

30 September 2018

Quarterly Update from Toi EDA LinkUp

The Background

Toi EDA, the Eastern BoP Economic Development Agency, works across the Kawerau, Ōpōtiki and Whakatāne districts in support of economic growth. Since 2015 Toi EDA has invested in a Workforce Development Programme as a key enabler to economic growth. In 2017 we researched and created LinkUp EBoP in response to strong messages from schools, industry, employers, Iwi and Māori organisations. They identified the need for many more connections and opportunities for students to learn about, experience and prepare for the world of work as part of their education.

This Update shares progress since early June 2018.

We warmly acknowledge our LinkUp funders, including the Ōpōtiki, Whakatāne and Kawerau District Councils along with BoP Regional Council who, via Toi EDA, contribute a small pūtea which we add to, as other funders come to support our work. Thanks to Todd Foundation, Te Puni Kokiri, MBIE, the BoP Education Trust, Toi Ohomai, the University of Waikato, Ōpōtiki College, Murupara Area School, Trident High School, Whakatāne High School, and Tarawera High School. We're also delighted that BayTrust has recently approved a grant to support our 2018-2019 mahi.

Our Brand and Aims

The use of the Māori pikorua symbol in our branding denotes the deep connection between people. This symbol visually depicts and affirms our general mission as a program:

Connecting rangatahi, education and the world of work

We do this by working in partnership with others to:

1. Strengthen relationships between education and industry
2. Raise awareness about regional growth and future work opportunities to schools, students, young people and their families
3. Create new programmes and opportunities for students to explore and experience the world of work as part of their education
4. Ignite rangatahi aspirations for their futures, and their leadership and innovative potential
5. Build youth “work readiness” with the essential competencies for work and employer “youth friendliness” to create great learning opportunities

Key Progress June-September 2018 - general

The 2018-2019 Budget is confirmed and we are in the process of finalising all funding for anticipated activities. The LinkUp Establishment Board met twice during the past four months, undertook the scheduled review of the Terms of Reference, and recommended a new structure going forward. LinkUp oversight will be absorbed into a broader Workforce Development Advisory Board to Toi EDA which includes the original members, plus a wider range of Iwi and industry representatives.

Our 2018-2019 LinkUp Co-ordinator, Trish Collett, commences 9 October 2018

Student Voices inform our forward planning

Keen to hear what young people and rangatahi are thinking about the world of work, we undertook a survey during May-July 2018, and had 440 responses, mainly from senior school students. We learned that:

- Just over half of students surveyed (**51.8%**) identified that they were aware of the **good jobs available in the Eastern Bay**. A further 48.2% were not aware.
- Students were asked whether they had paid work currently and although **the majority of students indicated that they did not currently have paid work** (59.3%), **well over a third (40.7%) indicated that they did already have paid employment**.
- Students were asked **what types of work (or industries) they would like to know more about**. The most popular fields were "art and design" (30.9% of all respondents), followed closely by "tourism" (29.5%) and "business" (28.6%). These three were followed by "science" (24.5%), "counselling, elder care, healthcare, nursing and social work" (23.0%) and "engineering" (22.0%). The least popular industries among those who responded were "freight logistics" (5.9% of all respondents), "town planning" (6.8%) and "manufacturing" (8.6%).
- Students were asked **how they would like to learn about industries, jobs or opportunities**. They could identify as many different methods as they wished. The most popular method was "personal experiences" (63.2% of all respondents). This was followed by "internet" (58.2%), "social media" (50.0%), "family experiences" (35.2%), "speakers" (31.1%) and "reading" (22.7%).
- Students were also asked about their **"dream job" aspirations** and a total of 385 students provided an answer to this question. These responses were analysed by vocational pathway and based on the students stated dream job, most could be achieved through the social and community services Vocational Pathway (33.5% of all respondents), followed by the service industries pathway (19.5%) and creative industries pathway (15.8%).
- The responses were also analysed by official NZ industry codes (ANZSIC) and based on the students stated dream job, most were classified under "professional, scientific and technical services" (26.2% of students who provided an answer), followed by "health care and social assistance" (19.7%) and "arts and recreational services" (17.7%).

So what – what next?

These results are invaluable for our planning, and we've shared them widely, so we're hoping other organisations will make good use of the local feedback. With only half of senior students feeling they know about jobs and careers in our region, there's a big information and promotion job to do.

In terms of student's preferred learning styles (experiences and internet), here at LinkUp:



- we have increased our commitment to creating more work exploration and industry-based experiential learning opportunities for students, including taster days and other programmes, in partnership with willing industry and tertiary providers.
- we have commissioned a video-making project to profile young people working in diverse EBoP industries, as an on-line reference for students and teachers. Over time we hope other stakeholders and industries will build on this locally focussed resource to profile the great jobs and careers right here on our doorstep.
- we are revising our website format and content
- we will investigate a teacher-focussed programme to improve understanding and knowledge about the diverse vocational pathways open to EBoP students

New taster courses and “Industry Days Out”

EBoP Careers in Horticulture

Following the successful event in May, when over 120 students from seven local secondary schools attended the inaugural Eastern Bay of Plenty **Cultivate Your Career** Day in Ōpōtiki, we've worked with NZKGI around followup activities and events. We've planned a new event for year 9 and 10 Eastern BoP students on November 8th, to help inform their career and subject choices in coming years. They will get to visit OPAC, and also an orchard where they'll learn about plant and food production.



Careers in Forestry

We've worked with Te Wānanga ō Aotearoa and are delighted they are offering one day and two day Forestry Industry Taster Courses to Year 9 and 10 EBOP students in Term Four. In 2019, we're keen to work towards more Taster Courses for both junior and senior students right across the vocational pathways.

Implementing the Youth Employability Programme Licence to Work in the Eastern Bay of Plenty

A priority initiative for LinkUp is supporting implementation of the Youth Employability Programme Licence to Work program within the Eastern Bay. This commitment responded to employer feedback during the LinkUp Feasibility Study, that many local rangatahi and young people don't have the soft skills for work.



Co-designed by employers and education, the programme is a practical and hands on, cross sector, initiative to empower young people to gain the skills and confidence they need to succeed in the world of work. Initially launched in Auckland four years ago, YEP Licence to Work now involves 1500 students at over 200 sites across Aotearoa.

YEP Licence to Work teaches seven core competencies for work:

Through facilitated workshops students learn the soft skills that our employers say are pivotal to their future success: Communication, Resilience, Positive Attitude, Team Work, Willingness to Learn, Self-management, Thinking and Problem Solving Skills.

Young people then gain practical knowledge in the real world of work:

Students then apply and practice these skills in supportive, real work, settings relevant to their vocational aspirations and interests where their supervisors provide quality feedback on the demonstration of "soft skills" in action. Components include:

1. 10- 20 hours of Volunteer Work
2. 80 hours of Work Experience

YEP Progress since early June:

We supported training for fifteen more EBoP YEP facilitators, and are pleased to now have multiple trained people at each participating site



Ōpōtiki, Trident and Murupara Schools have continued with their inaugural Licence to Work Programmes, and Murupara Area School reports that three YEP participants have moved to full-time jobs already. Whakatāne High School plans to commence the programme in 2019, and all schools report that students are registering to gain their Licence to Work.

We're also thrilled that the Department of Corrections are piloting a YEP programme with eight of their clients. The programme is highly adaptable and can add value to all education and training programmes, to build work-ready skills with participants.

Jobs and Careers on our Doorstep – A Poster to catalyse thinking and programmes

We created the “**On our Doorstep**” Poster to make Eastern BoP job and career opportunities more visible to students and for use by trainers and educators as a career exploration tool. We’re keen to support innovative initiatives that make use of this tool.



Connecting with Kahui Ako (Communities of Learning)

Following the high level of Whakatāne Kahui Ako interest in March, we presented at the Ōpōtiki Kahui Ako June. Primary Principals and teachers are very keen for more “world of work” learning opportunities for students and whānau, so exploring this is a high priority for late 2018, to help us plan new partnerships in 2019.

Launching a new category in the HEG Business Excellence Awards

We sponsored the “LinkUp – connecting rangatahi, education and the world of work” to profile and celebrate the great work schools, tertiaries and industry are doing, and to encourage others.

Ōpōtiki College were the winners of the inaugural **Award** for their school transformation and focus on “Work Ready Pathways”. In her acceptance of the Award, Principal Susan Impey said “We’re a small school, but we’re making big changes to work in close partnership with our local Iwi, community, and employers.”

Judges of the LinkUp Award category, Terry Collett and David Hammerich, assessed eight entries, and met with four shortlisted finalists. They were highly impressed with the quality of all Toi EDA LinkUP Award entries. The judges said “We came away invigorated and optimistic about the future for the young people and rangatahi in the Eastern Bay of Plenty. In particular we were deeply impressed with the conception, breadth, level of partnership, and courage which Ōpōtiki College has demonstrated to totally transform it’s approach to

education and embed it locally. Their commitment to engagement with Iwi and the local community shone through.”

The new “Coast by Nature” curriculum, and adjustment of the school timetable to a 3day/2day structure has enabled the College to embed a “Work Ready Pathway” for all Year 11, 12 and 13 students. This is helping students lift their aspirations and pursue relevant programmes for their transition into the world of work and/or further study. Students, parents and employers have been brought together to ensure that there is a good understanding of their mutually supportive roles.

The Judges also highly commended the Youth to Work Ōpōtiki (Y-TWO) partnership between Te Pou Oranga ō Whakatōhea and Ōpōtiki College “We were moved so much by the Y-TWO partnership that we lifted this programme to second place. Their shared local vision and partnership is at the heart of multiple new initiatives to raise rangatahi aspirations, participation, achievement and work readiness rates through their school years and beyond. Together with Whakaatu Whanaunga Trust and others, they are also innovating new local pathways for rangatahi aged 15-24, to take them through to sustained employment underpinned by intensive pastoral care.”



*Left to right:
LinkUP Award Judges
Terry Collett and David
Hammerich; Award
Winners Opotiki
College Deputy
Principal Jenny Mays,
and Principal Susan
Impey; and Toi EDA
Workforce
Development Manager
Barbara MacLennan*

For More Information:

See the Toi EDA Projects tab at: www.toi-eda.co.nz

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