



MINISTRY OF
SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora

Meeting Skill Needs

A Work and Income Response

Quarter Ended September 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 of particular interest the regions are undertaking to address these shortages. This report covers the period from July – September 2003, and also provides an update of initiatives discussed in the June 2003 quarter report.

Information for this report was gathered using the MSD Skill and Labour Shortages – Stocktake of Initiatives Template. This template was sent to Work and Income regions, requiring them to report on:

- skill shortages and recruitment difficulties faced by particular occupations and industries
- initiatives in place to alleviate skill shortages or recruitment difficulties for particular occupations and industries.

Please note that this report is based on Work and Income's perceptions of skill shortages and recruitment difficulties in each region, and does not necessarily reflect the entire range.

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 possible future skill shortages. By working with employers and training providers, Work and Income can facilitate the provision of training that addresses skill shortages. Suitable Job Seekers can then be matched to training that will give them the skills for the jobs we know are available.

The regions face challenges in addressing recruitment difficulties including low wages, poor working conditions, or poor perceptions of particular industries that 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.

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

For further enquiries about this publication, please email info@msd.govt.nz

Northland

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

- forestry
- trades, including building and construction
- transport
- seasonal work.

Seasonal industry

Work and Income Northland is working with the Kerikeri Fruit Growers Association, and has appointed a seasonal work coordinator to work on seasonal strategies to meet seasonal labour demands. Work and Income is supporting the growth of a labour pool of contractors, both to assist in meeting labour supply, and as a strategy to address transportation barriers.

Employment and skills forum

An employment and skills forum was held earlier in the year. The forum provided an opportunity for Work and Income Northland, Tertiary Education Commission (TEC), employers, and other agencies to work with the Economic Development Agency Enterprise Northland, to develop an action plan to address skills and employment related issues. Work is underway to identify what training requirements exist in the region. This will be followed by developing solutions to address barriers and gaps.

Building and construction

A joint initiative with Te Rarawa, Unitech, NZ Housing Foundation, Housing NZ, Rural Housing Project and Work and Income Northland, has commenced to provide Job Seekers with skills and experience in the building sector. Currently, 26 participants are completing a one-year programme that will give them a national certificate in building and 2,000 hours towards the TEC Modern Apprenticeship.

Electrical industry training programme

Work and Income Northland has identified skill shortages in some trades areas and has contracted an Industry Training Organisation to provide an electrical industry training programme. The training programme includes generic training before linking Job Seekers to a range of electrical sector employers (linked to the TEC Modern Apprenticeships). This is followed up with a more detailed training programme directed at specific employer requirements.

Update on initiatives from the June report

Partnership with Ngati Hine Forestry Trust

A partnership has been developed between Ngati Hine Forestry Trust and Northland Work and Income to promote the forestry industry to Job Seekers, and to mentor incoming trainees. Partners are also working with industry representatives and the Northland Polytechnic to develop and deliver a forestry training programme. Ngati Hine has recently appointed a forestry co-ordinator to work with employers, Job Seekers and providers.

Retro-fitting project

Work and Income Northland is working in partnership with Te Puni Kokiri, Housing New Zealand Corporation, Northland District Health Board, and community group He iwi Kotahi

Tatou Trust, to improve the insulation of 360 houses that are part of the Rural Housing Project. They have secured funding from the Energy Efficiency and Conservation Authority. This will achieve sustainable employment for six long term Job Seekers.

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, Northland Work and Income, Te Hau Ora o Te Hiku o Te Ika, Accident Compensation Corporation, Far North District Council, the Police, and the TEC. A total of 32 Job Seekers have completed the programme over the year, with eight Job Seekers placed into employment and seven into further training.

Auckland

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

- hospitality
- building and construction
- transport
- clerical
- mechanics and engineering
- health and personal care
- accounting.

Care givers

Auckland Work and Income is working with the Auckland District Health Board (ADHB) to help Job Seekers with training to become care givers and provide employment opportunities by using the services of ADHB. This is still under negotiation.

Accounting

Auckland Chamber of Commerce has over 6,500 members and is one of the largest in the Southern Hemisphere. Work and Income Auckland is working with the Auckland Chamber of Commerce to target these employers and provide Job Seekers with positions in accounting. This initiative began in early September 2003 and is due to end in June 2004. The initiative promotes Job Seekers for suitable office positions, including those in accounting. The initiative also includes providing in work support to Job Seekers. Over the September 2003 quarter, eight Job Seekers have been placed into employment.

Hospitality

The Hospitality Association of NZ and Tree House Hospitality and Management Training are negotiating a contract with Auckland Work and Income to help Job Seekers find employment in the hospitality industry. The programme is called Fast Forward and is a hospitality and retail training and job placement programme. The programme also provides in work support for three months, and 100 places are available in the programme. This initiative was successfully run last year, and is being continued with Jobs Jolt funding.

Update on initiatives from the June report.

Industry internships: clerical, transport

Industry internships have been established in a wide range of industries in Auckland. The internships focus on job training in local industries with skills shortages, including clerical, and transport. The internships operate as a pre-apprenticeship. Participants are placed with an employer for a period of time, and receive training from the employer or an Industry Training Organisation. Where possible, they are also linked into the Tertiary Education Commission's (TEC) Modern Apprenticeships. During the September 2003 quarter, eight Job Seekers have been placed into employment in clerical occupations and four Job Seekers have been placed into employment in the transport industry.

Waitakere Employment and Skills Project

This is an on-going project that includes encouraging school leavers to take up industry cadetships in trades. The collaborative project involves local industry, local secondary schools, representatives from the TEC, Auckland Work and Income, Enterprise Waitakere, the Waitakere City Council and other community agencies. The project also links into the city's wider Wellbeing Strategy. During the September 2003 quarter, 20 students have been placed into industry cadetships.

Roofing apprenticeships

Modern apprenticeships provide roofing industry training and a National Certificate in roofing for young Job Seekers. The scheme is a joint initiative between Auckland Work and Income, TEC, the Auckland Trade Training Academy, and Alex Harvey Industries. Six Job Seekers have been placed into employment in the September 2003 quarter.

Ezi Drive training contract

Auckland Work and Income has established a training contract with Ezi Drive Limited to help Job Seekers obtain their heavy transport licences and passenger transport endorsements. Eighteen Job Seekers have been enrolled in the course and 10 have been placed into employment, over the September 2003 quarter.

Waikato

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

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

Building and construction

Waikato Work and Income has identified that a lack of adequate skills inhibit Job Seekers entering the building and construction industry. An 18-week training programme has been contracted by Work and Income Waikato that provides a Certificate in Trade Technology Roofing. Job Seekers will complete their training in April 2004. The training programme will provide an introduction to roofing, spouting, gutters and down-pipes. The initial contract is for 14 trainees with a goal of at least 80% of Job Seekers moving into employment in the industry.

Engineering

Work and Income Waikato has contracted a 12-week Introduction to Foundation Fabrication/Light Engineering training programme with the Waikato Institute of Technology. Trainees will complete the programme in February 2004. The training programme will include fabrication tools and their use, drawings and sketches, calculations and construction measurement and marking, and communicating in the workplace. The contract is for 15 trainees with an expected employment outcome of 80% into the engineering industry.

Hospitality

Skills shortages have been identified in the hospitality industry, and Waikato Work and Income has contracted a training programme with Terrafirma Services. The programme will cover customer skill service training and placement of Job Seekers into the industry. There is an expected employment outcome of 80% of Job Seekers to be placed into employment. From 1 July – 17 October 2003, 23 Job Seekers have been placed into work in the hospitality industry since completing the training.

Drivers

Initial discussions have taken place between Waikato Work and Income and two training providers about driver's licence shortages in the roading industry and other trades. Further negotiations have been scheduled to discuss this further.

Update on initiatives from the June report

Roading skills contract

Work and Income Waikato has contracted roading employers and training providers to train Job Seekers to an entry-level position. The training programme finished on 3 October 2003 with 10 of the 11 Job Seekers moving into employment in the industry. A second programme starting 6 October – 12 December 2003 is underway with 12 Job Seekers currently participating.

Bay of Plenty

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

- forestry
- construction
- transport
- farming
- civil construction.

Transport

Bay of Plenty Work and Income contracted a bus driving training programme for five Job Seekers to gain their full bus licence in June 2003. At the end of the September 2003 quarter, three Job Seekers have been placed into employment.

Work and Income Bay of Plenty is also negotiating a heavy transport driver's licence training programme. The training will be aimed at Job Seekers gaining their licences and practical driving towards New Zealand Qualifications Authority unit standards. It is anticipated the duration of the training will be nine weeks, for 10-12 Job Seekers.

Construction skills programme

The Rotorua Employment Skills Survey, June 2003, has led to Bay of Plenty Work and Income and Waiariki Polytechnic jointly initiating a 12 week basic construction skills programme. Fifteen Job Seekers are on the programme, which began in September 2003. Work and Income Bay of Plenty will decide if it will run another programme next year, once the outcomes from this programme are known.

Pest control training

Work and Income Bay of Plenty has contracted a training course in pest control. The training ran over 12 weeks for six Job Seekers, who gained their firearms licence and training in pest control. During the September 2003 quarter, four Job Seekers have found employment since completing the course.

Update on initiatives from the June report

Forestry programmes

Work and Income Bay of Plenty contracted four forestry training programmes that focused on the skills required to work in the silviculture sector. The last programme finished at the end of August 2003. A total of 31 Job Seekers completed the four programmes.

Unfortunately, since the programme commenced, there was a downturn in the forestry industry and workers were being laid off. However, 14 Job Seekers from the training programme have found employment and two Job Seekers went onto further developmental training.

Market garden recruitment

Bay of Plenty Work and Income 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 September 2003, the market garden had employed 31 Job Seekers, and the organisation is looking at expanding this capacity in the future.

East Coast

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

- transport
- forestry
- agriculture
- factory workers.

Agriculture

Work and Income East Coast introduced a Mobile Employment Service between Napier and Taihape in early November. This initiative was introduced as part of the Jobs Jolt package of initiatives, which is focused on assisting people into employment and meeting the labour and skill demands of employers.

The purpose of this initiative is to assist rural Job Seekers who live in remote areas to find employment. The initiative is designed to increase face-face employment services in areas of limited access to Work and Income services. The initiative will also tap into potential job opportunities in remote areas.

Two Work brokers are currently planning the implementation of the service and will be working with 589 rural Job Seekers. It is expected that 60% of Job Seekers will find employment, 10% are expected to enter training, and a further 10% are expected to move into community work. In addition to this, all Job Seekers will have a Job Choices report completed. A Job Choices report is a needs based assessment, which assesses Job Seekers skills, work history, qualifications and assesses how they will fit into the local labour market.

Forestry

East Coast Work and Income also plan to implement a Mobile Employment Service in the Tairāwhiti area. It is currently seeking someone with good farming networks to help local Job Seekers find employment in farming and forestry. It is anticipated that this project will target 440 Job Seekers.

This initiative could be used to target other industries such as factory/process workers, and horticulture.

Forestry Training

Work and Income East Coast has contracted its first forestry chainsaw course in the Ruatoria area. Eight Job Seekers participated in the course, and six Job Seekers were placed into employment in the last quarter. There is currently a forestry training programme run in Gisborne for Gisborne and Kaiti Job Seekers.

Update on initiatives from the June report

Forestry training and support

East Coast Work and Income 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. Over the last quarter, 14 Job Seekers found employment in the industry.

Taranaki

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

- transport
- engineering
- meat processing
- health care
- road contracting.

Employment and skills forum

Taranaki Work and Income is holding a skills and employment forum in November 2003. The skills and employment forum is a joint initiative between Work and Income Taranaki, Tertiary Education Commission (TEC) and Venture Taranaki. The forum will provide an opportunity to meet with local employers and key stakeholders to discuss skill shortages and local initiatives that could address industry issues.

TEC, Taranaki Work and Income, and Venture Taranaki have taken the opportunity to develop a report, accompanied with a DVD movie to be released on the day. The report will help employers understand skills shortage issues, the status of skills shortages in the region and present a range of successful initiatives in place to reduce skills shortages.

The report and DVD will be useful for other occasions that promote employment, economic development or private/public agency co-operation and partnership.

Meat processing programme

Taranaki Work and Income has met with its local meat processing company Richmonds, who have indicated that they would be interested in supporting a meat processing industry cadetship scheme. It is intended the scheme would take on 12-15 young Job Seekers. Taranaki Work and Income are intending to finalise this proposal in early November 2003.

Update on initiatives from the June report

Transport forums and initiatives

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

A national draft proposal of a partnership between the Ministry of Social Development and the national Road Transport Association has been developed. At a local level, Work and Income Taranaki has plans to meet with their local Road Transport Association to work through the national draft proposal. It is expected that a formal agreement to be signed in late November 2003.

Road contracting

In regards to the Road Contracting Industry, Work and Income Taranaki have been meeting with the Industry Training Organisation (ITO), Infratrains. Both organisations have reached a proposal for employing Job Seekers with a number of employers. Work and Income Taranaki are currently awaiting confirmation from the ITO.

Health care cadetships

Taranaki Work and Income is developing a health care cadetship with the Taranaki Hospital Board. A meeting has been held with the Taranaki District Health Board (TDHB), who is interested in developing a cadetship model focusing on Maori health workers. The two organisations are considering a partnership approach with various Maori health provider groups. Taranaki Work and Income is awaiting confirmation of the proposal from the TDHB.

Work and Income Taranaki has also had discussions with various Maori health providers in Wanganui, who have expressed an interest in addressing some of their workforce needs.

Central

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

- transport
- mechanical
- engineering
- building and construction
- textiles
- care givers.

Building and construction

As a result of the Employment and Skills Forum held earlier in the year, Central Work and Income is part of the Employment and Skills Working Group to develop an action plan focussing on trades/applied technology. The Employment and Skills Working Group consists of the Central Work and Income Regional Commissioner, Regional Manager of the Tertiary Education Commission (TEC), training providers, employers, schools and Enterprise Agency representatives. One of the initiatives is the Tools for Schools Mayors Taskforce for Jobs Initiative, which proposes to address trade skills gaps. This project is seeking funding from the TEC.

Work and Income Central has co-funded a Workforce Development Co-ordinator, in Masterton, to promote trades and apprenticeships. It has also co-funded the Apprenticeship Trust NZ and works closely with them to assist employers to take on apprentices.

Transport

Skills shortages in the transport industry have been identified by Work and Income Central. To ease this skills shortage, it has contracted forklift/dangerous goods licence courses throughout the region. Two training providers have been contracted to do this specialist driver training course for a total of 67 Job Seekers. The courses can vary in size from five Job Seekers to 10 Job Seekers per course.

Engineering

The Work and Income Central Regional Commissioner and the Regional Contracts Manager have had discussions with Massey University Science and Engineering representatives. Their aim is to find ways of attracting Job Seekers to the industry, and both organisations are still working through options to achieve this.

Care giving

A care giving course has been contracted by Work and Income Central. Work brokers are also working with employers and utilising products for individual on-the-job training. Seminars have been held with potential Job Seekers who have identified care giving as a job choice and have been made fully aware of the role of a care giver.

Update on initiatives from the June report

Industry-based training strategies

Central Work and Income's 2003-2004 Regional Plan sets a target of 550 jobs for Job Seekers who complete industry-based or on-the-job training in all industry sectors, including sectors facing skills shortages. One of the strategies to achieve the target is to build on existing relationships with providers, employers and Industry Training

Organisations, to increase industry training opportunities. In order to achieve this goal, Central Work and Income have commenced two training programmes in automotive trades. These are a panel beating pre-apprenticeship course in Levin, which began in August 2003 and runs for 10 weeks, and a new auto refinishing pre-apprenticeship 12-week course to start in Levin. Work brokers are investigating the possibility of further courses in Palmerston North in this area.

Textile trades training strategies

The Horowhenua Learning Centre has commenced an eight-week interior decorating pre-apprenticeship course for eight Job Seekers in August 2003. From the eight Job Seekers, seven have obtained employment.

Wellington

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

- building and construction
- meat processing
- hospitality
- health and personal care
- drivers.

Building and construction

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

Drivers

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 endorsements licences. Out of 10 placements, six Job Seekers have been placed into employment.

Hospitality

Work and Income Wellington has contracted Tree House Hospitality Training, and the Hospitality Association of NZ to provide a range of training opportunities. One of the provider's goals is to offer a course in skills training in hospitality. The provider assesses skills, qualities, abilities and the potential of each Job Seeker. They provide specific skills to gain employment. The training includes four-weeks of classroom study and an eight-week job placement. It is expected that 80% of Job Seekers enter into full-time employment in the hospitality industry.

Health and personal care

The Skills and Employment Forum identified that mature people would be beneficial to the care giving industry. Work and Income Wellington is looking at contracting a number of employment providers. It is expected that they will transpose job seeker's life skills and training into recognised qualifications. Contact will be made with providers in the care giving area to discuss further.

Update on some initiatives from the June report

Meat processing training

Canterbury Meat Packers, Work and Income Wellington and Sapphire Consultants Ltd have designed a pre-employment programme to provide future Canterbury Meat Packers employees with information and assistance to help ease the transition from Wellington to the Ashburton Plant. During the three-week programme, training is provided in the areas of teamwork, time management, communication skills, change management, budgeting, financial planning, industrial relations, dealing with conflict, and health and safety. Sixteen Job Seekers are due to start full time employment at the beginning of November 2003 for the first intake.

Nelson, Marlborough and West Coast

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

- trades
- drivers
- seasonal work.

Youth initiatives

Nelson, Marlborough and West Coast Work and Income is implementing youth projects across Nelson, Marlborough and Kaikoura to encourage young Job Seekers to move into trades and take up apprenticeships. This project started in March 2003 in Nelson, in November 2003 in Kaikoura, and will commence in February 2004 in Marlborough.

Drivers

Nelson, Marlborough and West Coast Work and Income is profiling the taxi driving industry to suitable Job Seekers. Job Seekers who qualify will have the cost of training licences, including passenger endorsements met by Work and Income. The expected outcome of the programme is that all 10 Job Seekers participating will obtain employment in the industry. The initiative will start in November 2003 and end in June 2004.

Recruit West Coast

Recruit West Coast is an initiative to fill local skill shortages through national advertising. It has been set by Work and Income Nelson, Marlborough and West Coast, representatives from the Grey and Westland Councils, West Coast Development Trust and the Ministry of Economic Development.

Skill shortage survey

A skill shortage survey is going to be sent to employers to measure skill shortages, to implement strategies to reduce skills shortages in the region. The key players involved are Nelson, Marlborough and West Coast Work and Income, representatives from the Nelson Marlborough Institute of Technology, Chamber of Commerce, Tertiary Education Commission, Marlborough District Council and the Economic Development Trust.

Update on initiatives from the June report

Buller Youth Works

A shortage of skilled workers has been identified in a wide range of trades such as plumbing, electrical and mechanical work in Westport. Buller Youth Works is a Mayors' Taskforce for Jobs Initiative that aims to link young people to apprenticeship positions. Over the period of April – June 2003, 15 Job Seekers were placed into work. This project is continuing to operate over this quarter.

Viticulture seasonal employment co-ordinator

Nelson, Marlborough and West Coast Work and Income has appointed a seasonal employment co-ordinator to help fill the labour shortage around seasonal workers in the viticulture industry in and around Blenheim. The co-ordinator liaises between employers and contractors and people who are interested in seasonal work. It was found that appointing the co-ordinator was a successful pilot in Marlborough. Vacancies were

widely promoted, and 686 Job Seekers were linked to pruning work in the season. It is anticipated that this role will continue next season (June – September 2004).

Nelson/Tasman pip fruit strategy

The Nelson/Tasman pip fruit strategy aims to attract as many seasonal workers to the Nelson region as possible, as there has been an ongoing labour shortage in this area.

Planning for the 2004 pip fruit harvest began in September 2003 and strategies are in place to manage the influx of seasonal vacancies from December 2003 - February 2004. Some of these strategies include:

- a seasonal employment co-ordinator has been appointed and is jointly funded by Nelson, Marlborough and West Coast Work and Income and the Fruit growers Federation
- dedicated seasonal teams within Work and Income service centres
- Work and Income contact centres have been fully briefed and promotional package distributed throughout service centres, backpacker accommodation, internet cafes
- letters to Job Seekers who are likely to be referred to pip fruit work, advising them to prepare for the season.

Canterbury

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

- building and construction
- hospitality
- transport
- drivers
- dairy farming.

Building and construction

Canterbury Work and Income has contracted a 12-week pre-employment training programme in scaffolding that commenced in early November 2003. There are 10 positions available from eight local employers.

There is also available, a six-week work based training programme in flooring through the National Trades Academy, followed by apprenticeships. This opportunity is available for five trainees and commenced in November 2003.

Engineering

Work and Income Canterbury is negotiating an initiative in the engineering and trades industry that targets youth aged 15–18 years of age who are currently at school or are in training and need assistance to find employment. This will also target youth that may otherwise leave the area, which has a buoyant labour market and a skill shortage, simply because they have not been aware of the wide ranging opportunities available in Ashburton.

Work and Income Canterbury is looking at employing a full time youth broker who will have strong linkages with agencies who were involved with the consultation process and will establish new connections and support from other interested parties, including local businesses.

This initiative will also assist youth in finding a career by linking them with Industry Training Organisations and the Tertiary Education Commission's Modern Apprenticeships, ensuring they have a positive future in the Ashburton district.

Urban transport bus drivers

A continuing shortage of bus drivers has been identified in the region. Canterbury Work and Income is providing a three-week training course in heavy vehicle driving, including passenger endorsement. Job Seekers interested in the training must have a class 2 driver's licence. Over the September 2003 quarter, there have been two courses run with 20 Job Seekers, who have all found employment.

Update on initiatives from the June report

Pre-apprenticeship programmes

Canterbury Work and Income is about to get training underway in baking, flooring and roofing industries. The programmes provide young people with the opportunity to experience different career paths within an industry.

Transport placements

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

Canterbury Work and Income ran a bus driving training course in August 2003, which resulted in all 10 Job Seekers obtaining employment with the Red Bus Company.

Southern

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

- meat processing
- transport
- sawmilling
- building and construction
- agriculture.

Southern Youth Strategy

Southern Work and Income has established a new initiative called the Southern Youth Strategy, to address skill shortages. The Southern Youth Strategy is a long-term strategy, working with youth at school. The aim of this strategy is to encourage youth to make informed career choices, ensuring that they have sufficient information to make these choices.

Southern Work and Income is trying to send a clear message to youth that careers in trades and other industries can be fulfilling and rewarding. It will support Job Seekers through their transition into work and continue to support them.

There are five product components to this strategy, which will gradually be implemented across the Southern region. They are:

1. a partnership programme between schools and businesses
2. a tracking process for students when they leave school
3. promotion of trades
4. a case management model for youth
5. a personal development programme for students who are potentially dropping out of school.

Agriculture

Southern Work and Income continues to fund the Central Employment Trust. The Central Employment Trust has been established to address the worker shortages and issues facing workers in the Central Otago area, specifically in the orchard and viticulture industries. The Central Employment Trust has been funded to establish 20 positions, including a variety of seasonal jobs and place people into these over a full year. Work and Income Southern is also currently working on developing a Seasonal Employment Plan to ensure that the shortage of workers is successfully addressed each season.

Tourism

The Queenstown Workforce Solutions Forum was established through the Southern Work and Income Regional Commissioner to address labour shortages, and barriers to working in the local tourism industry in Queenstown. The forum has held a series of public workshops to address the barriers and identify solutions. Jobsqueenstown.com is a website that will market positions and provides information to address the barriers to attaining and keeping employment. This initiative links in with the Lumsden Hostel and bus service, which aims to provide transport and accommodation for Job Seekers who want to work in the hospitality industry in Queenstown.

Update on some initiatives from the June report

Skill Shortage Surveys

Southern Work and Income has developed a partnership with Venture Southland to survey Southland employers about skill shortages. The Southland Survey has been completed and Work and Income Southern have received a draft report. A meeting to discuss the outcomes will be arranged shortly.

The Central Employment Trust is collaborating with Otago Polytechnic to complete a further survey into an audit of needs of the Central Otago Orchard industry.

Hospitality work-based training

The Scenic Circle Southern Cross Hotel is due to open a new four-star hotel in November 2003. Southern Work and Income plan to run short-term work-based training for Job Seekers interested in entry level management. Over the last quarter, recruitment seminars have been held in conjunction with the hotels requiring workers.

Meat processing seminar

Southern Work and Income arranged a seminar for Job Seekers in Dunedin about working for a Balclutha employer in the meat processing industry. Transport for Dunedin Job Seekers who take up work in Balclutha is negotiated between the employer and Work and Income. The Dunedin, Mosgiel and Balclutha service centres did a mail out to over 600 Job Seekers and then held recruitment seminars hosted with the freezing works to fill vacancies. One hundred and thirty Job Seekers have been referred to employers over the September 2003 quarter. The training has been provided by the employers. During the September 2003 quarter, 13 Job Seekers have been placed into employment at the Dunedin freezing works.

Initiatives from the last report for which no update is yet available

Region	Initiative
Northland	Targeted skills training Forestry Sector Reference Group Transport work experience programme
Auckland	Tertiary Education Commission joint initiatives Building skills course Driver licensing programmes
Waikato	Strategic steering group Training for long-term clients Brick and block laying programme
Bay of Plenty	Western Bay of Plenty Employment Skills Survey Building and construction programme
East Coast	Driver training courses Horticulture liaison person
Taranaki	Regional Engineering Strategy Meat processing programme
Central	Employment and skills forum Engineering and mechanics apprenticeships
Wellington	Building and construction apprenticeships Employers' evening
Canterbury	Work-based training courses
Southern	Industry relationships Sawmill training programme Lumsden Hostel and bus service Paid2drive

Appendix 1

In addition to the regional initiatives described, MSD is delivering a number of national initiatives.

Jobs Jolt

In July, the government announced the Jobs Jolt package of initiatives, which are aimed at addressing skill and labour shortages and assisting people receiving benefit 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 New Zealand industry. A National Co-ordinator will oversee the immediate development of industry partnerships, and help to ensure job seekers secure sustainable employment. There will be a focus on training targeted to meet industry-identified skill and labour shortages, and may include on-the-job training, work experience or pre-employment training.

Quarterly Work Brokers Survey

The survey taps into brokers' valuable frontline knowledge on the labour market acquired through their regular contact with employers, job seekers and training providers. It aims to identify skills shortages at a regional and broad occupational level, and improve MSD's understanding of labour market issues. Every three months, it asks about brokers' perceptions of the extent of skill shortages in their region.

Updating of Job and Talent Banks

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

General seasonal initiatives

Initiatives include future workforce development, aimed at providing workers with the right skills for seasonal industries. Particular regional initiatives include programmes in the Nelson and East Coast regions to better manage the huge demand for seasonal labour.

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

Skills and Employment Fora

Skills and Employment fora are being held in each of the Work and Income regions in 2003. These fora will enable Work and Income and other government agencies such as the Department of Labour and the Tertiary Education Commission to identify a range of local and central issues impacting on regional labour markets.

Appendix 2

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

Initiative	Description
Industry internships: building, driving, care giving	Auckland Work and Income are 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	Bay of Plenty Work and Income are running a training programme in general roading skills, in partnership with the Tertiary Education Commission. The training covers general introduction and licensing for heavy machinery. The programme runs for 24 weeks and Bay of Plenty Work and Income anticipates running another programme in January – June 2004.
Tourism	Nelson, Marlborough and West Coast Work and Income has identified a shortage of hospitality and tourism workers in the hotels of Fox Glacier and Franz Josef. Work brokers and site managers will be holding a planning meeting to discuss this. The Community Employment Group are 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	This Memorandum of Understanding is intended to provide a vehicle for conveying 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.

