



Tauranga Moana Talent Action Plan

**TALENT GROWTH, RETENTION,
AND ATTRACTION FOR A
SUSTAINABLE CITY**

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

*The prosperity and splendour
of Tauranga Moana to the world*



Priority One
Tauranga
Moana



A growing talent hub

Tauranga is New Zealand's fastest growing city. To keep pace and grow our local economy, we need to create a prosperous and sustainable region benefiting all of our people, one that contributes to improved social, cultural and environmental outcomes.

Tauranga Moana needs an economy underpinned by skilled talent, innovation and collaboration. For sustainable economic growth, economic strategy should inform local planning and spatial development.

Our city, people and employers will flourish when we:

- **Grow** local talent by bridging the gap between education and employment
- Support talent **retention** by encouraging businesses to prepare for the Future of Work
- Upskill existing staff and **provide opportunities** for those new to the workforce
- Undertake targeted skills **attraction** to support business sustainability.

“Priority One’s Tauranga Moana Talent Action Plan supports our city to build its reputation for skilled talent and talent development. It’s key we invest in talent and connect businesses with the people they need to continue to grow sustainably. Tauranga Moana has huge potential as a talent magnet, but it’s also critical we support everyone already in our rohe to develop their skills to get a quality job and earn a decent income.”

GREG SIMMONDS,
GENERAL MANAGER WORKFORCE
AND POLICY, PRIORITY ONE



Priority One has developed the Tauranga Moana Talent Action Plan to showcase the work already being done in the region connecting youth and business, supporting pathways for rangatahi Māori, and preparing the current workforce and local employers for the Future of Work.

The Action Plan captures and presents the work happening in our region across the talent space. Workstreams that support local businesses to retain and attract the people they need, ensuring job seekers are supported in their training and career pathways and creating opportunities for rangatahi to develop work-ready skills.

We unashamedly have lofty goals, aiming to create a positive, inclusive, empowering employment culture in Tauranga Moana. We want to raise annual income levels within the sub-region to national parity by 2035 (2045 for Māori) and be a sustainable high-income earning region after that.

Tauranga Moana is a growing talent hub with exciting opportunities and diverse sector needs surrounding the Future of Work in our region. Together, we can build on this momentum, ensuring a sustainably prosperous region for generations to come.

“Beca is a people business, and talent within our team is incredibly important. It’s great to see a collaborative approach being taken to support the regional needs for talent because without the right talent now, and in the ever-changing future both here and globally, we can’t set out to achieve our goals as a business.”

**MIKE GROVES,
REGIONAL MANAGER
BAY OF PLENTY, BECA**

Youth and business – Better together



Tauranga Moana has a growing youth population, especially rangatahi Māori. It's these young people who hold the key to our region's success – they're the solution for our businesses' ongoing labour challenges.

It's natural then that our rangatahi, businesses and communities are at the centre of our Action Plan. Our focus is on connecting and empowering youth and businesses within Tauranga Moana.

Engaging with rangatahi early, developing the skills they will need to succeed, and showcasing the opportunities available in Tauranga, are key to business prosperity.

Priority One delivers a range of projects and initiatives to empower youth and connect businesses with talent to ensure a sustainable and prosperous economy that works better together.

Priority One's **Instep Programme** bridges the gap between education and employment. It inspires our young people by showcasing local career and training opportunities – preparing them to thrive in a world of change. Rangatahi are introduced to Priority One's business network, giving them valuable insights into the Future of Work in Tauranga Moana.

The **Instep Young Leaders' Forum** provides secondary students a voice on important local issues, develops their **leadership** skills, and builds future networks across businesses in the Western Bay of Plenty.

The Instep Programme creates opportunities to inform, encourages **collaboration**, and informs and inspires our school communities about our local businesses and their skill needs.

The **Canvas Careers Expo**, delivered by Priority One in partnership with the Rotary Club of Tauranga, is attended by over 5000 people annually. The event brings together local businesses, tertiary and training providers, and community organisations, showcasing diverse career pathways to rangatahi, teachers, and parents.

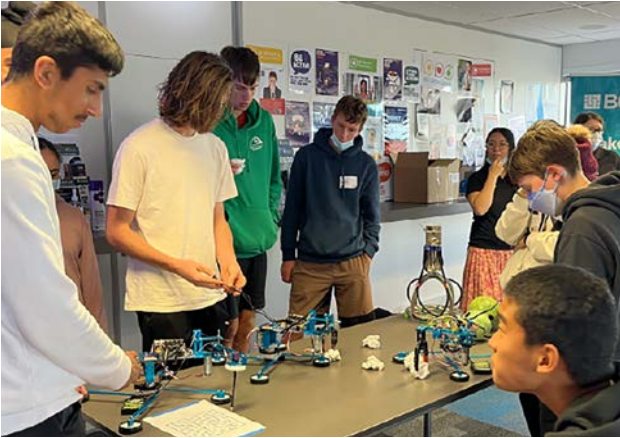
Working closely with Toi Kai Rawa, the Bay of Plenty's Māori economic development organisation, we support culturally responsive engagement to help lift the skills, employability, and future incomes of **rangatahi Māori**.

With a growing innovation and start-up sector in Tauranga, the **Young Innovator Awards (yia!)** help create tomorrow's innovators, today. Students are challenged to develop and apply key skills such as critical thinking, creativity, collaboration, and communication. yia! is creating a highly skilled talent pipeline for our growing tech, innovation, and start-up sector.

Priority One's **vocational experiences and career days** connect youth directly to business people throughout the region. They allow students to engage directly and learn from local businesses and industry sectors.

The **Acorn Foundation / Dale Carnegie scholarship** programme is an intensive three-day workshop supporting local secondary school students to develop 'skills for success'. This unique opportunity is made possible through the generosity of Acorn Foundation donor, Mary McGowan.





“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,
TAURANGA GIRLS COLLEGE

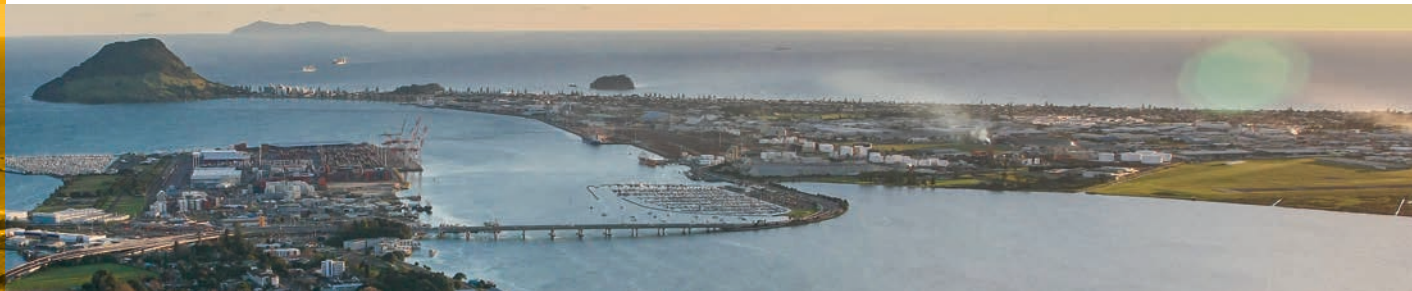
“For us, yia! is the pipeline of talent that will fuel our team in the future. Innovation runs through every part of our business, from engineering, design, and marketing to business and operations. So, teaching the youth of tomorrow the skills of innovation, design thinking and collaboration, impacts us hugely.”

JONO JONES,
CEO, BLUELAB



Key Facts

- A growing job market, with 40,000 more jobs by 2050
- Mean annual income:
 - Average 2021/22 = \$59,461
Western Bay of Plenty
 - Average 2021/22 = \$65,910
New Zealand
 - Māori average 2021/22 = \$54,414
Western Bay of Plenty
 - Māori average 2021/22 = \$58,343
New Zealand
- Over 100,000 jobs filled in 2021/22 across the Western Bay of Plenty
- Significant job growth is expected in high-value sectors, especially technology and professional services, construction and trades, healthcare, education, and horticulture
- Tauranga is growing knowledge-intensive employment much faster than the rest of Aotearoa
 - 4.0% vs 1.6% growth in 2021
- A growing tertiary destination with goals of over 5000 university students in the city centre, with a comprehensive range of degrees and courses.



“Empowering and supporting all people forms the foundation of what our business is built on. Talent has been by far one of the biggest challenges within our business over the past few years. Joining Priority One has allowed us to tap into other avenues of talent and explore how we could effectively support people into employment by giving them the opportunity to grow and prosper, especially amongst our entry-level roles.”

KEVIN ALLUM,
DIRECTOR, NZ WINDOWS

Preparing Tauranga Moana for the Future of Work

The most important contribution Priority One can make to regional prosperity is to ensure local people, businesses, and the region are well prepared to transition successfully into a Future of Work in a time when skilled talent is hard to find and retain.

The world is changing rapidly, and with it, the talent needed within businesses. Being well prepared for the Future of Work is critical for business sustainability. We need a collaborative, regional approach to ensure the Western Bay of Plenty grows, retains, and attracts the talent it needs.

Sector Talent Plans to support industry needs

We're currently working with local businesses to create and deliver Sector Talent Plans (STPs) to address the needs of specific industries. We believe a collaborative, deliberate and strategic industry-led approach is needed to address current and future talent needs. STPs deliver an agreed set of activations supporting key industries to meet their longer-term skill needs.

Priority One has delivered the region's first STP in partnership with the Professional Services and Technology industries. We'll now work to deliver STPs to other growth sectors with high needs and urgent talent requirements.

Engagement, collaboration, and education

Our Action Plan is underpinned by engagement and education opportunities to connect, inform, and upskill local businesses on talent-related matters.

Examples include the **Future of Work Leadership Series, Immigration Seminars, University of Waikato R&D Lab, Economic Updates, and Regional Skills Planning Workshops.**

Priority One has also created a number of free resources, which are available on the Priority One website, to support the Future of Work.

Pathways to work

Ara Rau is Priority One's **skills and employment hub supporting pathways to work**. Ara Rau helps to develop and enable local people to meet future labour market shortages and supports our region's labour market needs through connecting job seekers, employers, and training providers.

Ara Rau's focus is to support those Not in Education or Employment (NEETs) by creating customised pathways into work and helping local employers to develop relationships for long-term success. In doing so, Ara Rau opens new pathways supporting local people into quality jobs.

“Ara Rau has shown me there are heaps of opportunities for young people. I’ve learnt a lot and even though I didn’t finish school, I know there are jobs out there for me; you just have to get out there learn, try and have fun”.

ARA RAU PARTICIPANT





Putting Tauranga Moana on the map

Tauranga Moana continues to experience significant population and job growth, particularly in sectors like professional services, technology, construction and trades, healthcare, education, and horticulture.

The region doesn't have all the talent we need to fuel these sectors. Getting Tauranga Moana into the hearts and minds of people outside our region will be essential in ensuring we attract a sustainable talent pipeline so our city and businesses can prosper.

We have a number of projects underway to attract highly-skilled talent to the region, grow the city as a tertiary destination, and upskill and support those that already live here to empower their career journeys.

Tauranga, a tertiary study destination of choice

A 2021 national student insights study shows Tauranga ranks highly as a work destination for young people. With a significant and growing local tertiary education presence with the University of Waikato and Toi Ohomai | Te Pūkenga, Tauranga has a fantastic opportunity to connect study pathways to local jobs.

Together with Tauranga City Council and the University of Waikato, we're delivering an ambitious work programme to grow Tauranga as a tertiary study destination of choice. The programme aims to support the University of Waikato's intended growth to 5000 students over the next few years.

Priority One works closely with employers to ensure they both contribute to, and benefit from, growing the region as a tertiary destination. Four initiatives, including **Summer Open Labs**, **Enrolment to Employment Pathways Programme**, **Regional Graduate Programme** and the **Research and Innovation Centre**, have been designed to support employer engagement with tertiary students, ensuring local businesses have early access to homegrown talent.

Work life balance in Tauranga Moana

Work Life Tauranga (previously known as Wish You Were Working Here), is Tauranga's **online talent hub**, attracting domestic and international talent into our city.

A resource for those looking to **explore** Tauranga Moana as a potential working destination, the platform showcases our region as a desirable place to work and live through telling stories of local companies, people, and industry sectors, from a people and purpose perspective.

Work Life Tauranga also provides a range of tools and useful resources to support Tauranga employers with their retention and talent attraction needs.

Talent attraction with specific needs

Priority One supports the needs of local employers through targeted attraction of skilled and investor migrants. We deliver marketing campaigns and offshore attraction events that support local businesses to attract the specific talent and skills they need while showcasing Tauranga Moana as an outstanding destination to live and work.

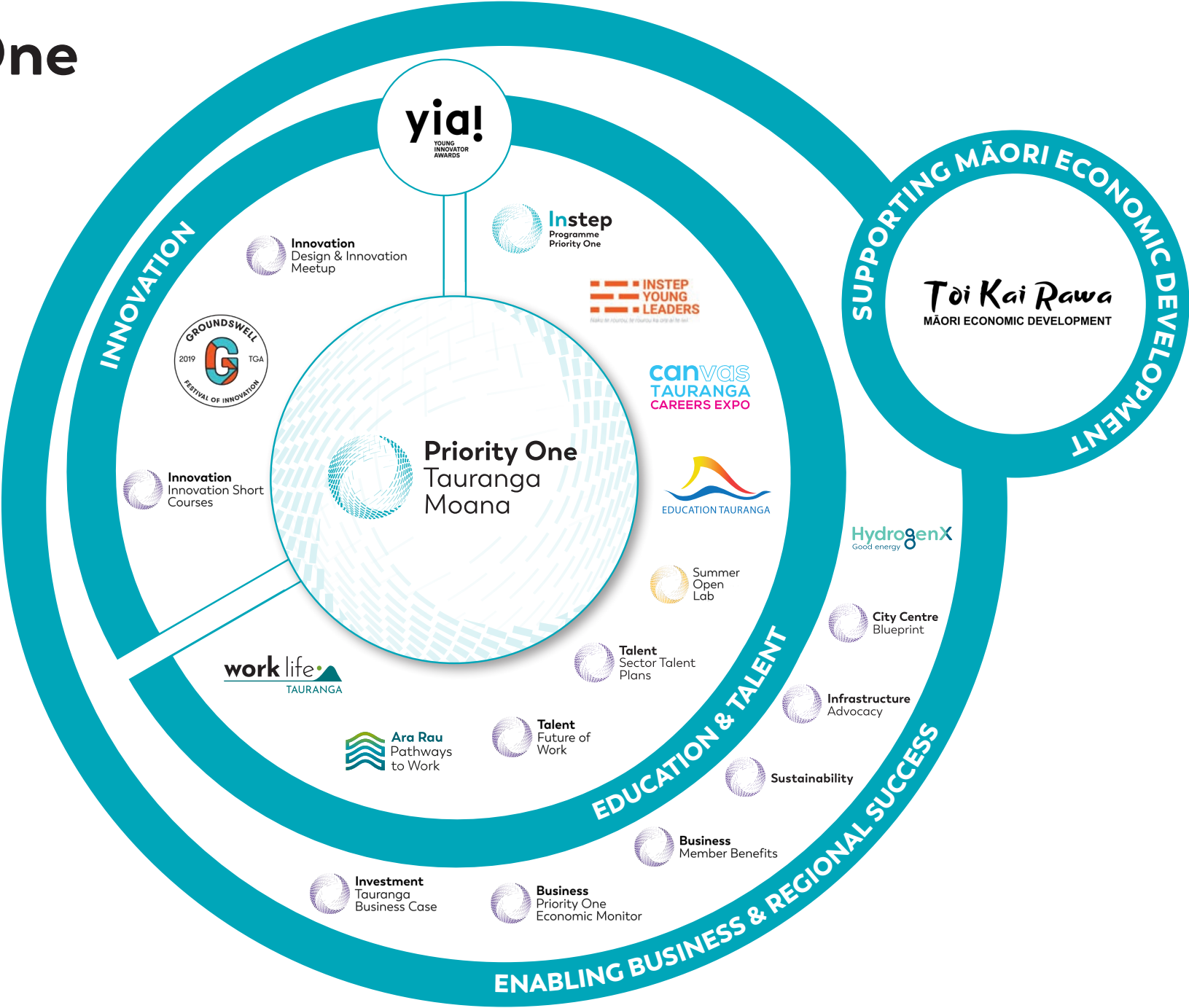
Attracting international students

International students support global citizenship, diversity, and inclusion within Tauranga Moana. They also contribute to the region's export earnings.

Education Tauranga promotes the region as a **high-quality study destination** for international students of all ages and their families. Tauranga is the perfect place to study – whether at primary school level with the whole family living in Tauranga, or for older students studying towards an internationally recognised degree, post-graduate studies or vocational qualification.



Priority One Kaupapa



Priority One continues to seek local businesses to join the list of committed, visionary employers looking to work with and support the Priority One Tauranga Moana Talent Action Plan.

Please get in touch to share your interest in working with us or learn more about any of the strategic projects.

GREG SIMMONDS,
GENERAL MANAGER –
WORKFORCE AND POLICY

greg@priorityone.co.nz
+64 21 243 2420



Priority One
Tauranga
Moana

Ground Floor, Rydal House,
29 Grey Street, Tauranga

PO Box 13057, Tauranga 3141

07 571 1401 | info@priorityone.co.nz
priorityone.co.nz