindall congratulates one of the Employment Scholarship recipients at the Nelson launch, with (centre) John Hurley, Mayor of Tasman and (right) Paul Matheson, Mayor of Nelson.

COMMUNICATION/INFORMATION

WEBSITE

ALL INFORMATION on the activities of the **Mayors Taskforce for Jobs** can be accessed on our website at

www.jobsletter.org.nz/mtfjobs.htm

This contains our current strategies, news reports and photos from recent meetings, and copies of our Memorandum of Understandings with our partner groups.

Egroups: Participating Mayors in this Taskforce are linked with each other over the internet using email networking groups.

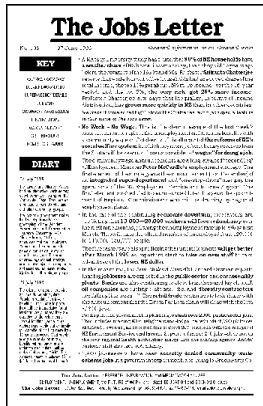


THE JOBS LETTER

THE MAYORS TASKFORCE for JOBS has signed a Memorandum of Partnership with the Jobs Research Trust, a national charitable trust, based in New Plymouth.

Every 2-3 weeks, the Jobs Research Trust publishes *The Jobs Letter*, which the Mayors Taskforce (in its Memorandum) describes as "...an important community-owned tool for helping people become wiser and more effective in acting on the challenge of jobs and livelihood in our communities."

Funding support, through the Mayors Taskforce, is enabling *The Jobs Letter* to be electronically distributed free of charge to individuals, community groups, local authorities and government departments throughout New Zealand.



MINISTRY OF SOCIAL DEVELOPMENT MAYORS TASKFORCE FOR JOBS NEWSLETTER

The Ministry of Social Development/Mayors Taskforce for Jobs Newsletter is a bi-monthly publication showcasing recent initiatives and providing up to date statistics for each district.

To provide feedback or any questions in relation to the **Mayors Taskforce for Jobs Newsletter**, the Ministry of Social Development can be contacted on the website – information@msd.govt.nz



TASKFORCE STRUCTURE

CORE GROUP

The Core Group is self selecting and is responsible for the overall vision, direction, leadership and strategic focus of the Taskforce. The Core Group is responsible for approval of the strategy, budget, political management of partnerships and ensuring the Taskforce reports at the Local Government forum. Core Group members are also responsible for engaging other Mayors in their regions to work on the Taskforce goals.

The current Core Group is:

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

- Executive Officer Jan Francis
- Executive Assistant Mo Pettit
- Community Adviser Vivian Hutchinson

- Local Government New Zealand President Basil Morrison ex officio.

ADMINISTRATION GROUP

The Administration Group (a sub-set of the Core Group) is responsible for budget preparation, accountability reporting, (including financial reports), appointments and decision-making with contractors as required, approval and monitoring of work programmes and contract reviews. The Core Group appoints the Administration Group.

The current Administration Group is:

- Garry Moore, Taskforce Chair (Mayor of Christchurch)
- Paul Matheson, Taskforce Deputy Chair (Mayor of Nelson)
- Tim Shadbolt (Mayor of Invercargill)
- Jenny Brash (Mayor of Porirua)
- Peter Tennent (Mayor of New Plymouth)
- Maureen Reynolds (Mayor of Tararua)
- Frana Cardno (Mayor of Southland)
- Yvonne Sharp (Mayor of Far North)

- Executive Officer Jan Francis
- Executive Assistant Mo Pettit
- Community Adviser Vivian Hutchinson.

PARTNERSHIP PORTFOLIOS

The Taskforce key policy areas are arranged in portfolios with a Core Group member as convenor.

The portfolios are arranged around the Taskforce's key partnerships.

PARTNERSHIP

Mayor Convenor

Mayor Support role

CENTRAL GOVERNMENT

Garry Moore

Paul Matheson

PARTNERSHIP

Mayor Convenor

Mayor Support role

THE JOBS RESEARCH TRUST

Garry Moore

Peter Tennent

PARTNERSHIP

Mayor Convenor

Mayor Support role

MINISTRY OF EDUCATION

Frana Cardno

Wayne Guppy

PARTNERSHIP

Mayor Convenor

Mayor Support role

LOCAL GOVERNMENT NEW ZEALAND

John Forbes

Mary Bourke

PARTNERSHIP

Mayor Convenor

Mayor Support role

NEW ZEALAND COUNCIL OF TRADE UNIONS

Paul Matheson

Tim Shadbolt

PARTNERSHIP

Mayor Convenors

Mayor Support role

MINISTRY OF SOCIAL DEVELOPMENT

- *Work & Income*
- *Youth Development*
- *Research & Policy*
- *Family and Community Services*

Jenny Brash (*Work & Income*)

Tim Shadbolt (*Youth Development*)

Mary Bourke (*Research & Policy*)

Wayne Guppy (*Family and Community Services*)

Maureen Reynolds (*Work & Income*)

Frana Cardno (*Youth Development*)

John Forbes (*Family and Community Services*)

PARTNERSHIP

Mayor Convenor

Mayor Support role

MINISTRY OF ECONOMIC DEVELOPMENT AND NZ TRADE & ENTERPRISE

Peter Tennent

Yvonne Sharp

PARTNERSHIP

Mayor Convenor

Mayor Support role

NZ BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT

Peter Tennent

Les Probert

PARTNERSHIP

Mayor Convenor
Mayor Support role

**ECONOMIC DEVELOPMENT AGENCIES
OF NEW ZEALAND**

Paul Matheson
Les Probert

PARTNERSHIP

Mayor Convenor
Mayor Support role

TE ARAROA

Bob Harvey
Yvonne Sharp

PARTNERSHIP

Mayor Convenor
Mayor Support role

DEPARTMENT OF CONSERVATION

Frana Cardno
Maureen Reynolds

PARTNERSHIP

Mayor Convenor
Mayor Support role

TE PUNI KOKIRI

Les Probert
John Forbes

PARTNERSHIP

Mayor Convenor
Mayor Support role

CAREER SERVICES

Jenny Brash
Wayne Guppy

PARTNERSHIP

Mayor Convenor
Mayor Support role

TERTIARY EDUCATION COMMISSION

Yvonne Sharp
Jenny Brash

PARTNERSHIP

Mayor Convenor
Mayor Support role

DEPARTMENT OF LABOUR

Maureen Reynolds
Mary Bourke

PARTNERSHIP

Mayor Convenor
Mayor Support role

MEDIA & PUBLIC RELATIONS

Bob Harvey
Garry Moore



TASKFORCE ADMINISTRATION GROUP

**Top Row – (left to right) Paul Matheson (Nelson), Garry Moore (Christchurch),
Maureen Reynolds (Tararua), Peter Tennent (New Plymouth),
Frana Cardno (Southland), Tim Shadbolt (Invercargill)
Bottom Row – (left to right) Yvonne Sharp (Far North), Jenny Brash (Porirua)**

TASKFORCE PROGRESS

SINCE THE LAUNCH of the Mayors Taskforce *for Jobs* in April 2000, the Taskforce has had significant achievements and received some high profile media attention. Mayors from around the country have seen the Taskforce as a way to provide leadership on the crucial issue of jobs in their communities, to support local initiatives and to work together to share successful projects and solutions.

Membership of the Taskforce has grown to 68 (92% of all Mayors), with members covering all regions of the country. The influence and credibility of the Taskforce can be seen in the inclusion on advisory committees for such things as Careers Expo's, the new Youth Transition package announced in the 2004 Budget and the Work & Income Advisory Group for community employment.

Three year funding for Mayors projects has been secured by the Taskforce from the Ministry of Social Development (\$500,000 per year) and The Tindall Foundation (\$500,000 per year).

The Taskforce is seen as a network which knows what is happening in local communities and has ideas and solutions to the challenges of jobs, from unemployment to skill and labour shortages. The Taskforce has been extremely successful in bringing the many and diverse parties to the table and encouraging a collaborative approach to the work in our communities.

In the four years of the Taskforce's existence, youth unemployment has dropped from 39,553 (March 2001) to 19,972 (June 2004).

Focussing on young people, the Taskforce aims have been to:

- engage with, retain, skill and resource young people within communities
- assist communities to reach the potential of all citizens
- work with all agencies and organisations to ensure sound labour market information is used to plan and co-ordinate strategies and solutions to labour market issues

Working alongside Mayors and Councils has proven to be an effective way of solving local labour market problems and being proactive in providing opportunities for young people.

Some examples of where this has made a significant contribution are:

NEW PLYMOUTH

The Mayor has been a champion of the Taskforce goals which has seen their inclusion in the Council's strategic plan.

The community, government agencies and the Council have responded by:

- The establishment of the Taranaki Connections Youth Transition Service
- The provision of jobs for young people in the not-for-profit sector
- The provision of a cadet scheme in the Council
- An increase in apprenticeships within the Council and the community
- A highly co-ordinated and connected community

PORIRUA

The Mayor has been a very enthusiastic supporter of initiatives which will see the employment of young people within the city and region. Her involvement with the Taskforce has seen the development of a number of initiatives:

- A focus on apprenticeships which has seen a collaborative effort from agencies such as Partners Porirua, Porirua Apprenticeship Trust, The Learning Shop and the various government agencies involved in this area
- The development of an Apprenticeship Trust to assist with apprentices in the building area
- A very active Local Employment Co-ordination group which ensures all agencies and community groups are highly networked
- A highly successful Destinations and Tracking project in conjunction with Career Services
- Excellent liaison and support for local secondary schools
- The development of a Youth Transition Service

MANUKAU

There is enormous Council support for employment, education and youth activities which has seen the development of:

- A large cadet programme within the Council
- An education Trust which aims to increase the education attainment of local young people
- A co-operative project in Otara to ensure the population has the skills to take up new opportunities expected from economic developments in the area
- Employment of appropriate staff within the Council to undertake a co-ordination role for government agencies and community groups

CHRISTCHURCH

As the Chair of the Taskforce, the Mayor has championed many youth activities which take place from the local Economic Development Agency – the Canterbury Development Corporation, including:

- Actionworks – a youth employment service
- A Destinations and Tracking project within local High Schools
- Work with alternative education providers and early school leavers
- Support for apprenticeships
- Support for the New Zealand Business Council for Sustainable Development's *Youth Employment Guide* and the project within the contracting company – City Care
- A Mayoral graduation ceremony for apprentices

SOUTHLAND

All Mayors have worked together under the umbrella of Venture Southland – the local Economic Development Agency – to support a number of initiatives including:

- A pre-employment programme at Borland Lodge
- Cyber Communities project
- Enterprise training
- Effective networking and collaboration between agencies and community groups facilitated by Venture Southland, including a successful community planning day

Key common factors in the success of these initiatives have been:

- The leadership and facilitation of the Mayor
- The availability of appropriate skilled people to work alongside the Mayor
- The involvement of the local Council
- A sound co-ordination mechanism e.g. the local Economic Development Agency, a Local Employment Coordination group, a Mayors Taskforce for Jobs group

Nationwide activities and advocacy of the Taskforce include:

- Promotion of cadet programmes in local and central government
- Apprentice graduation ceremonies
- Local authority participation in Youth Transition Services
- Support for Apprenticeship Trusts
- Increased participation of Industry Training Organisations in Careers Expos
- Collaborative advocacy for increasing the modern apprenticeship programme



***Memorandum of Understanding Sign-up
Beehive Cabinet Room
October 2002***

STRATEGIES 2005 – 2006

1. Engage all Members in the Goals and Actions to Achieve Local Leadership

Mayor Convenor – Paul Matheson



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

ACTIONS

- Provide all Mayors with strategy and partnership briefing
- Ensure a Core Group Mayor takes responsibility for a presentation at Local Government New Zealand Zone meetings
- Executive Officer to provide an update to at least one meeting in each Zone per year
- Work with central government agencies to develop support roles for Mayors to achieve Taskforce vision
- Provide all Mayors with information about developing apprenticeships and cadet programmes within Councils



Northland Cadets

2. Share Best Practice Widely

Mayor Convenor – Yvonne Sharp



“Sharing information is a practical, cost effective way of maximising our success”.

ACTIONS

- Ensure as much information as possible is on website and kept up to date
- Update and circulate “Mayors Projects” booklet
- Core Group Mayors to use Zone meeting clusters or other Mayoral groupings to meet on the Taskforce goals
- Executive Officer to attend at least one meeting in each Zone per year
- Showcase Best Practice at Mayors annual workshop
- Develop and circulate “how to” packages of successful projects



Best Practice Gathering – New Plymouth 2004

3. Advocate Privately with Central and Local Government on Issues that Impact on Youth Employment

Mayor Convenor – Garry Moore



“The Mayors Taskforce for Jobs social goal of no-one under the age of 25 doing nothing, is something all New Zealand should get behind”.

ACTIONS

- Continue relationship meetings with Government officials both locally and nationally
- Core Group to meet quarterly with officials in Wellington
- Core Group to meet quarterly with Ministers of Economic Development, Social Development and Employment, and other Ministers as appropriate
- Develop briefing package for all political parties, social services and employment and economic development spokespeople, to present at a forum in Wellington in April 2005
- Core Group to advocate for raising the youth package age to 25 at Ministers meetings
- Develop a partnership with the University of Newcastle Centre for Full Employment and Equity and associated New Zealand academics, to develop a macro economic policy framework that supports the vision for youth and job guarantees



**Hon. Steve Maharey
Minister of Social Development
& Employment
Minister of Youth Affairs**



**Hon. Jim Anderton
Minister of Economic Development**

4. Advocate for Youth and Job Guarantees

Mayor Convenor – Maureen Reynolds



“I believe that Mayors as leaders in the community should support youth in their endeavours to seek employment”.

ACTIONS

- Support and develop research on youth and job guarantees
- Develop appropriate information on cost of implementation of youth and job guarantees
- Provide Mayors with information to effectively advocate for youth and job guarantees



Young apprentices learning their trades



5. Drive Relationships with Government Agencies

Mayor Convenor – Jenny Brash



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

ACTIONS

- Executive Officer to continue individual meetings with partners on a regular basis
- Ensure Taskforce is informed prior to new policy formulation, design and implementation
- Core Group relationship Mayor to meet annually with CEO’s of Departments
- Workshop partnership principles at Core Group meetings with officials
- Keep all Mayors informed on partnerships and activities



Panel of Chief Executive Officers and leaders of Government Departments

6. *Work with Imaginative Private Sector Initiatives*

Mayor Convenor – Peter Tennent



“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”.

ACTIONS

- Chair and Deputy to meet with New Zealand Business Council for Sustainable Development Chair, Business New Zealand Chair, Industry Training Federation Chair and other appropriate business bodies annually, to further develop partnership and brief on activities
- Mayors Taskforce for Jobs to compile a dynamic database of innovative private sector initiatives/partnerships. Access not limited to members
- Each Mayors Taskforce for Jobs meeting to invite two Mayors to describe innovative projects in their areas
- Mayors to encourage and develop local partnerships/innovative programmes



City Care pre-apprenticeship work skills programme, Christchurch

7. Develop Mechanisms to Encourage Participation of Young People with The Taskforce

Mayor Convenor – Frana Cardno



“Young people are our future. We need to understand their needs and work together in partnership”.

ACTIONS

- Work with Ministry of Youth Development to develop participation models
- Mayors to promote the Taskforce with their youth councils and/or local youth networks
- Develop relationships with student bodies
- Follow up recommendations from a youth network report
- Ensure Mayors are kept informed about discussions held with the Advisory Group of the Employment Catalyst Fund
- Promote youth employment at the Youth in Local Government Conference in New Plymouth 2006
- Celebrate participation of young people in apprenticeships



“Alive At Borland”, Southland

8. Establish a Monitoring Framework that Measures Progress Towards the Goals

Mayor Convenor – Tim Shadbolt



“I grew up in an era when tertiary education was free, and a new home cost \$25,000. We owe this generation our support”.

ACTIONS

- Work with Ministry of Social Development and Department of Labour to develop an appropriate “scoreboard” to report against
- Ensure all Mayors feed information to local groups and their Councils to develop local solutions and report against
- “Scoreboard” to be reported annually in The Jobs Letter

