



MINISTRY OF
SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora

Meeting Skill Needs

A Work and Income Response

Quarter ended December 2003

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Introduction

The Ministry of Social Development (MSD) has identified responding to skill shortages as one of its priorities.

This report provides an overview of skill shortages identified by Work and Income regions and describes initiatives the regions are undertaking to address these shortages. This report covers the period from October to December 2003 and also provides an update of initiatives discussed in the September 2003 quarter report.

Information for this report was gathered from local Work and Income regional staff who provided information on:

- skill shortages and recruitment difficulties faced by employers and industries in each region
- initiatives in place to alleviate skill shortages or recruitment difficulties for those occupations and industries.

This report is based on Work and Income's experience of skill shortages and recruitment difficulties in each region, and does not necessarily reflect the entire range of initiatives underway by Work and Income.

In addition to the regional initiatives described in the body of this report, MSD is delivering a number of national initiatives as shown in Appendix 1. MSD also plays a role in a number of initiatives led by other agencies as shown in Appendix 2.

Work and Income's role

Work and Income significantly contributes to reducing skill shortages by working with other government agencies, and by undertaking a co-ordinating role between employers, training providers and Job Seekers at a regional level.

This helps to identify the demand for particular skills, including current and anticipated skill shortages. By working with employers and training providers, Work and Income can facilitate the provision of training to address skill shortages. Suitable Job Seekers can then be matched to training that will give them the skills for the jobs we know are available.

Work and Income face particular challenges in addressing recruitment difficulties, including low wages, negative working conditions, or negative perceptions of particular industries. These can contribute to Job Seekers not wanting to take up a particular job. Lack of transport or childcare can also be a barrier to people's ability to take up work.

Work and Income is addressing recruitment difficulties by working closely with employers to improve working conditions or address poor perceptions of particular industries. In other instances, Work and Income has helped to remove barriers such as lack of transport.

For enquiries about this publication, please email info@msd.govt.nz or contact the regional contact person, listed at the end of each regional section.

Northland

Work and Income Northland is addressing skills shortages in the following industries and sectors:

- building and construction
- hospitality
- forestry
- seasonal work
- trades
- transport and drivers licences.

New initiatives

Building and construction

Work and Income Northland is using the Job Plus Training subsidy with key employers in the building and construction industry. The number of vacancies in the building and construction industry currently exceeds the available labour pool.

Hospitality

Work and Income Northland, the hospitality industry and training provider People Potential are working together to help Job Seekers who want to work in hospitality to develop plans for training and up-skilling.

Progress on initiatives from the September report

Building and construction

Twenty-four Job Seekers have completed a one-year training programme to earn a National Certificate in building, and 2,000 hours credit towards a Tertiary Education Commission (TEC) Modern Apprenticeship. This is a joint initiative with Te Rarawa, Unitech, NZ Housing Foundation, Housing NZ's Rural Housing Project and Work and Income Northland. It is expected that many of the participants will find employment when they complete the programme. Te Rarawa is working with the Work and Income Kaitiaki Service Centre to identify employment options for course participants. A new programme for 2004 is under negotiation.

Building and construction - Retro-fitting project

Work and Income Northland is insulating 360 houses as part of the Rural Housing Project. Work and Income Northland, working with Te Puni Kokiri, Housing New Zealand Corporation, Northland District Health Board and community group He Iwi Kotahi Tatou Trust, have secured funding from the Energy Efficiency and Conservation Authority for the Rural Housing Project. There have been ten Job Seekers participating over the December 2003 quarter.

Forestry - Partnership with Ngati Hine Forestry Trust

Ngati Hine Forestry Trust and Work and Income Northland are working to promote the forestry industry to Job Seekers and to mentor in-coming forestry workers. The latest course finished in November 2003, and eight long-term unemployed clients moved into employment in the Far North area. The next course will be run in 2004 and will extend to the Wood Processing sector in partnership with TDC Sawmills.

Seasonal industry

Work and Income Northland and the Kerikeri Fruit Growers Association have appointed a seasonal work coordinator to develop strategies for meeting seasonal labour demands. Work and Income is working with industry partners on recruitment strategies to meet labour needs. It is also running pre-employment training programmes for Job Seekers, and providing transport from remote parts of Hokianga and Kawakawa to work in Kerikeri orchards. Work and Income will provide transport until harvesting, at which point this will be reassessed.

Electrical industry training programme

Work and Income Northland has started an electrical industry training programme through Directech. The basic training programme is linked to the TEC Modern Apprenticeship Scheme, and is followed up with more specific training as required by the employer. Eighty per cent of participants from the 2002/2003 period are now employed in the electrical sector.

Transport and drivers licences - Project Wheels

Project Wheels helps young people to gain driver's licenses and learn responsible driving habits. It is a joint venture between the Far North Safer Community Council, Land Transport Safety Authority, Work and Income Northland, Te Hau Ora o Te Hiku o Te Ika, Accident Compensation Corporation, Far North District Council, the Police, and TEC. Forty-two Job Seekers completed the programme over the past year; 20 Job Seekers found employment and 14 have gone into further training.

Employment and skills forum

Following last year's employment and skills forum in Northland, Work and Income Northland, TEC, employers and other agencies worked with the Economic Development Agency Enterprise Northland on an action plan to address skill needs and employment related issues. The action plan will be completed this year.

Other initiatives continuing from the September quarter

Forestry Sector Reference Group

The Forestry Sector Reference Group aims to market and promote the forestry industry to potential workers and to improve contractors' human resource management skills. The group includes representatives from the forestry industry, Work and Income, Industry New Zealand and ITOs.

For further information, please contact Malcolm Pullman on (09) 983 9119.

Auckland

Work and Income Auckland is addressing skills shortages in the following industries and sectors:

- building and construction
- care givers
- transport and drivers licences
- hospitality
- roofing
- clerical
- electrical
- engineering.

New initiatives

Building and construction

Work and Income Auckland, the Tertiary Education Commission (TEC) and the Manakau Institute of Technology (MIT) are training and mentoring young people, who want to work in building and construction industries. Sixteen Job Seekers spend four days a week working on site and a fifth day attending classroom-based training. The programme will end in September 2004.

Work and Income Auckland and the Auckland Trade Training Academy are running a building and construction training and work experience programme for 22 Job Seekers. Training includes gibstopping, joinery, painting and decorating.

Progress on initiatives from the September report

Care givers

Work and Income Auckland, MIT and TEC are providing health care assistant training programmes. Eight of the 11 Job Seekers who participated in a pilot course through the Auckland District Health Board (ADHB) found employment with ADHB, while another found employment elsewhere. Three courses with 10 participants in each will be run this year.

Ezi Drive training contract

A training contract with Ezi Drive Limited has been established with Work and Income Auckland to help Job Seekers obtain their heavy transport licences and passenger transport endorsements. In the six months to December 2003, 20 Job Seekers participated in the programme with seven moving into employment.

Hospitality

Work and Income Auckland, the Hospitality Association of New Zealand and Treehouse Hospitality have started a four-week hospitality and retail training programme called Fast Forward. The Fast Forward programme also finds employment for Job Seekers and provides in-work support for three months. There are 100 places available in the programme over 2003/2004, and 25 Job Seekers are participating now.

Industry internships: clerical, transport, electrical, construction, engineering

The industry internships focus on job training in local industries with skills shortages, and operate as a pre-apprenticeship that can be linked to the TEC Modern Apprenticeships Scheme. Sixty Job Seekers are participating in the internships. Over the December 2003 quarter, 24 Job Seekers found employment: seven in the transport sector, 13 in clerical work and four in the electrical, engineering and construction industries.

Roofing apprenticeships

Modern apprenticeships in roofing provide industry training and a National Certificate in roofing for young Job Seekers. The scheme is a joint initiative between Work and Income Auckland, TEC, the Auckland Trade Training Academy and Alex Harvey Industries. Twenty-four Job Seekers will take part in the programme, which ends in June 2004.

Waitakere Employment and Skills Project

This project encourages school leavers to take up industry cadetships in trades. The project's goal is to improve young people's transition from school to work. This is a collaborative project involving local industries, local secondary schools, representatives from TEC, Work and Income Auckland, Enterprise Waitakere, Waitakere City Council and other community agencies. Work is underway to select students and employers to participate in the 2004 cadetship programme.

The related Gateway programme run by TEC enables senior secondary school students to incorporate workplace learning into their school-based studies. There are now 189 secondary school students participating in the programme.

Other initiatives continuing from the September quarter

Accounting

Work and Income Auckland is working with the Auckland Chamber of Commerce to target employers and provide Job Seekers with positions in accounting. This initiative will continue through to June 2004.

For further information, please contact Kathryn Dove on (09) 916 1790.

Waikato

Work and Income Waikato is addressing skills shortages in the following industries and sectors:

- hospitality
- transport and drivers licences
- building and construction
- roading
- engineering.

New initiatives

Hospitality

Work and Income Waikato has started two new food and hospitality training programmes. From February 2004, 20 Job Seekers will gain industry experience through a national contract with the Hospitality Association of Zealand. Another 12 places have been purchased from the Waikato Institute of Technology in Thames. The aim is to place 80% of participants into work.

Work and Income Waikato has contracted Terrafirma Services to supply customer service training and placement into the hospitality industry for 90 Job Seekers in Morrinsville, Matamata, Paeroa, Waihi and Dinsdale.

A Kiwi Host programme has also been contracted to train 40 Job Seekers in customer service, communication, dealing with complaints and difficulties, telephone and sales skills, retail, hospitality and self marketing skills. Participants will receive a nationally recognised certificate and be referred to Terrafirma Services on completion of the Kiwi Host programme. The first course started in January 2004.

Transport and drivers licences

Work and Income Waikato is providing drivers licence courses for 10 Job Seekers for light truck driving licences through Vertical Horizons. The next stage of the course is due to start in March 2004 and involves gaining experience in truck driving and learning about the industry. The programme aims to get 80% of participants into work.

Work and Income Waikato is also developing a drivers licence programme, which will be implemented before the end of 2004.

Employment and skills forum

A working party has been established by representatives from the business, education and community sectors. This initiative is led by Work and Income Waikato and the Tertiary Education Commission (TEC). The aim of the working party is to focus on long-term practical solutions to address skill shortages.

Progress on initiatives from the September report

Building and construction: brick and block laying programme

Work and Income Waikato provided a brick and block laying programme through Puketaha, from September to December 2003. Eight Job Seekers found employment, and more brick and block laying courses are planned this year.

Hospitality

Work and Income Waikato has contracted Terrafirma Services to provide customer skill service training and to find employment for Job Seekers. Since 1 July 2003, 101 participants have found employment, mostly in retail and the hospitality industry. The contract has been extended to 30 June 2004.

Roading skills contract

Work and Income Waikato has contracted roading employers and training providers to train Job Seekers for entry-level positions in roading. The first training programme finished in October 2003 with 10 of the 11 participants moving into roading-related employment. Another programme, running from October to December 2003, involved 12 Job Seekers. Work and Income Waikato are expecting a report outlining employment outcomes for these Job Seekers shortly.

A third programme for 12 Job Seekers will start in April 2004 in Paeroa. A local employer will assist the training provider to supply work experience with various employers. It is expected that all participants who complete the programme will be employed by the employers who provided the work experience.

Other initiatives continuing from the September quarter

Building and construction

Work and Income Waikato has contracted an 18-week training programme that provides a Certificate in Trade Technology Roofing. Job Seekers will complete their training in April 2004.

Engineering

A 12-week Introduction to Foundation Fabrication/Light Engineering training programme at the Waikato Institute of Technology has been contracted by Work and Income Waikato. It is expected that trainees will complete the programme in February 2004.

Transport and drivers licences

Initial discussions have taken place between Work and Income Waikato and two training providers about how to address drivers' licence shortages in the roading industry and other trades.

For further information, please contact Lyndon Hemi on (07) 957 1511.

Bay of Plenty

Work and Income Bay of Plenty is addressing skills shortages in the following industries and sectors:

- civil construction
- road construction
- horticulture
- hospitality
- pest control
- construction
- forestry
- transport and drivers licences.

New initiatives

Civil construction

Work and Income Bay of Plenty is co-funding a civil construction training programme in Opotiki in conjunction with the Tertiary Education Commission. The course ran from August to December 2003 with 12 Job Seekers attending. A report outlining employment outcomes for each Job Seeker is expected shortly.

Road construction

Work and Income Bay of Plenty has had initial discussions with Infratrains to create an industry training programme for roading and construction workers. This initiative is still under negotiation.

Horticulture

Work and Income Bay of Plenty has developed an industry initiative with the British Retail Consortium and Eurogap for the 2004 kiwifruit season. Job Seekers will be trained in packing and fruit grading prior to the start of the 2004 season.

Two kiwifruit pruning programmes have been completed in Opotiki from November to December 2003. Fifty per cent of Job Seekers from the first programme have gained employment. A report on employment outcomes for Job Seekers from the second programme is expected shortly.

Hospitality

Work and Income Bay of Plenty has a contract with the Hospitality Association of New Zealand to deliver a programme called Fast Forward. It will provide 40 Job Seekers with training to help them into employment in the hospitality and tourism industries. Courses will run in March and May 2004.

Pest Control

Environment Bay of Plenty is training long-term Job Seekers in weed eradication through the Work and Income funded Task Force Green programme. This initiative is being supported by the horticulture industry, as Job Seekers will gain transferable skills.

Work and Income Taupo and Turangi Service Centres are involved in a joint venture with Tuwharetoa Genesis, New Zealand Forest Managers and the Taupo District Council to train 16-17 year old Job Seekers in environmental protection. The programme aims to encourage participants to undertake formal tertiary training in the area or provide them with the skills to enter the landcare industry.

Progress on initiatives from the September report

Construction skills programme

Thirteen Job Seekers participated in a 12-week basic construction skills programme, delivered by Work and Income Bay of Plenty and Waiariki Polytechnic, which finished in December 2003. One participant has already moved into employment, and the provider is continuing to work with the remaining participants.

Forestry

There's been a downturn in the forestry industry with many workers losing their jobs. Forestry harvesting and processing workers who've been affected by the downturn have attended Work and Income funded job seeking seminars and received support in the workplace through training provider Creative Training. These Job Seekers have been filling available vacancies in the building and construction industries, heavy trade and trailer driving positions, and machinery operating positions.

Horticulture - Market garden recruitment

Work and Income Bay of Plenty has a contract for a market garden recruitment initiative. The initiative also includes a training component for all Job Seekers. The training covers health and safety, planting, picking and general labour skills. The market garden is located at Mokai, which is between Taupo and Tokoroa. The garden grows capsicums and tomatoes for export.

At the end of December 2003, the market garden employed 44 Job Seekers. The initiative will expand over 2004 to employ approximately 100 Job Seekers in total.

Transport and drivers licences

Local training provider Vertical Horizons will assist 30 Job Seekers to gain their heavy traffic licenses, and will work with the participants to find employment in the transport industry.

For further information, please contact Julie Hill on (07) 921 8005.

East Coast

Work and Income East Coast is addressing skills shortages in the following industries and sectors:

- manufacturing
- agriculture, forestry, factory workers
- horticulture
- transport and driver licences.

New initiatives

Manufacturing

Work and Income East Coast is working with Kelly Services Recruitment Agency to refer Job Seekers to manufacturing vacancies at Juken Nissho Limited. Kelly Services will conduct drug tests and criminal checks for all Job Seekers on behalf of the employer. Over the December 2003 quarter five Job Seekers were placed into employment.

Employment and skills forum

Work and Income East Coast held an employment and skills forum in Hawkes Bay in October 2003. More than 120 people attended, including local employers, representatives from government agencies, training providers, community groups and trade unions. Since the forum an advisory group has been formed to develop strategies to address key issues raised by the forum.

A follow up forum is planned for October 2004, and the Gisborne District Council and Work and Income East Coast are planning to convene a similar forum for Gisborne in June 2004.

Progress on initiatives from the September report

Agriculture, horticulture, forestry and factory processing

The Mobile Employment Service is part of the Jobs Jolt package of initiatives, which is focussed on assisting people into employment and meeting the labour and skill demands of employers.

The purpose of the Mobile Employment Service is to assist Job Seekers who live in remote areas to find employment. The initiative is designed to increase face to face employment services in areas with limited access to Work and Income services. The initiative will also tap into potential job opportunities in remote areas. The Mobile Employment Service is being progressively introduced in rural areas. Over the December 2003 quarter, there have been some employment outcomes and the service has helped Job Seekers to get their correct benefit entitlements.

Forestry training

Following completion of the chainsaw training programme in the Ruatoria area, 24 Job Seekers were placed into employment in the forestry industry over the December 2003 quarter. Currently, a forestry training programme is operating in Gisborne for Gisborne and Kaiti Job Seekers.

Horticulture liaison person

Work and Income East Coast and the Hawkes Bay Fruit Growers Association have employed an industry-based liaison person to provide Work and Income East Coast with good links to employers and keep the region informed on how the season is going in terms of current activities and future events. Work and Income East Coast have found having a horticulture liaison person in the region has worked well. It is envisaged that this will continue.

Transport and driver licences

Work and Income East Coast has started offering a drivers licence course through Roulston Driving School. The courses are on-going and take four to six weeks to complete.

Other initiatives continuing from the September quarter

Forestry training and support

Work and Income East Coast is the largest contributor to forestry related training in the region. The training provides Job Seekers with the general skills required to work in silviculture.

For further information, please contact Ali Shapland on (06) 974 8207.

Taranaki

Work and Income Taranaki is addressing skills shortages in these industries and sectors:

- berry picking
- caregiving
- engineering
- transport and drivers licences
- meat processing
- road contracting
- health care.

New initiatives

Berry picking

Work and Income Taranaki has provided a 'berry bus' for Job Seekers travelling to and from Wanganui each day of the berry picking season. Due to high demand for Job Seekers at this time of year, Work and Income Taranaki plans to run this transport initiative again next season.

Caregiving

A Care of the Elderly training course in Wanganui and Marton will start this year. The training covers New Zealand Qualifications Authority Unit Standards for 12 Job Seekers in each town, and aims to get 80% of the participants into employment in the care giving industry.

Engineering

A scaffolding training programme has started in New Plymouth for 10 Job Seekers. The course is due to end in June 2004, and aims to get 80% of participants into employment in the engineering/petrochemical industry or related industries.

Progress on initiatives from the September report

Engineering

The Regional Engineering Strategy focuses on meeting the skill needs of various engineering sectors in Taranaki, by providing industry based training and nationally recognised qualifications. This initiative is being developed by the Western Institute of Technology, the Tertiary Education Commission, Venture Taranaki and the New Plymouth District Council in consultation with the Work and Income Taranaki Regional Commissioner.

One outcome of the strategy is that a Centre of Excellence for engineering research and practice is being established at the Western Institute of Technology Taranaki.

Transport forums and initiatives

Work and Income Taranaki has held forums with transport operators in New Plymouth, Wanganui and the King Country to get industry support for transport training and to identify ways to deliver this training.

A result from the forum is the development of a roading skills training programme for 12 Job Seekers in New Plymouth. The course started in January 2004 and will run for three months. Local industry contractors have been involved with the Road Contracting

Industry Training Organisation in developing this programme. There are eight employers involved who will initially provide 10 positions.

Employment and skills forum

The first employment and skills forum was held in New Plymouth in November 2003 and was well attended by employers, training providers and Crown agencies. Work and Income Taranaki are planning to send out information packs, including notes from the workshop and the skill shortages report presented at the forum, to all those who participated, or indicated an interest. As a result of the forum, a partnership has been established between the Taranaki Electricity Trust and Work and Income Taranaki, to provide employment and training for young people in the region.

Other initiatives continuing from the September quarter

Meat processing programme

Work and Income Taranaki are working to finalise a proposal for a meat processing industry cadetship scheme, with local company Richmonds.

Road contracting

The Industry Training Organisation (ITO) Infratrains have been meeting with Work and Income Taranaki. Both organisations have developed a proposal for placing Job Seekers with a number of employers for permanent employment. Work and Income Taranaki are currently awaiting confirmation of the proposal from the ITO.

Health care cadetships

Work and Income Taranaki is developing a health care cadetship with the Taranaki District Hospital Board. Work and Income Taranaki has also had discussions with several Maori health providers in Wanganui, who are interested in working with Taranaki Work and Income to address some of their workforce needs.

For more information, please contact Mark Poppelwell on (06) 968 6629.

This information is also contained in the Department of Labour's regional skills issues report on Taranaki, which provides an overview of Taranaki's economy and current labour market.

Central

Work and Income Central is addressing skills shortages in the following industries and sectors:

- building, construction and related trades
- care givers
- engineering
- automotive trades
- textiles
- transport and driver licences.

New initiatives

Building, construction and related trades

Work and Income Central will start a course for eight Job Seekers in early February 2004 for composite manufacturing (fibreglass) with the Feilding Salvation Army and Fibreglass Developments Limited. The aim of this programme is to get 75% of participants into employment.

Care giving

Work and Income Central have planned to contract care giving courses through Links Limited in 2004. The training will involve gaining New Zealand Qualifications Authority Unit Standards in a variety of care giving areas, from communication to first aid. An intensive selection process will ensure all Job Seekers entering this industry are aware of the requirements associated with the job, and understand what the job entails.

Engineering

Work and Income Central are co-funding 47 apprenticeships with the Apprenticeship Training Trust.

In addition, Work and Income Central are working with the Employers Manufacturer's Association to continue identifying industry requirements.

Work and Income Central are currently looking for a provider to supply a training course for six to eight Job Seekers to gain their welding certificates. All Job Seekers who gain their certificates will be employed full time by one of three employers in Feilding.

Progress on initiatives from the September quarter

Building and construction

The Work and Income Central Regional Commissioner is working with the recently established Skills and Employment Working Group (see below) on an action plan for researching skill gaps in the building and construction industry and identifying strategies to address them. These results are due in February 2004.

Industry-based training strategies

One of the goals of Work and Income Central's 2003/2004 Regional Plan is to work with providers, employers and Industry Training Organisations to increase industry training opportunities. Following the June 2003 employment and skills forum, Work and Income Central has been approached by employers with large numbers of job vacancies such as Turks Poultry, Kapiti Fine Foods and Fibreglass Developments. Work and Income

Central has funded training programmes for Job Seekers to be placed into work with these employers on completion of the programme.

Automotive Trades

As a result of a panel beating pre-apprenticeship course funded by Work and Income Central, two Job Seekers moved into full time employment, and six Job Seekers were offered employment, to start in 2004. An auto finishing course will commence in February 2004.

Textile trades training strategies

The interior decorating pre-apprenticeship course, with eight participants, has ended with seven Job Seekers gaining full time employment. Work and Income Central plans to run a second course this year, as there's still high demand for people with these skills.

Employment and skills forum

An Employment and Skills Working Group was set up through the employment and skills forum held in June 2003. The Working Group includes representatives from secondary and tertiary institutions, the Tertiary Education Commission, Career Services, Vision Manawatu, Apprenticeship Training Trust, the Employers and Manufacturer's Association, private training providers and Work and Income Central. The Group has developed an action plan to address key employment issues identified in the forum, including youth, skills shortages and promotion.

Other initiatives continuing from the September quarter

Transport and drivers licences

Work and Income Central has contracted forklift/dangerous goods licence courses throughout the region.

Engineering

Work and Income Central is continuing discussions with Massey University Science and Engineering representatives about how to attract Job Seekers to the engineering industry.

For further information, please contact Monica Simmons on (06) 952 1428.

Wellington

Work and Income Wellington is addressing skills shortages in the following industries and sectors:

- retail
- transport and drivers licences
- meat processing
- building and construction
- hospitality.

New initiatives

Retail

Work and Income Wellington funded a retail course for Job Seekers interested in working at The Warehouse. The course covered cash handling, stocktake, customer service, presentation skills and communication, and included two-weeks of on-the-job training. One hundred and two Job Seekers participated in the course, which ran from May to October 2003. As at 5 December 2003, 57% of Job Seekers were placed into employment.

Transport and drivers licences

A drivers licence course has been contracted by Work and Income Wellington with three different providers: the Salvation Army, Crenel Driving, and the Taxi Driving Academy.

Job Seekers can now receive instruction and training for a wider variety of licences, for example heavy truck and trade, taxi licences, private motor vehicle, and hazardous goods. These courses are run throughout the year. The taxi driving course recently ended, with 18 Job Seekers finding employment with taxi firms.

Progress on initiatives from the September report

Meat processing training

Canterbury Meat Packers, Work and Income Wellington and Sapphire Consultants Ltd, have designed a pre-employment programme to provide interested Job Seekers with information and assistance that will make the transition to work in the Ashburton Plant easier. From early to mid October 2003, over 50 Job Seekers were placed with the Canterbury Meat Packers.

Other initiatives continuing from the September quarter

Building and construction

Work and Income Wellington plans to use information gained from the Regional Skills and Employment Forum working parties to align industry/trade specific training with their contracted training programmes.

Transport and drivers licences

The Salvation Army has been contracted to deliver a training programme for forklift licences for Job Seekers. Work and Income Wellington has also contracted a local taxi company to deliver training for Job Seekers to receive their passenger endorsement licences.

Hospitality

TreeHouse Hospitality and the Hospitality Association of NZ are providing a range of training opportunities for Work and Income Job Seekers.

For further information, please contact Mel Harrington on (04) 917 7141.

Nelson, Marlborough and West Coast

Work and Income Nelson, Marlborough and West Coast is addressing skills and labour shortages in the following industries and sectors:

- caregiving
- forestry
- trades
- transport and drivers licences
- seasonal work.

New initiatives

Caregiving

Work and Income Nelson, Marlborough and West Coast has purchased two entry level care giving courses for 12 Job Seekers. The training includes work experience in a rest home and bridges gaps between the Job Seeker's skill base and employer needs. The first course ran from 1 to 12 December 2003.

Forestry

The Work and Income Nelson, Marlborough and West Coast Regional Commissioner is on the Nelson/Tasman Forest Industry Employment and Training Needs Steering Group. This group has conducted a survey to identify skill shortages and training needs in the forestry industry, and held a meeting to discuss the survey findings and analysis in December 2003. It is likely that a Forestry Industry Cluster Group will be developed to more strategically address the issues identified.

Progress on initiatives from the September quarter

Trades - Buller Youth Works

Buller Youth Works is a Mayor's Taskforce for Jobs Initiative that aims to link young people to apprenticeship positions. From July to December 2003, 10 young Job Seekers were placed into training and four into full time employment.

Recruit West Coast

A community recruitment agency is working with industries to advertise vacancies nationally to fill local skill shortages. Representatives from the Grey and Westlands Councils, West Coast Development Trust, the Ministry of Economic Development, and Work and Income Nelson, Marlborough and West Coast are involved in this initiative. From September to November 2003, Recruit West Coast registered 140 skilled candidates, and 20 businesses benefited from this recruitment drive.

Youth Initiative

A youth project is being implemented across Nelson, Marlborough and Kaikoura to encourage young Job Seekers to move into trades and take up apprenticeships. The project started in March 2003 in Nelson, and has linked 28 at risk young people into full-time work and 31 into training.

Other initiatives continuing from the September quarter

Skill shortage survey

By March 2004, a skill shortage survey will be sent to employers across industries to measure the extent of skill shortages across the region and to identify strategies to reduce these skills shortages.

Transport and drivers licences

Work and Income Nelson, Marlborough and West Coast is investigating opportunities in the taxi driving industry to find suitable Job Seekers employment.

Viticulture seasonal employment co-ordinator

Work and Income Nelson, Marlborough and West Coast has appointed a seasonal employment co-ordinator to help fill seasonal labour shortage vacancies in the viticulture industry in and around Blenheim. It is anticipated that this role will continue next season (June to September 2004).

Nelson/Tasman pip fruit strategy

As there has been an ongoing labour shortage in this area, the Nelson/Tasman pip fruit strategy aims to attract as many seasonal workers to the Nelson region as possible. Planning for the 2004 pip fruit harvest began in September 2003, and strategies are in place to more effectively manage the increase of seasonal vacancies from December 2003 to February 2004.

For further information, please contact Jill Harris on (03) 989 7046.

Canterbury

Work and Income Canterbury is addressing skill shortages in the following industries and sectors:

- apparel
- hospitality
- roofing, plumbing, gasfitting and drainlaying
- horticulture, civil construction, carpentry, water systems, parks landscaping and spraying
- trades
- transport and drivers licences
- building and construction
- engineering.

New initiatives

Apparel industry

In response to a skills shortage in the apparel industry, Work and Income Canterbury is investigating providing a training programme for sewing machinists. The Work and Income Canterbury Service Centre currently has five vacancies for sewing machinists.

Hospitality

Work and Income Canterbury is planning to provide a hospitality training programme through Treehouse Training. This programme is linked through the Jobs Jolt national initiative with the Hospitality Association of NZ. The first recruitment started in January 2004 and aims to place 80% of participants into employment.

Roofing, plumbing, gasfitting and drainlaying

Work and Income Canterbury is planning a six-week pre-trade training programme through the National Trade Academy for Job Seekers. There are up to 20 positions currently available with local employers in roofing, plumbing, gasfitting and drainlaying.

Progress on initiatives from the September report

Pre-apprenticeship programmes with City Care

Work and Income Canterbury provided a 12 month training programme for prospective apprentices in 2003. Ten Job Seekers were employed full time in apprenticeships in horticulture, civil construction, carpentry, water systems and parks landscaping and spraying. Another programme started in January 2004.

Trades - pre-apprenticeship programmes

A pre-apprenticeship course in flooring has ended with four Job Seekers gaining Modern Apprenticeships in flooring. The training involved five to six weeks of work-based training with participants then being employed by the employers that provided the training.

Transport and drivers licences - Urban transport bus drivers

Work and Income Canterbury has provided a three-week training programme in heavy vehicle driving, including passenger endorsements. Over the December 2003 quarter, eight Job Seekers participated in the course and seven gained employment. Another course started in December 2003 with nine Job Seekers.

Other initiatives continuing from the September quarter

Building and construction

Work and Income Canterbury has started a 12-week pre-employment training programme in scaffolding.

There is also a six-week work based training programme in flooring available through the National Trades Academy, followed by apprenticeship programmes.

Engineering

Work and Income Canterbury is negotiating an initiative in the engineering and trades industry that targets youth aged 15–18 years of age, currently at school or in training and in need of assistance to find employment.

Transport and drivers licences

A joint initiative has been developed between Canterbury Work and Income and the Red Bus Company to provide training for Job Seekers seeking to enter the passenger service industry.

For further information, please contact Lyn Hughes on (03) 961 9004.

Southern

Work and Income Southern is addressing skill shortages in the following industries and sectors:

- hospitality
- meat processing
- sawmilling
- agriculture
- tourism.

New initiatives

Hospitality - Bridge to Queenstown

Job Seekers from Canterbury participating in the Limited Services Volunteers (LSV) course at Burnham Military Camp were offered the opportunity to take part in the Bridge to Queenstown initiative. As a result 14 Job Seekers became interested in working in Queenstown. Ten Job Seekers completed the most recent training programme with eight Job Seekers finding work in Queenstown, and two Job Seekers working elsewhere.

Fifty-six Job Seekers participated in the course over 12 months with 86% now working in Queenstown. Work and Income Southern is planning another intake for 10 Job Seekers in February 2004.

Meat processing

The Work and Income Invercargill Service Centre has provided a meat processing training programme through Kai Tech, to meet the need of the major processing plants in the Southland area. Twelve Job Seekers participated in the first programme in Invercargill, and a report on employment outcomes for each Job Seeker is due in January 2004.

Work and Income Southern expect to run another two to three programmes this year, and make the initiative available in the Work and Income Gore Service Centre.

Progress on initiatives from the September report

Sawmill training programme

Eight Job Seekers completed a sawmill training programme through the Southland Community College in Invercargill, and all gained full time employment. Work and Income Southern expects another programme will start in January 2004.

Hospitality/tourism

Work and Income Southern have run recruitment seminars to raise awareness of work and careers available in the hospitality industry. The seminars also provided job interview opportunities, which resulted in 51 Job Seekers attending. The General Manager of the Scenic Circle Southern Cross Hotel and the Hospitality Industry Training Advisor attended and discussed industry requirements.

Work and Income Southern have established a positive relationship with senior hotel management, and now have an opportunity to recruit for the new Dunedin City Scenic Circle Hotel, due to open in March 2004. Over the December 2003 quarter, 15 Job Seekers were placed into employment in a variety of positions at the Scenic Circle Southern Cross Hotel.

Agriculture

Work and Income Southern funds the Central Employment Trust, who have established a strategic business unit to consider the labour shortages in the Central Otago orchards, promote awareness of the labour shortages issue, and report on possible solutions.

A survey of orchardists in the area has been conducted to determine the need for workers, seasonal peak information and accommodation requirements. As a result, a strategy has been developed to attract labour during the peak season.

Over the December 2003 quarter, Southern Work and Income have also placed a Work Broker at the Central Employment Trust to implement processes, systems and reporting functions, to improve employment outcomes.

Tourism

The Work and Income Southern Regional Commissioner established the Queenstown Workforce Solutions Forum to address labour shortages and barriers to working in the Queenstown Tourism industry.

Barriers identified included childcare, accommodation and transport. The forum also included a series of public workshops to identify possible solutions.

This initiative links in with the Lumsden Hostel and Bus project and the Bridge to Queenstown initiative, which aims to provide transport and accommodation for Job Seekers who want to work in hospitality in Queenstown. The Bridge to Queenstown initiative, while primarily established to address shortages in the hospitality industry is now extending its focus to trade-related industries, viticulture and roading.

Other initiatives continuing from the September quarter

Southern Youth Strategy

Work and Income Southern has established the Southern Youth Strategy, a long term strategy for working with young people in schools. The aim of this strategy is to encourage young people to make informed career choices by ensuring that they have the relevant information.

Skill Shortage Surveys

A partnership has been developed with Venture Southland and Work and Income Southern to survey Southland employers about skill shortages.

Meat processing seminar

Work and Income Southern arranged a seminar for Dunedin Job Seekers interested in working in the meat processing industry in Balclutha.

For further information, please contact Lisa Acheson on (03) 955 6543.

Appendix 1 – Related national initiatives

The following initiatives provide a context to many of the local initiatives presented in this report.

Jobs Jolt

In July 2003, the Government announced the Jobs Jolt package of initiatives, aimed at addressing skill and labour shortages and assisting people into sustainable employment. The package contains a number of initiatives to be delivered by MSD. These initiatives will be rolled out over the coming months. Some will be delivered regionally and others will be delivered across all regions. The MSD Jobs Jolt initiatives are:

- jobs partnership with industry (see below)
- mobile employment services
- employment coaching
- supporting sole parents into work
- activating case management of older workers
- enhanced and active management of sickness and invalids benefit clients
- Job Club pilot expansion
- innovative employment assistance for sickness benefit and invalids benefit
- creating clear and strong expectations.

Job Partnerships with Industry initiative

This initiative aims to strengthen partnerships between Work and Income and industry. A National Co-ordinator will oversee immediate development of industry partnerships, and help to ensure job seekers secure sustainable employment. Partnerships will focus on training targeted to meet industry-identified skill and labour shortages. This may include on-the-job training, work experience or pre-employment training. This initiative supports and extends existing employment industry partnerships and complements the wage subsidy programme.

The first partnership was signed with the Hospitality Association of New Zealand in October 2003. The three-year agreement will assist 200 people into jobs across six Work and Income regions by 30 June 2004. These numbers will increase in the future as demand requires.

Positive discussions continue with the NZ Retailers Association, National Road Carriers and Master Plumbers and Drainlayers ITO.

Quarterly Work Brokers Survey

This quarterly survey taps into valuable frontline knowledge of the labour market that brokers get through contact with employers, job seekers and training providers. Brokers are asked about the extent of skill shortages in their region. It aims to identify skills shortages at a regional and broad occupation level, and improve MSD's understanding of labour market issues.

MSD is starting to use this information in a directory of regional skills shortages initiatives. The survey is also used for skills reports from the Department of Labour and the Tertiary Education Commission (TEC). MSD, Career Services and TEC are working to create a shared distribution network for this and other quarterly skill shortages information.

General seasonal initiatives

Initiatives include future workforce development aimed at providing workers with the right skills for seasonal industries. Regional initiatives include programmes in Nelson and East Coast to better meet the demand for seasonal labour.

Strategic alliances between regions and local Fruitgrowers' Associations have been established to develop responses to skills-related issues in the industry.

Updating Job and Talent Bank

This is one of eleven projects in the Ministry's Work Services Case Model Development. It explores ways of using more modern technology to access the job market, match skills, and make contact between job seekers and employers.

Employment and skills Fora

Employment and skills fora were held in each of the Work and Income regions in 2003. These will help Work and Income and other agencies, such as DoL and TEC, to identify a range of local and central issues impacting on regional labour markets, as well as involving local stakeholders in developing and implementing solutions to regional issues.

Following each forum, Regional Commissioners, working with regional stakeholders, will develop action plans to address the issues raised at each forum. Regular reporting to the Minister of Social Development and Employment on the outcomes and activities of the fora has been established. Officials will report to the Minister in January 2004 on options for future/follow up fora.

Appendix 2 – Initiatives led by other agencies

Initiatives in which Work and Income plays a role that are led by other agencies.

Initiative	Description
Building and construction, mechanics and engineering	Work and Income East Coast is working with Turanga Ararau to assist Job Seekers gain training in the building and construction, mechanics and engineering industries, by referring Job Seekers to the Turanga Ararau for apprenticeships. Work and Income East Coast is providing training and wage subsidies for Job Seekers entering this industry.
Industry internships: building, driving, care giving	Work and Income Auckland is in negotiation with NZ Labour Hire to train job seekers in building and driving occupations. The proposal is to train job seekers with courses and follow these up with industry internships. This is a joint initiative between the Tertiary Education Commission (TEC) and Work and Income Auckland.
Civil construction training	Work and Income Bay of Plenty and the Tertiary Education Commission are running a general roading skills training programme. The training covers general introduction and licensing for heavy machinery. The programme runs for 24 weeks and Work and Income Bay of Plenty anticipates another programme will start in January – June 2004.
Tourism	Work and Income Nelson, Marlborough and West Coast has identified a shortage of hospitality and tourism workers in the hotels of Fox Glacier and Franz Josef. Work brokers and site managers are planning to meet to discuss this. The Community Employment Group is employing a seasonal employment co-ordinator for the Westland District. Work and Income Nelson, Marlborough and West Coast will work collaboratively with the co-ordinator and promote the vacancies to job seekers.

Memorandum of Understanding between Career Services, TEC and MSD regarding regional labour market information reporting	Work and Income National Office has a Memorandum of Understanding in place to convey regional labour market information to stakeholders and decision-makers at the local and national levels. It sets out the roles and responsibilities of Career Services, the Tertiary Education Commission and the Ministry of Social Development in relation to the regional labour market information reporting.
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