



Priority One
Tauranga
Moana

Sector Talent Plan Technology & Professional Services

Te pai me te whai rawa o Tauranga Moana ki te ao

The prosperity and splendour of Tauranga Moana to the world

Talent attraction and retention is a key driver of business growth in Tauranga Moana. Priority One is focused on bridging the existing skills gaps in our workforce and helping equip business for the future of work. With forecasted job growth and ongoing pressure in the labour market, one of the most important contributions Priority One can make to regional prosperity is to ensure local business is well prepared.

The Future of Work and challenges in the labour market

The Future of Work and workforce is changing rapidly.

Technology, globalisation, demographics, immigration policies and expectations of workforce participants have had a major impact on talent availability. The Covid-19 pandemic has only accelerated these challenges within the labour market. Access to critical skills is cited as having one of the largest impacts on business across New Zealand.

While local industry is optimistic regarding talent pipelines, Priority One recognises that the talent shortage isn't a fleeting phase, but rather a permanent structural change to the Future of Work that we must be ready for. Not intervening soon enough could lead to a Western Bay of Plenty workforce that lacks resilience. Inaction is simply not an appropriate response to the talent crunch.

The time is now to engage in a strategic approach to talent planning.

Sector Talent Plans

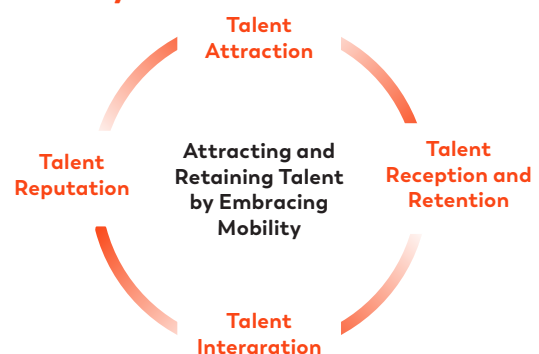
Based on international best practice, Priority One has initiated the development of Sector Talent Plans (STP), to support regional business capability in talent attraction, growth and retention. The intention of the Sector Talent Plans is to take a deliberate, industry-led approach to addressing the current and future talent requirements. This is necessary for Western Bay of Plenty organisations to remain innovative and sustainable.

A Sector Talent Plan (STP) identifies a set of agreed activations that support industry to meet both immediate and longer-term skill needs. Priority One has consulted businesses in the Western Bay of Plenty to understand talent challenges.

We considered the below in our research:

- 1. Talent Attraction:** What are the skills our sectors need? Who has them, and how do we attract them?
- 2. Talent Reception & Retention:** How are newcomers welcomed and what are their needs? How do we keep talent here? What does talent 'need' to stay?
- 3. Talent Development:** How can the region grow and develop the skills it needs?
- 4. Talent Reputation:** What makes Tauranga and the Western Bay of Plenty unique? How is this communicated nationally/globally?

Talent cycle



Technology & Professional Services Sector Talent Plan Activations

Priority One worked with local Technology and Professional Services businesses to develop a collaborative set of actions to support sector skill needs. We identified three target areas Priority One can drive to influence regional talent capability:

1. Activations and sector engagement
2. Talent related communications and marketing
3. Data collection and monitoring

Priority Actions

The actions below form the initiation of the Sector Talent Plan within Priority One's scope of influence to deliver.

These foundation actions are based on international best practice and insights gained through interviews with the Technology and Professional Services Sector.

Delivery timeframe: 6 – 12 months

Key: TA = Talent Attraction TR = Talent Retention

Activation	Communications	Data
<p>International Talent Attraction campaign Digital and direct talent attraction campaign (UK & North America) in collaboration with local businesses and government partners.</p> <p>TA</p>	<p>Refresh Talent Attraction website</p> <ul style="list-style-type: none"> • Refresh brand, logo and content • Profile hero employees from member business • International social media campaign to position Tauranga as a destination of choice for talent. <p>TA</p>	<p>Develop a talent data dashboard accessible for members Inclusive of talent related insights, trends and statistics to help inform business with local, national and international context. For example, international perception of city attractiveness to talent.</p> <p>TA & TR</p>
<p>Future of Work - Business Upskill event series</p> <ul style="list-style-type: none"> • Preparing for Future of Work event series • Retention - People & Culture event series • Employer Branding event series • Best Practice Locally event series, supported by business matching or mentoring initiative. <p>TA & TR</p>	<p>Develop a 'Welcome to Tauranga' pack for member distribution A resource for employers to distribute to new and prospective employees to help with transition and reception of talent in Tauranga. Supports consistency of welcoming newcomers and the Tauranga city vision.</p> <p>TA & TR</p>	<p>Develop job scraping aggregator To embed on talent attraction website, which will demonstrate availability of jobs and build perception of breadth of opportunity in the Western Bay of Plenty. Highlight key industries for target talent (e.g. technology roles).</p> <p>TA</p>
<p>Supported Talent Development models</p> <ul style="list-style-type: none"> • Investigate options to design a regional cross-industry model for a mid-career talent accelerator • Investigate models for multi-business talent sharing to address hard to source skills. <p>TA & TR</p>	<p>Online Talent Resource Library Exclusive to members. Employer support resources developed and hosted in an online repository. Content inclusive of talent specific destination messaging and image library. Potential for inclusion of webinars from Business Upskill event series.</p> <p>TR</p>	
<p>Refresh & leverage Young Innovator Awards (yia!) Redesign program for improved inclusivity and skill development of Design Thinking for rangatahi. Improve integration with business networks and work experience opportunities.</p> <p>TA & TR</p>	<p>Promote Tauranga as a tertiary destination of choice Tertiary destinations directly influence talent attraction. Communicate developments inclusive of urban design (the 'hard' city infrastructure of accommodation, mobility, facilities), promotion of city culture, identity and offerings inclusive of Summer Graduate Programs and Employment Pathways Pilot.</p> <p>TA & TR</p>	
<p>Showcase pathways to Technology & Professional Services Increase direct engagement opportunities with Technology & Professional Services sectors through Instep and yia! and develop experiences for rangatahi.</p> <p>TA & TR</p>	<p>Embed talent specific info into regular communications Inclusion of talent related comms in regular Priority One newsletter updates. Potential for development of talent specific newsletter.</p> <p>TA</p>	

For further details on the Sector Talent Plans or to understand how you can be involved, please contact the Priority One team:

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