

Accelerating Aotearoa

Taskforce Briefing

March 22nd 2010



Agenda

Time	Item
3.30	Welcome, introductions & meeting overview
3.35	Taskforce Briefing <ol style="list-style-type: none"> Where to for 2010 & beyond John Holley - Strategic direction for Accelerating Aotearoa Introducing the Manukau Careers Expo Mary Aue - overview, meet the project team iTRAC Update: Josh Phillips & Nicola Bannerman Advancing the Manukau Pilot 2009 Digital Careers Expos Judy Speight - Key deliverables for 2009 events, developing a plan for 2010 Careers Promotion Website Ken Waller - Design and development update Co-operative Education Shanti Ravi - update on the Work ready Graduates programme Website: Asfahaan Mirza - Launching our new site www.AcceleratingAotearoa.co.nz
5.00	Refreshments and informal networking

Our Work

- ✓ Attracting youth to digital tertiary courses
- ✓ Providing information on career & course choices
- ✓ Connecting youth to the job market



We are...

- ✓ Independent
- ✓ Broad based
- ✓ Delivery focused
- ✓ Committed to under-served communities





So what ?

Pathways to

- ***Finding out about digital careers***
The jobs, pathways, role models
- ***Achieving success in Tertiary education***
Choices, the journey and completion
- ***Improving access to highly paid careers***
Improved economic & social outcomes



A Vision

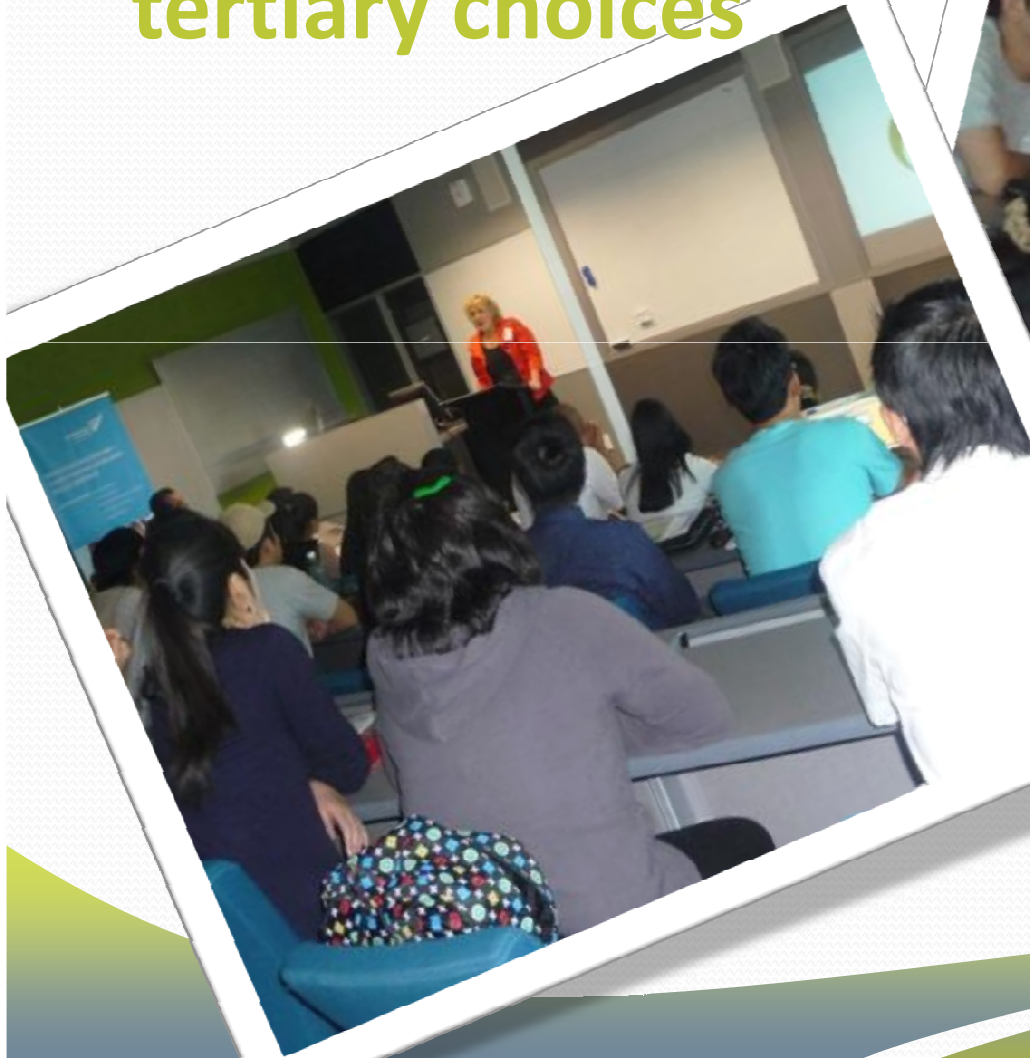
“A skilled job within the reach of every Kiwi”

Attracting Youth to Digital Careers



Visit with Manurewa High School

....informing
students on
tertiary choices



....connecting
youth to the job
market



....Aligning with
government
strategy





2010 and beyond – our future
- *John Holley*



Manukau Careers Expo

– *Mary Aue*

About the Manukau Careers Expo

- Supports students to help make study & career choices aligned with future skills needs
- A deliverables based collaborative, community project
- Delivers key APESTA imperatives





Why Pasifika youth?

- 12% of Pacific workers earn more than \$50,000 per annum
- 66.2% of Pacific peoples are employed in either semi-skilled or low-skilled occupations compared to 47% for non-Pacific peoples
- Why?
 - Younger age distribution
 - On average, lower levels of qualification.

NZ Skills Strategy 2008

What are we trying to achieve ?

Prosperity for Pasifika through Pasifika Youth and it's Community

....built on a platform through three vakas:

- Education
- Building Communities
- Skills Development





The Manukau Careers Expo is...

- An annual business & careers expo to link local students (& their families) with training providers, support services & industry
- Under development with Pacific Island Chamber of Commerce
- Seeking partnership with TOWA & Maaori Skills Strategy
- Draws on success & capability of Niue Business & Careers Expo, Digital Careers Expos
- Scheduled September 2010

Deliverables

Outcome	Activity	APESTA Transformation Area
<i>Access to information about skilled jobs</i> <i>Understanding of pathways to skilled jobs</i>	<i>Advocating skilled careers</i> <ul style="list-style-type: none"> • Identification & co-opting role models as mentors <ul style="list-style-type: none"> - youth & youth minded leaders - young successful Pasifika business people • An independent rallying point for local schools & institutions with an interest in establishing better learning outcomes for students 	Skills Development Building Communities Educational Outcomes
<i>Access to scholarships</i>	<i>A recruitment point for organisations seeking to award scholarships for tertiary study</i>	Skills Development Educational Outcomes
<i>Community revival with internet based networks</i>	<i>A venue for development of new social networks</i> <ul style="list-style-type: none"> • Competitions to attract young local experts to submit designs for new communities organisations 	Building Communities
<i>Access to information on government & legal services</i> <i>Manukau Socio-Economic Transformation Roundtable established</i>	<i>A venue for local & central government, agencies & legal organisations to offer advice & information</i> <i>Hosting a leadership roundtable for high ranking Government officials & other leaders to meet with Church leaders & establish ongoing collaboration models</i>	Building Communities

Manukau Careers Expo Project Steering Group

Name	Organisation
Mary Aue	NBCE
Robert Perelini	PICC
John Kotoisuva	C-ME
Nicola Bannerman	Accelerating Aotearoa
Josh Phillips	Accelerating Aotearoa
Judy Speight	Accelerating Aotearoa



Where to from here ?

Follow up re field of interest

- Emailing relevant information
- Links with organisations
- Large interest - hold fonos for particular fields e.g apprenticeships, etc



iTRAC Update

– *Josh Phillips*



iTRAC Update

- Market led education – a careers marketplace
- Provides Training providers & employers access to talent
- Profiles talent for specific training & employment opportunities
- Enables talent access to active training & career information
- Provides data to support training providers' view of employers' skills needs
- Analysis to support employers' view of future workforce competency needs

Work to date

Activity	Status
Research & development of the Business Case for iTRAC	Completed
Development of a technical Prototype	Completed
Establishment of a Project Steering Group: MCC, EM, Career Services, MPIA, PICC, MIT	Completed
Development of the Project Charter	Completed
Initiation of the pilot implementation with MIT	For completion May 2010
Briefing to HWM Len Brown	Completed



iTRAC Project Steering Group

Name	Organisation
Filemoni Timoteo	Manukau City Council
Charles Berryman	Manukau City Council
Mark Goshe	Ministry of Pacific Island Affairs
Gaelle Deighton	Enterprising Manukau
Dale Bailey	Career Services
Nicola Bannerman	Accelerating Aotearoa
Josh Phillips	Accelerating Aotearoa
Judy Speight	Accelerating Aotearoa

Next Steps:

- Phase 1 Pilot : MIT hosted web based talent tracking system development
 - ✓ Support stakeholder engagement
 - ✓ Develop training programmes for new stakeholders
 - ✓ Capture Phase 1 learnings
- Phase 2: Refine approach based on Phase 1 learnings: Tool, Engagement, Training programmes
 - ✓ Delivery to all Manukau training providers
- Phase 3: Refine approach based on Phase 2 learnings
 - ✓ Select regions
 - ✓ Engage and roll-out



Meeting HWM Len Brown



Digital Careers Expo

- Judy Speight

Digital Careers Expos 2009

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

Digital Careers Expo – Christchurch



Satisfaction?

Item	Response
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%

What they said ...

“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

Lessons Learned

- ✓ Event Timing

Scheduling of future events needs to be aligned with tertiary calendars rather than business agendae

- ✓ 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



Careers Promotion Website - *Ken Waller*



Accelerating Aotearoa website launch

Asfahaan Mirza

JUDY

My account

Create content

Administer

Log out

RECENT NEWS

Digital Careers Expo attracts industry and students from throughout Canterbury

Digital Careers Expo big hit with Auckland students

Working towards a career in the New Zealand ICT Industry?

Accelerating Aotearoa embarks on National Internship Programme

Digital Careers Expos announced for Auckland Wellington and Christchurch

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About Accelerating Aotearoa

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Accelerating Aotearoa is an established and independent Not for Profit providing:

- Focus on digital capability as the platform to the recovery of New Zealand's economy,
- Skills in establishing collaboration across regions along with both public & private sector organisations,
- Ability to demonstrate measurable successes over a 5 year period.

Our independent, collaborative and broad based approach to delivering outcomes for sectors and communities is unique; a range of initiatives within a framework to co-ordinate the energies of Tertiaries, businesses, government and communities to directly enhance outcomes for the underserved.

Accelerating Aotearoa's projects focus on:

- Attracting youth to tertiary courses with digital content
- Providing youth with opportunities to make informed choices in tertiary education & ensuring their study is relevant to future labour market needs
- Connecting youth to the job market and supporting them on the pathway between tertiary study and work

Learn. Work. Life. Digital !

[Download: An Overview of Accelerating Aotearoa](#)

[Download: Looking to 2010 and Beyond](#)

