

Instep Informer



Instep
Programme
Priority One

A newsletter of stories, ideas, and updates celebrating leadership.

TERM 1 2023

[Learn more about the Instep Programme here](#) 



Kia ora koutou,


Welcome to the 20th year of Instep! We have hit the ground running in 2023. As you may know, Instep is a programme organised by [Priority One](#), which provides Western Bay of Plenty secondary school students opportunities to collaborate, develop leadership and innovative design thinking skills while gaining valuable connections and insights into various industries. This year, Instep will be bigger and better than ever before, with a range of engaging activities and learning opportunities for students and the businesses we partner with.

With the end of Term 1 fast approaching, we would like to take a moment to reflect on the exciting events that have taken place during the past two terms. Going forward, you can enjoy the Instep Informer at the end of each term. Our aim is to keep you educated about what has been happening, and what you can look forward to.


This year's Instep calendar is packed with events and activities aimed at exposing our students to the many businesses and the opportunities that exist in the region. We are excited to deliver these events and programs to support students to become successful with the [Future of Work](#).

In this edition we highlight some of the events that have and will take place including:

[yia! Launch 2023](#) 

[Driving a greener future together!](#) 

[Dale Carnegie Scholarship selections](#) 

[Beauty taster day with Te Wharekura o Mauao](#) 

[Business studies class visit with Electrify](#) 

[Beca Careers Day](#) 

We would like to thank everyone who has supported us thus far, we look forward to continuing to work together to provide our students with the best possible opportunities for success.

Ngā mihi nui,

Vee de Koster Instep Manager

Spread the word

Are you a business that wants to get involved in the Future of Work?

Priority One facilitates Instep, a programme with a group of initiatives, e.g., Young Leaders' Forum, yia!, and Canvas that enable our Tauranga Moana youth to grow, build valuable business networks and to become the future workforce of the Western Bay of Plenty.



If you want to be a part of the discussion.

Contact Vee de Koster

Twenty years of Instep



Instep Young Leaders, Breakfast with the Mayor of Tauranga 2003



BECA Career Day 2005



Principals Day Out at Higgins with Aquinas College 2005



PathLab Career Day 2012

Priority One's Instep programme supports our community's pipeline of future talent by fostering a partnership between local business and schools. It recognises that for Tauranga Moana to have a sustainable supply of the talent local businesses need to invest in our young people. They need to inspire them about future training and career opportunities available locally, as well as helping them develop the work-ready skills needed to thrive in a world of change.

2023 marks Instep's 20-year anniversary – a significant milestone for a programme that has become an integral part of Priority One's goal to lift the prosperity and future prospects of local people.

The Instep programme had its beginnings in the early 2000s when a member of the business community called out schools for not delivering students with the skills employers needed. This prompted a conversation between a local secondary school principal and the business owner, which resulted in economic development agency Priority One establishing a two-year Industry and Schools Training and Enterprise Partnership (Instep), with funding support from New Zealand Trade & Enterprise. In the early years,

Instep focused on building cooperation between schools and with the local business community so each better understood the other's needs; as well as helping organise opportunities for students to engage with local businesses.

Twenty years later Priority One's Instep programme has evolved and continually innovates to respond to the changing needs of local businesses and the education sector. Today, Tauranga Moana has a growing youth population, especially rangatahi Māori.

"It's our young people who hold the key to our region's success – they're the solution for our businesses' ongoing labour challenges," says Priority One Instep Manager Vee de Koster.

"Priority One's Instep programme continues to provide a bridge between education and employment by supporting students to develop their leadership skills, encouraging collaboration between schools, businesses and our community so local principals and teachers are supported in their ability to contextualise the curriculum; and to ensure our young people have opportunities to gain the work-ready skills employers are looking for. In this regard, our flagship yia! (young innovators accelerator) programme helps fuel future entrepreneurs and

work-ready skills by challenging students to develop and apply key skills such as critical thinking, creativity, collaboration, and communication. In this way we are helping create a highly skilled future talent pool for our growing business community," Says Vee.

But the best endorsement of Instep's success comes from those it aims to serve – our students and businesses:

"The Instep programme has opened my eyes to the wealth of opportunities, the different businesses and the knowledgeable people that exist right here in Tauranga. It has given me the skills to adapt to the workforce. What excites me the most is the opportunity to go onto tertiary study that could ultimately lead to a role that hasn't been created yet and could be based right here in Tauranga."

Lily Pearce, Instep Young Leader (2022), Tauranga Girls' College.

"For us, Instep, and initiatives like yia! help provide the pipeline of talent that will fuel our team in the future. Innovation runs through every part of our business, from engineering, design, and marketing to business and operations. So, teaching today's youth the skills of innovation, design thinking and collaboration, impacts us hugely."

Jono Jones, CEO, Bluelab.

A word from our Vocational Coordinator



As a mentor, I am passionate about helping young people discover their potential and guiding them towards fulfilling career pathways. This term is exciting as I continue to collaborate with local businesses and schools in the Western Bay of Plenty to showcase vocational career paths for students.

One of the highlights of this term is the mentoring program with Tauranga Girls' College. Over the course of the term, I will be working with four Year 10 students, highlighting different career pathways to them. My hope is that this programme will ignite a spark in these students and give them a better understanding of the countless opportunities available to them.

In addition to the mentoring programme, will be several events aimed at exposing students to different career paths. On 8 March, we hosted a beauty industry taster day for a group of students from a local secondary school who are interested in discovering more about the industry. This was an opportunity for them to learn from professionals in the field and gain some hands-on experience.

On 23 March, in partnership with [Pacific Growth](#), we hosted an Aviation Day for Māori and Pacifica students. This event demonstrated the broad range of careers and pathways in the aviation sector and provided an opportunity for students to connect with professionals in the field.

Another project that I am particularly delighted about is the set of four workshops in collaboration with [Stand Tall](#). These workshops are designed to provide students with the tools and assurance they need to interact with businesses. It is my hope that this will help to bridge the gap between students and local businesses and provide them with the necessary skills to succeed in their future careers.

Overall, this term is shaping up to be an incredibly exciting and rewarding one. I am looking forward to working with local businesses and schools to highlight the many opportunities available to young people and to help them discover their potential. Through these various initiatives, we can support a more vibrant and prosperous future for our Western Bay of Plenty community.

Darlene Sayers, Vocational Coordinator

LOOKING BACK OVER TERM 4 2022



Young Leader, Eli Samuels, inspires at the Priority One Annual General Meeting

Te Wharekura o Mauao student and 2022 Priority One Instep Young Leader, Eli Samuels, brought a fresh and dynamic perspective to our AGM, speaking passionately about the intersection of education, skills, and employment from a rangatahi point of view.

During his speech, Eli emphasized the significance of his culture and the importance of having clear values in shaping one's journey. He also highlighted the need for well-defined pathways that can support young people's transition from education to employment. With his school journey completed in 2022, Eli has already started taking steps towards a fulfilling career, and a desire to remain local. He planned to interview with WPS Opus and Aurecon, and we are thrilled to see what the future holds for him.

We are grateful to have had the opportunity to hear Eli's inspiring words and wish him all the best as he embarks on his career journey.

Farewell to the Instep Young Leaders of 2022

We said farewell to the 2022 Priority One Instep Young Leaders with a final breakfast at the end of last year. We were inspired by the advice and knowledge passed down from Hannah Lynch, Structural Engineer and Scott Whitney, Electrical Engineer from [Beca](#) and enjoyed the thought-provoking exercise about disaster preparedness with Kieran Miller, [Bay of Plenty Regional Council](#) and Alana Rapson from [Tauranga City Council's](#) Emergency Management Bay of Plenty team.



It was a full year watching our rangatahi grow in their leadership capabilities while contributing to prosperity of our region with the Future of Work.

We wished the Year 13 students much success as they headed off toward their bright and exciting futures.

We would like to give a huge thanks to our partners and sponsors for your ongoing support in making this programme a success.

Sponsors [TECT](#) | [Bay Trust](#) | [Lion Foundation](#) | [Bay of Plenty Education Trust](#)

Partners [Tauranga City Council](#) | [Bay of Plenty Regional Council](#) | [Western Bay of Plenty District Council](#) | [The University of Waikato](#) | [Toi Ohomai](#) | [Te Pūkenga](#)

Secondary Schools [Aquinas College](#) | [Ōtūmoetai College](#) | [Bethlehem College](#) | [Katikati College](#) | [Mount Maunganui College](#) | [Tauranga Girls' College](#) | [Tauranga Boys' College](#) | [Te Wharekura o Mauao](#) | [Pāpāmoa College](#) | [ACG Tauranga](#) | [Te Puke High School](#)



Instep Principals' Day Out celebrates 'Women in Leadership'

Priority One's Instep programme was proud to host Principals' Day Out – celebrating 'Women in Leadership'. It was an informative day visiting local businesses and meeting the women who influence their success. The principals gained an insight into the industries and discussed future talent pathways and opportunities. Rapid growth in our population has led to challenges for our business community, with a talent attraction and retention shortage. It has never been more important for our heads of schools to understand the environment and become a part of the Future of Work solution. Our ability to develop our city comes from being able to see all the possibilities and actively work together for the prosperity of our region and rangatahi.

[Read the full story here](#) 

LOOKING FORWARD TO TERM 1

Western Bay of Plenty Community Awards



We are thrilled to share an incredible initiative started in 2020 by two Tauranga Boys' College students, Nicholas Rowe and Joe Smyth. They identified a need to support those coming to school without food and proposed a solution that could make a positive difference. Working alongside Good Neighbour, a lunch club was established one day a week, to provide nourishment for those in need.

This initiative not only met a physical need, but also developed positive peer relationships, built trust,

and identified other student needs.

In 2021, Darcy Bassett joined the Instep Young Leaders' Forum (IYLF) and became involved with the lunch club. In 2022, he had the privilege to be the coordinator of the programme.

Thanks to his efforts, every week, 40-60 boys turned up for lunch, which meant that without the lunch club, these boys were going hungry.

Darcy and the team submitted a proposal for funding, and Tauranga City Council granted them \$1,000 for 2022. With that funding, they were able to extend the lunch club to two days; this has strengthened the impact of the group for the TBC community immensely.

Thanks to the hard work and dedication of Darcy and his team, the Instep staff nominated him for the Western Bay Community Awards Youth Spirit Category. We are thrilled to announce that he

was selected as a finalist. His nomination stood out to the judging panel thanks to his outstanding contribution to our community.

We are proud to have such compassionate and dedicated students as part of the Instep community.

Let us all continue to support each other and make a positive difference in the region.

[The Western Bay Community Awards](#) was held on Thursday, 16 March 2023. The Instep team had the pleasure of joining Darcy for the awards ceremony, and what a touching evening it was! There were numerous exceptional nominations and finalists in attendance. Darcy was among the four finalists for the Youth Spirit Award, and the competition was tough. Despite not receiving the award, we would like to extend our congratulations to Darcy on his exceptional achievements. We also hope that the lunch club will continue to thrive.



2023 Instep Young Leaders' Forum



2023 Priority One Instep Young Leaders with Kaumātua and Partners at Hungahungatoroa Marae.

The Instep Young Leaders' Forum (IYLF) is a programme led by Priority One, which provides Western Bay of Plenty secondary school students an opportunity to develop leadership skills and gain insights into various industries. This year, we are excited to announce that the forum will be bigger and better than ever before, with a range of engaging activities and learning opportunities for all leaders.

IYLF has generated significant interest among secondary school students in the region, with a high number of strong applications received at the beginning of Term 1. The selection process was highly competitive, and the panel had a challenging time selecting only 34 students to participate in this year's programme.

To enhance the programme's effectiveness, a new initiative has been introduced this year. The programme has partnered with [Coachio Group](#) to produce a before and after video series featuring each IYLF student. The videos aim

to document each student's growth and development as a young leader over the course of the programme. Through interviews, the videos explore their thoughts on leadership and what leadership means to them.

The official start of the programme was marked by a noho held at Hungahungatoroa Marae on 22-23 March. The Young Leaders and Priority One Partners were welcomed onto the marae with a traditional pōwhiri, and shortly after Kuia Christina gave Western Bay of Plenty Councillor Jane Nees, and a group of the young leaders some poignant advice.

This two-day event provided students the opportunity to take part in a range of workshops and activities, designed to foster their leadership skills and support them to develop new insights and perspectives.

The IYLF is a vital programme in the region, helping to cultivate the next generation of leaders toward the Future of Work. The selection of 34

students for this year's cohort demonstrates the strength and potential of the region's youth, and the video series will enable the wider community to witness the transformative impact of the programme on our young leaders. There is a palpable sense of excitement and anticipation among the students and the Priority One Instep team as the 2023 programme gets under way.



Kuia Christina offers some powerful life advice to the Young Leaders.

ElectrifyNZ champions e-bikes for sustainable business marketing for Tauranga Boys' College presentation



The Instep team recently facilitated a presentation with Dan Wallace from [ElectrifyNZ](#) to business students from Tauranga Boys' College on the benefits of electric bikes for sustainability and their potential as a product for use in their NCEA marketing plans. As a long-time cyclist and sustainability advocate, Dan emphasised the importance of developing a business and taking risks while promoting products that are meaningful, positive, and have growth potential for the region.

[Read the full story here](#) 

Exploring beauty as a business



On 8 March, a group of students from Te Wharekura o Mauoa had the opportunity to explore the beauty industry first-hand. It was a day filled with knowledge, inspiration, and fun.

At [Caci Clinic](#), beauty technician staff welcomed students and shared insights about the cosmetic beauty industry as a career. Students were educated about the variety of beauty treatments from a technical and business perspective. Students developed a greater understanding about the hard

work and dedication that goes into thriving in this burgeoning industry.

Students were then introduced to Lily, from [BeSeen Beauty](#), a young entrepreneur who shared her inspiring journey of starting her own business and succeeding by building her clientele, offering lash extensions. Lily's passion was infectious, and the students came away inspired to pursue their own pathways into the industry.

After an eventful morning, the group enjoyed some kai together, and reflected and



shared their thoughts on what they had learned so far. It was an opportunity for the students to connect with each other and the industry professionals they had met on a more personal level.

Finally, the day ended with a visit to [Elite Beauty School](#), where students learned about the different courses they could study to get into the beauty industry. Students got to see first-hand the practical skills and techniques required to become a beauty professional, and the many opportunities that awaited them.



Building the future of healthcare: Grace Hospital partners with WBOP students



As a result of the visit to [Grace Hospital](#) on the [Principals' Day Out in 2022](#) (organised as a part of the [Priority One Instep programme](#)), General Manager Janet Keys contacted Priority One to re-connect with our local schools, in particular the heads of the Careers Department. A collaboration was formed to hold an information evening for students interested in working at the hospital and with future goals to pursue a career in healthcare. Eighteen Western Bay of Plenty secondary-school students attended the event, signalling a positive sign for the future of work and partnerships with students.



[Read the full story here](#) 

Driving a greener future together!

Instep recently collaborated with local business [UBCO](#) Electric Bikes, to highlight innovation and sustainable transport options to a local secondary school. Over 70 Aquinas College staff attended the showcase, where they learnt about the talent, innovation, and technology behind UBCO and experienced a trial ride of UBCOs 2x2 on-road electric bikes.

UBCO, which offers a revolutionary solution for transportation with features such as a dual battery system, off-road capabilities, and an intuitive control interface, is a prime example of the type of innovative and sustainable solutions that the Priority One team is working to integrate into [Priority One's Environmental Sustainability Action Plan](#).

The 2x2 on-road models are part of a long-term sustainable city-wide vision that is gaining popularity. They offer a unique and practical solution for those seeking alternative modes of transportation for business and school communities, and support key goals around reducing carbon emissions, parking challenges and congestion across the city.



[Read the full story here](#) 

Toi Ki Tua unlocking higher-skilled careers for Māori students in the Bay of Plenty



Toi Ki Tua is a kaupapa Māori summer internship programme unlocking pathways to higher-skilled careers for Māori tertiary students from the Bay of Plenty. Māori are typically over represented in the lower-skilled workforce here in the Bay of Plenty. With 44% of the future workforce across the Bay of Plenty being Māori, and more than 38% of all land here being Māori-owned, the opportunity to untap this potential is massive, not only for the Māori economy, but for the Bay of Plenty economy as a whole.

Born out of [Toi Kai Rawā](#), the Māori Regional Economic Development Agency for the wider Bay of Plenty, Toi Ki Tua has partnered with organisations across the kiwifruit value-chain securing placements within highly skilled career entry points. Placements such as Research Analyst for [Matū](#), a Capital Venture firm, Communications Intern for [Robotics Plus](#), and an HR Intern at [Seeka](#), among many other similar opportunities.

Programme interns come from universities across the country,

but with one thing in common, they have a strong connection to the Bay of Plenty either through whakapapa or residency. This is an awesome opportunity for our tauira Māori to experience the bountiful jobs on offer here in the Bay of Plenty while staying connected to their roots.

In relationship with Priority One's Instep programme, this summer two of Toi Ki Tua's interns were able to participate in a [Woods Agency's](#) branding workshop. Keeley James, an ex-Mount Maunganui College student, currently undertaking a Communications degree at AUT, is on an internship at Robotics Plus, and Ataahua Komene, an ex-Pāpāmoa College student, currently completed her Agribusiness degree at Massey University, is on internship at the [Port of Tauranga](#). Both students commented on what a wonderful experience it was, with great relationships being made, opening doors for future work opportunities. Opportunities like this are a fantastic way to highlight both the superb career opportunities and the upcoming talent, we have here in the Bay of Plenty.

Partnerships offer huge value, and the feedback below tells us why:

FROM KEELEY

"The Woods Agency brand workshop was a great experience. We were the youngest in the workshop, which was both nerve-racking and exciting. We were asked a range of different and interesting questions about Tauranga and how we perceived Tauranga as a city. Being young and Māori,

we gave a fresh perspective that inspired the creative team at Woods. I loved learning about what happens in the first stages of creating a brand, especially because I am majoring in Advertising and Brand Creativity. Through the workshop, we also got to make connections with people we wouldn't normally meet, which was another bonus. Overall, I was definitely inspired by the workshop, and I'm really excited to see what they come up with for the end product."

FROM WOODS AGENCY

Stephen Finnegan, Head of Strategy at Woods Agency, feels that bringing Māori student voices to the table on a live project was invaluable for their brand process.

"We've partnered with Instep for a number of years and believe that businesses have as much to gain as students in this relationship. They get some real-world experience, and we get fresh perspectives and a different way of thinking about how we can connect with the next generation of rangitahi."

FROM ATA AHUA

"Being young, it's easy to forget your value in a room full of experience. The workshop was a great opportunity to have our say and contribute to an exciting project. There's something euphoric about being in such a diverse group, collaborating and building on each other's ideas to paint a vision. Keeley and I met some amazing personalities in such an innovative space, we're grateful to have opportunities like these. I'm excited to see the final result!"

[Check out the Toi Ki Tua programme here](#) 

ya! 2023



We are very excited to bring back ya! for 2023.

With the online portal opening for registrations on the 24 April, our ya! team and partners look forward to a few exciting additions to the programming, intended to provide further opportunities to build skills in 'Design Thinking'.

Keep your eye out for immersive Design Thinking experiences, some new faces, fresh website content for idea inspiration and an improved media presence.

"This year, our focus is on the provision of additional ya! experiences to help our rangatahi build skills, support our teachers with improved online processes and really promote the benefits that our rangatahi get from learning skills in Design Thinking.

"Watch our social media for the latest exciting announcements! In 2023, we warmly welcome a new partnership to the programme, The Shine Collective, a Bay of Plenty strategic communications agency. This is a wonderful alignment with another Bay of Plenty born and bred organisation, who share our desire for growing our rangatahi, and building the reputation of the Western Bay of Plenty as the most innovative region in Aotearoa" says Project Manager Meg Davis.

[Shine](#) is thrilled to come on board as a partner to support ya!, alongside our existing partners [Woods Agency](#), [Cucumber](#) and [Bluelab](#).

"Our Shine 'why' is to tell the stories that matter, to shape the communities we live in. There is no better example of how we can contribute to our community's future than through the support of ya! With most of us being parents, helping create better futures for our young people is a driving force, and we are genuinely stoked to be able to play a small part in helping take ya! and its students to a whole new level," says Meg Jones, Partner at the Shine Collective.

The Shine team will be supporting ya! to reach more audiences and improve our communications and PR delivery.

We look forward to updating the Instep Informer as the programme progresses for 2023, and again, connect with us on the ya! Facebook page. If you have any questions or want to get involved, contact [Meg Davis](#) Project Manager.

[Learn more about ya!](#) 

Priority One would like to acknowledge our partners

[Bluelab](#) | [Cucumber](#) | [The Shine Collective](#) | [Woods Agency](#)

As well as our sponsors

[BECA](#) | [Page Macrae Engineering](#) | [Robotics Plus](#) | [Tauranga City Council](#) | [The University of Waikato](#)

In the know...

There are several opportunities for students to participate in projects or activities that support personal empowerment and develop leadership skills. We look forward to seeing you get involved. Some of these include:



Young Innovators (yip!) programme



Young Enterprise Scheme



Global Ambassadors

Events coming up!

Keep an eye out on the [Priority One events calendar](#)

TERM 1 2023 1 February – 6 April

6 April

Instep Young Leaders' Forum Business Breakfast at Ballance

TERM 2 2023 24 April - 30 June

28 April yip! Online Launch	2 May Instep - Team building workshop (part 1)	11 May Instep Young Leaders' Forum Business Breakfast @ the Port of Tauranga	24 May Beca Careers Day	31 May Instep Mana Wāhine	31 May Dale Carnegie Information Evening
6 June Instep - Career Advisers Day	13 June Instep - Team building workshop (part 2)	15 June Instep Young Leaders' Forum – Business Breakfast	20 June Instep Deans discovery	27-29 June Dale Carnegie Skills for Success	29 June Dale Carnegie Graduation

We wish to give a shout out to the sponsors and partners who generously support the Instep Programme

