

Auckland Pacific Careers

Getting ready & getting it right for tomorrow's jobs

A collaborative approach to attracting & developing relevant pathways for Pacific Youth to the skilled & high income opportunities of the Digital Sector

Report on Pilot Programme 2010



Pacific BIZ

Pacific Island
Chamber of
Commerce Inc.



Acknowledging the hands and hearts that launched “Auckland Pacific Careers”

A message of heartfelt gratitude to those who “believed” and through your belief during those long months of planning, made this remarkable initiative possible. We value your contributions and treasure the gift of our shared vision.

We look forward to working with you as we deliver APC into the future, enhancing outcomes for Pacific peoples by supporting them to gain the knowledge and skills necessary to do well for themselves, their families and their communities.

The APC Steering Group

Pacific peoples: a vibrant dimension to Auckland's compelling story

Auckland is the biggest Pacific city in the world. The opportunity exists to utilise the talent potential of Auckland's growing Pacific populations to create a vibrant dimension to Auckland's compelling story.

However, 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 strategies¹ target enhanced outcomes for Pacific Communities, a concerted and collaboration based effort is needed to implement these plans and realise "the vibrant dimension".

Auckland Pacific Careers (APC) is a collaboration based approach to enhancing outcomes for Pacific peoples by supporting them to gain the knowledge and skills necessary to do well for themselves, their families and their communities.

By supporting Pacific youth to get skilled jobs by making study and career choices aligned with future job market needs, APC is establishing a comprehensive approach for Pacific achievement – with the capability to track students at both individual and regional levels - that is inherently grounded within Pacific communities. APC focuses on 3 strategic imperatives:

1. Linking education & well-being

*"Enhancing outcomes for New Zealand's Pacific peoples is critical: a productive and prosperous New Zealand will be increasingly contingent on productive and prosperous Pacific New Zealanders."*²

The link between success in education and well-being of people, their families and communities, and New Zealand as a whole has been established; physical, mental and emotional well-being, as well as income, all increase at higher education levels.³

2. Getting the right education for skilled & high income jobs

Analysis of responses from 69 Pacific secondary students from 14 schools across the Auckland Region⁴ demonstrates the disconnect between school and higher education for Pacific students. Recent remarks in the media by MPIA's CEO Dr. Colin Tukuitonga express concern that young people aren't getting the right kind of advice whilst they are in secondary school about subject choices, and that is eliminating them from considering further study.⁵

Work must be done to ensure pathways are established for Pacific youth transition smoothly from school to tertiary education and on to work.

3. Working together to get results

In order to support Pacific peoples to gain the knowledge and skills necessary to do well for themselves, their families and their communities in a coordinated manner, a framework must be established to enable a connected and managed approach⁶.

¹Reference Appendix 1: Strategic Context for Auckland Pacific Careers

²Statistics New Zealand and Ministry of Pacific Island Affairs (2010). Demographics of New Zealand's Pacific population

³Statistics New Zealand and Ministry of Pacific Island Affairs (2010). Education and Pacific peoples in New Zealand

⁴Reference Appendix 2: Registration Data Analysis

⁵NZ Herald Wednesday Jun 23, 2010, "Too many Pasifika students falling through cracks"

⁶NZ Herald Friday Jun 25, 2010

Connecting to Pacific communities

To ensure APC is connected to the Pacific communities it serves, a partnership has been established between the Pacific Islands Chamber of Commerce (PacificBiz⁷), Trades@School, the C-Me Mentoring Trust⁸, Career Services, Taro Pages⁹, Accelerating Aotearoa¹⁰ and historically, Manukau City Council, Waitakere City Council, and Auckland City Council.

At a regional level the programme has further been presented to Council associated Pacific Boards and Committees along with other Pacific leaders across the region, to ensure the programme is clearly aligned with and supportive of priorities for Pacific peoples.

The partnership is further strengthened by ensuring that key central government agencies such as the Ministry of Pacific Islands Affairs, the Ministry for Social Development, the Ministry of Education and other stakeholders are provided with regular updates and opportunities to input.

Organisationally the programme is led and managed by a Project Steering Group comprising Pacific business and community leaders from across the Auckland region:

Mary Aue	Niue Business & Careers Expo
Robert Perelini	Pacific Island Chamber of Commerce, ASPX
Peta Si'ulepa	APESTA Steering Group, Waitakere City Council
Mark Wonglyn	Career Services
Lui Tusani	Taro Pages
Helen Amituana'i	Mercury Energy
Kolose Lagavale	NZQA
John Pulu	TVNZ
Josh Phillips	Accelerating Aotearoa
Judy Speight	Accelerating Aotearoa

⁷ <http://www.PacificBiz.org/>

⁸ <http://www.initiative.org.nz/c-me-watch-me-go-0>

⁹ <http://www.taropages.com/>

¹⁰ <http://www.acceleratingaotearoa.co.nz/>

How does “Auckland Pacific Careers” work?

Our focus

Supporting Pacific talent gain the knowledge and skills necessary for work in fast paced and high growth industry sectors by supporting:

- **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

Our approach

Connecting Pacific talent and their families, with education and training providers, 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 labour market.

APC is three-phased:

- **SIGN UP: Register** to become part of a web based talent tracking system and link with education providers and employers. This system will profile student skills and experience to both employers and education providers to enable identification for job or scholarship offers, targeted training and career advice and professional networking opportunities

For Pacific communities in Auckland that means an ongoing and future proofed view of where the best jobs are as the basis for both students and parents making informed choices about school subjects that open up further pathways. Following the Auckland pilot this programme will be extended to other communities and regions.

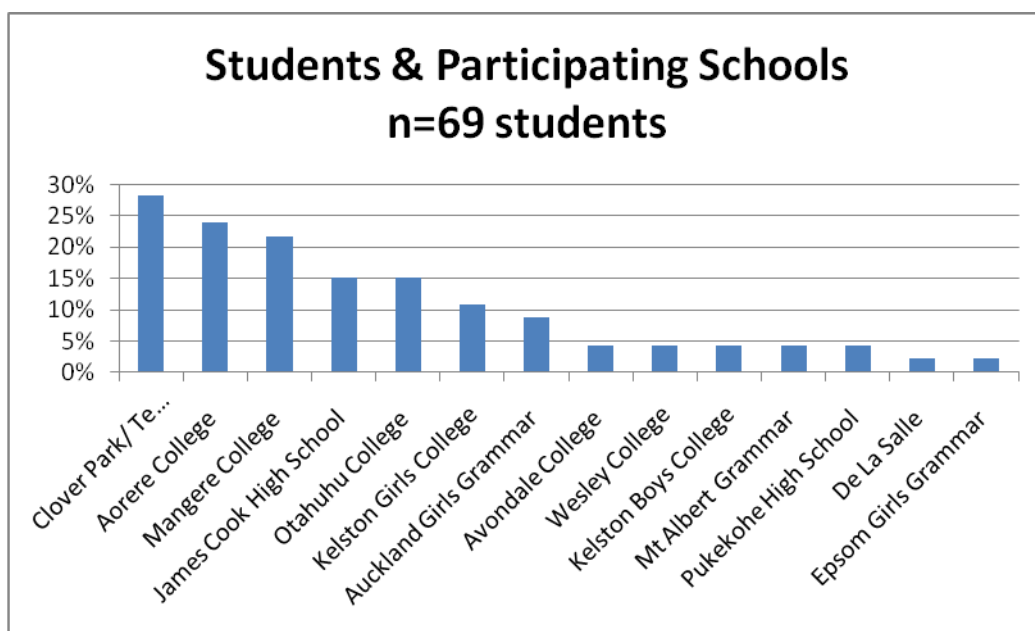
- **TURN UP: Orientation day** - an opportunity for talent and their families come along to find out what’s on offer, meet with tertiary training providers, businesses, successful Pacific role models and hear about opportunities.
- **FOLLOWUP: Access to an ongoing programme** of workshops and seminars with a “whole of community” approach to helping families understand the education system and supporting youth into skilled work. Initial programmes will include mentoring and internship programmes and workshops on gaining tertiary scholarships.

To support understanding of the opportunities enabled by APC, TaroPages TV produced a documentary on the programme. The documentary can be downloaded from www.digitalcareers.co.nz or www.acceleratingaotearoa.co.nz, A copy of the documentary on DVD is available from Accelerating Aotearoa.

“Auckland Pacific Careers” Launch: Orientation day 2010

APC was launched at Clover Park/ Te Whanau O Tupuranga School in Othello Drive Otara on September 25th 2010 with the support of:

- Approx. 100 students (69 formal registrations) representing 14 secondary schools
- 17 exhibitors
- 25 speakers
- Approx. 40 Supporting family members and community representatives



Exhibitors

Lifeway College	Cogita / ASPX
Ministry of Pacific Island Affairs	FutureinTech
University of Auckland	University of Waikato
Mighty River Power/ Mercury Energy	BEST Pacific Institute of Education
Career Services	NZ Police
New Zealand Fire Service	MSL Training Group
Inland Revenue Department	Counties Manukau Youth transition
StudyLink	Pasifika Medical Association
SSPEEX (South Pacific Engineers for Excellence)	

Speakers

Person/ Group	Organisation	Role
Te Whanau O Tupuranga Kapa Haka Group	Te Whanau O Tupuranga	Powhiri
John Pulu	TVNZ	MC
Kaumatua Haare Williams	For Auckland Pacific Careers	Kaumatua
Peta Si'ulepa	Auckland Pacific Careers Steering Group	Welcome address
Dr Colin Tukuitonga – for Hon Georgina Te Heu Heu, QSO	Ministry of Pacific Island Affairs	Keynote
Hylton Southon	The Hyperfactory	Keynote Role Model
Lui Tusani	Taro Pages	Keynote Role Model
Brett & Parris Goebel with ReQuest	Request	Performance
Helen Amituana'i & team	Mercury Energy	Parent Workshop Mentor
John Kotoisuva	C-Me Mentoring	Parent Workshop Mentor and Prayers
Iani Nemani	DoL	Parent Workshop Mentor
Mark Wonglyn & team	Career Services	Parent Workshop Mentor
Latisha Moana & team	IRD	Parent Workshop Mentor
Kolose Lagavale	NZQA	Parent Workshop Mentor
Robert Perelini	ASPX/ Cogita	Parent workshop Mentor
Veronica Ng Lam	AUT University	Role Model
Ulu Aiono	Cogita , Pacific Island Chamber of Commerce	Closing address and prayers

What talent thinks.....

As an element of APC's engagement 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 pretty 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% plan 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 noting that 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 further detail on this analysis are attached in Appendix 2.

Measuring our success – launch event metrics

Activities	Short Term Measure	Short Term Monitoring Mechanism	Launch Event achievement
<i>Advocating the benefits of skilled jobs</i> → Identifying and engaging talent with families → Providing seminars from business & career experts → Delivering Information on careers, courses, services & scholarships	Number schools actively engaged Number Pacific youth attending Number TEOs, employers & businesses No. role models/ youth leaders engaged Response to post launch event survey	Participation in school promotion Registration count Participation count Participation count Post kick-off event survey	16 schools recruited, students from 14 schools attended Approx 100 Participating Exhibitors = 16 Participating Speakers = 25 Participating youth role models = 25 Not yet undertaken
<i>A recruitment point for organisations, TEOs & Business seeking to award scholarships for tertiary study</i>	Number of TEOs recruiting Number of scholarships awarded Response to survey	Count Count Post event survey	Participating TEOs = 5 Scholarships awarded = 2 Not yet undertaken
<i>A recruitment point for TEOs seeking enrolments for Transition programmes</i>	No. of Pacific youth selected for employer partnered tertiary programmes	Number of students selected for Trades@School programme	TBA
<i>A venue for local & central government, agencies & legal organisations to offer advice & information</i>	Number of government & legal services organisations attending	Participation count	Participating Government organisations = 10 Participating legal organisations = 0
<i>A leadership roundtable as a venue for high ranking Government officials & other leaders to meet with Church leaders & establish ongoing collaboration models¹¹</i>	Establishment of the Auckland Pacific Transformation Roundtable	Number of Pacific Church & Community leaders participating Number of for high ranking Government attending Establishment of enduring collaboration models	To be achieved

¹¹ Reference [ICT Skills Action Plan](#) as a model

What happens next?

The APC Steering Group has reconvened to consider the delivery of the “follow up” phase.

The following activities are in train:

ITEM	ACTION	STATUS October 30 th
Launch Event follow-up	<ul style="list-style-type: none"> • Distribution of documentary & photos to participating schools via www.digitalcareers.co.nz • Follow-up student participants, programme evaluation, next steps • Completion of Launch Event Report • Distribution of report with documentary to Stakeholders • Review Meetings with stakeholders 	<p>Completed</p> <p>November 2010</p> <p>Completed</p> <p>October/ November 2010</p> <p>November 2010</p>
Development of Post Event programme	<p>Establishment of Mentoring programme:</p> <ul style="list-style-type: none"> • Review existing programmes & investigate propensity to collaborate <ul style="list-style-type: none"> - Business Mentors Pacific Mentoring - YWCA • Develop APC Based programme with APC Mentors 	<p>Current</p> <p>November 2010</p>
	Establishment of Scholarship application workshops programme	Commencing November 2010
	Development of Service Provider family workshop programme	Commencing November 2010
Future Programme Resourcing	Review potential resourcing sources and options	Commencing November 2010

Appendix 1: Strategic Context for Auckland Pacific Careers

APC is aligned to government's economic policy drivers to support science, innovation and trade as well as improved education and skills. Further it responds to the vision of Auckland Region's Economic Development Strategy and the Metro Action Plan for Auckland to be *"an internationally competitive, inclusive and dynamic economy; a great place to live and conduct business; and a place buzzing with innovation, where skilled people work in world-class enterprises"*.

In the context of the Metro Action Plan, APC aligns with one of the five objectives to transform Auckland; to develop a skilled and responsive labour force.

Beyond economic policy, APC is further linked to the government's social policy drivers and unrelenting focus on work, in this case for young people and those unemployed as well as opportunities for youth.

In a regional context, the strategic framework for APC is the Auckland Pacific Economic & Social Transformation Agenda (APESTA). The APESTA seeks to improve social and economic wellbeing outcomes for Pacific peoples and is the result of wide consultation with central and local government including the ARC, the business sector, Pacific Church and community leaders and Tangata Whenua.

APESTA is complemented by the Ministry of Pacific Islands Affairs, Auckland Pacific Strategy providing for the first time an integrated "by Pacific for Pacific" policy platform and framework for project collaboration with key stakeholders. APC is delivering on three of the seven "transformation areas" for Pacific economic and social advancement focus areas identified by the APESTA: Skills Development, Building Communities, and Educational Outcomes.

APC models a first of such initiatives which are portable and could be replicated and purpose built for other population based sectors or for cities with significant Pacific communities such as Wellington, Christchurch, Sydney or Brisbane, Maori or mainstream communities.

What's different to other Careers Events & Expos?

APC is a non-commercial venture with participation at no cost to students or their families. A range of public and private sector organisations are providing funding to cover running costs.

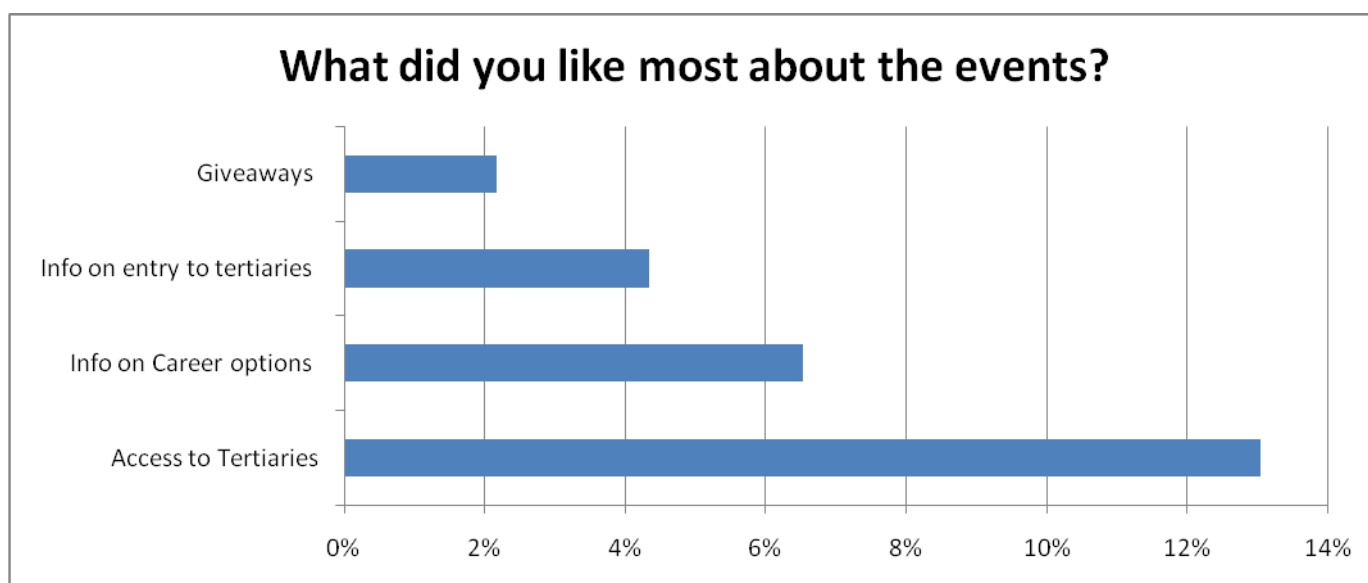
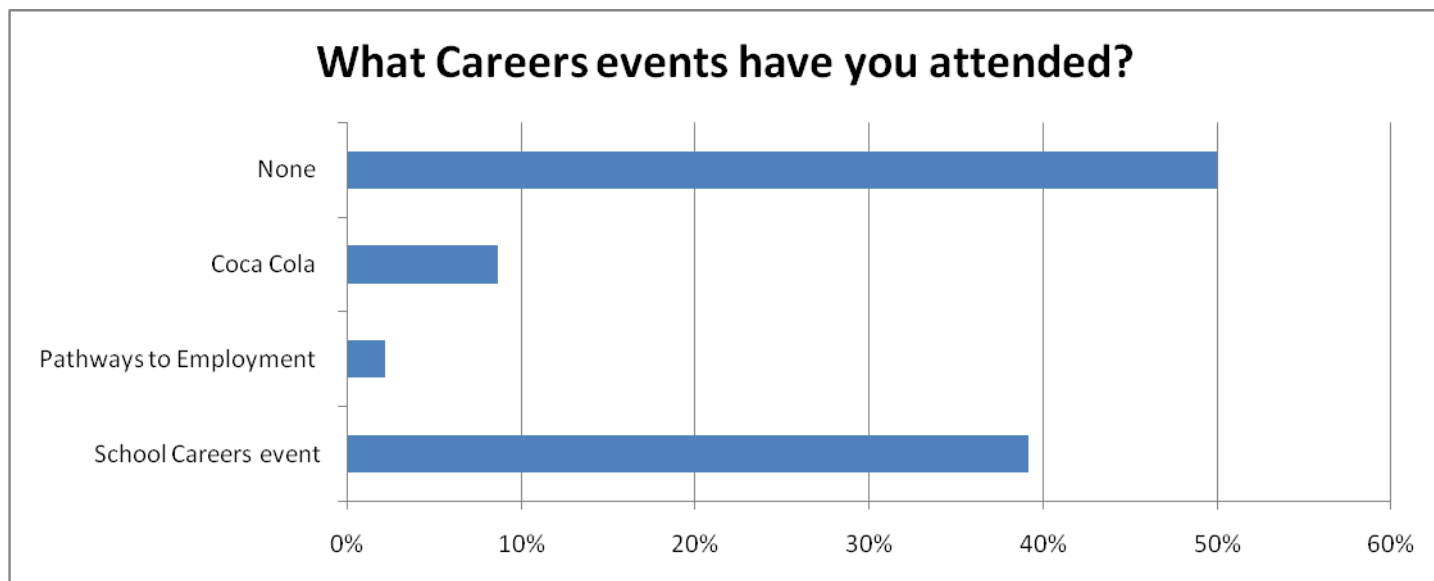
In contrast to other careers expos Auckland Pacific Careers is a multi phased and targeted event, developed and delivered in a collaboration based context that is:

- Focused on achieving effective outcomes for Pacific peoples
- Connects Pacific youth to the job market
- Aligned with government's economic and social policy;
 - The Economic Transformation Agenda,
 - NZ Unified Skills Strategy,
 - Families Young and Old
- Delivers to Auckland's Regional Pacific Agenda:
 - Auckland Pacific Economic Development Agenda (APESTA)
 - 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)
- Project partnerships with Pacific leadership and government organisations;
 - Pacific Island Chamber of Commerce
 - Trades@School
 - C-ME Mentoring Trust
 - Career Services
 - Manukau City Council
 - Auckland City Council
 - Waitakere City Council
 - Pacific Leadership Boards and Committees across the region
- Delivers longitudinal data on participant outcomes

Appendix 2: Registration Data Analysis

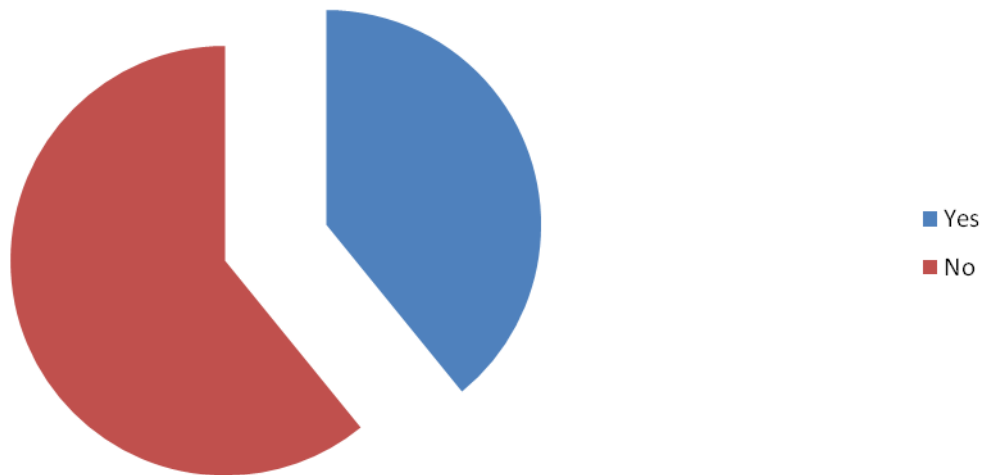
Getting access to information about Careers



Were you easily able to find out about careers you were interested in?



Did you have your questions about careers answered?

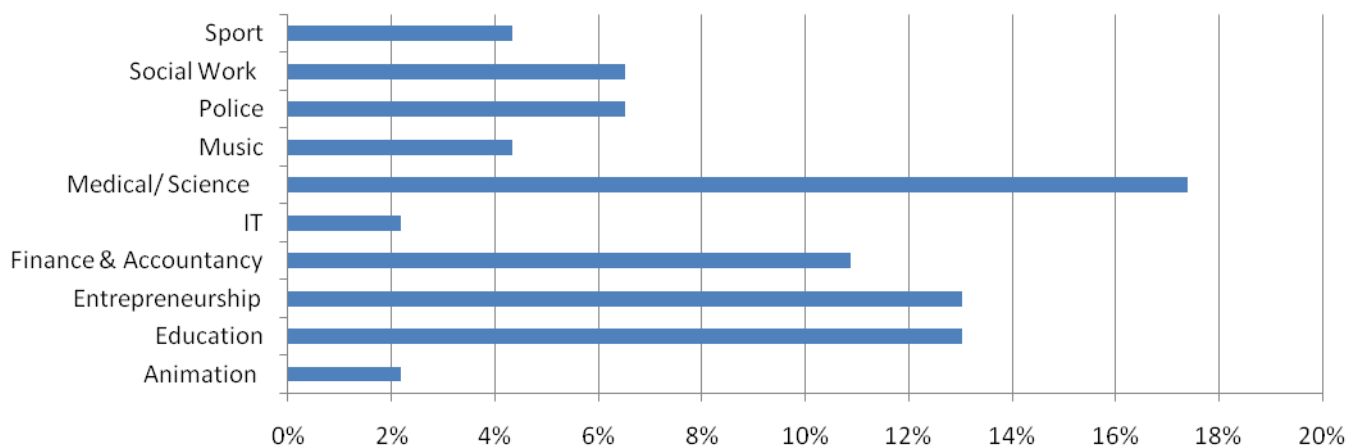


Did you receive any follow-up from the organisers or event exhibitors?



About your Career plans

What is your career aspiration?



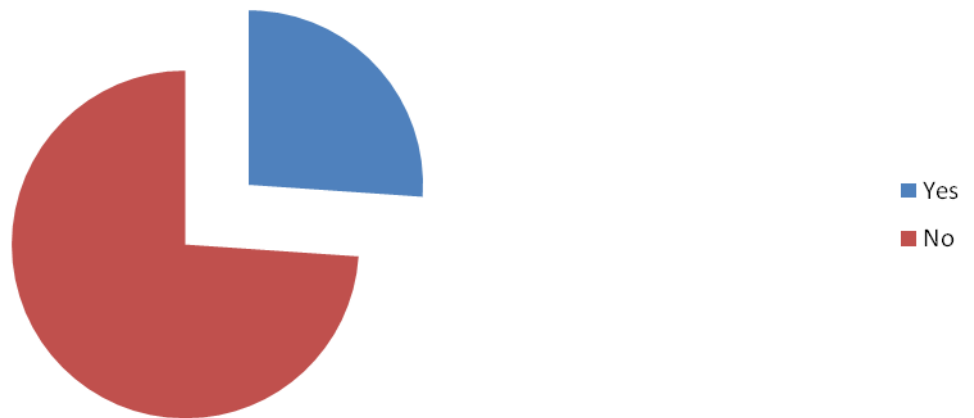
Do you know what tertiary programmes there are for your career?



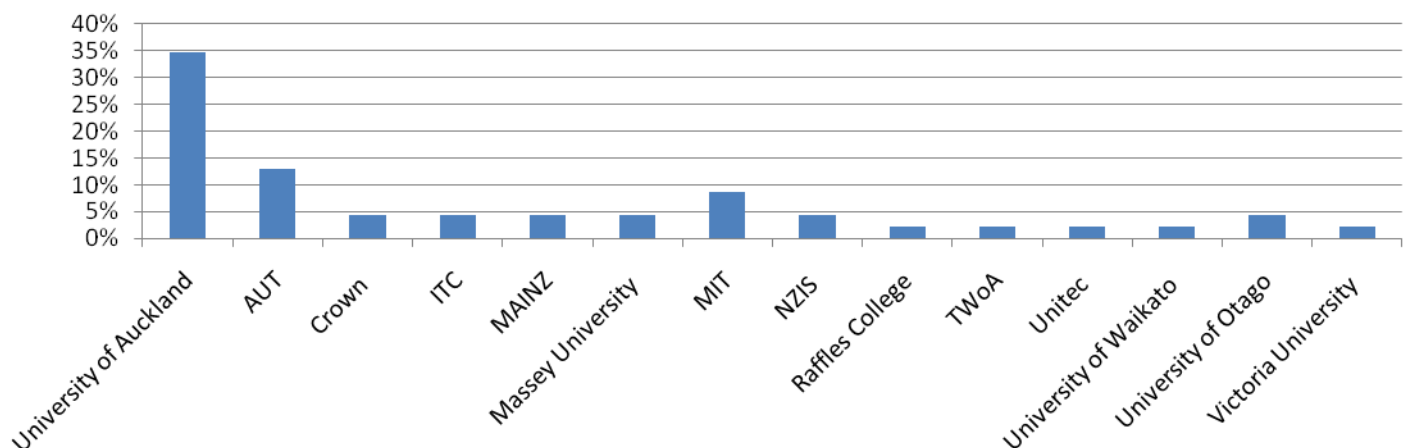
Will you enrol in tertiary study when you finish school?



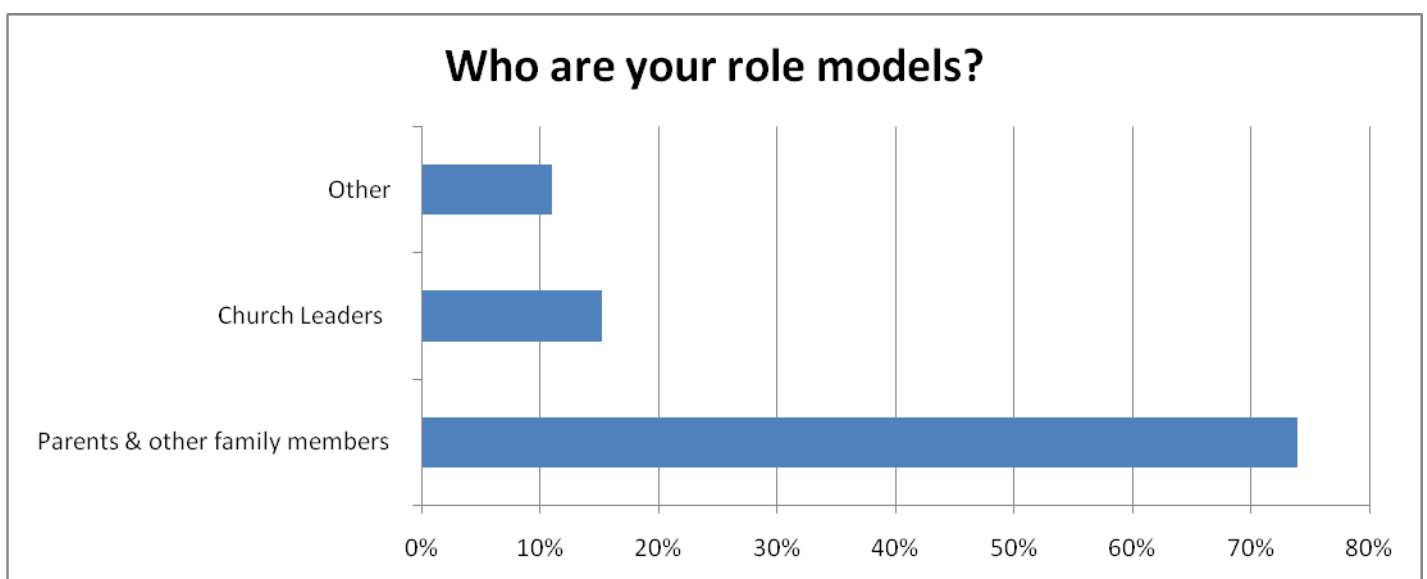
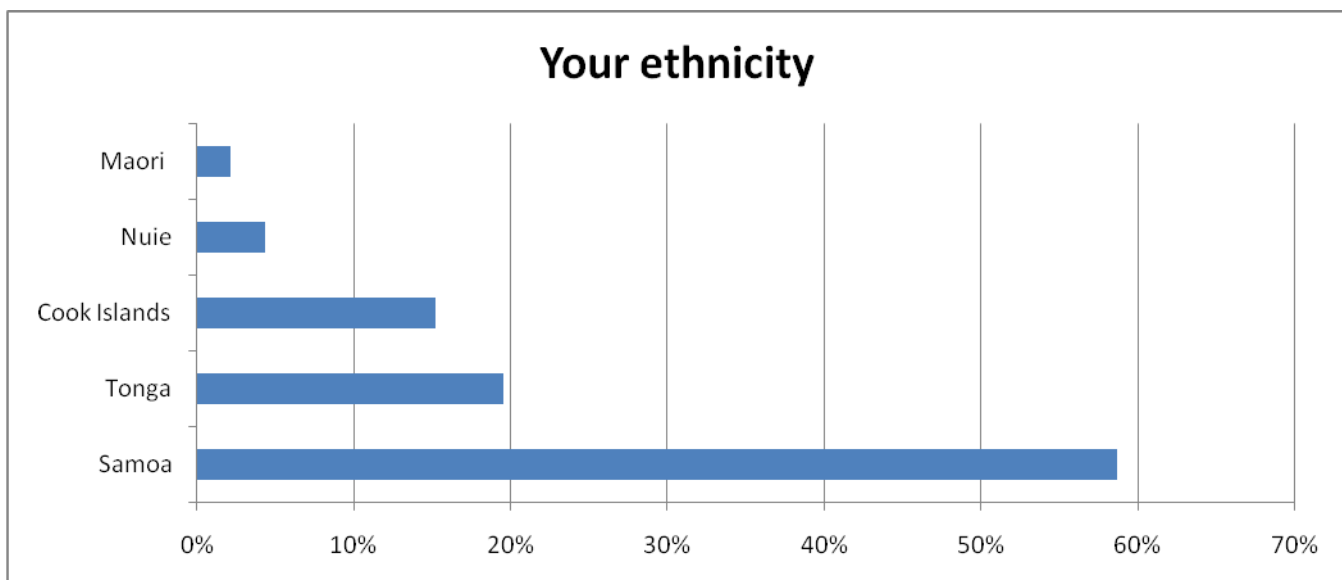
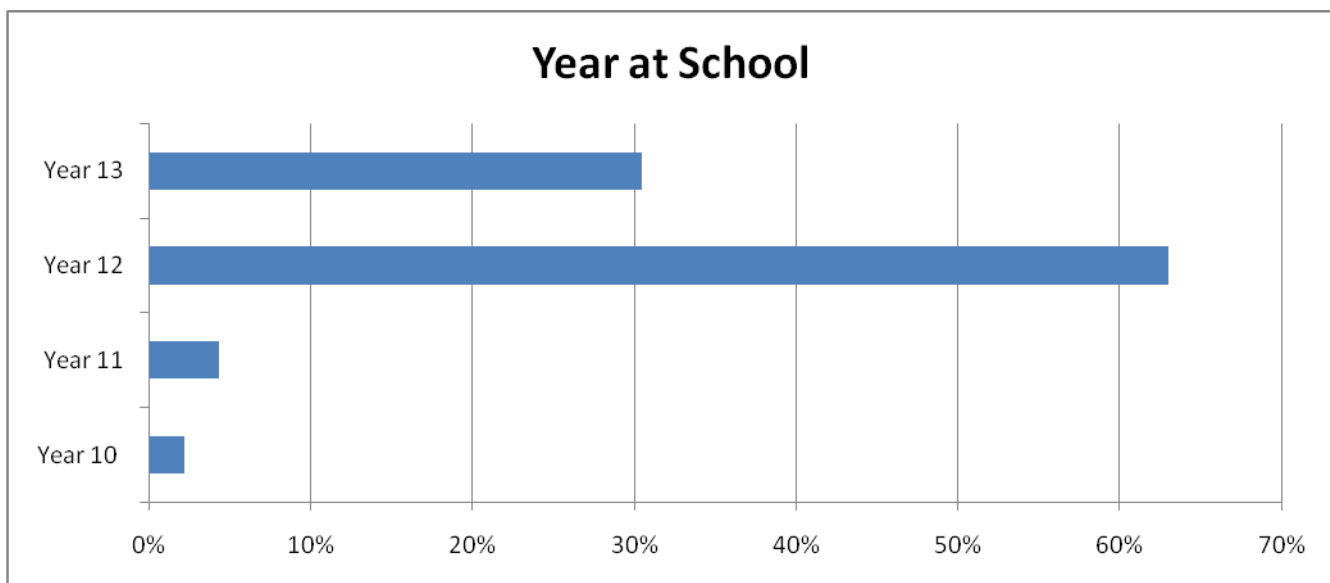
Do you have all the information you need to enrol?



Where do you plan to study?



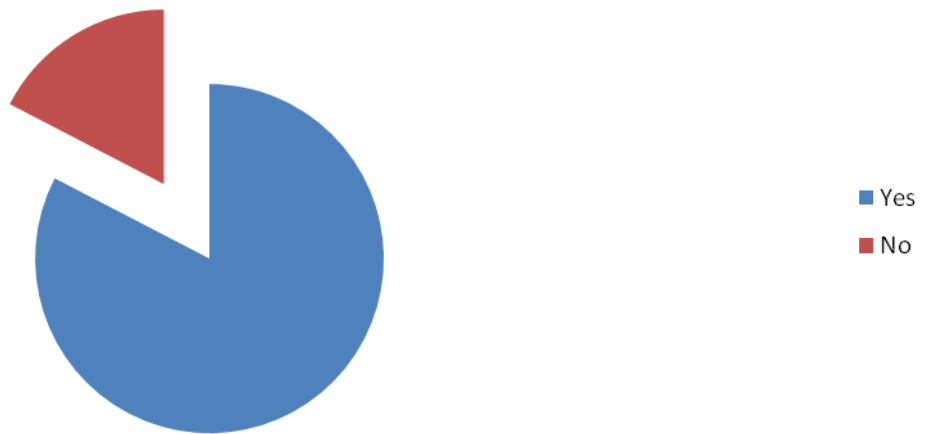
About you



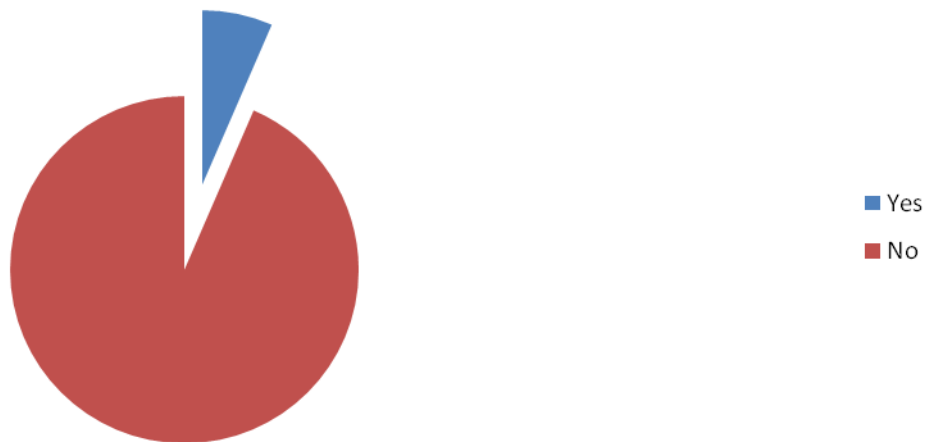
Are you involved in community activities?



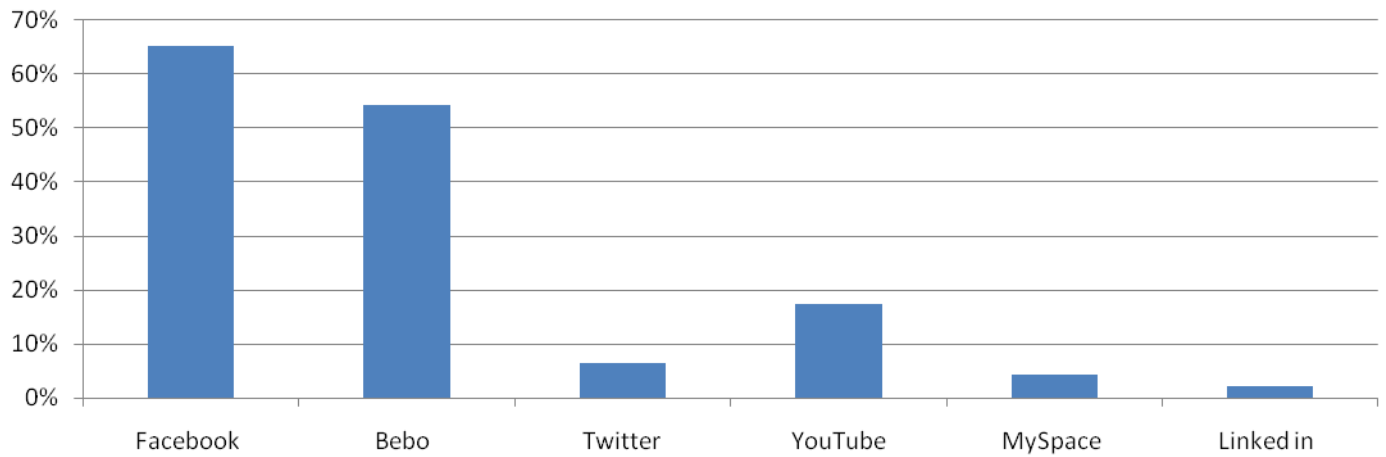
Do you go to church ?



Do you have a part time job?



Which Social networks you are registered with?



Appendix 3: Acknowledging special contributions

Eneli Pakau	Venue arrangements, Clover Park Middle School
Michele Robinson	Photography
John Sagala	Cameraman, Director, interviewer
Lui Tusani, John & Shirl'e Sagala	Taro Pages TV, "APC: the Documentary"
Veronica Ng Lam	AUT, Mentor & role model
Barbara Sinclair, Sam Hood, Nicola Bannerman	Accelerating Aotearoa, Launch day Continuity
Tony Marinovich	Accelerating Aotearoa, Website Management
Toa & The Samoan Wardens	Keeping us safe