

# Digital Careers Expo 2009

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## *Post Event Review*

December 2009

*The following document is a high level overview of the Digital Careers Expos held in Auckland Wellington and Christchurch in October – November 2009. The document overviews the key metrics of the event along with Outcomes, Learnings and Next Steps.*



Department of Labour  
TE TARI MAHI



## At a glance .....

The Digital Careers Expos are a series of events organised by Accelerating Aotearoa in partnership with DoL Immigration New Zealand. The Expos aim to connect international students with support services and employers to help them make study and career choices aligned with New Zealand's future skills needs, and become "work ready" for the New Zealand labour market.

## 2009 Event Statistics

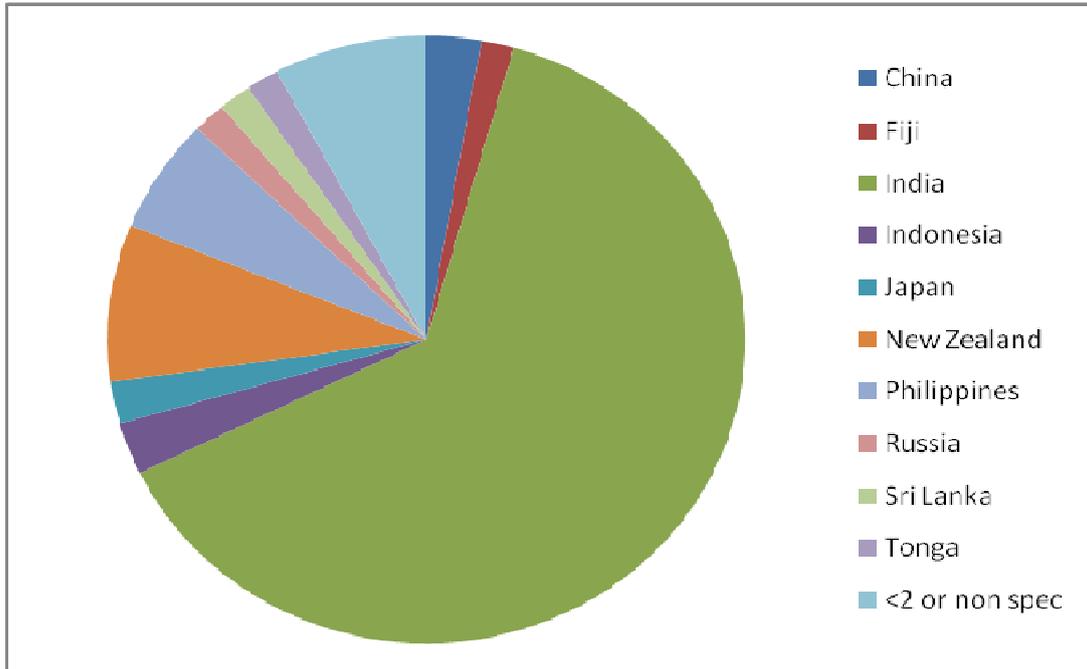
<b>Project Delivery Partners</b>	2	Immigration New Zealand, Accelerating Aotearoa
<b>Locations</b>	3	Auckland - October 30th Auckland Town Hall Wellington – November 18th Wellington Town Hall Christchurch – November 26th
<b>Number of Students</b>	350	Primary focus international students but open to domestics
<b>Supporting Organisation</b>	All locations At Auckland event At Wellington event At Christchurch event	Career Services Auckland City Council Grow Wellington Canterbury Development Corporation, CPIT & NZCS
	All locations All locations	NZICT Group GEW (Global Entrepreneurs Week)
<b>Participating ICT Industry Sector Representatives</b>	14	Kordia, ACE Training, Tech Mahindra, HCL, Snapper, i-Lign, Hewlett Packard, Fronde, Plan IT, Tait Radio Communications, Dynamic Controls, Projectx, Provoke, Downer EDI

## 2009 Student Satisfaction n=109

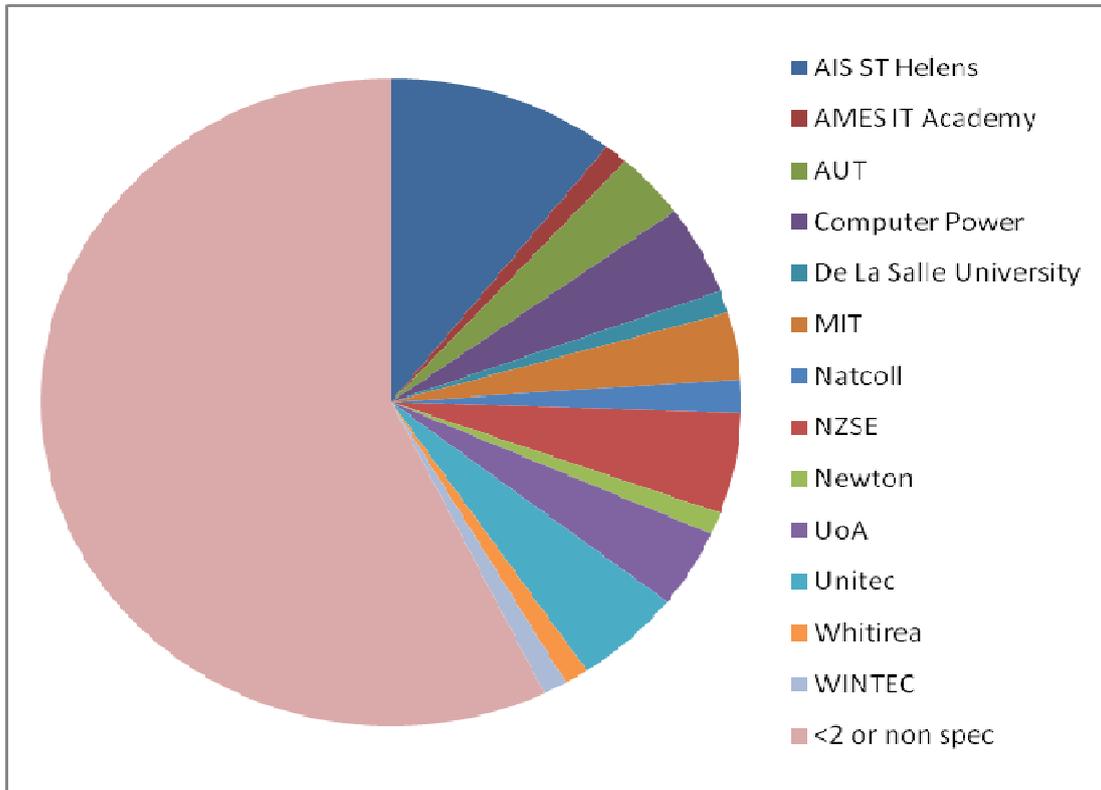
Employer Seminar- "What Employers want"	90.5% useful to very useful
DoL Immigration Seminar- "Work & Residence Options in NZ"	95.5% useful to very useful
Career Services Seminar- "Career Management & effective work habits"	95.5% useful to very useful
Would you recommend the event?	94%

## 2009 Student Origin: Auckland n=180

### Citizenship

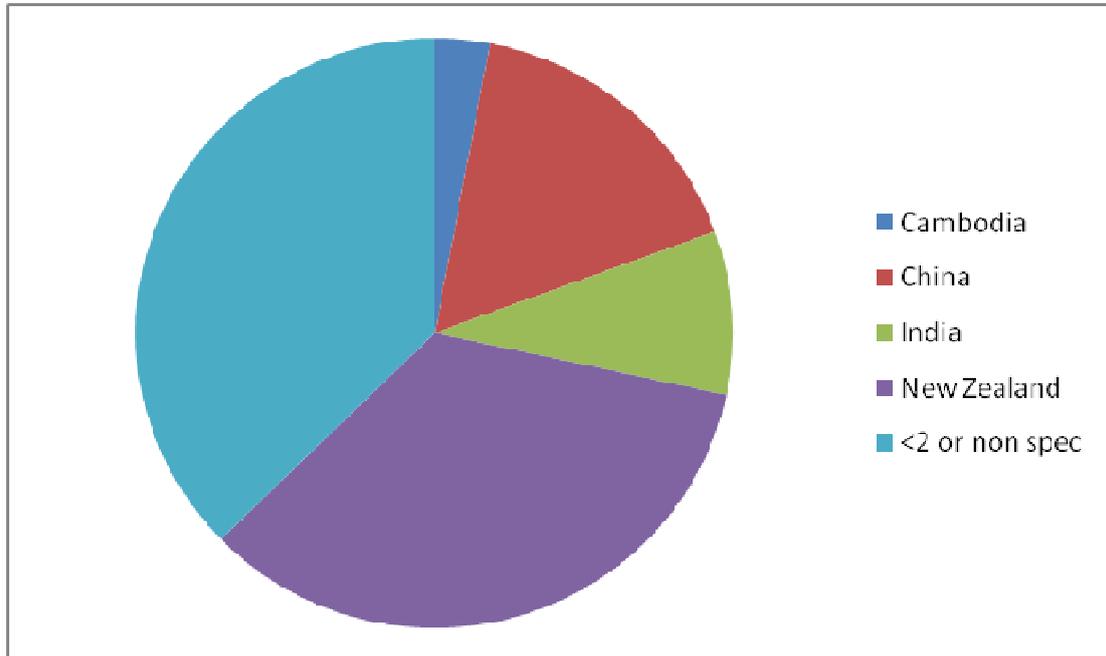


### Tertiaries

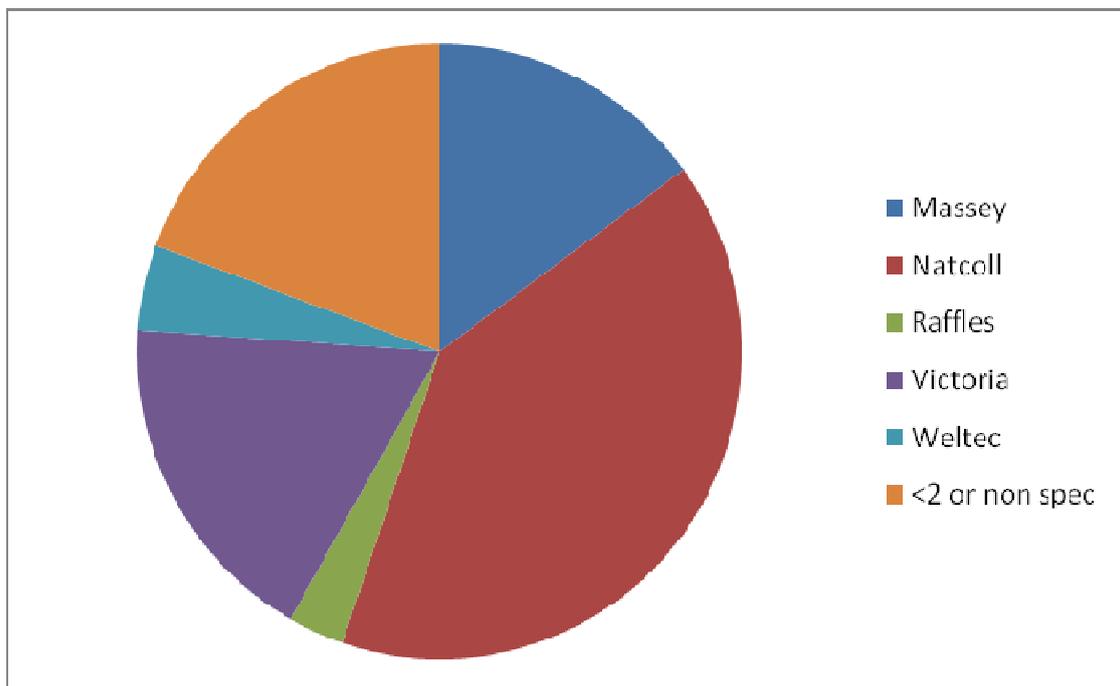


2009 Student Source: Wellington n=67

Citizenship

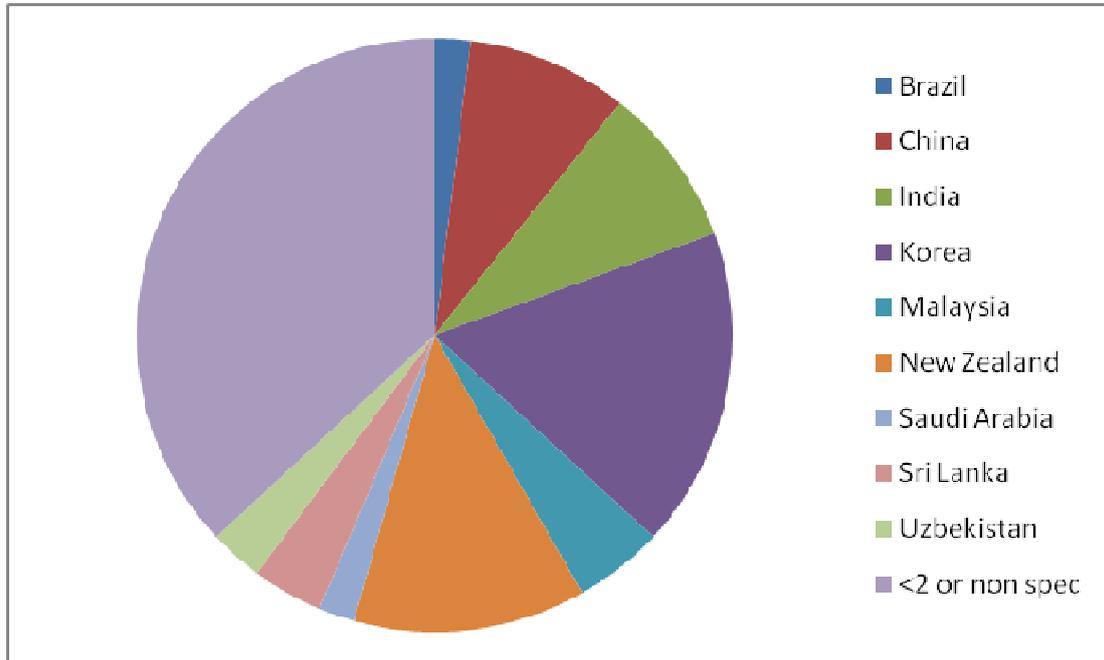


Tertiaries

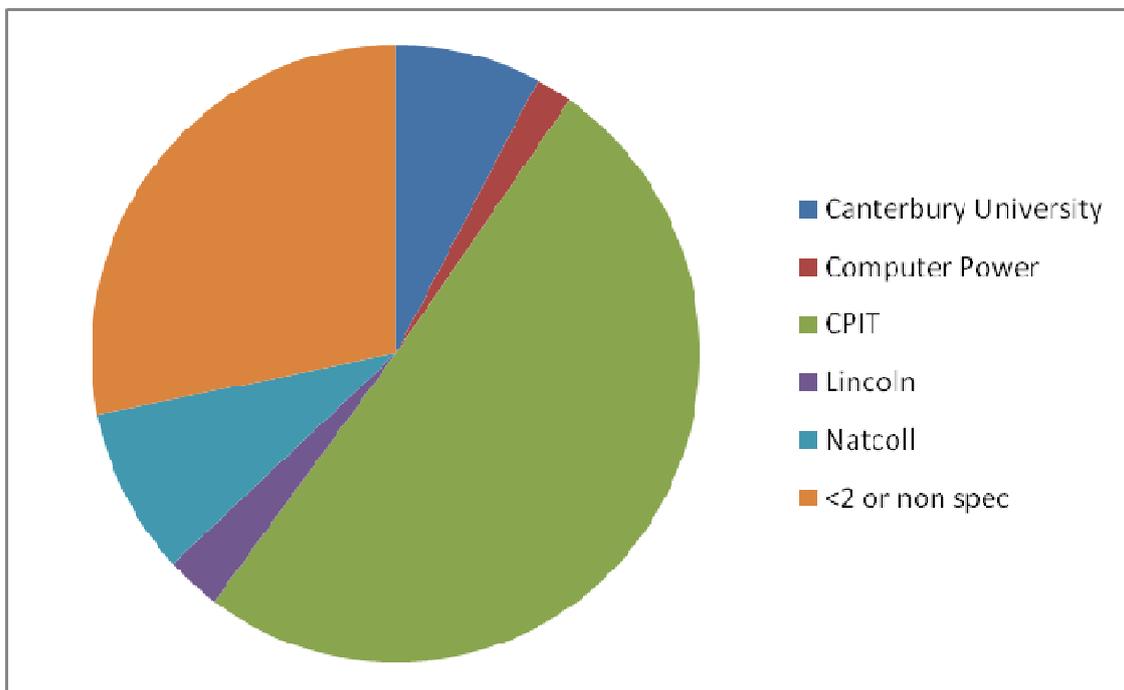


## 2009 Student Source: Christchurch n=103

### Citizenship



### Tertiaries



## Event outcomes

1. **Future Expos:** EDA partners and numbers of businesses have expressed commitment to a 2010 programme.

*"Thank you for the opportunity to take part. It was a very upbeat event. I too was delighted that it was standing room only in the lecture theatre, and that many students came to ask questions during the break".*

**ICT Sector Speaker**

*It was good to meet you and share a few moments with you. If you think my involvement in the future would be worthwhile – happy to do so. There were some thoughts I had....." (suggestions for the 2010 event).*

**ICT Sector Employer**

*"It was a great day, I am impressed with the response - obviously a sign of good organization and hard work from the team involved"*

**Regional Industry Organisation**

With the recovering economy a return to the inclusion of actual job opportunities might be considered. Students have advised interest in a number of additional workshop and seminar topics ranging from "How to" sessions and interview practice to assistance with selecting IT recruiters.

**ICT Skills Action Plan:** Following the Auckland event, invited ICT Industry Representatives and Immigration New Zealand met to consider opportunities for effective collaboration regarding the industry's need in the current and future labour market. A summary of that discussion was presented after the Wellington and Christchurch events. The group agreed to work collaboratively to explore development of an engagement model for the ICT sector.

## Lessons learned

1. **Event Dates:** Scheduling of future events needs to be aligned with tertiary calendars rather than business agendas.
2. **Marketing:**
  - **To students:** formal and specific undertakings from Tertiaries to market the event to students is required.
  - **To businesses:** Engagement required on the basis of an organisation's understanding of & commitment to digital skills development.
3. **Programme:** Review student suggestions for inclusion (**Appendix 2**)

## Next Steps

1. **2010 Expo programme:** Formalise partnerships, participants and event dates.
2. **ICT Skills Action Plan:** Follow up meeting to consider:
  - a. Joint communication regarding plans
  - b. Development of cross-sector collaborative model
  - c. Appointment of independent facilitation body such as Accelerating Aotearoa
  - d. Agreement of initial work programme.

## Appendix 1: Establishment of the ICT Skills Action Plan:

### Context

The ICT Skills Action Plan was inaugurated in 2009 at the Digital Careers Expos, a series of events convened by Accelerating Aotearoa with support from Immigration New Zealand.

The Auckland event was held on the 30<sup>th</sup> October at the Auckland Town Hall, while subsequent briefings held in Wellington on the 18<sup>th</sup> November and in Christchurch on the 26<sup>th</sup> November where invited ICT Industry, Tertiary and Government Representatives, Accelerating Aotearoa and Immigration New Zealand met to consider opportunities for effective collaboration regarding the industry's need in the current and future labour market.

Representatives will meet again in early 2010 to advance plans to establish a multidimensional engagement model for the ICT sector enabling a cohesive view of future labour market needs and approaches to meeting them.

### Discussion Purpose

An opportunity for invited ICT sector stakeholders and representatives of Immigration New Zealand to discuss;

- workforce issues the ICT sector faces
- strategic issues the ICT sector has identified
- how Immigration NZ and the ICT sector can work together to address any immigration-related matters that may arise
- how the sector might go about collectively addressing current and future skill needs, and the role INZ could take in this process
- the most effective way for Immigration New Zealand and ICT sector to communicate and further develop the relationship

The longer term objective of this discussion was to explore interest in the establishment of a forum to enable constructive engagement between the ICT industry and stakeholders such as Immigration New Zealand, tertiary institutions, economic development agencies, and Accelerating Aotearoa.

### Discussion Participants

Organisation	Representative
INZ	Stephen Dunstan, Group Manager Policy
INZ	Matt Hoskin, Primary Relationships Manager
INZ	Rachel Lishman, Relationship Manager
NZICT Group	Brett O'Riley, Chief Executive Officer
ICT Industry Representatives	Geoff Lawrie, Cisco (NZICT Chairman); Drew Gilpen, Kordia; Richard King, HP; Pat Rossiter, Hyperion; Stu Donahue, HCL; Vivek Iyengar, HCL; Noel Hassaplidakis, AbsoluteIT; Justin Treagus, Omega
Tertiary ICT representatives	Jennie Parker, NZSE; Tony Skelton, ACE Training; Chris Mitchell, Axcel Institute
EDA partner – Auckland City Council	Mattia Barbera, Senior Economist, Economic Development; Claire Morris
Accelerating Aotearoa	Judy Speight (Meeting Chair); Andrew Bonica

## Meeting Outcome

The group agreed to work collaboratively to explore development of an engagement model for the ICT sector and relevant stakeholders, with the aim of developing a cohesive view of current and future labour market needs and agreeing approaches to meeting them.

Immigration New Zealand suggested that NZICT and other stakeholders may like to investigate whether the approach taken by the Oil & Gas sector to developing and executing a skills action plan might be an approach suitable for use - in part or whole - by the ICT sector.

It was suggested that Immigration New Zealand's relationship managers arrange and host a discussion for representatives of the NZICT Group & Accelerating Aotearoa with Sheree Long of PEPANZ, who manages the implementation of the Oil & Gas Sector's skills action plan.

If the ICT sector is amenable to utilising the same or developing a similar model of engagement, a cross-sector working group could be created, which might include the ICT Industry, Central and Local Government, Tertiaries and Tangata Whenua. The work done by this group could be facilitated by an impartial body such as Accelerating Aotearoa, which could establish the working group, and coordinate a stocktake of existing workforce research and if necessary, arrange additional research. The cross-sector working group could then facilitate the development of a collaborative ICT Industry Skills Action Plan for New Zealand.

## Next steps

1. **Review Oil and Gas Sector model** <http://www.pepanz.org.nz/membership.cfm>  
Immigration New Zealand to facilitate Accelerating Aotearoa and NZICT Group review of the Oil and Gas model for its applicability and relevance (as a model) for the ICT sector, and report back to NZICT Group and other stakeholders present at the Auckland meeting.
2. **Next Meeting**  
Follow up meeting to be scheduled to consider next steps such as:
  - a. Joint communication regarding plans
  - b. Developing a cross-sector collaborative model
  - c. Appointing an independent facilitation body such as Accelerating Aotearoa
  - d. Agreeing an initial work programme
3. **Immigration NZ** would like to host workshops for employers in the ICT sector to help them understand and utilise the policies appropriate to their business needs when recruiting skilled workers from overseas.

## Appendix 2: Student Contributions

### Christchurch Event Wrap up session:

At the conclusion of the Christchurch event students were invited to nominate, and then rank, the Top 15 Job Seeking Strategies they had learned from the afternoon. Tabled here are those results along with rankings from Employer and Career Services participants.

Student Ranking	Employer Ranking	Strategy
1	4	9 Find opportunities to network: <ul style="list-style-type: none"> <li>• Cafes &amp; Pubs</li> <li>• Friends and neighbours</li> <li>• Seminars</li> <li>• Associations and clubs – church, mosque, book club</li> </ul> Say “yes!” to access the hidden job market! <b>Remember how Mary got to become “Princess Mary”</b>
2	5	1 Develop your Communication skills: <b>“People skills” are crucial in selling yourself</b>
3	7	6 Learn how to become a team player - if you aren’t already <b>Team players are winning players !</b>
4	3	7 Be flexible about what jobs you are prepared to do - <b>Remember the story about the little girl who didn’t want to clean the windows!</b>
5	2	4 Think outside the box <b>What does your prospective employer want ?</b>
6	8	2 Know that “Good attitude” is even more important than your qualification: <ul style="list-style-type: none"> <li>• Willingness to learn</li> <li>• Willingness to work as a team</li> </ul> <b>NZ employers say this : <a href="http://www.ict.org.nz/index.php/04112009_ict-skills-shortage-confirmed/">http://www.ict.org.nz/index.php/04112009_ict-skills-shortage-confirmed/</a></b>
7	9	5 Get involved in ongoing learning programmes <b>The skills needed for good jobs are ever changing!</b>
8	10	8 Diversify your skill set <b>Remember Grant told us he had 4 roles !</b>
9	1	3 Get a qualification <ul style="list-style-type: none"> <li>- Good base skills first</li> <li>- Specialist skills next</li> </ul> <b>Employers seek basic business skills for every job</b>
10		10 Be aware of cultural differences – and expected ways of behaving Kiwi companies <b>BUT understand that cultural exchange builds diversity – and makes friendships and work more fun for everyone!</b>
11	6	11 Include your interests on your CV
12	7	12 Use relationships you have to get you in the door
13		13 Manage you time – learn to multitask
14		14 Develop your interests
15		15 Learn a second language – market your bilingualism

## Student Feedback for Future events

In the post event student survey respondents were asked if they had suggestions for themes or topics for future events that they felt were not covered or which could be expanded upon.

41 responses were gleaned from the survey to this question. The following list is representative of those themes:

### Seminar Themes

- How to get “NZ experience”
- How to access Internship Opportunities for kiwis and internationals
- How to get job interviews
- How to find a job in the midst of the recession
- Differences in preparing for interviews IT jobs from other sectors
- More information about the NZ labour market – attitudes and approaches to entering the job market
- Discussions on the value of overseas experience
- More about IT sector trends – where the jobs will be, what sorts of skills will be in demand.

### General event structure

- Opportunities for Introduction to a wider range/ diversity of IT employers
- More employers available to chat with graduates at the events
- Interview practice sessions
- Introduction to a wider range of IT recruitment agencies
- Recommendation/ accreditation of IT recruiters.
- More information from software engineering firms
- More information about digital design careers and employers