

Instep Youth Engagement Guide

How businesses like yours can help develop the Western Bay of Plenty's future workforce.



Priority One
Tauranga
Moana



Instep
Programme
Priority One



Ara Rau
Pathways
to Work

This information is designed to help bridge the gap between our youth and employers. Given the current labour shortages, we know we need to get youth more excited about their future careers and help improve their understanding of jobs, workplace culture and the reality of what awaits them.

We want to provide genuine local examples of the amazing partnerships and successes that exist in the Western Bay of Plenty.

For the purpose of this document we use the term employers to refer to anyone who manages staff or would supervise youth such as sole contractors, entrepreneurs, organisations, and not-for-profits.

Visit priorityone.co.nz to discover case studies and other examples of local businesses engaging with young people.



95%
of employers agree
that there is a
role for them in
guiding rangatahi
(young people) into
pathways for their
future careers.

*Source: 2018 Employers Survey
Report from the Employers and
Manufacturers Survey*

BUT

Only **6%** of local
employers surveyed
are engaged directly
with schools.

And only **11%** with
local tertiary providers.

*Source: Priority One Business
Survey Report 2021*

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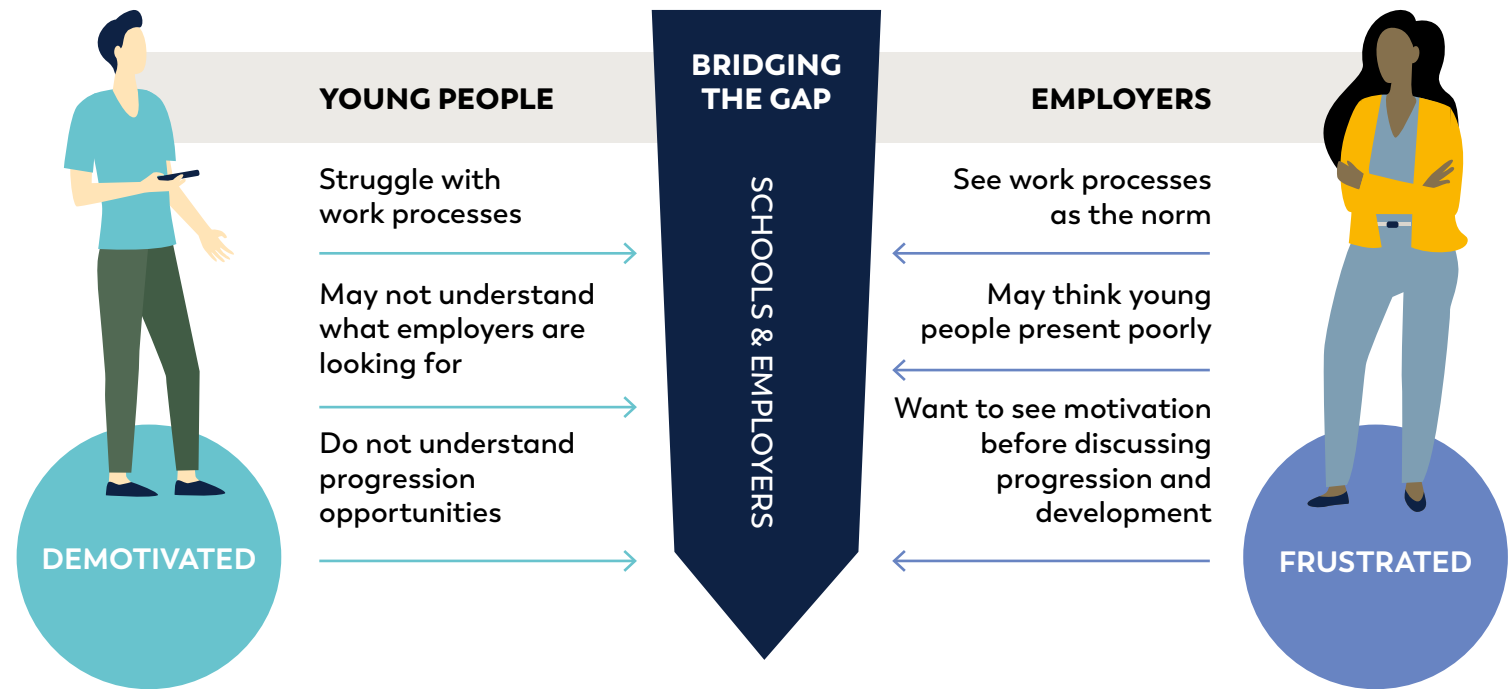
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Bridging the gap

There is a gap between what rangatahi (young people) expect they will experience when they first enter the world of work, and what employers want from rangatahi. Often the gap is so wide that rangatahi are left feeling demotivated and unsupported.

By helping to bridge this gap, schools and employers can provide opportunities for rangatahi to make more educated decisions about their future and what their careers could look like.



The changing world of young people



Transitioning from school to sustainable employment is intertwined with growing up and becoming a self-enabling adult. It's not a straightforward journey.



Young people are not only a different generation from employers, but can also be different in culture/ethnicity, bringing increased complexity when navigating a new system.



There is increased complexity and pressure on the lives of young people today – this causes heightened apprehension when they approach transitioning into the world of work. (This is particularly true for at-risk and 'disengaged young people').



Beliefs and 'norms' around work are changing, yet the support networks around them are not. Parents' attitudes to work and education is often translated to their children.



The process introduces different communication norms and media, so their efforts can be 'lost in translation'.



Young people are still developing cognitively and therefore it is inappropriate to assume they have the capacity for emotional and intellectual reasoning assumed of adults entering the workforce.

Why is it important to engage with young people?

Rangatahi and their whānau want to make educated decisions about their future. They know there is a wide range of options available – but often find it challenging to know where to start.

If rangatahi are given the opportunity to learn about the world of work through connecting with employers and businesses, it will help them better understand what working will be like, and the kind of skills employers are looking for.

Participation in FOUR or more employer engagement activities while in school makes young adults FIVE times less likely of becoming a NEET (Not in Education, Employment or Training).

Survey by the Education and Employers Taskforce and You Gov, 2011.

Engaging with young people in schools will...



benefit your business

Build a potential future talent pool base

Share insights and opportunities about your industry

Give back to the community by helping prepare young people for their working future

Personal and professional development, particularly for your younger team members, through mentoring and talking about your business

Engage with young people who can share different perspectives and new ideas

Contribute to creating a more prepared workforce

Help to engage young people in what's going on in their community



benefit local young people

They will gain knowledge and experience in:

Employability skills expected by employers

What work environments are actually like

The wide range of jobs available in a workplace or industry

Recruitment and interview processes

Classroom learning connected to real world environments

Tangible career pathways and opportunities



benefit your community

A better prepared workforce

More young people invested in what's happening in their community

More young people engaged in education, employment or training

Builds confidence and networks across schools, community and business

Long term economic development through investment in a skilled workforce and potential increase in consumer spending

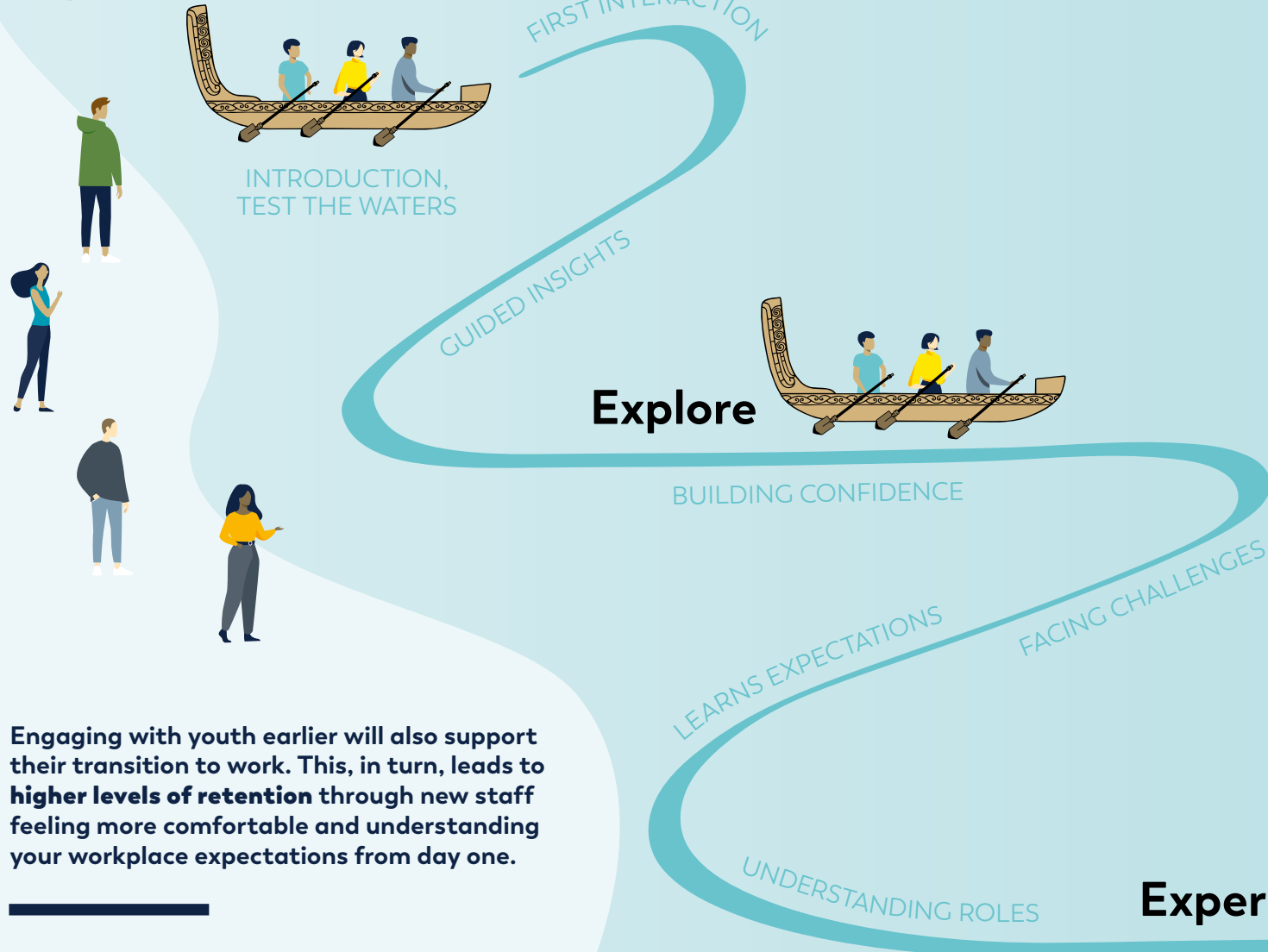
Find out more about NEETs here



The journey from education to the workforce is not straightforward; by engaging early with rangatahi, we can help them transition in a meaningful and beneficial way.

We can liken it to the process of learning to paddle and navigate a waka...

Expose



Engaging with youth earlier will also support their transition to work. This, in turn, leads to **higher levels of retention** through new staff feeling more comfortable and understanding your workplace expectations from day one.

Employers as parents

Many employers will also be parents. This gives you a unique position to be able to see both perspectives, including the struggles your children face when mapping out their journey. As an engaged employer you can make a big difference in a child's life.

Think back to your first experience with employment: how much has work changed, and who helped you to get where you are now? It's a job for the whole community to get our young ones work ready.

In places like Tauranga and the Western Bay of Plenty, leveraging connections and networks is a common way to get jobs, but it can lead to inequity and a perpetuating cycle of underemployment.

Whether you're an administrator, an orchardist, a lawyer, a diesel mechanic, a builder, an engineer, an IT technician, or anything in between – you can help our rangatahi make important career decisions.

You don't have to be the business owner to help rangatahi get exposure to workplaces.

The more rangatahi are exposed to any manner of roles, the clearer their understanding of life in the workforce will be, and it may give them some direction for a potential career – one of the biggest decisions they'll ever make!

Our rangatahi are not only our children, they're also our potential future colleagues and vital members of our community. It's important that we do everything we can to help shape a whole new future for them – the potential of just a few hours throughout the year can make a lifetime of difference to them.

You don't have to be the business owner to help rangatahi get exposure to workplaces



We have some great resources for parents available on our website priorityone.co.nz

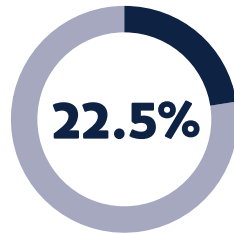
Who are we working with?

The Bay of Plenty region is home to a wide range of demographics and some not-so-unique challenges. Tauranga is one of the fastest growing cities in Aotearoa New Zealand, which is putting a huge amount of pressure on our infrastructure, workforce numbers and our housing market.

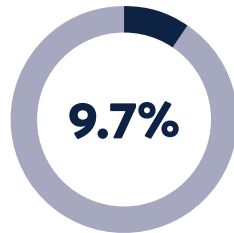
The benefit of having a growing population is that we can, and should, be utilising and developing the potential talent that we have on our doorstep.



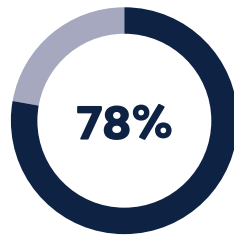
Western Bay of Plenty



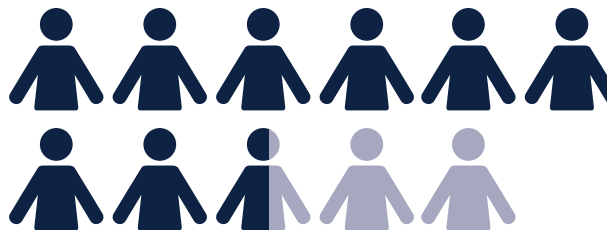
In 2018, people aged **15 – 24 years-old** made up **22.5%** of the total population
(2018 Census)



In 2019, **NEETS** (Not in Employment, Education or Training) made up **9.7%** of the total population
(2019 Infometrics)



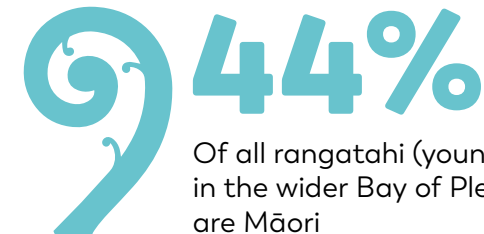
78% of school leavers transition into tertiary education
(Nga Kete, TEC data 2019)



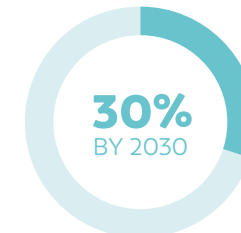
10,935 total school leavers
Of those, **8,575** enrolled in tertiary study
While **2,360** never pursued tertiary study

(Nga Kete, TEC data 2019)

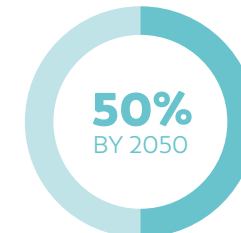
Wider Bay of Plenty



Of all rangatahi (young people) in the wider Bay of Plenty region are Māori



By 2030, Māori will make up **30%** of the working age population, and that's expected to grow to **50%** by 2050



For the latest stats head to
priorityone.co.nz

How you engage with youth to better prepare them for the workforce can depend on their age; there is no 'one size fits all' approach. The table on the following pages provides an overview of three stages of engagement: **expose**, **explore** and **experience**. You will find examples of events, including what other businesses have done, and the intended outcomes of each stage.

TP Take Part: Existing events which are always on the look out for engaged employers.

R Replicate: The model exists; get in touch to see how we can support your business/industry to utilise for your own event.



Expose

SUITABLE FOR 10-14 YEAR OLDS

Watching and **listening** to information that reveals ideas and concepts of working.



Explore

SUITABLE FOR 13-16 YEAR OLDS

Interactive activities to help rangatahi explore and examine the world of work.



Experience

SUITABLE FOR 16-18 YEAR OLDS

Hands-on experience where they gain practical insights and contacts under supervision.

High School Year 10 Events

TP

Each year local high schools, such as Te Puke High School, hold events for Year 10 students to network and talk with employers, supported by the local business community, with support from the local business community, holds an event for Year 10 students to network and talk with employers. It's a great opportunity to learn about pathways, why people love their jobs and get them excited about their future work. It's often the highlight of the year for many students.

EPIC Day Out

R

Civil Contractors New Zealand (CCNZ) Bay of Plenty Branch and local civil construction companies, in partnership with Priority One, Instep, organised an EPIC Day Out. Students and deputy principals from the region were able to witness the civil engineering industry first-hand on a site visit and gain a real-life link to employers.

Beca Day

R

Local engineers, Beca, hosted an inspiring day of information and activities showcasing the vast range of engineering disciplines, including a tour of the Chapel Street Wastewater Treatment plant. Students acknowledged that it uncovered an area they had little understanding or appreciation for prior to the day.

Pathways Evening

TP

These events have great attendance by students and businesses who are keen to connect. Students and parents are encouraged to explore pathway options they may not be familiar with. Many business representatives are ex-students, showing students exactly how others have achieved great things after leaving school.

Mount Maunganui College have been successfully running Pathways Evenings for several years with great results for students and businesses.

Local Business Subject Visits

TP

Learning about business studies in class is one thing, but seeing it in action is another. For example, through Subject Visits, Tauranga Boys' College gives students the chance to experience first-hand how their studies relate to the workforce, particularly with companies leading the charge in innovation and strategy. These networks and connections promote these businesses as preferred employers for high achieving students.

Summer Internship Programme - BOPRC

R

The Bay of Plenty Regional Council Summer Internship Programme allows students to gain practical experience in a field they're studying – giving them a taste of what's ahead. It works well for the Council because they get to mentor and develop students over the 12 weeks, building long-lasting relationships.

Expose

Whānau Evenings



To nurture high achieving and confident rangatahi, we need to show them those who've gone before. Whānau Evenings bring together people of all ages for korero and kai; it's a chance for them to hear from successful local Māori business owners, entrepreneurs, and leaders in their respective fields. Katikati College have successfully run Whānau Evenings in the past and those who have attended - both rangatahi and businesses - found it inspiring and extremely rewarding.

Aurecon and Te Wharekura o Mauao Partnership



A new partnership between Aurecon and Te Wharekura o Mauao provides additional tutoring for students studying STEAM disciplines (Science, Technology, Engineering, Arts and Mathematics). In return, Aurecon receives the benefit of the kura's cultural expertise to build their cultural capability.

Student Service Days



Each year local high schools, such as Tauranga Girls' College, put the call out to local businesses who would benefit from engaging with students who are keen to give back to the community by way of a Service Day. Volunteering is a great way for business to get involved in supporting skill development. Keep an eye out for upcoming opportunities to take part!

WORK EXPOSURE OUTCOMES

- ✓ Broaden horizons
- ✓ Challenge perceptions
- ✓ Relevance of classroom learning

Explore

Creative Sector Event



Three local schools came together and collaborated with artists, businesses, contractors, and employers from the creative sector to highlight what creativity is, how it is a key employability skill, and how that translates in multiple roles and industries. Joining forces is a win-win for all involved – resources are pooled together and students are given equal opportunities.

Toi Kai Rawa – Discovery Tours



Providing a safe and welcoming space for rangatahi Māori is important for Toi Kai Rawa. Seeing natural and ancestral attributes in a local setting helps students picture themselves in that industry. One example is a Marine STEAM Discovery tour which enabled students from across the region to meet with academics, business leaders and environmental advocates to learn about the real outcomes in that industry.

Canvas Careers Expo



The annual CANVAS Careers Expo is an opportunity for businesses, educational providers, students and anyone interested in pursuing a new career to connect. It gives them the chance to understand who they are, what they can offer and where their skills might take them.

WORK EXPLORATION OUTCOMES

- ✓ Understand expectations
- ✓ Pathway stories
- ✓ Connection between subject and skills

Experience

via! Internship Opportunity



Clare Ma, the 2020 via! Junior Category winner was awarded a 2-day internship at Cucumber to develop a prototype for her award-winning entry. Clare was guided by experts throughout the process and gained valuable insights into the process of developing an app from start to finish.

Holland Beckett Career in Law



Providing a genuine 'warts and all' introduction to the world of law, the HOBEC 'Career in Law' presentation provides students with a detailed overview of all things legal. From studying, key skills, and even salary questions – students gain a comprehensive understanding of what makes for a successful career in law, and the type of people HOBEC look to recruit.

Super Yacht Coatings & Speed Meet Event



Ben Steele from Super Yacht Coatings attended a Speed Meet event where businesses had 4-minutes to introduce their trade to young people. From that event, Ben employed one young person who has since turned out to be one of their best employees. He highly recommends the event and would do it again in a heartbeat.

WORK EXPERIENCE OUTCOMES

- ✓ Workplace culture
- ✓ Employability skills
- ✓ Economy ecosystem

Who else to engage with?

Out of school engagement

Schools provide a vital pathway and set up connections between students and industry. Did you know there is also a growing number of other youth providers who have been specifically set up to support students and rangatahi who are considered NEETS (Not in Education, Employment or Training)?

These essential organisations provide extra support for students and rangatahi who may be facing additional challenges and need a helping hand. **It's sometimes as simple as offering a good role model and helping them find their sense of direction, which can be life changing for many.**

To learn more about connecting with these organisations, reach out to Ara Rau – Pathways to Work, our local skills and employment hub.

Visit priorityone.co.nz/ara-rau for more information.

Engaging with our teachers

79% of students get their career advice from their teachers or parents (*based on a survey of over 300 students from the 2021 Canvas Careers Expo*), so it's essential that teachers and employers develop strong connections, too. Strong relationships with local employers will help teachers contextualise their subjects and career conversations, to ensure students are hearing about real-life and close-to-home examples, reinforcing the message that they don't need to leave the region to start a successful career.

There are plenty of ways to start connecting with teachers, which could include:

- Hosting on events for teaching staff to give them a better understanding of your business, the type of roles available, and the culture.
- Attending subject selection evenings as an industry representative.

A great example of this in action is the Principals' Day Out. Each year Instep partners with leading local businesses to host local secondary school principals. These days provide a great way for senior school leaders to connect with the employment community which, in turn, helps rangatahi (young people) make vital connections.

However you choose to engage, you will be contributing to creating an informed and engaged community.

Visit our website to find out more about the Principals' Day Out.



Focus on the E's

Here's some top tips to making the most of the interactions, for yourself and for the rangatahi involved.

Engage

Your talent and workforce needs might feel urgent right now, but you need to have a long-term plan in mind. By developing authentic relationships, engaging early, encouraging diversity and increasing awareness of your industry, your talent pool will grow.

Actions

- Engage early for supported transition
- Engage with diverse groups of students

Excite

Show rangatahi what makes your business tick and what it is that gets your staff up and excited to come to work every day. Equally, share with them the challenges your industry is facing and how you're tackling them. This will help them understand your purpose and how they might be able to contribute in the future.

Actions

- Share authentic and inspiring stories
- Share your business' future goals

Empower

Introduce rangatahi to younger role models from within your business. People can't be what they can't see! Show them the kind of professional development opportunities they may have access to and how you'll help them reach their goals. Empower rangatahi with the understanding of progression within your business.

Actions

- Show youth success
- Show progression opportunities

Educate

Where possible, include practical elements in your engagement. This is the best way for people to learn. What tangible skills will they need in your industry? Share knowledge to help them develop these skills and how they can demonstrate them.

Actions

- Share skills needed to succeed
- 'Learn by doing' components

Get Started

The youth engagement plan on the following pages includes some key considerations to get you started – having this information prepared in advance will make any encounter more valuable for you and rangatahi.

To download a printable blank version of this plan, visit **priorityone.co.nz** or **click here**.

For events, ideas, and inspiration from other local employers, visit **priorityone.co.nz**



Sample Youth Engagement Plan

Key Contact: Tangaroa Daley

Contact Details: tdaley@business.co.nz

Physical Address: Level 2, 123 High Street, Tauranga

Industry: Construction

Potential occupation details: Architectural technology, quantity surveying, construction management

	Expose AGE 10 – 14 Expose rangatahi to activities that introduce them to the world of work through ideas, information and concepts.	Explore AGE 13 – 16 Interactive activities enable learning from dialogue between rangatahi and working adults.	Experience AGE 16 – 18 Rangatahi are immersed in one or more real workplace roles. Hands-on experience where they gain practical insights.
Activity description What will your event or activity entail?	Create a simple project to work through with a Year 10 Maths class demonstrating how we use measurements to construct housing.	Attend the Canvas Careers Expo with a selection of the team to show the diversity of roles. Bring resources and materials from sites and VR equipment to show the future of construction.	Create a work experience opportunity for a Year 12 or 13 student to support with filing and simple tasks one day per week. Junior QS to be their key contact.
Maximum number of people How many people can you accommodate?	30 – 40 students and their Maths teacher.	No limit on numbers. Understand up to 3000 people attend this event each year.	Will start with 1 student and grow if successful.
Duration How long will your staff need to be available?	45 mins which includes a brief presentation/ lesson and an interactive activity.	Event runs over 2 days. We will have a staffing roster.	1 day a week within school hours, 9am – 2.30pm.
Venue Where will you engage? Keep it comfortable and near the action.	We will attend the students scheduled class at school.	Baypark Arena, Mount Maunganui.	Our office, with potential site visits.
Suitable dates Consider dates that work for you, as well as schools (e.g. avoid holidays and exams).	Mid-year after our summer peak and before students choose their subjects for the following year.	Event takes place in August each year.	Ideally over the quieter winter months, during terms 2 and 3.
Staffing Consider which staff members would be best to represent the business.	Wider Quantity Survey team to develop project and presentation. Most recent graduate to attend at the school.	Ensure representation from wider team to share the load and showcase less well-known pathways.	Junior QS will be key contact. Schedule time with other members of the team to show how we all work together and the variety of roles.

	Expose AGE 10 – 14 Expose rangatahi to activities that introduce them to the world of work through ideas, information and concepts.	Explore AGE 13 – 16 Interactive activities enable learning from dialogue between rangatahi and working adults.	Experience AGE 16 – 18 Rangatahi are immersed in one or more real workplace roles. Hands-on experience where they gain practical insights.
Costs Consider any expenses you may need to account for.	Printing of architecture drawings.	Marketing materials: banners, posters, flyers, giveaways, etc.	Office morning tea and company t-shirt to welcome them on board.
Subject alignment Link learning to real-world examples.	Mathematics, Geography, English.	Highlight how subject selection supports several pathways within the business.	Careers or work experience class (Gateway class), Maths, IT, English.
Business benefits How does this benefit your business?	Increased brand awareness. Students see why maths is important which may result in an uptake of students studying it, in turn leading to a potential future workforce.	Marketing, identification of talent, networking with other businesses and training providers, demonstrating we're an active community member.	Develop our own talent to avoid recruitment troubles. Bring a youthful voice into the workplace. Increase company morale through mentoring culture.
Student benefits Help them to understand why this is important. What's in it for them?	Help them see the realities of a day-to-day job. Show them real-life examples of how maths and other subjects are used in the workplace. They may meet someone young like them who has a successful career – giving them inspiration.	Meet people in the industry who can advise on how they got there. An opportunity to see diversity of workplaces, and practice networking skills.	Student will develop an understanding of what it's like to work, the employability skills needed (and the chance to start developing them), and increased confidence. They also get the opportunity to build networks and relationships.
Promotion Share what you're doing with your stakeholders and community.	Take photos (with permission). Share them on social and other marketing channels. Even challenge other construction companies to do the same.	Use our marketing channels to share with stakeholders that we are attending the event and follow up with a wrap up afterwards.	Take photos during the work experience period and ask the student for a quote to use for future years. We aim to be the employer of choice.
Health and safety briefing Provide any H&S information to schools and students in advance.	N/A	N/A	Full briefing given on first day as part of induction.
Student/staff ratio What is the ratio for staff members to students?	1 staff member required with teacher support.	Will need more staff on at peak periods in the morning and over lunch.	1 staff member to 1 student with support from wider team.
Student survey Get feedback to ensure your engagement is suitable and well received.	Compare knowledge of subject and industry before and after event, simple raising of hands.	Create a simple survey for students, ask what areas in construction they're interested in and use this to plan ahead.	Schedule regular catch ups about how the student is going, any concerns or highlights. Use this info to make a youth-friendly workplace.
Covid considerations Have a back-up plan.	Could do online if necessary but not ideal. Or defer to another date.	Dependent on event organiser.	As per company policy.

Next Steps

Visit priorityone.co.nz/IYEG for more information for employers, including resources, templates and local stories from other businesses who are leading the way.



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