

Accelerating Aotearoa's Talent

*Getting ready & getting it right for tomorrow's jobs
A collaborative approach to attracting & developing relevant pathways
for Maori & Pacific talent to the skilled & high income opportunities of the
Digital Sector*

Programme Overview 2012– 2016



Pacific BIZ
Pacific Island
Chamber of
Commerce Inc.



Matatua Maori
Business Network
Manukau



The business of hope

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For information with regard to Accelerating Aotearoa’s Talent please contact:

Judith E S Speight, Chief Executive

Accelerating Aotearoa Incorporated (CC36186)

e: jspeight@acceleratingaotearoa.co.nz

w: www.acceleratingaotearoa.co.nz

w: www.digitalcareers.co.nz

m: +64 21 967 975

“Our young people are the key...

We must not let them lose their sense of hope & possibility.

We must not let them drop through the cracks & waste their potential.

We must ensure they are excited by the prosperous future they see for themselves. We want them to find & follow their dreams.”

HWM Len Brown at the First Council Meeting of the Auckland Council

Accelerating Aotearoa’s Talent (AAT) is a powerful framework for engagement across communities to support our young people to succeed in education, enabling a pathway to skilled and exciting careers for many of our young people historically without that access.

Focused on Maori and Pacific youth, AAT works with communities, educators and the private and public sectors to support talented young people into inspiring careers. The overarching principal for delivery is having engaged families as core participants.

The three phases of delivery for AAT are:

1. **LINKING-UP:** Connecting with schools, families and talent
2. **TURNING-UP:** Communities connecting with tertiaries, businesses and role models
3. **FOLLOWING-UP:** Helping families and communities understand the education system and supporting young people into skilled work; Mentoring Programmes, Scholarship Workshops, Services & Information workshops.

Accelerating Aotearoa’s Talent is a long term programme supporting our young people to make study and career choices aligned with future job market needs, a collaboration based approach to enhancing outcomes for Talent by supporting them to gain the knowledge and skills necessary to do well for themselves, their families and their communities.

To deliver the programme ongoing, partnerships have been established with The Matatau Maori Business Centre Trust¹, The Pacific Island Chamber of Commerce², Careers New Zealand³, 2degrees mobile⁴ and AUT University⁵.

For 2011 - 2015, planning has already commenced to develop four programmes building on the success of the pilot in 2010:

- **Accelerating Maori Careers** – Auckland
- **Accelerating Pacific Careers** – Auckland
- **Accelerating Pacific Careers South** – Christchurch
- **Accelerating Maori Careers North** – Northland

The Auckland programmes in 2012 are being held on April 13th and 14th at AUT University’s Manukau Campus.

¹ <http://www.mmbn.co.nz/>

² <http://www.localbuzz.co.nz/business/pacific-island-chamber-of-commerce-inc/3959922>

⁴ <http://www.2degreesmobile.co.nz/home>

⁵ <http://www.aut.ac.nz/>

Why we need programmes to support Maori & Pacific talent

25% of Maori and 67% of Pacific in New Zealand live in Auckland.

Recent Maori participation statistics reveal declining levels of engagement for rangatahi which raises concerns about the choices those young people have for skilled work in the future. In the year to December 2010:

- 18.8% of Maori males aged 15-24 and 15.0% of Maori females were NEET (“Not in Education, Employment or Training”, a key measure of youth disengagement). The NEET rate for Maori males experienced the highest rate of growth over the past year.
- the most common occupational groups for Maori were labourers (51,700 workers)
- Maori unemployment reached 13.7%, an increase of 5% on five years ago, and more than twice the unemployment rate for all New Zealanders.

Pacific participation levels are low as well; while Auckland is the biggest Pacific city in the world, the opportunity to utilise the talent potential of Auckland’s growing Pacific populations is not being realised.

- Pacific unemployment in Auckland reached 15.2% (year ending June 2010); an increase of 4.2% in the past 12 months and the highest of any other group.
- While a number of regional and nationwide strategies target enhanced outcomes for Pacific peoples and their communities, a concerted and collaboration based effort is needed to implement these plans and realise “the vibrant dimension”.

Recent research highlights large scale “under-achievement” in many of our schools and points to young Maori and Pacific as over-represented.⁶

Accelerating Aotearoa works to realise the untapped potential of those not responding to a mainstream education system.

The ongoing framework for success delivered by AAT will positively impact the educational outcomes of participants where we grow the programme – particularly at the low decile school levels where our demographic is primarily located.

Having families engaged with their children’s career choices provides evidence that Maori and Pacific students are learning and developing both in and out of the classroom. Family participation ensures information required to accelerate a child’s education lies with the whole whanau not just the student. We anticipate that even in the short term increased whanau participation will have very positive outcomes for the classroom experience.

The link between success in education & well-being of people, their families and communities, & New Zealand as a whole has been widely researched. Physical, mental and emotional well-being, as well as income, all increase at higher education levels.⁷

To achieve long term outcomes however, improved access to information must also be realised in understanding future job market needs, a missing element in current experiences of learning and a core component of the AAT programme.

⁶ Gluckman, P 2011

⁷ Statistics New Zealand and Ministry of Pacific Island Affairs (2010). Education and Pacific peoples in New Zealand

Connecting with tomorrow's jobs

AAT focuses on supporting Maori and Pacific talent gain the knowledge and skills necessary for work in fast paced and high growth digital world through:

- **Exposure & discovery of growth or emergent industry careers:** The jobs, pathways, role modelling and mentoring
- **Achievement of success in tertiary education & employment:** Choices, the journey, completion
- **Admission to lifelong skills & training:** From childhood to work & entrepreneurship
- **Access to highly paid careers:** Improved economic & social outcomes

The Digital⁸ sector is a high growth area and increasingly significant in New Zealand's economy. For ICT roles alone, it is expected that 35,000 additional full time equivalents (FTE's) will be available by 2017⁹, a significant transformation opportunity for Auckland's under-served communities.

A recent report from McKinsey & Company's business and economics research arm estimates there are 2 billion internet users in the world, accounting for 21% of GDP growth in the last 5 years in mature countries. The report claims that 2.6 jobs are created for each 1 job lost as a result of this critical advance in digital technology¹⁰.

Increasingly media reports are heralding the sector as a source of good jobs amid expectations of skills shortages as seen in 2007 and 2008¹¹.

The jobs on offer are well paid and exciting: web specialists, project managers, those with a passion for the marketing side of the web, and who have a technical understanding of it.

Despite the importance and availability of Digital jobs, New Zealand's ability to attract and train professionals has been hindered by a shortage of potential candidates. In spite of natural empathy with digital technology, both Maori and Pacific are under-represented in employment statistics for those sectors.

Accelerating Aotearoa's call to action is to ensure Digital careers are promoted amongst young New Zealanders, specifically Maori and Pacific talent, and that skills development is aligned to the needs of industry and our economy.

How we know what works

In September 2010 the launch of "Auckland Pacific Careers" (APC) heralded a fresh approach to supporting talent to succeed in education, enabling pathways to skilled and inspiring careers for many of our young people historically without that access.

⁸ Our definition of a "Digital" Job is any job making use of digital information and technology; anything from traditional ICT to entertainment content (games), e-earning/ training/ simulations, as well as medical and manufacturing research and modelling, marketing communications and e-commerce services.

⁹ Deloitte, 2007 for the HiGrowth Project

¹⁰ McKinsey Global Institute: Internet matters: The Net's sweeping impact on growth, jobs, and prosperity
http://www.eg8forum.com/fr/documents/actualites/McKinsey_and_Company-internet_matters.pdf

¹¹ Computerworld: Skills shortage to return, March 1, 2010

APC was launched in September 2010 with 100 students from 14 schools across the Auckland region, with their families, taking part.

In contrast to “Careers Expo” events this programme works with families in a connected and comprehensive approach¹² for student achievement that:

- **Focuses on outcomes** for under-served talent, over time; rather than mainstream “one size fits all” one day events
- **Engages the whole family** rather than isolating individuals
- **Connects talent & the job market** through networks of role models and likeminded organisations
- **Actively links with online career resources** at www.digitalcareers.co.nz
- Will **enable longitudinal data on participant outcomes** through a self managed Talent database
- **Partners with community & government leadership** as advisors and key stakeholders
- **Aligns with government social & economic policy;** Successful Pacific Peoples 2009 – 2014, Pasifika Education Plan 2009–2012, Auckland Sustainability Framework (ASF), Auckland Skills Action Plan, One Plan, The Metro Action Plan, AREDS (Auckland Regional Economic Development Strategy).

Building on the success of APC, in 2011 the programme is being extended to deliver Accelerating Maori Careers (AMC) focusing on rangatahi along with a further Auckland Pacific programme under the “Accelerating Aotearoa’s Talent” banner.

To support understanding of the opportunities enabled by AAT, TaroPages TV produced a documentary of the 2010 pilot¹³.

A full report of the deliverables of the pilot programme accompanies this document.

¹² Ref Appendix 4: “Connecting with Talent”

¹³ A documentary on the pilot for AAT can be downloaded from www.digitalcareers.co.nz or www.acceleratingaotearoa.co.nz, or on DVD from Accelerating Aotearoa.

What Accelerating Aotearoa's Talent wants to achieve

AAT focuses on new approaches to enabling Talent to unleash the aptitude current systems are missing through three critical components:

1. **Establishing the link between education & well-being:** A productive and prosperous New Zealand is increasingly contingent on the productivity and prosperity of all New Zealanders. Enhancing outcomes for all New Zealanders is critical and education is the foundation.
2. **Getting the right education for skilled & high income jobs:** While Maori and Pacific continue to be disproportionately represented in low and unskilled jobs it is clear that the pathways to skilled work are not being accessed for this talent. Work must be done to ensure pathways are established for rangatahi to transition smoothly from school to tertiary education and on to skilled work. Our young people, and their families, need support and help to make this transition effectively
3. **Working together to get results:** In order to support Maori and Pacific peoples to gain the knowledge and skills necessary to achieve, a framework must be established to enable a connected and managed approach.

By supporting our young people to get skilled jobs as a result of study and career choices aligned with future job market needs, AAT is establishing a comprehensive approach for achievement and success – with the capability to track students at both individual and regional levels - that is inherently grounded in our communities.

Auckland's 542 schools are attended by 262,635 students¹⁴. Within this group AAT targets those

- 20% Pacific students, of which 52,000 are currently in mainstream schools and
- 15% Maori students, of which 35,000 are in mainstream schools.

Currently Auckland has unusually high numbers of low and high decile schools¹⁵. 84% of Decile 1 & 2 schools are located in the Local Board areas of Mangere-Otahuhu and Otara – Papatoetoe.¹⁶

AAT's Pilot in 2010 has already connected with 14 schools in the Auckland region – 12% of the 118 low decile schools targeted by our programme.

Within a 5 year period AAT will connect with all of Auckland's 118 low decile schools.

¹⁴ Education Counts, October 2010

¹⁵ Education in the City: COMET February 2011

¹⁶ Education in the City: COMET February 2011

Delivering hopes, dreams and possibilities

AAT's programme delivery is led by project steering groups comprising Maori and Pacific business, government and community

- **Maori Participation** is championed through the Matatau Maori Business Centre Trust and Network with the aim to connect Maori talent and the job market through networks of role models and likeminded organizations. A Maori Advisory group has been established to deliver with Accelerating Aotearoa, the Accelerating Maori Careers Programme and support the Accelerating Pacific Careers Programme.

Key Maori contact:

Hinurewa (Hinū) Te Hau	Matatau Maori Business Centre Trust
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- **Pacific Participation** is championed through the Pacific Advisory Group established in 2010. The group continues to work alongside Pacific families who took part in the inaugural Auckland Pacific Careers focusing on outcomes for Pacific youth that enable the whole family to be engaged rather than isolating individuals. The Pacific Advisory Group will work with Accelerating Aotearoa to deliver Accelerating Pacific Careers in 2011.

Key Pacific Contacts:

Mary Aue	Niue Business & Careers Expo
Robert Perelini	Pacific Island Chamber of Commerce, 2Onions
Peta Si'ulepa	APESTA Steering Group, Auckland Council
Mark Wonglyn	Careers New Zealand
Lui Tusani	Taro Pages
Helen Amituana'i	Mercury Energy
Kolose Lagavale	NZQA

Accelerating Aotearoa's operational capability and experience underpins these partnerships as well as co-ordinating resources and services to optimise our young people's potential to do well for themselves by enabling informed choices for individuals, their families and their communities.

Accelerating Aotearoa Contacts are:

Judith Speight	Accelerating Aotearoa
Josh Phillips	Accelerating Aotearoa

Alignment with nationwide and regional priorities

AAT takes a **collaboration based approach** to work with agencies and existing initiatives to meet skill shortages and addressing disadvantage through a place-based solution in areas of high social need

Supporting the Auckland Plan, AAT provides **customised solutions strengthening children and families in areas of high social need** to achieve economic opportunity.

Further, AAT is **aligned with Auckland's vision for practical steps to support our young people, their families and our communities** and the Draft Auckland Plan's "Southern Initiative".

Linkages with government are further strengthened through regular updates and opportunities to input with key central government agencies including the Ministry of Pacific Islands Affairs, Te Puni Kokiri, and the Ministry for Social Development, the Ministry of Education and the Department of Labour.

Work is underway to formalise relationships with a range of organisations to support the programme in the medium terms. Appendix 6 details the organisations taking part in our 2010 pilot.

You are invited to join this work & become an Accelerator for Aotearoa's Talent

- **Commit to taking a role** in the Accelerating Aotearoa's Talent programme as a key skills, business or economic development enabler.
- **Contribute toward the costs** of running Accelerating Aotearoa's Talent events to ensure this important programme is adequately resourced.
- **Participate in the ongoing community based Accelerating Aotearoa's Talent programme** by taking an active role event in workshops and seminars supporting education as a pre-cursor for well being of Aotearoa's communities.

Appendix 1: Indicative Timeline & Structure 2012 – 2016

Timeline	Jan – March 2012	April - June 2012	July – September 2012	Nov. 2012 – March 2013	2013 - 2016
Milestone	<i>M1: 2012 Programme scoping</i>	<i>M2: 2012 Programme Development</i>	M3: 2012 “Link-up” / “Turn-up” Delivery	M4: 2012 “Follow-up” Programme delivery M5: 2012 Programme evaluation M6: 2013 Programme Scoping – add Northland programme	M7 –24: 2013 – 2016 Programme delivery & evaluation
Core Activities	<ul style="list-style-type: none"> •Contracting with key funders •Establishment of reporting requirements •Audit of mentoring schemes, scholarship availability, supplementary information & services •Development of programme structure, scope & final budgets for AMC & APC Auckland programmes •Identification of community stakeholder partnerships •Review & revision of www.digitalcareers.co.nz as communications & data collection tool. 	<ul style="list-style-type: none"> •Engagement & Establishment of advisory boards for AMC & APC •Establishment of community stakeholder partnerships •Identification & engagement of participating schools •Engagement with talent & families & role models •Development & promotion of “www.digitalcareers” website •Establishment of a collaboration framework enabling access to existing mentoring schemes, scholarship availability, supplementary information & services •Development of supplementary Mentoring, Education Services/ Information, Scholarship & Career Support programme to fill gaps. 	<ul style="list-style-type: none"> •Ongoing engagement with key programme stakeholder; Talent, families, schools, tertiaries •“Link-up” Talent registration •Registration data analysis •Final planning & staging of AMC “Turn-up” •Final planning & staging of APC “Turn-up” 	<ul style="list-style-type: none"> •Commencement of delivery of “Follow-up” programme •Evaluation of & reporting on AMC & APC 2012 •Development of 2013 Auckland programme •Confirmation of foundation partnerships for Auckland 2013 •Development of AMC Northland 2013 •Engagement of foundation partnerships for Northland 2013 	<ul style="list-style-type: none"> •Delivery of the Northland programme 2013 •Delivery of Northland programme 2013-16 •Evaluation of & reporting on 2013 – 2016 programmes •Ongoing development of 2013 – 2016 programme
Documents	<ul style="list-style-type: none"> •Programme overview documentation •Strategic Relationships & Communications plan •Talent, family & schools communications materials •Foundation community stakeholder partnership proposals •Audit documentation & gap analysis •Full programme budgets •Reporting template 	<ul style="list-style-type: none"> •Advisory Boards Terms of Reference •Partnership/ stakeholder engagement materials •Collaboration framework design •Supplementary Mentoring programme Education Services/ information, Scholarship & Career support programme documentation 	<ul style="list-style-type: none"> •Detailed event delivery documentation •Final programme costings •Publicity materials •Media announcements 	<ul style="list-style-type: none"> •AMC 2012 Evaluation & final report •APC 2012 Evaluation & final report •AMC Northland Overview •Northland Foundation community stakeholder partnership proposals •Northland Strategic Relationships & Comms plan •Northland Talent, family & schools communications materials 	<ul style="list-style-type: none"> •AMC Northland Evaluation & final report •Evaluation & final reports of 2013 – 2016 Auckland programme •Evaluation & final reports of full 2010 – 2016 programme

Timeline	Jan – March 2012	April - June 2012	July – September 2012	Nov. 2012 – March 2013	2013 - 2016
Deliverables	<ul style="list-style-type: none"> Relationship with & expectations of ASB Community trust understood Programme structure & documentation established Key relationship requirements understood 	<ul style="list-style-type: none"> Advisory Boards Established for AMC & APC Programme partners confirmed Participating Schools committed Updated www.digitalcareers.co.nz Initial talent & parent engagement Supplementary Mentoring, Ed/ Information workshops & Scholarship & Career support programmes structured 	<ul style="list-style-type: none"> Programme partners 2013 confirmed AMC 2012 launched APC 2012 launched Mentoring, Scholarship & Edn/ Information workshops delivered 	<ul style="list-style-type: none"> 2012 programme reports published AMC Northland launched Mentoring, Scholarship & Edn/ Information workshops delivered 	<ul style="list-style-type: none"> Full programme impact report Programme 2010- 2016 published AMC 2013 – 2016 launched APC 2013 – 2016 launched Mentoring, Scholarship & Edn/ Information workshops delivered Go-No go decision for ongoing programme
Collaboration	<ul style="list-style-type: none"> AMC: 2degrees, Careers NZ, Matatau Maori Business Network, Taro Pages APC: Careers NZ, Pacific Island Chamber, Taro Pages 	<ul style="list-style-type: none"> Talent & families Schools & Tertiary providers Strategic service providers AMC: Maori Businesses and mainstream business, Maori & mainstream Community leader partnerships established APC: Pacific & mainstream business & Pacific & mainstream Community leader partnerships established 	<ul style="list-style-type: none"> Ongoing community engagement & collaboration 	<ul style="list-style-type: none"> Ongoing community engagement & collaboration 	<ul style="list-style-type: none"> Ongoing community engagement & collaboration

Appendix 2: Indicative Programme Budget

Total budget over 5 years \$1,486,650

Year/ item	2012	2012 Budget	2013	2013 Budget	2014	2014 Budget	2015	2015 Budget	2016	2016 Budget
Milestone	M1: 2012 Programme scoping		M6: 2013 Programme Scoping – add Northland programme		M10: 2014 Programme Scoping		M15: 2015 Programme Scoping		M20: 2016 Programme Scoping	
Core Activities	<ul style="list-style-type: none"> •Audit existing programmes •Develop 2012 programme documents •Initiate community partnerships •Evaluate Website development opportunities www.digitalcareers.co.nz 	\$10,000 \$15,000 \$15,000 \$1,500	<ul style="list-style-type: none"> •Development of 2013 Auckland programme •Development of AMC Northland 2013 programme •Engagement of foundation partnerships for Northland 2013 	\$5,000 \$10,000 \$15,000	<ul style="list-style-type: none"> •Development of 2014 programme 	\$15,000	<ul style="list-style-type: none"> •Development of 2015 programme 	\$15,000	<ul style="list-style-type: none"> •Development of 2016 programme 	\$15,000
Milestone	M2: 2012 Programme Development		M7: 2013 Programme Development		M11: 2014 Programme Development		M16: 2015 Programme Development		M21: 2016 Programme Development	
Core Activities	<ul style="list-style-type: none"> •Establish Advisory Boards •Establish community partnerships •Engage schools •Engage talent & families •Engage role models •Further develop www.digitalcareers.co.nz •Establish collaboration framework for access to existing services •Development of “Follow-up” supplementary programme; Mentoring, Scholarships, Services Programme design x3 Programme coordination 	\$15,000 \$20,000 \$15,000 \$25,000 \$10,000 \$20,000 \$15,000 \$20,000 \$15,000	<ul style="list-style-type: none"> •Confirmation of foundation partnerships for Auckland 2013 •Establish Advisory Boards x3 •Engage Northland schools •Engage Northland talent & families •Engage Northland role models •Re-establish Auckland relationships with Schools & role models •Engage Auckland talent & families •Further develop “www.digitalcareers” •Review collaboration framework for access to existing services •Development of “Follow-up” supplementary programme for Northland Mentoring, Scholarships, Services Programme design x3 Programme coordination 	\$5,000 \$15,000 \$15,000 \$15,000 \$15,000 \$10,000 \$5,000 \$10,000 \$5,000 \$15,000	<ul style="list-style-type: none"> •Confirmation of foundation partnerships •Establish Advisory Boards x3 •Re-establish relationships with Schools & role models •Engage talent & families •Further develop “www.digitalcareers” •Review collaboration framework for access to existing services •Review Mentoring, Scholarships, Services Programme design x3 Programme review Coordination 	\$5,000 \$15,000 \$25,000 \$25,000 \$25,000 \$10,000 \$10,000 \$15,000 \$15,000	<ul style="list-style-type: none"> •Confirmation of foundation partnerships •Establish Advisory Boards x3 •Re-establish relationships with Schools & role models •Engage talent & families •Further develop “www.digitalcareers” •Review collaboration framework for access to existing services •Review Mentoring, Scholarships, Services Programme design x3 Programme Review Coordination 	\$5,000 \$15,000 \$25,000 \$25,000 \$10,000 \$10,000 \$15,000 \$15,000	<ul style="list-style-type: none"> •Confirmation of foundation partnerships •Establish Advisory Boards x3 •Re-establish relationships with Schools & role models •Engage talent & families •Further develop “www.digitalcareers” •Review collaboration framework for access to existing services •Review Mentoring, Scholarships, Services Programme design x3 Programme Review Coordination 	\$5,000 \$15,000 \$25,000 \$25,000 \$10,000 \$10,000 \$15,000 \$15,000

P.O. Box 96034, Balmoral, Auckland 1342, New Zealand.

W: www.acceleratingaotearoa.co.nz

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Year/ item	2012	2012 Budget	2013	2013 Budget	2014	2014 Budget	2015	2015 Budget	2016	2016 Budget
Milestone	M3: 2012 “Link-up”/ “Turn-up” Delivery		M7: 2012 “Link-up”/ “Turn-up” Delivery		M12: 2014 “Link-up”/ “Turn-up” Delivery		M17: 2015 “Link-up”/ “Turn-up” Delivery		M22: 2016 “Link-up”/ “Turn-up” Delivery	
Core Activities	•Ongoing engagement with key stakeholders; Talent, families, schools, tertiaries	\$15,000	•Ongoing engagement with key stakeholders; Talent, families, schools, tertiaries	\$20,000	•Ongoing engagement with key stakeholders; Talent, families, schools, tertiaries	\$20,000	•Ongoing engagement with key stakeholders; Talent, families, schools, tertiaries	\$20,000	•Ongoing engagement with key stakeholders; Talent, families, schools, tertiaries	\$20,000
	•“Registration data analysis	\$ 3,000	•“Registration data analysis	\$4,000	•“Registration data analysis	\$4,000	•“Registration data analysis	\$4,000	•“Registration data analysis	\$4,000
	•Final planning & delivery of AMC & APC “Turn-up”	\$ 5,000	•Final planning & delivery of Northland & AKL	\$10,000	•Final planning & delivery of Northland & AKL	\$10,000	•Final planning & delivery of Northland & AKL	\$10,000	•Final planning & delivery of Northland & AKL	\$10,000
	Venue Hire x2	\$ 5,000	•”Turn-up”		•”Turn-up”		•”Turn-up”		•”Turn-up”	
	Staging (av/ lighting etc) x2	\$ 8,000	Venue Hire x3	\$10,000	Venue Hire x3	\$10,000	Venue Hire x3	\$10,000	Venue Hire x3	\$10,000
	Catering x2	\$15,000	Staging (av/ lighting etc) x3	\$7,500	Staging (av/ lighting etc) x3	\$7,500	Staging (av/ lighting etc) x3	\$7,500	Staging (av/ lighting etc) x3	\$7,500
	Coordination x2	\$ 5,000	Catering x3	\$12,000	Catering x3	\$12,000	Catering x3	\$12,000	Catering x3	\$12,000
	On the day Staffing x2		Coordination x3	\$20,000	Coordination x3	\$20,000	Coordination x3	\$20,000	Coordination x3	\$20,000
			On the day Staffing x3	\$10,000	On the day Staffing x3	\$10,000	On the day Staffing x3	\$10,000	On the day Staffing x3	\$10,000
Milestone	M4: 2012 “Follow-up” Programme delivery		M8: 2013 “Follow-up” Programme delivery		M13: 2014 “Follow-up” Programme delivery		M18: 2015 “Follow-up” Programme delivery		M23: 2016 “Follow-up” Programme delivery	
Core Activities	•Delivery of “Follow-up” supplementary programme; Mentoring, Scholarships, Services workshops Workshop delivery x3 (=9)	\$20,000	•Delivery of “Follow-up” supplementary programme; Mentoring, Scholarships, Services workshops Workshop delivery x3 (=12)	\$30,000	•Delivery of “Follow-up” supplementary programme; Mentoring, Scholarships, Services workshops Workshop delivery x3 (=12)	\$30,000	•Delivery of “Follow-up” supplementary programme; Mentoring, Scholarships, Services workshops Workshop delivery x3 (=12)	\$30,000	•Delivery of “Follow-up” supplementary programme; Mentoring, Scholarships, Services workshops Workshop delivery x3 (=12)	\$30,000
Milestone	M5: 2012 Programme evaluation		M9: 2013 Programme evaluation		M14: 2014 Programme evaluation		M19: 2015 Programme evaluation		M24: 2016 Programme evaluation	
Core Activities	•Evaluation of & reporting on AMC & APC 2012	\$ 5,000	•Evaluation of & reporting on 2013 programme	\$5,000	•Evaluation of & reporting on 2014 programme	\$5,000	•Evaluation of & reporting on 2015 programme	\$5,000	•Evaluation of & reporting on 2012 2016 programme	\$15,000
Sub-total		\$277,500		\$273,500		\$263,500		\$263,500		\$273,500
Overhead @10 %	•Administration, communications, travel and consumables	\$27,750	•Administration, communications, travel and consumables	\$27,350	•Administration, communications, travel and consumables	\$26,350	•Administration, communications, travel and consumables	\$26,350	•Administration, communications, travel and consumables	\$27,350
Total (excl. gst)		\$305,250		\$300,850		\$289,850		\$289,850		\$300,850

Appendix 3: Assessing the benefits of the AAT Programme – how will we know AAT is working?

Short Term Deliverables	Outcomes for Communities	Short Term Measure	Monitoring Mechanism
<ul style="list-style-type: none"> Connection to a framework to increase Maori and Pacific youth participation in the Digital sector. 	<ul style="list-style-type: none"> Schools are active in pursuing better outcomes for their students Young people are active in seeking improved educational outcomes Role models are willing to share their success 	<ul style="list-style-type: none"> No. schools “linking up” No. youth “linking up” No. role models “linking up” 	<ul style="list-style-type: none"> Participation in/ response to Schools promotion Registration count Participation count
<ul style="list-style-type: none"> Information is available on skilled jobs, how to access them and the benefits of skilled work <ul style="list-style-type: none"> Seminars from business & career experts Material on careers, courses services & scholarships is available An independent rallying point for local schools & TEOs committed to establishing better learning outcomes for students Talented Rangatahi & Pacific role models are connected to their communities as mentors 	<ul style="list-style-type: none"> Schools & tertiaries are active in pursuing better outcomes for their students Young people are active in seeking improved educational outcomes Role models are willing to share their success 	<ul style="list-style-type: none"> No. youth “turning up” No. families “turning up” No. Schools, TEOs & businesses “turning up” No. role models/ youth leaders supporting “turn-up” event Response to post “turn-up” event survey 	<ul style="list-style-type: none"> Participation count Participation count Participation count Participation count Post “turn-up” event survey
<ul style="list-style-type: none"> Talented Rangatahi & Pacific role models are connected as mentors Ongoing access to Scholarship Workshops, Mentoring services and further educational and career support A recruitment point for organisations, TEOs & Business seeking to award scholarships for tertiary study A venue for local & central government, agencies & community & business organisations to offer advice & information 	<p>Access to ongoing programmes supporting education as a pathway to skilled work as an avenue to wellbeing</p> <ul style="list-style-type: none"> Support for parents’ understanding of how to help children learn Support for schools to ensure students’ learning pathways do not stop them from gaining the requirements to enter university Access to tertiary scholarships Closer relationships between Businesses, schools & TEOs & their communities to support transition through education to work Communities access to information on relevant government, community & business services 	<ul style="list-style-type: none"> No. youth taking part in “follow up” programme No. families taking part in “follow up” programme No. community members taking part in “follow up” programme No schools & tertiaries taking part in “follow up” programme No government agencies & organisations taking part in “follow up” programme 	<ul style="list-style-type: none"> Participation count Participation count Participation count Participation count Participation count

Programme Access Points

Link-up programme



Turn-up programme



Follow-up programme



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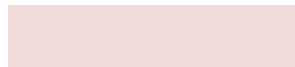
<i>Longer Term Deliverables</i>	<i>Outcomes for Communities</i>	<i>Longer Term Measure</i>	<i>Longer Term Monitoring Mechanism</i>
<ul style="list-style-type: none"> Members of underserved communities are increasingly qualified for skilled work 	<p>Underserved communities have the knowledge and skills necessary to do well for themselves, their communities, New Zealand, the Pacific region and the world.</p>	<ul style="list-style-type: none"> Increased Maori tertiary enrolments Increased Pacific tertiary enrolments Increased Maori graduating from TEOs Increased Pacific graduating from TEOs Increased Maori participation in & completion of on the job training, modern apprenticeships & industry training Increased Pacific participation in & completion of on the job training, modern apprenticeships & industry training 	<ul style="list-style-type: none"> TEC Statistics TEC Statistics TEC Statistics TEC Statistics Industry Statistics/ Statistics NZ Industry Statistics/ Statistics NZ
<ul style="list-style-type: none"> Workers from underserved communities are increasingly employed in skilled roles 	<p>Social and economic transformation for Maori and Pacific is in train</p>	<ul style="list-style-type: none"> Reduced Maori workers un/ under -employed Reduced Maori workers in un/ semi -skilled jobs Reduced Pacific workers un/ under -employed Reduced Pacific workers in un/ semi -skilled jobs 	<ul style="list-style-type: none"> Statistics NZ Statistics NZ Statistics NZ Statistics NZ
<ul style="list-style-type: none"> NZ's Digital Sector employs abundant Maori talent NZ's Digital Sector employs abundant Pacific talent 	<p>Social and economic transformation for Maori is achieved</p> <p>Social and economic transformation for Pacific is achieved</p>	<ul style="list-style-type: none"> Increased Maoris in Digital Sector roles Average Maori wages are more than or equal to other Aucklanders Increased Pacific in Digital Sector roles Average Pacific wages are more than or equal to other Aucklanders 	<ul style="list-style-type: none"> Statistics NZ Statistics NZ Census Census

Programme Access Points

Link-up programme



Turn-up programme



Follow-up programme



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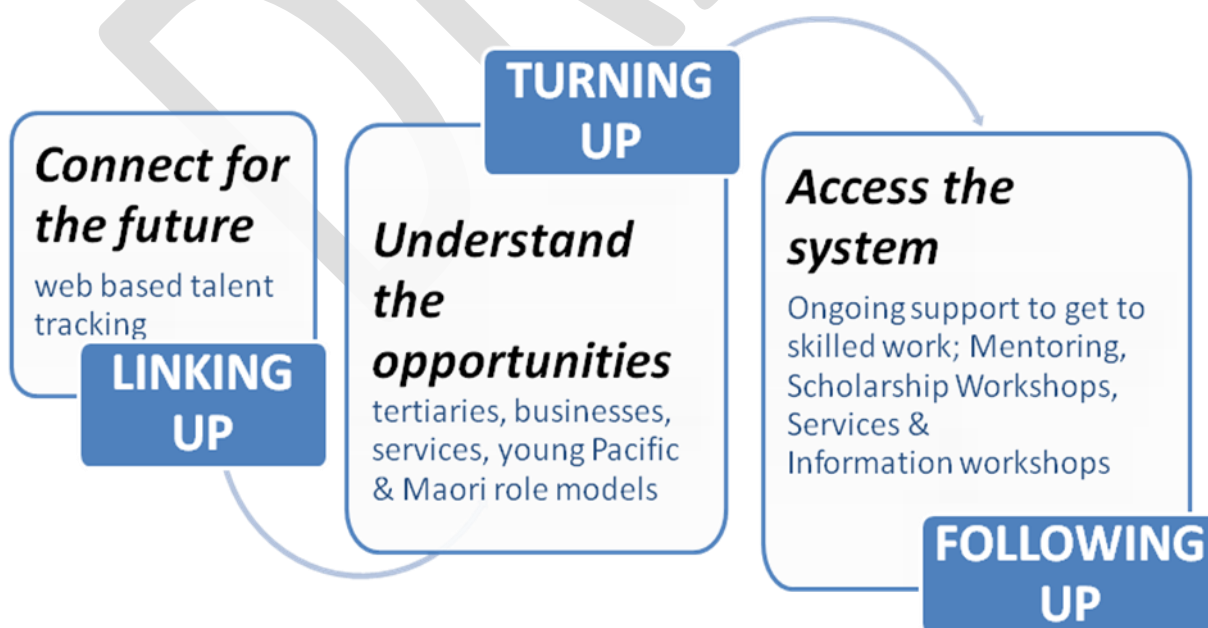
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Appendix 4: How the AAT programme works

Each Accelerating Aotearoa Talent programme is delivered in three phases:

1. **LINKING UP:** Connecting with communities
 - **Establishing relationships** with schools, families and talent
 - **Talent registration** to create a web based talent tracking system and link with education providers and employers.
 - **Analysis** of registrations data; what is talent telling us.
2. **TURNING UP:** Orientation day – a celebration and an opportunity for talent and their families to find out what's on offer, meet with tertiary training providers, businesses, service providers and successful role models.
3. **FOLLOWING UP:** Access to an ongoing programme of workshops and seminars with a “whole of community” approach to helping families understand the education system and supporting young people into skilled work;
 - **Mentoring Programmes** connecting marvellous Maori and Pacific role models with young talent
 - A series of **Scholarship Workshops** where tertiary and other scholarship providers present their offerings to talent and their families and support the application process
 - A series of **Education Services & Information workshops** enabling talent and their families access to the huge range of educational support services on offer along with the opportunity to meet informally with the experts; e.g. Understanding NCEA, How StudyLink works, Where Career Services can support study and career choices and many more.



Appendix 5: Connecting with Talent

As an element of APC's engagement in 2010 with pupils at selected secondary schools, students were invited to "sign up" on a web based registration page at www.digitalcareers.co.nz

Of the approximately 100 students attending the launch event, 47 registered online, with a further 22 providing contact data on the day.

The following is an overview of the reflections expressed in the online registrations survey, some fascinating insights into Pacific teenagers. While respondent numbers are small, the trends are marked and therefore informative.

- **About themselves**

Mums, dads and other family members are number 1 role models. Focus is more community than pecuniary – with helping out in the community and going to church almost exclusively prioritised over getting a part time job. Facebook & Bebo are preferred social networking sites.

- **On getting information about careers**

More than half had not attended a Careers event and most reported difficulty in getting information about the careers they were interested in. 75% reported that there was no follow up from event organisers or exhibitors.

- **On career aspirations and pathways**

"Digital" careers featured little with "Medical Science" careers topping the list for around 17% of respondents. Education (teaching) and entrepreneurial pursuits (running own business) running at 12% each.

- **More than 60% planned to pursue tertiary study** as a next step with UoA by far the preferred institution (35%, AUT 12% with MIT 9%)

However most respondents stated that they did not

- know what tertiary programmes were available for their career choice,
- have the information they needed to enrol

- **None of the respondents had applied for scholarships** (though only 25% were year 13) – anecdotally because "there isn't enough information about "how to".

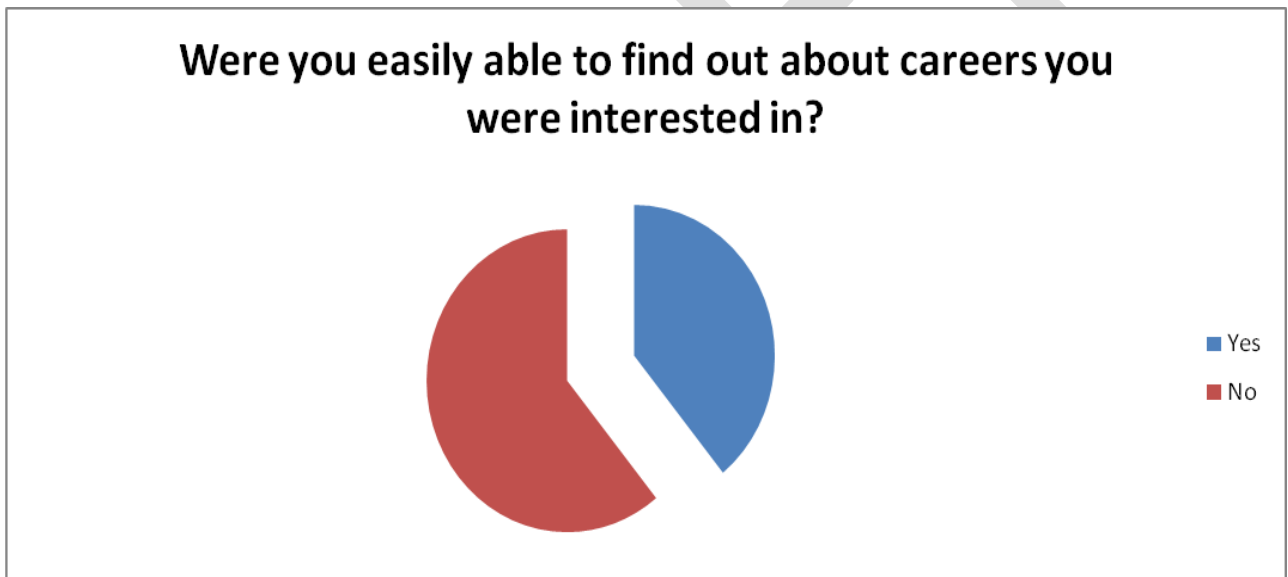
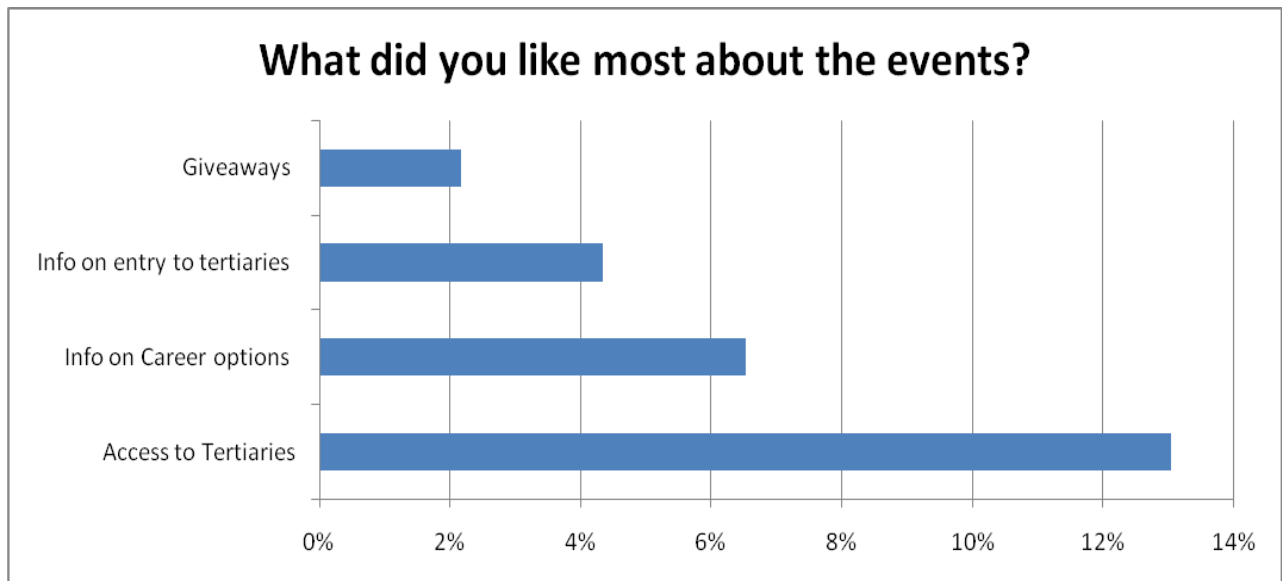
Some of the most thought provoking responses came from the question "Why do you think it is important for Pacific young people to achieve and be successful?"

A favourite: "Because we have something really special to offer and it is yet to be realised....."

Graphs providing detail on this analysis follow.

Understanding what our young people think.....

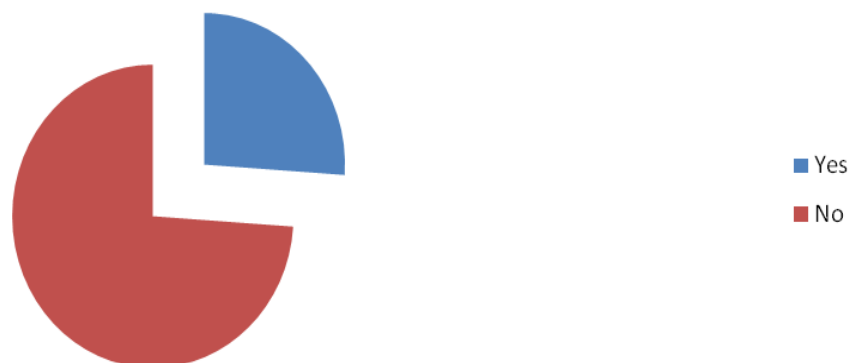
About Careers Expos



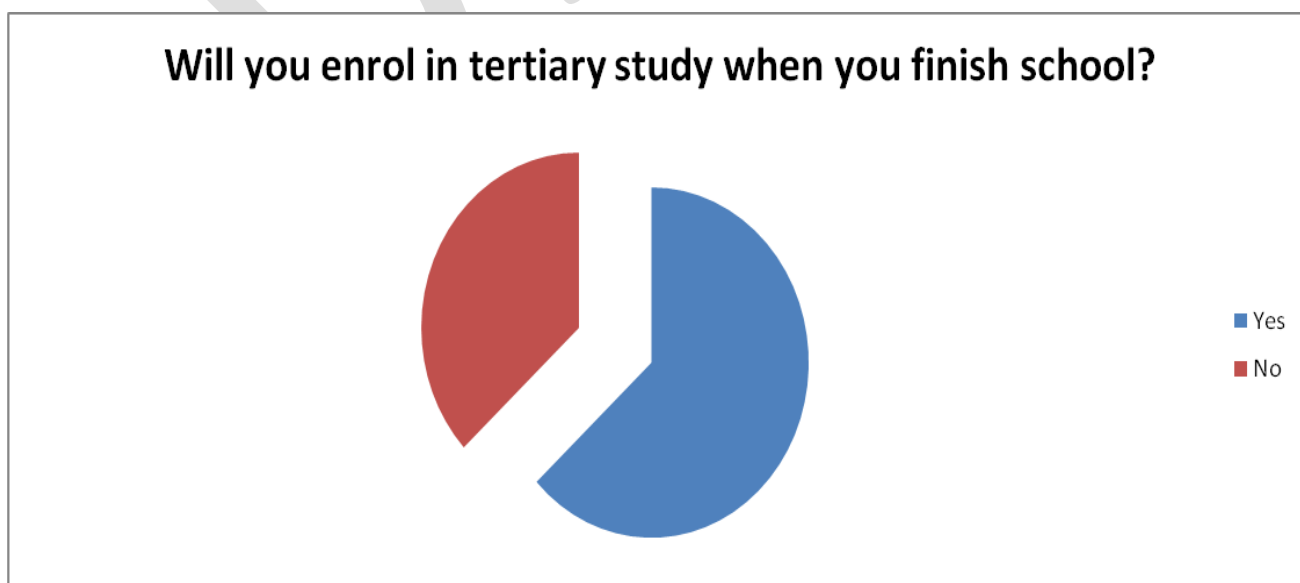
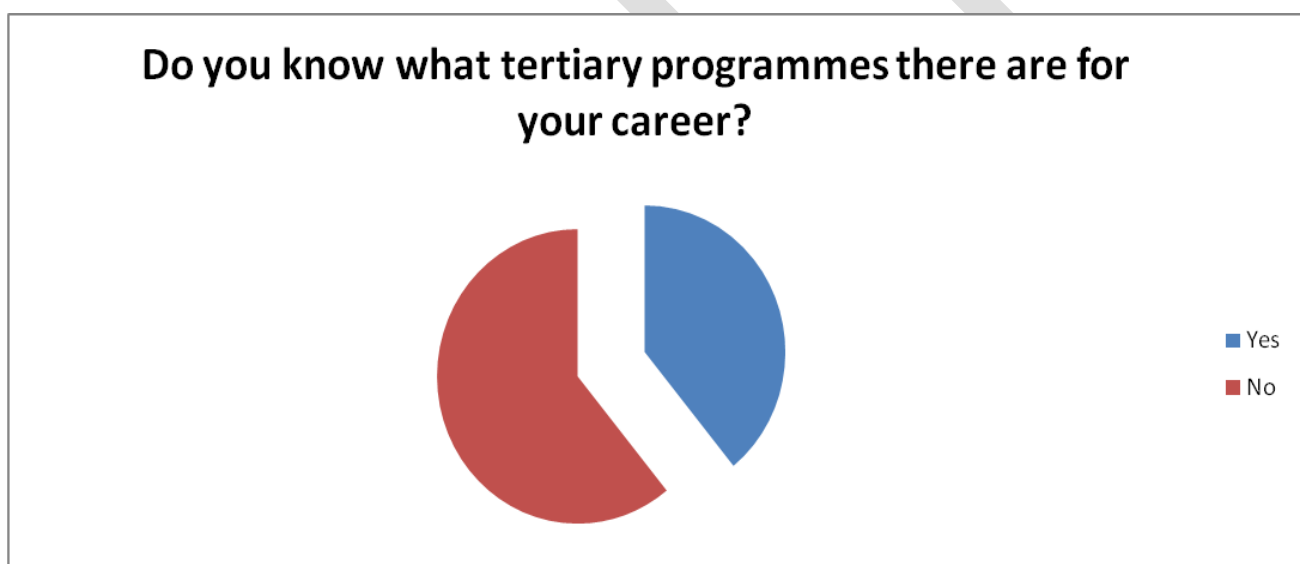
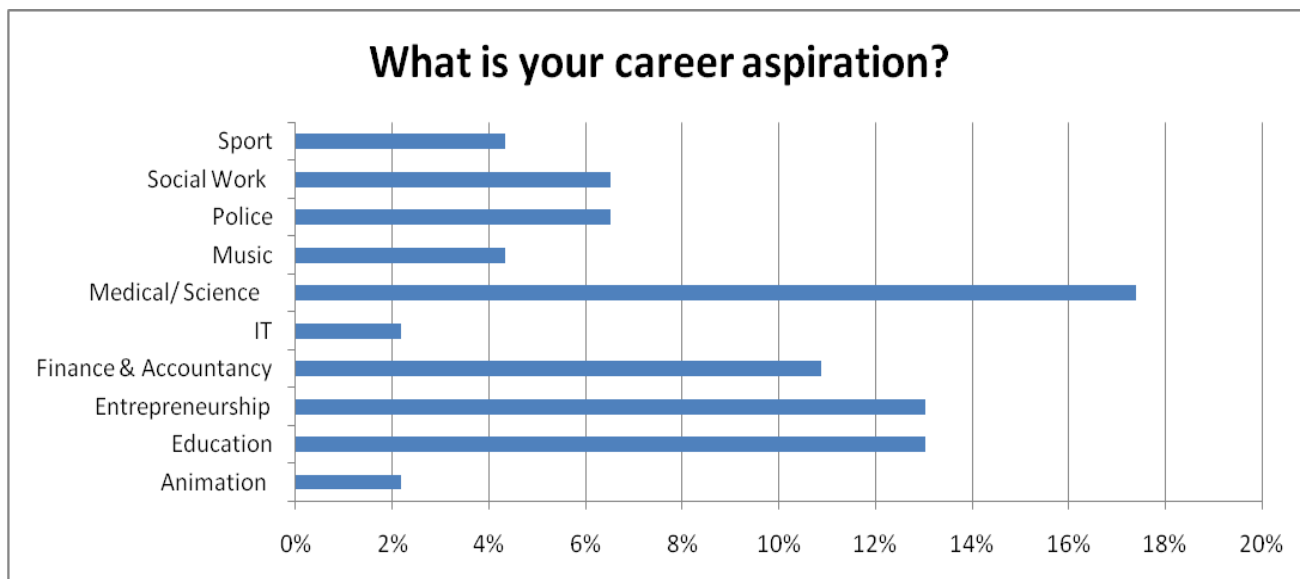
Did you have your questions about careers answered?



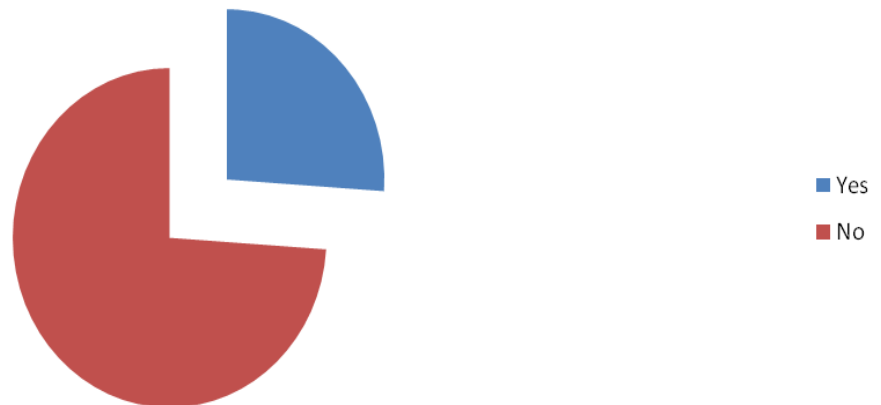
Did you receive any follow-up from the organisers or event exhibitors?



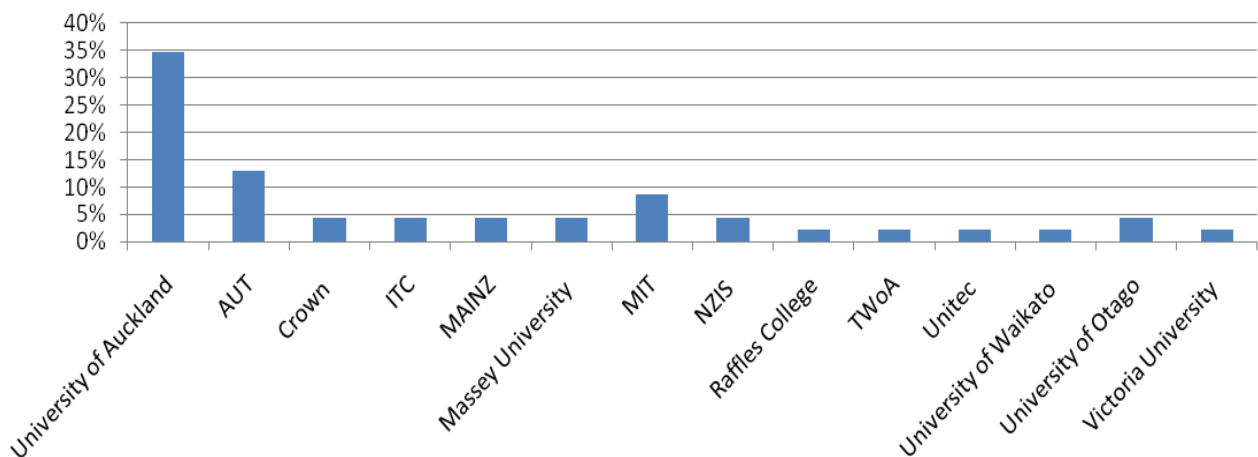
About Career planning



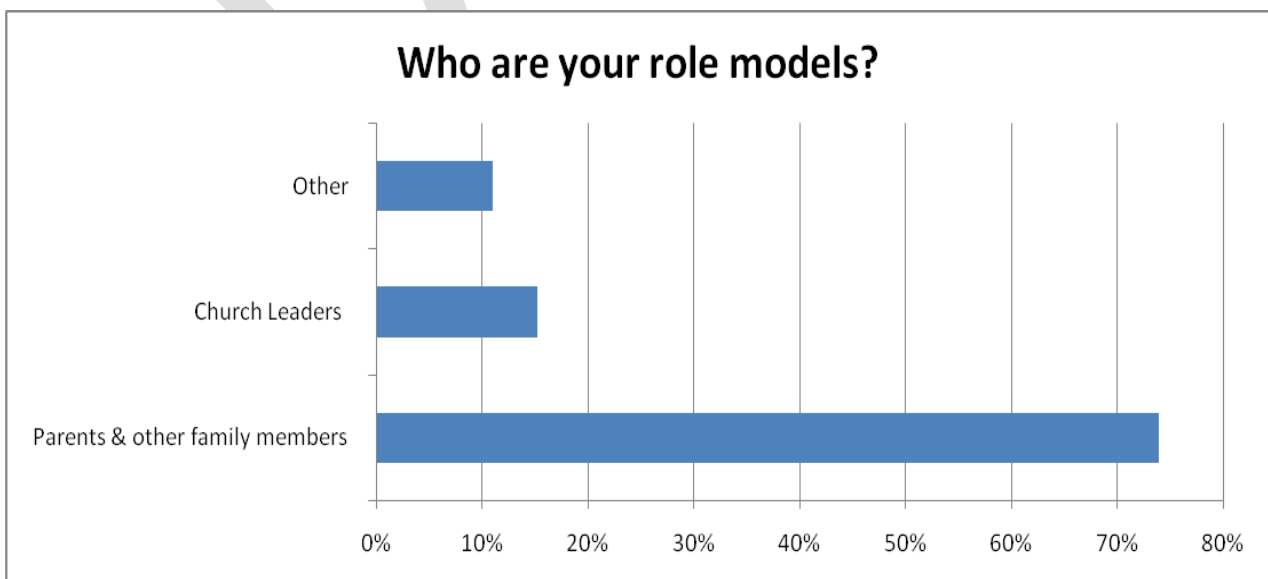
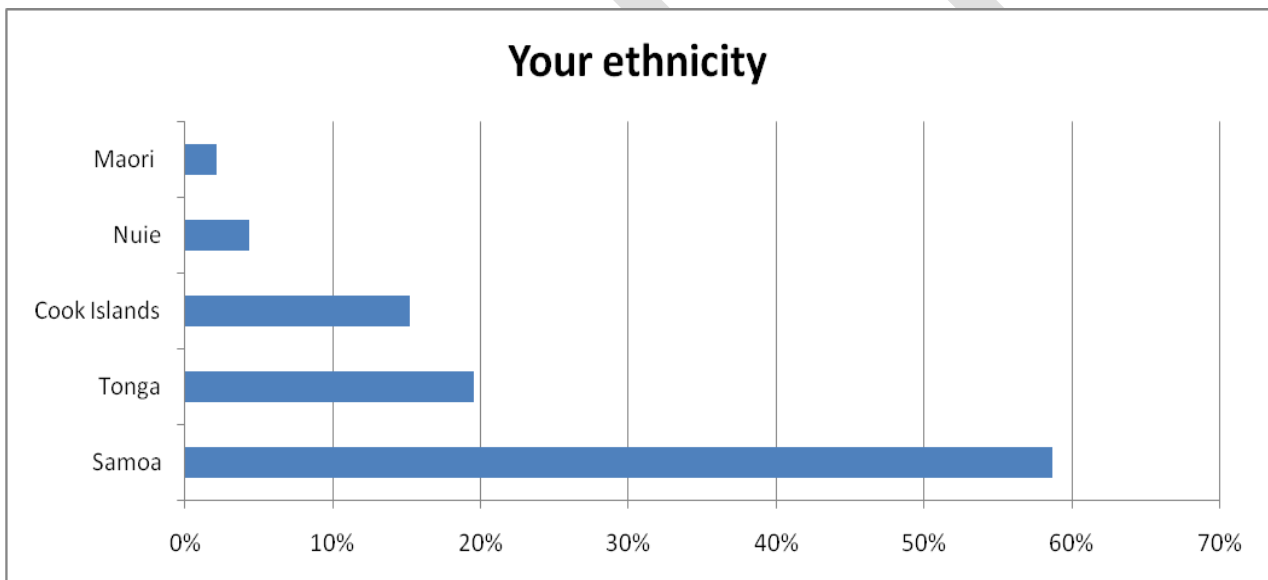
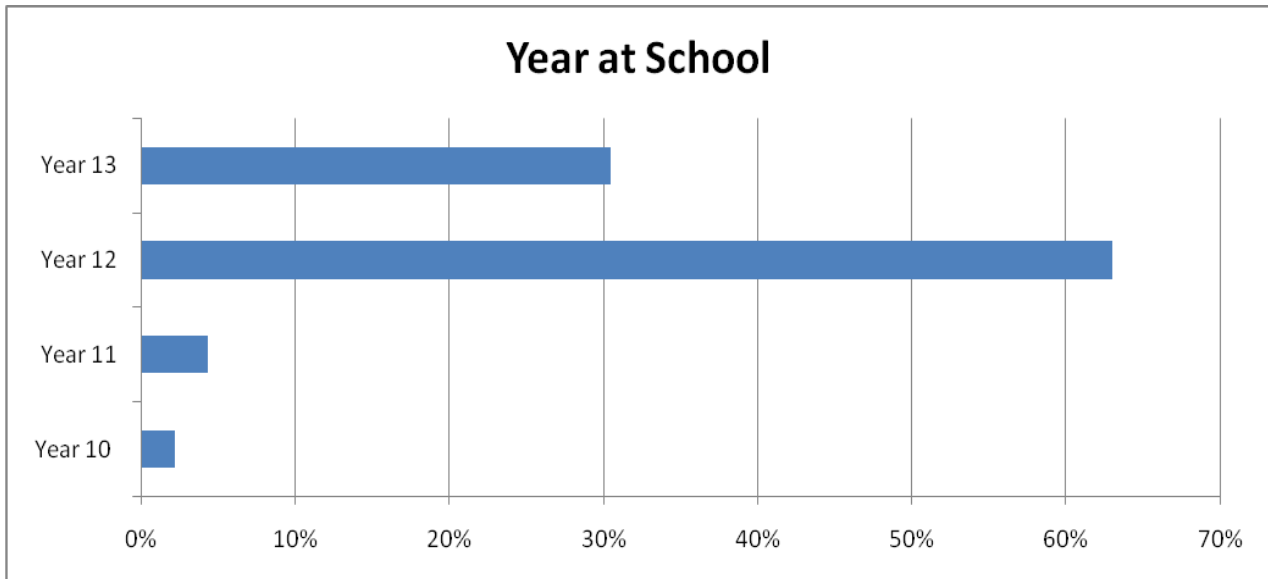
Do you have all the information you need to enrol?



Where do you plan to study?



About themselves



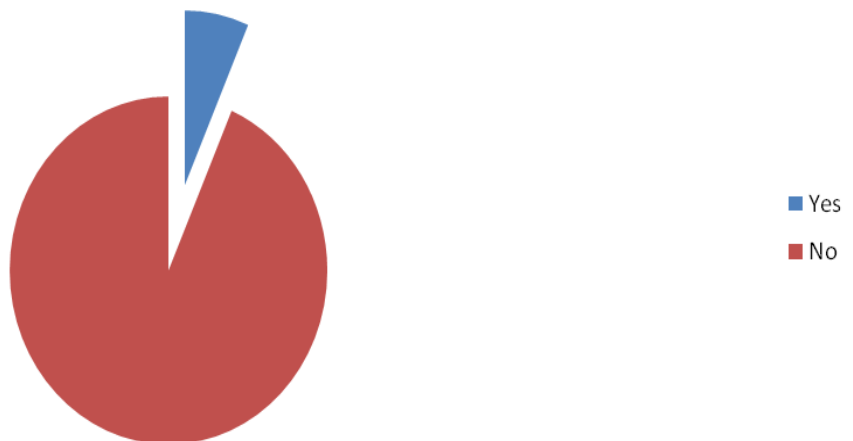
Are you involved in community activities?



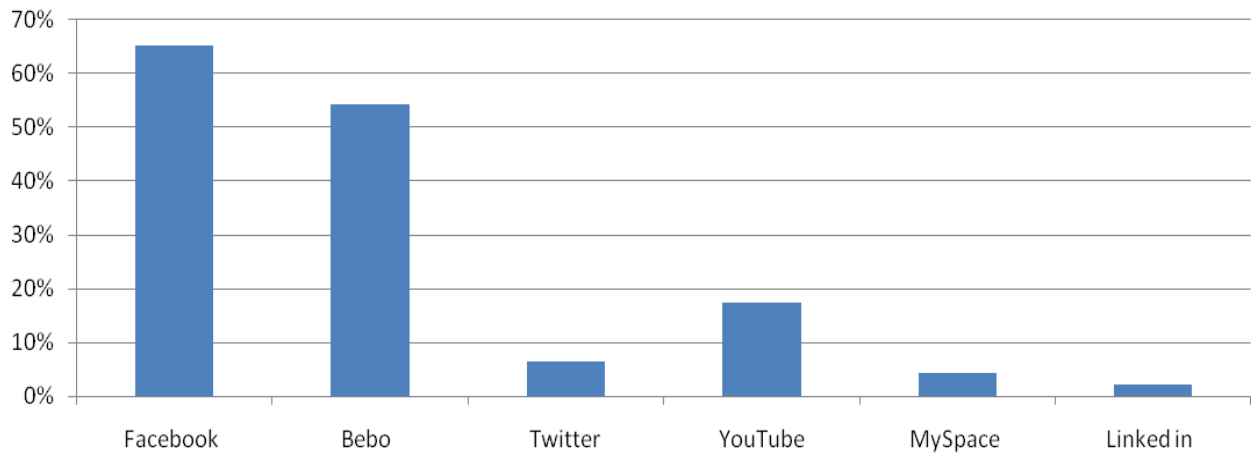
Do you go to church ?



Do you have a part time job?



Which Social networks you are registered with?



Appendix 6: Partnering for Success – Our Pilot partners

Business	Education	Government	Community/ NGO
<ul style="list-style-type: none">• 2 Onions (Cloud Region)• Cogita• Mercury Energy• Might River Power• Pacific Island Chamber of Commerce• Request• Taro Pages• The Hyperfactory• TVNZ	<ul style="list-style-type: none">• AUT University• BEST Pacific Institute of Education• Kia Aroha College• Lifeway College• MSL Training Group• University of Auckland• University of Waikato	<ul style="list-style-type: none">• Careers New Zealand• Department of Labour• Inland Revenue Department• Ministry of Pacific Island Affairs• New Zealand Fire Service• New Zealand Police• New Zealand Qualifications Authority (NZQA)• StudyLink	<ul style="list-style-type: none">• Auckland City Council• Manukau City Council• Waitakere City Council• C-Me Mentoring Trust• Counties Manukau Youth transition• FutureinTech• Pasifika Medical Association• SSPEEX (South Pacific Engineers for Excellence)

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Appendix 7: Introducing Accelerating Aotearoa Incorporated:

An established and independent registered charity (No. CC36186), Accelerating Aotearoa has measurable achievements over 7 years. Accelerating Aotearoa provides leadership in:

- Establishing collaboration across regions: Communities, business & government organisations
- Developing sustainable economic & social solutions for underserved communities
- Focusing on digital capability as the platform for the development & growth of New Zealand and the Pacific Region.

Our deliverables focus on making hopes & dreams, possibilities:

- Enabling understanding of the link between education & well being
- Supporting our kids to get the right education
- Working together to ensure sustainable results.

Priorities for 2011 – 2014 are the delivery of:

- The “Accelerating Aotearoa’s Talent” programme focusing on Maori and Pacific talent with their communities and connecting them with the exciting jobs of the digital future.
- “Peito”, enabling social & economic transformation through agro-exporting -under the auspices of the APEC Women’s Entrepreneurship Summit.
- Support for New Zealand’s growth through “Flexworks Aotearoa”, a programme enhancing workplace productivity as a result of employees and employers making changes to when, where and how workers will operate to better meet individual and business needs.

Historical successes include:

2010 Accelerating Pacific Careers	A three phased, collaboration based approach, to supporting Pacific peoples to gain the knowledge & skills necessary to do well for themselves, their families & their communities; “Sign up”. “Turn up”. “Follow up”. Launched September 2010: 100 students from 14 schools supported by 31 participating organisations.	2010 - 2011 Digital Careers Website	The definitive web-based presence for promoting Digital Careers & the tertiary's that support them. Phase 2 of the DVD project where exciting young professionals describe their jobs & how they got there. Beta site launched December 2010: 25 interviews already @ www.digitalcareers.co.nz Sponsored by 5 tertiary's; University of Auckland, NatColl Design Technology, Open Polytechnic, University of Otago, New Zealand School of Education.
2009 - 2011 ICT Skills Action Plan	Establishment of a blue print for collaboration on current & future labour market needs with the ICT Industry, Tertiary & Government Representatives, Accelerating Aotearoa & DoL Immigration	2009 Digital Careers Expos	“What employers want” Expos held Auckland Wellington & Christchurch Oct- Nov 2009 Delivered to 350 international undergraduates Partners: DoL Immigration, Career Services, NZICT, Auckland City Council, Grow Wellington, CDC plus 14 businesses & 26 Tertiary's
2007-2009 Digital Careers DVD	What is an IT Career about? Young professionals tell their stories. 10,000 promotional DVDs distributed to secondary schools students throughout NZ	2006 -2008 Auckland Hiring	Full-filling the promise of “study to work” 1000 international jobseekers were supported with CV & interview skills with an opportunity to meet employers looking to hire Partners: DoL Immigration, Career Services, Study Auckland, 21 employers, 4 events & 20% job placement!
2006 – 2009 Growing an Internship Culture for IT	Programme to connect young graduates with paid internships in NZ companies. Delivered to 7 Tertiary's nation-wide. Audit completed of all University based internship programmes in NZ	2005 - 2007 Go IT Workshops	Sharing a day in the life of an IT professional! Attracted 235 secondary student participants from underserved communities 6 events in Auckland & Wellington. Partners: WIT, Microsoft, Vodafone, IBM 191 mentors!