



Work and Income NZ
Te Hiranga Tangata

... Regional Plan for

Auckland Central

2000/2001



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MESSAGE FROM THE CHIEF EXECUTIVE

I am very pleased to have the opportunity to introduce this Regional Plan to you. It is a summary of what we've achieved for this region during the year, but it is also a strategy for how we will be doing even better in future.

I am always very proud to be able to tell people about the Department of Work and Income's successes, and the hugely significant role our staff play in achieving that. I believe this Plan illustrates just how hard they have been working for the people of this region.

While highlighting the positive steps we've taken in the local labour market to really make a difference for those living and breathing the special nature of this region, this Plan also looks further ahead, to the goals we've set our sights on for the coming months. We are taking every opportunity we have to meet our commitment to help all New Zealanders achieve independence.

We are engaging with communities more than ever before. A strong foundation for our ability to do this is our regional flexibility strategy – local solutions to local needs.

Already we've seen good indicators that this focus will move us ahead very quickly in meeting the needs of the individuals who make this region the special place it is. As always, we will be closely focused on the local client base. We'll be organising our resources to target local needs in the most appropriate way for a particular area, or client group.

'Closing the Gaps' is also at the forefront in every case. The Department is in a special position to make a difference here, with our Maori and Pacific clients already a key target area for our specialised programmes to assist people in taking a full part in the economic, community and educational life of their locality.

I know this Plan sets the right challenges to meet the needs of this community, and I believe it demonstrates the special local understanding, knowledge and expertise our staff can offer.

Working together, and in local partnership, we can only have success.

CHRISTINE RANKIN



REGIONAL COMMISSIONER'S REPORT

I am pleased to have the opportunity to reflect on the past year's achievements for the Auckland Central region and to look ahead at our strategic direction for the next 12 months, which will focus on developing positive options for people.

Our aim is always to ensure our clients' needs are fully met. The commitment and enthusiasm of staff to secure existing opportunities and create new opportunities for clients are evident. We have encouraged people to build their capacity and take responsibility by participating in community life, training and employment.

Case Managers are appointed to offer an individualised service to each client. They work on a one-to-one basis with each client, assessing income support required, and providing training and employment opportunities where appropriate. Together, Case Managers and clients develop personalised plans for a future pathway.

Work Brokers have had an important role to play in supporting job seekers both into employment and skill development activities. A sound understanding of employers' needs was gained through the positive relationships and partnerships that have been developed. The gathering and analysis of local labour market information has meant that we have been able to provide targeted skill development to meet industry needs.

More than 5,000 clients have undertaken skill development activity during the past 12 months. Individualised assistance, development and support provided by Case Managers and Work Brokers resulted in over 5,200 clients being placed into employment. Of the numbers placed into employment, 45% had been unemployed for longer than six months.

Auckland Central region's job seeker client base, along with placement into employment are shown below.

UNEMPLOYMENT REGISTER

	Unemployment register	% of total placements
Maori	14%	18%
Pacific Peoples	18%	23%
NZ Pakeha	38%	40%
Other ethnicity	30%	19%



REGIONAL COMMISSIONER'S REPORT (cont)

There is a vast cultural diversity in Auckland, which offers challenges. There is also a significant opportunity to share, learn, appreciate and benefit from the experiences of people of all ethnicities.

Maori, Pacific Peoples, NZ Pakeha, migrants and refugees form our client base. A key area of focus over the past 12 months included developing strategies and initiatives to assist in addressing disparity particularly for Maori, Pacific Peoples, migrants and refugees.

Maori and Pacific Peoples will continue to be a focal point for the region over the next year. There will also be a strong focus on assisting other disadvantaged groups, such as migrants, refugees and people with disabilities. We have supported 140 new businesses through the payment of Enterprise Allowance and this scheme will continue to be promoted proactively within the region as a very real opportunity for job creation. Over 75% of new businesses created with the Enterprise Allowance have been established by migrants.

Participating in developing strong communities that can support personal development and positive family development is a key driver for our region. We will continue to work collaboratively with key agencies, community and advocacy support groups to develop integrated initiatives and services, particularly in relation to health, education, housing and employment, while ensuring that people's financial needs are met.

Strong relationships and partnerships have been established during the past year and will be strengthened in the coming year. By working collectively and collaboratively, focusing on the individual's needs, we will continue to encourage, assist and support social and economic participation within communities and the employment sector.

ISABEL EVANS
Regional Commissioner
 Auckland Central



OUR REGION



Introduction

The Auckland Central region’s geographical area covers the narrow Auckland isthmus between two harbours, the Waitemata to the east, and the Manukau to the west. It encompasses the Gulf Islands of Waiheke and Great Barrier, the central suburbs of Ponsonby and Mt Eden and into the city’s central business district. Its boundaries move west to Mt Albert, Pt Chevalier, Onehunga and Three Kings/Mt Roskill and also out to the eastern suburbs of Panmure, Glen Innes and Highland Park, covering the Howick and Pakuranga areas.

The region has service centres situated in Ponsonby, Mt Eden, Queen Street, Mt Albert, Pt Chevalier, Onehunga, Three Kings, Panmure, Glen Innes, Highland Park and on Waiheke Island, ensuring easy access to our services by all people who need assistance. The Auckland Central region has a total of 78,848 people receiving income support, of which 40,148 are NZ Superannuitants.

Two local authorities – Auckland City and Manukau City – cover the region. A third of New Zealand’s total population (1.18 million) live in metropolitan Auckland and 32% of that number (388,448) live within the Auckland Central region.

Auckland is the gateway to New Zealand for tourism, with the country’s largest international airport serving 45 airlines. The Waitemata Harbour is the main access for deep water shipping, with extensive wharf facilities and the largest container port in the country. Auckland also enjoys the reputation of being known as the City of Sails due to the large number of yachts in the harbours and the adjoining Hauraki Gulf. Surrounded by extinct volcanoes and a myriad of picturesque islands in the Gulf, Auckland is presently home to the America’s Cup yachting trophy.

Population

Projections based on the 1996 census indicate Auckland City’s population will exceed 400,000 people by 2006. This projection is attributed to Auckland’s age structure and the popularity of the city as a destination for new migrants and people relocating. The Auckland Central region has retained in excess of a 30% share of Auckland’s total population since 1981. Growth in population and dwellings has increased steadily over the years.



OUR REGION (cont)

The total population of the Auckland Central region is 388,448, with 262,191 people making up 67.5% of the total working age group (15-65 years). 74% of this working age group are in the labour force.

As a result of high population growth, the city has experienced significant increases in both ethnic diversity and working age groups, especially those aged between 25 and 49 years. The increase in ethnic diversity can reasonably be attributed to high immigration levels and Auckland City's attraction to new migrants. Factors contributing to its attractiveness include the concentration of other immigrant communities, the high levels of rental accommodation and housing diversity, and the city's role as an employment and entertainment centre. Furthermore, the international airport in Auckland is often the first place to which new migrants arrive.

Population by ethnicity is made up of NZ Pakeha (64%), Maori (8%), Pacific Peoples (9%), other ethnicity (14%) and 'not specified' (5%), according to the 1996 census. 22% of the population had recorded 'no qualifications' which would indicate there is a high proportion of people who possess a formal qualification. This is attributed in part to the availability of two universities and three technical institutes in Auckland.

Labour market

The Auckland Central region is well positioned to take advantage of the pick-up in economic activity with its strong population growth, large manufacturing sector, and its position as a major transport hub for much of New Zealand.

The 1996 census saw property and business services, manufacturing, retail and wholesale trade as key industries that provided the majority of employment opportunities.

In 1999, Auckland City accounted for an estimated 17% of the total New Zealand production. The biggest contributors were business and financial services, trade and hospitality, manufacturing, community, social and personal services, transport and communication.

The city's economic structure is similar to that of the entire Auckland region, but with two major differences: the city is much more dependent on business and financial services for its income, reflecting Auckland's status as the country's largest commercial centre, and manufacturing contributes a smaller percentage to Auckland City than it does to the greater Auckland area.

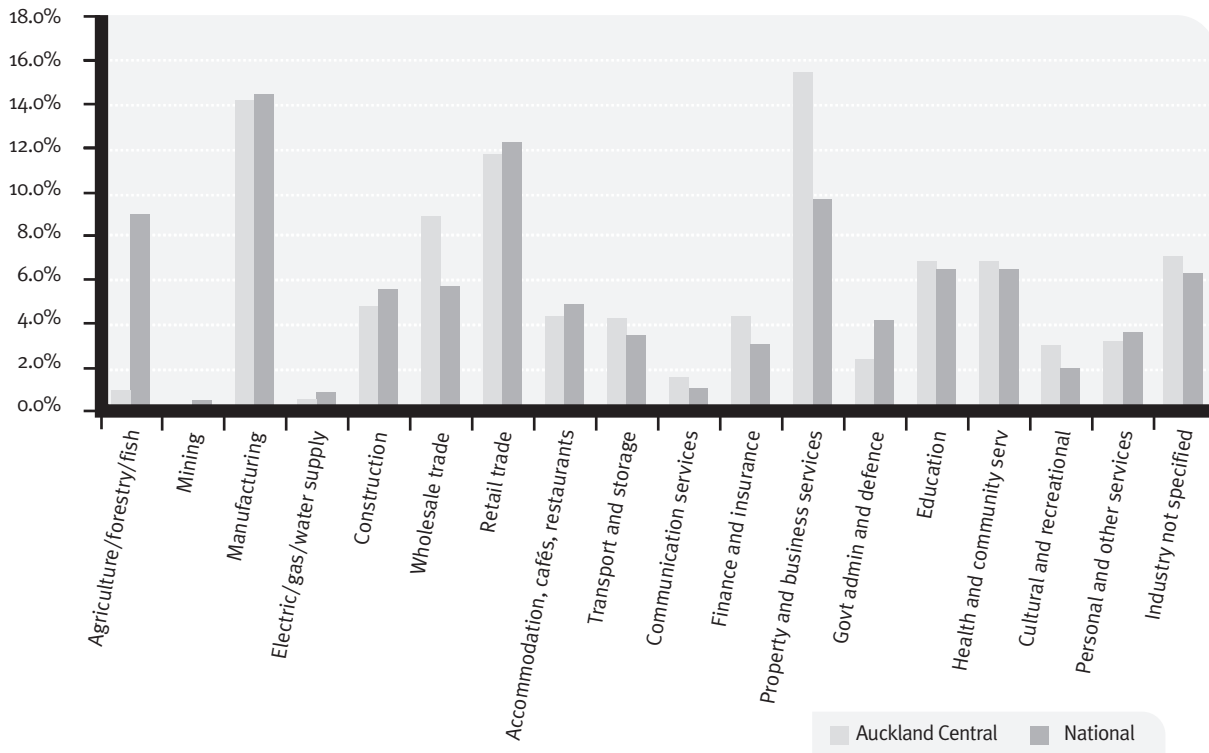
Business activity in Auckland City was badly affected in the year ended March 1999. The manufacturing sector was the hardest hit with tourism and retail businesses also affected by the Asian crisis. The number of North Asian and Japanese visitors was noticeably lower. A year earlier, these two groups accounted for nearly a fifth of the tourist market.

Industries less affected were transport and communications as well as banking and financial services. Increased demand for new communication technology and the desire for good business information allowed the continued growth within these industries. From mid March 1999 onwards recovery in the economy became increasingly apparent. Examples include a significant increase of international tourist arrivals at Auckland airport, retail spending, and building consents being issued for new houses. Most significantly, the unemployment rate fell.



OUR REGION (cont)

EMPLOYMENT BY INDUSTRY (CENSUS 1996)



Economic growth in Auckland City is expected to average around 4% per year over the next three years ending March 2002. Manufacturing and tourism are expected to grow over the next year with a temporary fall in house building activity. As we move along with the fast adoption of new technology, this will ensure that the transport, communication and business services sectors surge ahead. Total economic growth for Auckland City is expected to be faster than other cities in New Zealand. This signals a more rapid population growth and the concentration of fast growing service industries.

Major industries within the Auckland Central region include business and financial services, manufacturing, transport and communication, tourism, retail trade, building and property.

Business and financial services

Within the business sector, information technology and business consultants are expected to benefit, as technology becomes increasingly important to all industries. The financial services sector is expected to benefit from increasing centralisation of banking and insurance operations, with some businesses moving staff into Auckland City. It is also likely that the technology driving centralisation to Auckland City will also allow some financial institutions to centralise overseas – in Sydney or Melbourne, for example. From a domestic perspective, Auckland will continue to attract businesses, given its status as the largest population centre and therefore the largest market. New businesses will increase the demand for associated services.



OUR REGION (cont)

Manufacturing

This sector is expected to grow by around 5% per year over the next two years. The majority of Auckland City's manufacturing is export-focused. Exports are likely to grow around 6% per year in real terms from now until March 2002. In the longer term, an improving economic position will challenge Auckland City's manufacturers to remain internationally competitive, or to fall back on the relatively small parts of the labour market where competition is less intense.

A partnership project between businesses and Auckland City called the Industrial Edge, is designed to track the economic performance of the industrial areas of Penrose, Mt Wellington, Onehunga, Otahuhu, Ellerslie and Te Papapa. It examines the area's key trends in employment, value-added services and building development – comparing these with the performance of the wider Auckland region. The information provides a basis for monitoring the success and future challenges for the Industrial Edge project. With the exception of Otahuhu, the Auckland Central region covers all areas involved in this project. Not included in this study but part of the Auckland Central region is the East Tamaki area, which has the largest concentration of industrial activity in New Zealand.

The project records employment being up by 6.4%, with 10.9% of the region's overall jobs in this geographical area. There are over 17,100 manufacturing jobs in the Industrial Edge. While manufacturing in the Industrial Edge covers the broad spectrum of activities, the fabricated metals sector is a major contributor.

Transport and communication

This industry has continued to grow each year since the early 1990s and growth has averaged 3% in Auckland City over the past two years. Expected growth over the next two years is 5% per annum. Auckland City is a key link in the distribution chain with Ports of Auckland handling around 50% of New Zealand's containers. In the communication sector, ongoing adoption of data and mobile technologies will drive growth.

Tourism

Tourist numbers through the airport in Auckland began to pick up by the end of 1999. This is a trend that is expected to continue over the next two years, providing a solid growth for retailers and accommodation providers. A further boost to the industry will come from the extensive coverage Auckland has received in the international media over the last year.

Retail trade

Short-term prospects for retailers are positive due to a pick-up in consumer confidence and a strong recovery in tourism. Over the longer term, the city's retailers will benefit from continued population growth in the Central Auckland area.

Building and property

The number of consents issued for new houses reached record levels in 1999. Apartments accounted for a growing number of consents – around 240 new apartments per month were built in the greater Auckland region during 1999, up from 140 per month in 1998.

Given an oversupplied market, and the likelihood of further decreases in demand due to rising mortgage interest rates, short-term prospects are for some



OUR REGION (cont)

downward pressure on house prices and a sharp reduction in new buildings. In the longer term, it is expected that housing developments will take place within the existing metropolitan area, particularly along main transport routes.

Rising business confidence and current interest rates will support a moderate pick-up in industrial and commercial building in Auckland City over the next two years. However, commercial building will be limited by the current supply of vacant office space, especially at the lower end of the market, and a trend to reduce office space per employee.

New recurring commercial developments are also expected around Quay Park, near Auckland's seaport on the city's eastern border around Tamaki and Penrose. There are some retail developments around the Winstone's quarry and in Sylvia Park as well as an expansion of the University of Auckland's Tamaki Campus and development around the Botany Downs area.

In summary, the forecast is for a broad-based pick-up in activity, with manufacturing and tourism being the highlights. Growth in Auckland City should be slightly higher at 4.1% per year, reflecting the continued drift of New Zealanders to Auckland and a strong presence in the fastest growing service industries – transport, communications and business services. These industries will benefit from the increasingly rapid adoption of new technology.

A survey was carried out with employers, community groups, training providers, public and staff. Results indicated that from their perspective, the industries likely to grow were communication services, tourism, cafes and restaurants. There was little confidence in the manufacturing industry. This prediction was based purely on each individual's knowledge of the labour market, which in most cases related to their immediate environment.

The people

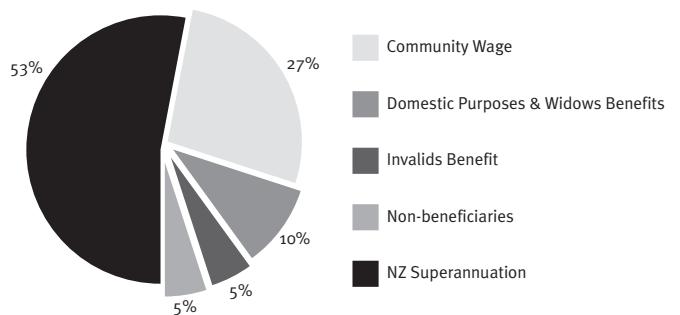
78,848 people within the Auckland Central region receive benefit assistance (Department of Work and Income statistics – June 2000). Of that number, 40,148 (51%) are NZ Superannuitants.

To put this into perspective, the 78,848 people receiving benefit assistance account for 20% of the total Auckland Central region's population. Of this group 36,441 make up 54% of the working age population that are not in the workforce, with 21,532 (60%) of that number seeking employment.

In July 1999, the total number of people receiving benefit assistance was 77,122. June 2000 shows total benefit numbers in the region as 78,848 – an increase overall of 1,726. This growth seems to be in proportion with the increased population predicted for the Auckland City area.

Persons registered for fewer than 26 weeks account for 7,285 (33.8%) of job seekers, with the remaining 14,247 (66.2%) being long-term unemployed at least six months or more.

PEOPLE BY MAJOR BENEFIT TYPES



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OUR REGION (cont)

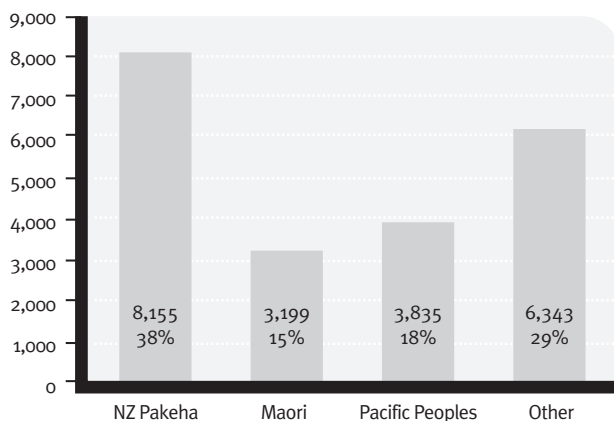
The composition of this long-term unemployed group suggests that both NZ Pakeha and the Other ethnic groups make up the larger proportions. However, the following shows the proportion of each ethnic group registered as having been unemployed for longer than 26 weeks.

- 63% Maori.
- 61% Pacific Peoples.
- 53% NZ Pakeha.
- 57% Other.

These statistics signal that Maori and Pacific Peoples are more at risk of becoming long-term unemployed.

The following chart shows the ethnic make-up of people registered as seeking employment in the region – NZ Pakeha (38%), Maori (15%), Pacific Peoples (18%) and Other (29%).

ETHNICITY OF REGISTERED JOB SEEKERS IN AUCKLAND CENTRAL – JUNE 2000



Source - Auckland City's Economy Report (Auckland City Council), Auckland Region Business and Economy Report (Auckland Regional Council), Infometrics 1996 census, Department of Work and Income statistics, Statistics New Zealand, Auckland City Council website, Manukau City Council website, Department of Work and Income survey.

Summary

The Auckland Central region boasts a diverse ethnic culture with a growing labour market. Income support is provided to at least 20% of the region's population, and employment services to 60% of the working age population who are not currently in the labour force. We have over 20,000 job seekers receiving work-tested benefits. Benefit assistance will continue to be provided to all our clients, including an accurate and timely service.

There are growing opportunities for employment in many industries, particularly manufacturing, transport, communications, technology, tourism, retail, hospitality, building and property. Auckland Central region's intention is to adopt a targeted approach to purchasing programmes which relate specifically to industries where there is job growth, in addition to ensuring that clients also have the opportunity to build their developmental skills through personal development and work experience.

Maori, Pacific Peoples, NZ Pakeha, migrants and refugees form the client base of people seeking both income assistance and employment in the Auckland Central region. Training and employment opportunities will be sought specifically for these groups of clients.

Long and short-term strategies, particularly for the long-term unemployed, Maori, Pacific Peoples, migrants, people with disabilities and other disadvantaged groups, will be developed and implemented to assist individuals. Community development and participation in community life will also be a key focus.

Strong relationships and partnerships have already been formed with other Government departments, communities and key organisations and these will be strengthened by taking a collaborative, integrated approach in developing creative and innovative initiatives, which will assist and benefit our mutual clients.



OUR REGIONAL STRATEGIES

Over the past 18 months the Auckland Central region has improved and maintained a high level of performance and delivery of income services. We aim to continue this momentum and respond to the challenges and changes that the Government places on us through their reforms.

Key priorities for the 2000/2001 fiscal year

The Auckland Central region is rich in employment opportunities, but these opportunities are not distributed evenly throughout the region.

A number of sites have high client bases and low labour market opportunities while others have the opposite. As a result, we have set up a cluster system to ensure easier access to our three main labour markets. This will also assist in developing higher levels of co-operation from all sites.

Some activities, for example NZ superannuation, Enterprise Allowance and childcare subsidies, will be centralised either at a regional or cluster level.

Enhancing our work with the wider community and in particular with Maori

We will build on the work that began in the 1999/2000 year, and move forward in line with Government direction particularly with regards to the Closing the Gaps strategies as these are developed.

An increased level of community liaison is required, supported by an ability to develop appropriate joint initiatives and activities. As part of our site planning process, sites have built-in capacity within their structures.



OBJECTIVES AND KEY TASKS

STRATEGIC OUTCOME 1

Increase people's capacity to participate in community life through providing income support and other assistance to eligible people.

Ensure at least 95% of clients receive their correct benefit entitlement in a timely manner.

- Ensure an accurate assessment of benefit entitlements is completed at the initial meeting.
- Provide clients with information on the full range of additional assistance available on an ongoing basis.
- Undertake monitoring activities on a regular basis to ensure quality service is provided.
- Undertake exit interviews with clients moving into full-time work to ensure they are assessed and low-income earners receive their full entitlements.
- Ensure reviews of decisions which are benefit-related are dealt with in an appropriate and timely manner.

Maintain a minimum level of 80% client satisfaction.

- Ensure clients are seen within 48 hours of requesting an appointment, or sooner if deemed necessary.
- Provide specialised assistance for NZ Superannuitants and Invalids Benefit clients.
- Provide individualised and personalised service to all clients through case management.

Increase and maintain the competency of all staff enabling them to deliver a full range of services.

- Recruit people with the right skills and attributes to meet the needs of our clients.
- Provide new staff with five weeks intensive training on the programmes and services administered by the Department.
- Provide ongoing training sessions with all staff as required.
- Ensure all staff have a training plan as part of their Performance Management Agreement.
- Maintain staff levels through timely recruitment processes.
- Continue to develop the competency of all staff to ensure they have the skills and knowledge to deliver a full range of services.



OBJECTIVES AND KEY TASKS (cont)

STRATEGIC OUTCOME 2

Increase the movement of job seekers into employment, particularly Maori, Pacific Peoples and people with disabilities.

Purchase appropriate and targeted activities to meet the needs of clients, enabling them to access opportunities within the community and local labour market.

- Collect information on the labour market to analyse and determine trends.
- Ensure that we respond to the changing needs of the labour market by purchasing training programmes, aligning them to identified client needs and areas of industry growth.
- Develop and contract sector specific training which is targeted at potential job growth areas.
- Purchase programmes specifically targeted at the needs of priority groups (Maori, Pacific Peoples, people with disabilities, youth, migrants).
- Regularly monitor, evaluate and analyse all training purchased to ensure it meets the needs of our clients.

Ensure clients are given the opportunity to participate in developmental activities.

- Increase client awareness of activities available to enhance skills and abilities.
- Actively encourage job seekers to attend relevant training programmes in order to enhance their employment potential.
- Provide clients with individualised case management and promote the advantages of training available.
- Work in partnership with Skill New Zealand and other training providers to ensure training provided meets the clients' needs.

Support all clients during and after course completion to maximise the numbers moving into further training and/or paid employment.

- Build relationships with employers, key agencies and community to enhance and secure opportunities for job seekers.
- Work collaboratively with local employers to identify and provide targeted training to meet specific industry needs.
- Establish effective relationships and liaison with training providers.
- Ensure participants receive a follow-up interview with a Case Manager on completion of training.
- Actively profile and support participants to access suitable opportunities.

Increase knowledge and awareness of local labour market to obtain appropriate opportunities to meet client needs.

- Identify labour market trends together with existing and future employment opportunities.
- Create a profile of economic growth sectors and their recruitment potential.
- Develop positive partnerships and initiatives with key business leaders, agencies and the community to support clients into employment.
- Encourage Local Employment Co-ordination groups to develop at least potentially three strategies, initiatives and projects to address unemployment.



OBJECTIVES AND KEY TASKS (cont)

Assist clients to achieve appropriate employment goals by increasing access to local labour market opportunities.

- Provide individualised case management by Case Managers and Work Brokers which will enable the client to be actively and positively profiled as a credible job applicant.
- Establish industry-specific joint ventures targeted at job growth areas.
- Identify jointly with the client appropriate opportunities and activities by agreeing on development strategies.
- Ensure clients are aware of the Enterprise Allowance assistance available to enable development of new businesses.

Provide all clients placed into employment with information on what is available to support them in employment.

- Ensure low-income earners are aware of income support available and that they receive correct entitlement.
- Increase awareness of subsidies available to assist long-term unemployed clients into employment.
- Provide ongoing support to at-risk clients after placement into employment to encourage sustainability.
- Provide post-placement support to employers to ensure placement is appropriate and sustainable.
- Enhance joint ventures/partnerships with employers, key agencies and community groups.



OBJECTIVES AND KEY TASKS (cont)

STRATEGIC OUTCOME 3

Close the economic and employment gaps by establishing partnerships with Maori for developing self-determining solutions.

Strengthen relationships with key Maori organisations, community and people to identify how best to meet the needs of Maori.

- Consult with key community groups and agencies to develop a greater awareness of issues faced by Maori clients.
- Facilitate regular hui as a forum (internally and externally) to collaboratively develop strategies which will assist Maori into employment and other activities.

Participate in developing joint initiatives with Maori-based organisations to increase Maori participation in the labour market.

- Form effective alliances with key Maori organisations and the community to seek opportunities and achieve positive outcomes for Maori clients through their participation and contribution to social and economic development.
- Monitor and enhance the quality of training and employment opportunities provided for Maori.
- The Local Employment Co-ordination group for Maori will develop and implement a minimum of two strategies to enhance access to training and labour market opportunities.
- Collaborate with Skill New Zealand to ensure training is available for Maori clients to meet their needs and maximise employment outcomes.

Ensure no less than 14% of all developmental activities are targeted to Maori clients and at least 1,080 Maori clients are supported into employment.

- Ensure every Maori client receives individualised case management.
- Increase education and training opportunities for Maori by ensuring participation on programmes is in proportion with the percentage of Maori represented as active job seekers.
- Identify appropriate training providers to deliver training programmes for Maori clients.
- Purchase training and developmental programmes specifically for Maori job seekers.

Ensure Maori clients are supported to access appropriate and sustainable employment opportunities.

- Ensure Maori clients are fully aware of all assistance available when moving into employment.
- Ensure that adequate support is provided to all Maori clients placed into employment.
- Actively promote Enterprise Allowance as an opportunity for Maori to develop and own their own businesses.
- Ensure all Maori clients completing developmental activities are actively case managed and supported to achieve employment.
- Proactively profile and support suitable Maori clients into appropriate employment.
- Assist and support social, economic and community development by working in partnership with local iwi, community and key agencies.



OBJECTIVES AND KEY TASKS (cont)

STRATEGIC OUTCOME 4

Close the economic and employment gaps by strengthening priority communities through inter-sectoral and community partnerships.

Strengthen and progress partnerships with priority community groups to identify how best to meet the needs of priority clients.

Pacific Peoples

- Form effective alliances with key agencies and communities representing Pacific Peoples.
- Monitor and enhance the quality of training provided to Pacific Peoples through regular reviews and evaluations.
- Purchase specific training and development programmes specifically for Pacific Peoples with appropriate providers.
- Support a minimum of 1,430 Pacific Peoples to achieve independence through employment.
- Identify an appropriate communication mechanism to disseminate relevant information to Pacific Peoples.

People with disabilities

- Develop a strategy in partnership with Workbridge to assist and support people with disabilities and special needs into relevant training and employment.
- Provide specialised case management for clients in receipt of the Invalids Benefit.
- Establish relationships with providers and agencies representing mutual clients in order to provide a co-ordinated approach to assisting people with disabilities.

NZ Superannuitants

- Facilitate meetings to provide relevant information to NZ Superannuitants in receipt of supplementary assistance.
- Proactively case manage NZ Superannuitants in receipt of supplementary assistance.
- Provide specialised case management to all NZ Superannuitants.

Migrants and refugees

- Form effective alliances with key migrant and refugee agencies and communities.
- Collaborate with Skill New Zealand and other training providers to ensure training is provided to meet the needs of migrants and refugees to enhance their access to employment.
- The Local Employment Co-ordination group for migrants and refugees will develop a minimum of two strategies to enhance access to training and labour market opportunities.
- Purchase specific training and development programmes for migrants and refugees with appropriate providers – for example, English for speakers of other languages.

Youth

- Support the development of inter-agency initiatives specifically for youth.
- Assist and work collaboratively with other key agencies in the development of an integrated youth strategy for the Auckland Central region.
- Develop an information package for youth to ensure they are aware of all options available prior to leaving school.
- Purchase training programmes targeted specifically at youth.



OBJECTIVES AND KEY TASKS (cont)

Sole parents

- Provide specialised case management to sole parents through the Compass programme.
- Encourage participation in appropriate training and employment opportunities.
- Purchase relevant training opportunities specifically for sole parents.
- Ensure sole parents are fully aware of assistance available for childcare.

Strengthen participation to consult and involve Government, local authority, community networks and advocacy groups in developing initiatives that increase client access to labour market opportunities.

- Work collaboratively with key business leaders, agencies, local iwi, community organisations and advocacy groups to adopt an integrated approach to developing solutions for other priority groups.
- Maintain existing networks both internally and externally and ensure advice and information on a full range of services are available to all groups.
- Encourage Local Employment Co-ordination groups to develop ideas and devise short and long-term strategies, initiatives and projects to address unemployment.
- Support and participate in the Strengthening Families programme through inter-agency collaboration and management of at-risk families.

Provide a forum that enables key agencies, community networks and advocacy groups to channel relevant information about service delivery and client needs.

- Establish and maintain existing information-sharing forums with key community groups – for example, advocacy, refugee and migrants, etc.
- Ensure regional management and service centre manager representation at key advocacy meetings.
- Establish a process for full participation at meetings and ensure that agreed recommendations are actioned in a timely manner.
- Continue participation in the region’s electorate secretaries meetings.



A C H I E V I N G O U R K E Y T A S K S

The Auckland Central region is divided into three distinct cluster groups – Eastern, Central and City. Each site within the cluster has its own individual characteristics. As a result of its diversity, solutions for addressing the needs of clients will vary from site to site. The region will develop a range of options to work with clients to improve their access to employment and independence. Each site will determine the best mix for their site, based on the needs and characteristics of the area.

Case management of specialised groups by ethnicity or age will occur in some sites. Specific case management for youth, Maori, Pacific and migrant clients is already occurring in some sites. This allows for a clearer focus on the employment needs of these priority groups.

Centralisation of services (such as the Enterprise Allowance and services to NZ Superannuitants) has already been implemented in the region. Further centralisation of services for the Childcare Subsidy and the management of client development activities will be implemented by cluster groups.

Contracted services is responding to closing the gaps by contracting programmes and services to Maori, Pacific and migrant clients, allowing greater scope for self-determining solutions.

Local Employment Co-ordination (LEC) specifically targeted for Maori has been established. Ka Mau Te Wero (Take up the Challenge) will work towards sustainable employment solutions for Maori in partnership with local Government agencies and community groups. Two additional LECs have been established to focus on Pacific and migrant issues.

Rationale

Targeted case management and work focus teams will ease the pressure on staff learning the complete range of income and work programmes, and allow them time to become more skilled.

Some staff have identified a wish to work with specific target groups and this will provide an opportunity to utilise their specific skills and achieve better outcomes.

Cluster teams focused on achieving outcomes will foster greater regional co-operation amongst Work Brokers, and ultimately gain greater outcomes for clients.



OUR COMMUNITY COMMITMENT

Programme	Forecasted new starts	Budget
Job Plus	1,212	\$4,925,542
Job Plus Training	104	\$108,787
Job Plus Maori Assets	8	\$78,753
Enterprise Allowance	154	\$1,452,273
Business Training and Advice Grant	260	\$156,000
Taskforce Green	300	\$1,453,759
Job Connection	57	\$546,762
Community Work	858	\$455,233
Work Start	1,000	\$183,000
TOTAL	3,953	\$9,360,109

Programme	Forecasted new starts	Budget
Information services	494	\$133,380
Work confidence	297	\$367,811
Work skills	673	\$1,281,259
Innovation	125	\$314,550
TOTAL	1,589	\$2,097,000



C O N S U L T A T I O N

Frame Group Limited	The Video Shop
Bureli Holdings	Auckland New Venture Trust
Marcellin College	Salvation Army Epsom Lodge
Mt Roskill Primary School	Shakti Migrant Services Trust
Mt Roskill Police Community Approach Trust	SENZ
Mico Metals	Poutama
Wholesale Fruitbarn	Step Ahead
Solid Floors	SSI Institute of Education & Training
Action Dimock Equipment Ltd	Careers Service, Takapuna
Salsa Restaurant	Quality Training Services
Salvation Army	Auckland University of Technology –
Save Animals From Exploitation (SAFE)	English Speakers of Other Languages Department
Victim Support	Te Whanau O Waipareira
Hayman & Whetton	Tricias Total Co-ordination
Events Workforce	AMES
Auckland University of Technology	Methodist Mission Northern
UNITEC	Auckland City Mission
Te Puni Kokiri	Highland Park Community House
Job Connections	CAB Highland Park
R J Fraser	The Re Source Trust
S W Settle & Co	Food Safety (NZ) Ltd
Zenith Apparel	Profile Plus
Mind & Body Consultants Ltd	First Imperial Hotel
NZ Food Industries	Lexham Gardens Retirement Village
Pakuranga Intermediate	Local Employment Co-ordination group
Te Kupanga Hurihanga Te Kohanga Reo	for NZ Pakeha
Southern Spars Ltd	Local Employment Co-ordination group for refugees
Maori staff hui	and migrants
Local Employment Co-ordination Group for Maori	Six community group meetings including advocacy
Local Employment Co-ordination Group	groups, local community groups, key agency
for Pacific Peoples	representatives
Service Centre planning days	Service Centre planning days
- Mt Albert	- Three Kings
- Pt Chevalier/Waiheke Island	- Onehunga
- Ponsonby	- Panmure
- Queen Street	- Glen Innes
Real Groovy Records	- Highland Park
Ascot Parnell Bed and Breakfast	
The Temple	
Burger King	



Work and Income NZ
Te Hiranga Tangata