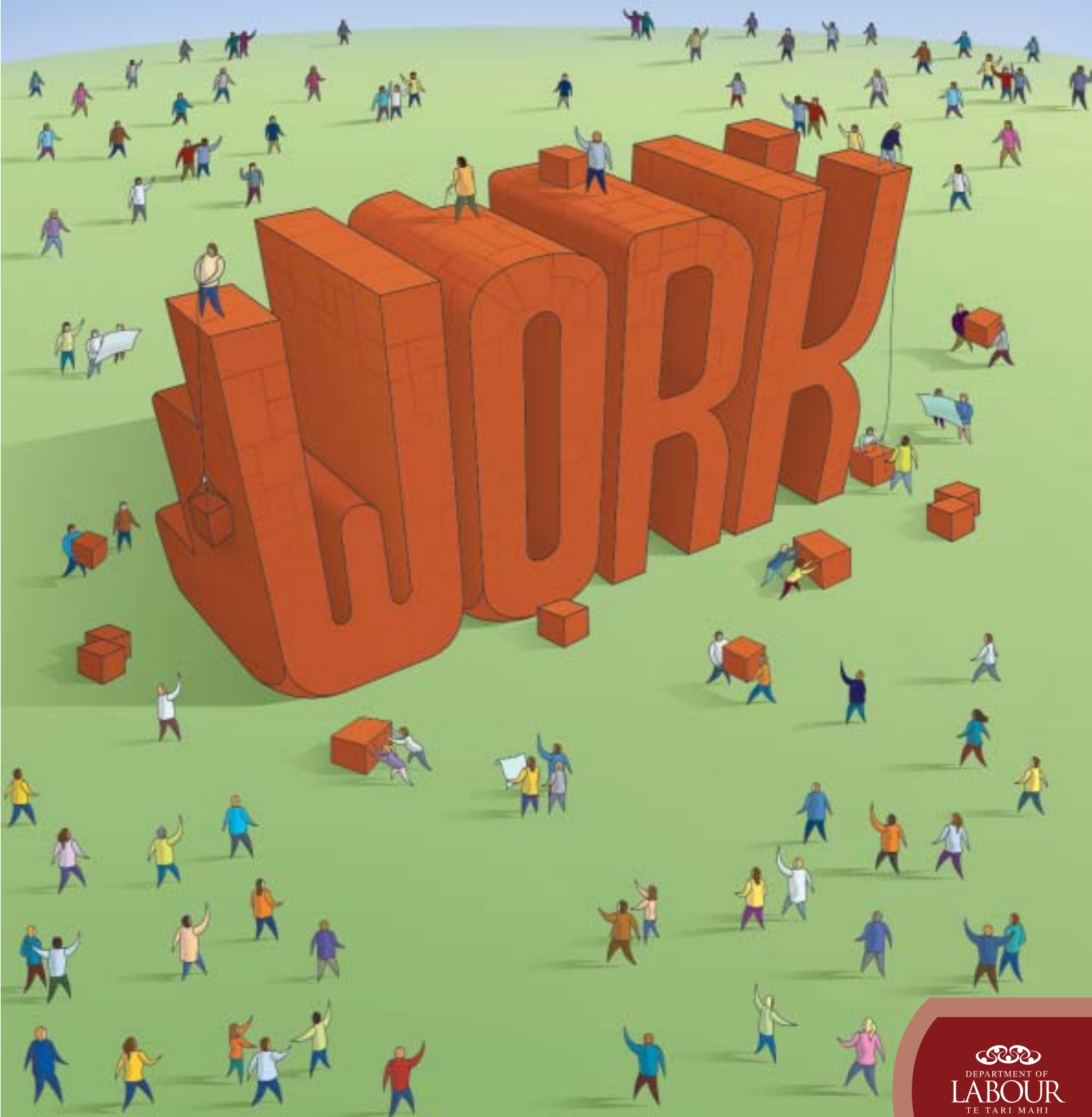


SKILLS AND WORK IN NEW ZEALAND

issue 4 MAY 2004

# workINSIGHT



# First Stop

Welcome to the fourth issue of workINSIGHT, our biggest yet!



**I'M DELIGHTED TO SAY** that in its first three issues this publication has become established reading material for career advisors, Work and Income staff and other professionals who advise people on their career, education and training choices.

The central theme of the fourth issue is PATHWAYS TO WORK. You might ask why, at a time when unemployment is so low, it is important to underline the opportunities and support available to people who want to enter work. The answer is that there are now more employers desperate to find workers than at any time in the past decade and business growth is being held back by skill shortages.

Skill shortages may be alleviated by giving people the support they need to start work – people who might have been out of the workforce for some time, people looking to secure their first job, or people who want to work but whose circumstances make it difficult for them to do so. Providing them with support will raise the prosperity and welfare, not only of the individuals themselves, but of their whanau, their communities and New Zealand as a whole.

Our PATHWAYS TO WORK: THE BIG PICTURE section at the heart of this issue explains why it is currently such a good time to find work. There are now approximately 500,000 more people working in New Zealand than there were 12 years ago, and these new jobs increasingly have been filled by a more diverse range of people – older workers and people from ethnic minorities, groups that are under represented in the workplace. Whatever a person's circumstances, there are support structures in place to help them make the transition to work, stay in work and develop a lifelong career. The Big Picture explains the most common circumstances people face which might hinder them from entering work, and the pathways chart in the centre pages lists contact information for a range of organisations that can lend support.

The Big Picture section is a good place for you to start, but the Pathways to Work theme is much broader and runs through virtually the entire document. There are features on the services Work and Income and Career Services provide to help people into work and how volunteer work can help people overcome the barriers to entering paid employment, and a story about a former long-term unemployment beneficiary who now successfully runs his own business.

The opposite side of the coin, of course, is that employers must understand the benefits of employing a more diverse workforce and recruit outside the more traditional sources of labour. This message is promoted in a contribution from the Equal Employment Opportunities Trust and complemented by a feature about the New Kiwis website, which matches migrants' skills to the needs of New Zealand employers. The Pathways to Work theme also includes initial results from the Department of Labour's Job Vacancy Monitoring Programme, giving you an insight into the opportunities available to people wishing to find work.

Whether you are an advisor, a jobseeker, an employer or simply want to better understand and keep up to date with the job market, I hope you find this issue of workINSIGHT a useful resource. ●

A handwritten signature in red ink that reads "Steve Maharey". The signature is fluid and cursive, with a long horizontal flourish underneath.

**Steve Maharey**  
MINISTER OF SOCIAL SERVICES AND EMPLOYMENT  
ASSOCIATE MINISTER OF EDUCATION (TERTIARY EDUCATION)



# CONTENTS

<b>TAIAMAI TOURS</b>	<b>2</b>
Your guide on the journey from unemployment to self-employment	
<b>FOUNDATIONS</b>	<b>4</b>
InfraTrain outlines the wide range of employment, pre-employment and training opportunities available in New Zealand's infrastructure industries	
<b>JOB VACANCY MONITORING PROGRAMME: INITIAL RESULTS</b>	<b>6</b>
The Department of Labour gives an up-to-date picture of occupational skill shortages	
<b>WORK AND INCOME WORK SERVICES</b>	<b>8</b>
Job-seeking and in-work support services provided by Work and Income	
<b>PATHWAYS TO WORK: THE BIG PICTURE</b>	<b>10</b>
The support available to people wanting to join the workforce	
<b>CAREER SERVICES</b>	<b>20</b>
Thinking about starting or re-entering employment? Help is at hand to clarify your choices and set you on your way	
<b>VOLUNTEERING IN NEW ZEALAND</b>	<b>22</b>
Pauline Harper at Volunteer Wellington talks about how volunteer work can be both a bridge into paid work and a worthwhile experience in itself	
<b>www.newkiwis.co.nz</b>	<b>23</b>
A recruitment website with a difference is helping break down the barriers between new migrants and New Zealand employers	
<b>SUCCESS THROUGH DIVERSITY</b>	<b>24</b>
The EEO Trust helps businesses understand and realise the gains from employing a diverse workforce. Philippa Reed, acting CEO, explains how.	
<b>PORTALS</b>	<b>26</b>
Seven new or revamped websites can help you find information about education, training, business and work	
<b>OVERSEAS IN OTAGO</b>	<b>28</b>
Otago has added itself to the list of regions that are actively recruiting skilled workers from overseas to help plug their skill gaps – here's how	
<b>HUMAN RESOURCE PROFESSIONALS</b>	<b>30</b>
Peter Marshall at the Human Resources Institute of New Zealand explains the growing importance of human resource professionals	
<b>THE LABOUR MARKET EXPLAINED: EMPLOYMENT</b>	<b>32</b>
<b>LABOUR MARKET BAROMETER</b>	<b>33</b>
<b>WORK AND INCOME SERVICE CENTRE CONTACTS</b>	<b>37</b>
<b>REGIONAL LABOUR MARKET SUMMARY</b>	<b>PULL-OUT</b>

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# Taiamai Tours

Your guide on the journey from unemployment to self-employment

## Partnerships

Hone Mihaka is a partner in a close relationship that began more than 150 years ago when the first European settlers making their way up the Kerikeri River were greeted by the Ngapuhi tribe of the Kerikeri basin at their ancestral home on Kororipo Pa. Hone's contribution to that partnership arises from his commitment to raise awareness and understanding of the area's Ngapuhi cultural heritage and Maori perspective on the Treaty of Waitangi. But in pursuing that commitment, he now offers much more. He found a gap in what was otherwise a well-established tourism market and went from being a long-term unemployment beneficiary to Project Co-ordinator of Taiamai Tours. In the process he has taken steps towards achieving financial independence for his whanau, and given his tribe a voice in shaping Northland's sustainable economic development programme.

## Pathways

It is not immediately apparent how Hone's past experiences might have prepared him for his current role. After leaving school with no qualifications, he has been employed at the local freezing and meat processing works, has been a truancy officer and has trained and worked as Te Reo Maori teacher in a kohanga reo, all with periods of unemployment in between. But the skills, values and commitment needed to become an entrepreneur can be as varied as the life experiences from which they originate. It was Hone's work on the factory floor alongside other Maori which awakened his desire to see Maori working for themselves and keeping the rewards within their community. His role in mentoring and supporting the community's children has elevated him to the status of role model, and his communication skills learned along the

way are used now to develop partnerships with community groups, entrepreneurs, public service organisations and government ministers.

## Taiamai Tours

Hone describes how the idea for Taiamai Tours arose from a disagreement with his father more than ten years ago. As they watched tourist buses crossing their ancestral land, a younger Hone wanted to see the visitors removed. His father responded that a better idea would be to stop the buses and tell the visitors something of the land on which they travelled. Years later, Hone set up Taiamai Tours to do just that – stop the buses and offer tourists an authentic experience in Ngapuhi culture, from a traditional welcoming ceremony to re-enacting the first contact with European settlers.



*For the first time in over 100 years, the Putatara shell horn calls Ngapuhi to rally due to the sighting of a strange vessel full of tourists making its way up the Kerikeri river towards the Kororipo Pa.*

## Elements of success

From the start, there has never been any doubt about the idea's popularity with visitors. The cornerstones of Hone's success have been choosing a sound market, doing research to find a gap in the existing range of products and services, and filling it with a quality, authentic Maori tourism product. Hone's customers were to be tourists visiting the Northland area, and he would find them at the local tourist industry's focal point, the Waitangi Visitor Centre. A visit to the centre was all the background information he needed. It was clear to him that several aspects of Ngapuhi culture were not on offer there. As for quality, it has always been about remaining faithful to the traditions of Ngapuhi. Visitors recognise they are getting the real deal and, as a result, they keep on coming. ●



*Members of Taiamai Tours prepare to welcome visitors to the Kororipo Pa site, once known as the coastal stronghold of the Ngapuhi chief, Hongi Hika.*

## CONTACTS

Support is available to anyone who wants to become self-employed. There are information sources to help you understand how to set up and run a business, organisations offering mentoring and advice, and training courses which aim to develop entrepreneurial skills and business know-how. Here is a list of resources that are available on a national basis.

### Information sources

**WORKSITE/PAEMAHI** is your gateway to information about the world of work, including working for yourself and finding staff. Worksite makes it easy for you to get your business started by pulling together a range of information from various websites, including many of those listed on this page. When you visit the home page [www.worksite.govt.nz](http://www.worksite.govt.nz), click on *Working for Yourself* in the left-hand topic menu or on the grey *Looking for Staff* tab at the top of the page. You'll find useful publications like the *First Time Employers* guide from IRD, fact sheets from ACC and the ERS, and links to accredited training providers. If you'd like to talk to an expert there is also a list of links and call centres where free advice is available.

**BIZ** is a FREE specialist business information service that helps you identify organisations, people, training programmes and resources to develop your business. Biz also provides contacts and information about government and non-government services in your region.

☎️ 0800 42 49 46 ✉️ info@biz.org.nz

[www.biz.org.nz](http://www.biz.org.nz). The website provides information on the **ENTERPRISE TRAINING PROGRAMME** and other resources that are useful when starting up, running or closing down a business, as well as important regulatory information including quick help with taxes, ACC, workplace safety and employing staff.

**CAREER SERVICES** can direct you to organisations offering information and resources to help you set up and run your small business. Contact CareerPoint ☎️ 0800 222 733 ✉️ careerpoint@careers.govt.nz. Go to the KiwiCareers website [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) and click on *Business information*, or drop into your nearest CareerCentre. ☎️ 0800 109 901 for your nearest centre.

The **NATIONAL BUSINESS INFORMATION SERVICE** is an advisory service for people setting up or running their own small business ☎️ 0800 242 6237. The **BIZ-GROWTH** website [www.biz-growth.co.nz](http://www.biz-growth.co.nz) features "how to" articles about business best practice written by New Zealand business for New Zealand business.

## Organisations

**INLAND REVENUE's** specialist Business Tax Information Officers offer free tax education and advice to new businesses, covering the taxes you need to know about, records you need to keep, how to complete GST and employer returns, and when you should file returns and make payments. To request an advisory visit, ☎️ 0800 377 772 or complete the *Arrange a business advisory visit from Inland Revenue* form on the website. [www.ird.govt.nz](http://www.ird.govt.nz)

The **MAORI BUSINESS FACILITATION SERVICE**, set up by Te Puni Kokiri, provides advice, guidance and facilitation services to new or existing businesses. The service is delivered in partnership with private sector consultants who provide expert business advice and assistance throughout New Zealand. Clients may include new or existing Maori businesses, Maori individuals, Maori landowners, trusts, authorities, runanga, trust boards and other Maori organisations which want to pursue commercial opportunities. The service does not provide funding, but can assist in identifying funding sources. Go to [www.tpk.govt.nz](http://www.tpk.govt.nz) and click on *Business* at the top of the page.

☎️ 0800 94 99 97 ✉️ tpkinfo@tpk.govt.nz

The **BUSINESS IN THE COMMUNITY NATIONWIDE BUSINESS MENTOR**

**PROGRAMME** provides a free and voluntary service to small businesses, with mentors who have extensive business experience and skills. You can apply online,

[www.businessmentor.org.nz](http://www.businessmentor.org.nz) ☎️ 0800 103 400 or ☎️ 0508 103 400 or ✉️ bitc@bitc.co.nz.

The **EMPLOYMENT RELATIONS SERVICE** provides information and assistance for all aspects of employment relationships, including employment agreements and employment relationship problems. ☎️ 0800 800 863 ✉️ info@ers.dol.govt.nz [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz)

The Department of Labour's **OCCUPATIONAL SAFETY AND HEALTH SERVICE** works to support safe and healthy workplace practices and reduce work-related illness, injury and deaths. OSH provides information and advice to help workplaces self-manage health and safety, investigates workplace complaints and accidents, and enforces health and safety legislation. For information on health and safety problems at work, contact your nearest OSH office. ☎️ 0800 20 90 20 or check your local Blue Pages of the Telephone Directory.

[www.osh.govt.nz](http://www.osh.govt.nz) or [www.workinfo.govt.nz](http://www.workinfo.govt.nz)

Whichever sector you plan to set up business in, there are industry organisations from which you can receive support. Hone has contacts with the **TOURISM INDUSTRY ASSOCIATION**, **TOURISM NEW ZEALAND** and the **AVIATION TRAVEL AND TOURISM TRAINING ASSOCIATION**. Call **BIZ** ☎️ 0800 42 49 46 to find out about your relevant industry association. The **TERTIARY EDUCATION COMMISSION** has a list of all **INDUSTRY TRAINING ORGANISATIONS** on its website.

[www.tec.govt.nz/education\\_and\\_training/itos.htm](http://www.tec.govt.nz/education_and_training/itos.htm)

Wherever your business is located, there are regional organisations offering support. Hone has contacts with **ENTERPRISE NORTHLAND**. Call **BIZ** ☎️ 0800 42 49 46 to find out about **ECONOMIC DEVELOPMENT AGENCIES** and other organisations such as the **CHAMBER OF COMMERCE** and the **EMPLOYERS AND MANUFACTURERS ASSOCIATION** which offer help in your region.

**POUTAMA MAORI BUSINESS TRUST** helps Maori to develop, consolidate and grow their businesses. The Trust focuses its services on four key areas: consolidation and growth of existing businesses • Maori tourism development • young enterprise development • Maori international business development.

☎️ 0800 476 882 ✉️ poutama@poutama.co.nz

[www.poutama.co.nz](http://www.poutama.co.nz). Register for free on the Poutama Maori Business Directory at

[www.poutama.co.nz/frm\\_maoribus.htm](http://www.poutama.co.nz/frm_maoribus.htm)

**PACIFIC BUSINESS TRUST** assists New Zealanders of Pacific descent to start and develop successful businesses. ☎️ 0800 287 7526 ✉️ inokev@pacificbusiness.co.nz

[www.pacificbusiness.co.nz](http://www.pacificbusiness.co.nz)

**WORK AND INCOME** can help because, if you are receiving a benefit, you may be eligible for funding through the **ENTERPRISE ALLOWANCE GRANT**. ✉️ information@msd.govt.nz

[www.workandincome.govt.nz](http://www.workandincome.govt.nz) or

☎️ 0800 55 90 09. You can call this number to make an appointment at your local Work and Income Service Centre.

## Training

Hone has completed a **CERTIFICATE IN BUSINESS MANAGEMENT** with modules in small business management, marketing, business law, people management and financial management. You can search for and compare all nationally recognised qualifications at the **KIWIQUALS** website. [www.kiwiquals.govt.nz](http://www.kiwiquals.govt.nz)





# Foundations

InfraTrain outlines the wide range of employment, pre-employment and training opportunities available in New Zealand's infrastructure industries

## The importance of infrastructure to the nation

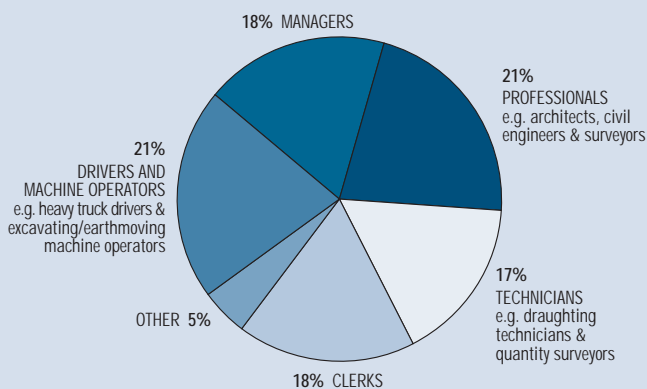
The infrastructure industries are responsible for constructing and maintaining the foundations on which New Zealand is built: roads, pavements, highways, drainage and bridges – everything that keeps the country working and moving.

## Workforce trends

Infrastructure employers range from large, nationally based operators to smaller, specialised firms in urban and rural areas all over New Zealand. Approximately 32,000 people were employed in the infrastructure industry in 2001, of whom three-quarters (76%) worked in the North Island. More than one-third (34%) were concentrated in Auckland and large numbers were also working in Wellington (12%), Canterbury (12%) and the Waikato (9%).

Infrastructure industry employees work in a range of specialised roles, including roading, traffic safety, engineering, surveying and architecture. They also use a broad range of skills. The workforce is made up mainly of managers, professionals, technicians, drivers, machine operators and administrative clerks.

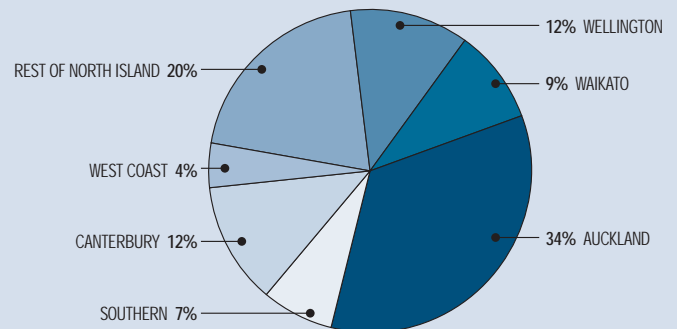
### EMPLOYMENT IN INFRASTRUCTURE OCCUPATIONS IN 2001



Source: Statistics New Zealand, 2001 Census of Population and Dwellings

**INFRA TRAIN** is the **INDUSTRY TRAINING ORGANISATION (ITO)** for the infrastructure industries. It is responsible for setting national standards for qualifications, monitoring the quality of training and assessment, and providing support to employers and those undertaking training.

### REGIONAL DISTRIBUTION OF EMPLOYMENT IN INFRASTRUCTURE INDUSTRIES IN 2001



Source: Statistics New Zealand, 2001 Census of Population and Dwellings. Figures do not add due to rounding.

## Workforce training

At the beginning of 2004 more than 1500 infrastructure industry trainees were completing InfraTrain qualifications ranging from **NATIONAL CERTIFICATES** (levels 1–4) to **NATIONAL DIPLOMAS** (levels 5–7). Around 100 of these trainees were **MODERN APPRENTICES** working full-time while studying to gain National Certificates.

National Certificates are available to all trainees in the following sectors: civil construction • pavement surfacing • road marking • rural contracting • utilities • civil engineering • property management • surveying • design • architecture • quantity surveying • business administration • computing. Up to 80% of the off-job training is subsidised; however, most of the training is based on practical performance. This allows employees to earn money while they learn and avoid accumulating large student debts.

### EXAMPLES OF INFRA TRAIN COURSES (CIVIL ENGINEERING):

#### National Certificate in Civil Construction Works – Introductory Skills

This is the introductory qualification for training in civil construction. You will learn about safety, using and looking after equipment, using materials, construction sites, keeping records, reading plans and communicating in the workplace.

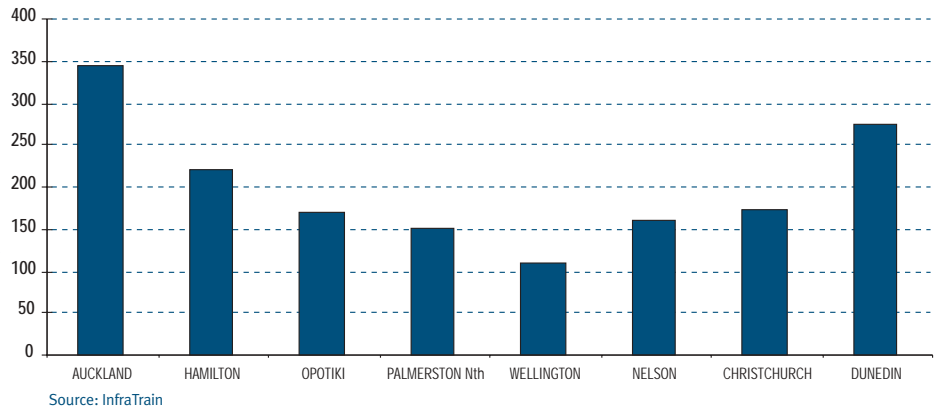
#### National Diploma in Civil Engineering

This is aimed at people who are involved in, or wish to be involved in, civil engineering at a technician level. It covers a range of generic skills and knowledge in the civil engineering area, including mathematics, surveying, materials chemistry, design, project management and communication skills.

The highest numbers of InfraTrain industry trainees are located in Auckland and Dunedin, but training is available all over the country.

One-fifth (22%) of all industry trainees are currently in Auckland, 14% are in Hamilton and 27% are in the rest of the North Island. In the South Island, Dunedin is the main centre, with 17% of industry trainees. The rest of the South Island accounts for the remaining 21%.

THE NUMBER OF TRAINEES IN INFRASTRUCTURE INDUSTRIES IN 2004



Source: InfraTrain

Qualifications are not generally required to enter the industry, but a full New Zealand driver's licence is often desirable. Together with employers, InfraTrain has organised **PRE-EMPLOYMENT SCHEMES** in different parts of the country, from which Modern Apprentices are often recruited. Trainees receive basic theory on subjects such as health and safety, personal presentation, CV preparation and group skills and,

through work experience placements, carry out practical training in areas such as traffic control, worksite safety and general understanding of civil construction works and machinery. See *workINSIGHT* issue 1, November 2002 (page 4) for further details about a pre-employment scheme in Christchurch.

## Workforce projections

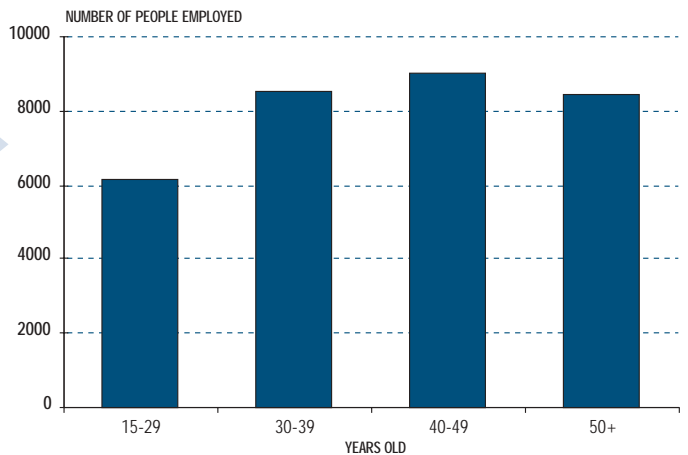
As the population of New Zealand grows over coming decades, so will the pressure on the existing infrastructure, particularly in areas of high population density and growth such as Auckland. As a result, demand for people to construct and maintain infrastructure is also expected to grow.

On top of overall population trends driving increased demand for labour in the infrastructure industry, existing workers who retire will also need to be replaced.

Statistics New Zealand regularly produces a range of population projections (high, medium and low). The latest medium projection (using 2001 as the base year) foresees the New Zealand population growing by 16% between 2001 and 2021 and the population of Auckland growing by 36% over the same period.

The infrastructure industry workforce is aging. Approximately one-quarter (26%) of the current workforce is aged 50 years or above. That amounts to approximately 8400 people who, in the next 10 to 15 years, will reach an age at which many choose to retire. At the other end of the age scale, there are currently around 6100 (19%) people in the industry who are aged between 15 and 29 years. This means that recruitment must be stepped up in the coming years, just to ensure that the workforce remains at its current level.

AGE PROFILE OF THE INFRASTRUCTURE WORKFORCE IN 2001



Source: InfraTrain



### Personal profile

Mark Kenny is an apprentice civil construction supervisor with Works Infrastructure Ltd, Blenheim.

"I run a sealing crew of four employees. As a 20 year old, that's a lot of responsibility," he explains. "My work

involves laying new seal and maintaining and repairing old seal on roads. We use lots of different machinery, like sprayer trucks, sealing trucks and rollers. When we arrive at a site, it's my responsibility to lay out the signs and ensure the site is a safe environment for my staff and all traffic.

"This apprenticeship is the key to my career. I'm a practical, hands-on person, so this type of training really suits me. It gives me heaps of confidence and I feel a whole lot better about myself and my future. My goal one day is to own and operate my own business."

**INFRA TRAIN** can be contacted at ☎ (04) 499 9144

✉ askus@infratrain.co.nz [www.infratrain.co.nz](http://www.infratrain.co.nz)

For more information on infrastructure industry occupations, go to the Career Services career information website KiwiCareers at [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz). Under Job Outlines, look under Civil Engineer, Civil Engineering Technician, Civil Plant Operator, Roothing Construction Worker, Roothing Engineer, Roadmarker, Architect, Architectural Draughtsperson, Surveyor, Surveyor's Technician and Spraying Contractor.

# Job Vacancy Monitoring Programme: Initial Results

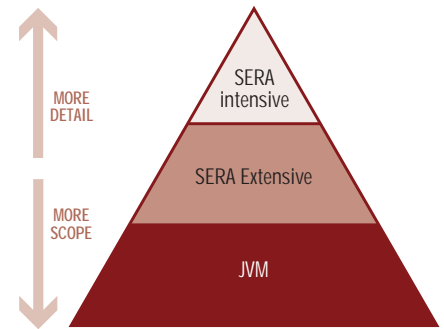


The Department of Labour gives an up-to-date picture of occupational skill shortages

Job opportunities are burgeoning in New Zealand as unemployment sinks to historical lows. This is good news for the jobseeker, but where exactly are these opportunities? Initial results from the **DEPARTMENT OF LABOUR'S JOB VACANCY MONITORING PROGRAMME (JVMP)** can answer this question. The JVMP gives information on the occupations that are in shortage, the underlying causes of these shortages, and the outlook for the future.

The JVMP has three components: the **JOB VACANCY MONITOR (JVM)**, the **SURVEY OF EMPLOYERS WHO HAVE RECENTLY ADVERTISED (SERA) EXTENSIVE**, and the **SERA INTENSIVE**.

Together, the results of these three components give a broad scope of the whole job market and a more detailed insight into particular areas of skill shortage.



## Job Vacancy Monitor (JVM) results

- Opportunities in lower skilled jobs are increasing, especially in services and sales occupations.
- Opportunities in higher skilled jobs are declining slightly, but ample opportunities still exist for trades workers, professionals and technicians.

The Job Vacancy Monitor is a monthly count of job advertisements from selected editions of 14 major newspapers around New Zealand and three websites advertising IT vacancies. Each job advertisement is sorted into an occupation category. Over time, this enables us to monitor the number of ads in different occupations, which tells us something about employers' hiring intentions.

## ADVERTISED VACANCY TRENDS FOR OCCUPATIONS IN 2003/4

OCCUPATIONS	NOVEMBER 2002 TO JANUARY 2003		NOVEMBER 2003 TO JANUARY 2004		% INCREASE	MOST COMMONLY ADVERTISED JOBS % OF ADVERTISED VACANCIES IN OCCUPATION
	NUMBER OF ADVERTISED VACANCIES	AS % OF TOTAL	NUMBER OF ADVERTISED VACANCIES	AS % OF TOTAL		
MANAGERS	338	8%	302	6%	-11%	supply and distribution managers 26% • production and operations managers 21% • finance and administration managers 21%
PROFESSIONALS	569	14%	514	11%	-10%	nursing and midwifery 15% • primary school teachers 10% • accountants 10% • engineers 10% • tertiary sector teachers 10%
TECHNICIANS	441	11%	586	12%	33%	technical sales representatives 34% • science and engineering technicians (such as civil engineering technicians) 12%
CLERKS	483	12%	492	10%	2%	general office clerks 26% • receptionists 16%
SERVICE & SALES	796	20%	1077	23%	35%	salespeople and demonstrators 35% • waiters and bartenders 22% • cooks 18% • personal care workers (such as hospital orderlies) 13%
AGRICULTURE & FISHERIES	237	6%	245	5%	3%	livestock producers 33% • fruit growers 20% • forestry workers and loggers 11%
TRADES	514	13%	567	12%	10%	carpenters and joiners 27% • machinery mechanics and fitters 14% • sheet-metal workers 10% • electricians 10%
MACHINE OPERATORS & ASSEMBLERS	299	8%	470	10%	57%	stationary machine operators and assemblers (such as food processing or machine tool operators) 32% • car, taxi and light van drivers 19% • earthmoving machinery operators 12% • heavy truck drivers 11%
ELEMENTARY OCCUPATIONS	235	6%	337	7%	43%	caretakers and cleaners 37% • packers and freight handlers 21% • labourers 33%
<b>TOTAL (INCL. NOT CLASSIFIABLE)</b>	<b>3982</b>	<b>100%</b>	<b>4724</b>	<b>100%</b>	<b>19%</b>	

Source: Department of Labour, Job Vacancy Monitoring Programme

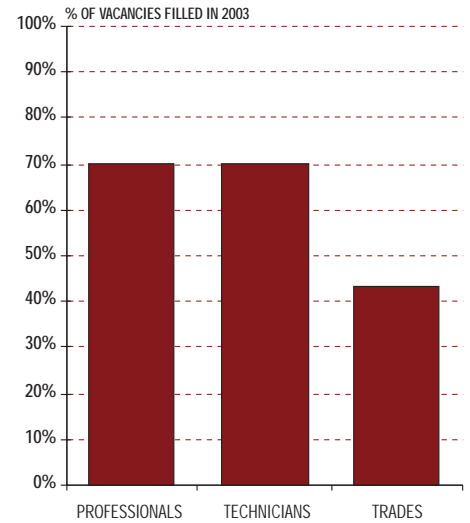
## SURVEY OF EMPLOYERS WHO HAVE RECENTLY ADVERTISED (SERA)

The JVM tells us how many jobs are being advertised in each occupation. The SERA Extensive survey follows up by telling us how difficult the advertised skilled vacancies are to fill. The results for 2003 show that trade workers are in demand and are scarce. There are also shortages among professionals and technicians, although these are less widespread and not as severe.

### SERA Extensive results: a broad perspective of the skilled labour market

- Employers advertising for trade occupations were able to fill only 43% of their vacancies in 2003. Shortages were fairly widespread across the trades, although the shortages experienced by the printing and food trades were less than for other trades.
- Employers advertising for professional and technical positions were able to fill 70% of their vacancies in 2003. However, shortages remain acute in the health, architecture and engineering categories and, to a lesser extent, in the early childhood teaching profession.

### VACANCY FILL RATES ARE HIGHER FOR PROFESSIONALS AND TECHNICIANS THAN TRADES



Source: Department of Labour, Job Vacancy Monitoring Programme

### FILL RATES FOR OCCUPATIONS IN 2003

OCCUPATIONS	VACANCY FILL RATE	AVERAGE NUMBER OF SUITABLE CANDIDATES PER VACANCY
<b>PROFESSIONALS</b>	<b>70%</b>	<b>2.3</b>
SECONDARY SCHOOL TEACHER	98%	2.3
PRIMARY SCHOOL TEACHER	95%	3.6
BUSINESS	80%	3.1
TERTIARY EDUCATION LECTURER &/OR TUTOR	77%	2.6
SCIENCE	74%	3.5
SOCIAL	73%	2.7
EARLY CHILDHOOD TEACHER	66%	1.7
NURSING	59%	1.2
HEALTH	47%	0.7
ARCHITECTURE & ENGINEERING	45%	1.6
<b>TECHNICIANS</b>	<b>69%</b>	<b>2.1</b>
FINANCE & SALES	60%	1.8
SCIENCE & ENGINEERING	53%	1.6
<b>TRADES</b>	<b>43%</b>	<b>0.7</b>
FOOD	65%	1.1
PRINTING	62%	1.3
FURNITURE & TEXTILES	53%	0.9
ELECTRICAL	46%	0.8
METAL & MACHINERY	42%	0.8
BUILDING	40%	0.7

Source: Department of Labour, Job Vacancy Monitoring Programme

### What now for the JVMP?

2003 was a pilot year for the JVMP, 2004 is its implementation year. Look on the Department of Labour website

[www.dol.govt.nz/sap-jvmp.asp](http://www.dol.govt.nz/sap-jvmp.asp) for a monthly vacancy survey report using data gathered from the Job Vacancy Monitor. A number of pilot reports from the SERA Intensive are also available on request, providing in-depth analysis of selected occupations.

**FURTHER INFORMATION** about the JVMP can be obtained from Andrew Whiteford [✉ andrew.whiteford@lmpg.dol.govt.nz](mailto:andrew.whiteford@lmpg.dol.govt.nz).

### SERA Intensive results: a detailed investigation of skill shortages in occupations

Occupations are selected for an intensive survey if they are considered to be in shortage and/or they are considered to be occupations of critical importance in New Zealand. In-depth follow-up interviews are carried out with employers who have advertised in these occupations. Other data sources are also drawn together to gain a detailed picture of the state of the occupation's labour market.

#### CARPENTER INVESTIGATION – 2003

- The SERA Extensive shows there is currently a severe shortage of carpenters, with only 43% of employers able to fill their vacancies.
- Demand for carpenters has risen in response to the boom in the construction industry. The number of carpenters in New Zealand has not been sufficient to meet this demand because many of them migrated overseas in the late 1990s and there has been little growth in outflows from industry training.
- These shortages are expected to persist through 2004. However, in 2005 the situation is expected to be alleviated, as a result of strong outflows from industry training and a decline in demand as construction industry growth slows down.

#### IT PROFESSIONAL INVESTIGATION – 2004

- Information technology professionals include systems analysts, computer applications engineers and systems managers.
- 89% of employers in the most recent SERA Extensive survey were able to fill their IT vacancies.
- Demand for IT workers has grown rapidly since mid 2001, but it has been met by generous outflows of IT graduates from the higher education system and strong inflows of IT workers from overseas. However, pockets of shortages still exist in certain specialisations.



# Work and Income

## Work Services

Job-seeking and in-work support services provided by Work and Income

**AS A SERVICE ARM OF THE MINISTRY OF SOCIAL DEVELOPMENT**, Work and Income's role is to assist people along the road to long-term financial independence by placing them in work and offering support and advice to help them remain in work. In practical terms, this means offering a single point of contact for New Zealanders who need help finding work, gaining income support and accessing in-work support. Work and Income also liaises with thousands of employers to fill their job vacancies. Here is an outline of the various services Work and Income provides. There is contact information at the end for readers who want to find out more.

### Enrolling with Work and Income as a jobseeker

Jobseekers contacting Work and Income to apply for an unemployment benefit are invited to attend a seminar called **WRK4U** (work for you). Its

purpose is to help people find a job right away. At WRK4U, jobseekers are given information about the jobs available in their local area, tools to help their job search and information about what they need to supply when applying for a benefit.

If jobseekers need further help, they are interviewed by a **CASE MANAGER** who asks about the type of work they're looking for and discusses with them their skills, qualifications and work experience. The case manager then explains how Work and Income can help them find a job.

The case manager and jobseeker draw up a **JOB SEEKER AGREEMENT** outlining steps the jobseeker will take to find a job and how Work and Income undertakes to help them. Regular meetings are scheduled between the jobseeker and case manager to review progress.

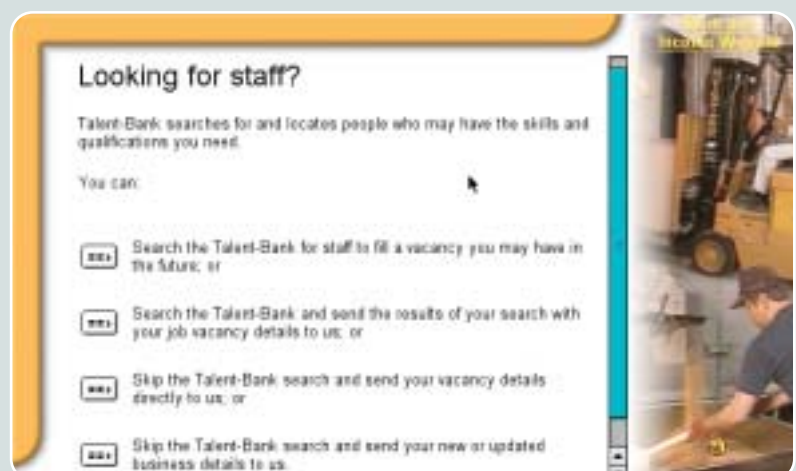
### Resources for jobseekers

#### INTERNET

**JOB BANK** is a database of current vacancies notified by employers who have contacted Work and Income to help them find new employees. Jobseekers can search for vacancies by region and occupation. **TALENT BANK** is an online Work and Income database of the jobseekers who are available to employers. Both databases are accessible on the Internet.

<http://job-bank.winz.govt.nz/mapfm.asp> and <http://talent-bank.winz.govt.nz/welcomefm.asp>

A single website is under development as a replacement for Job Bank and Talent Bank in an effort to improve communication between employers and jobseekers and allow jobseekers to match their skills more closely to the job opportunities on offer. Work and Income plans to have this website up and running by the end of the year.



### WORK EXPERIENCE

Work experience programmes help jobseekers who have been enrolled with Work and Income for some time to develop work skills, self-esteem, motivation and confidence. There are several different types of work experience programme. **ACTIVITY IN THE COMMUNITY** offers unpaid work experience in non-profit community projects. Its primary aim is to provide experience in a work environment that will help a jobseeker move towards full-time, sustainable employment.

**WORK EXPERIENCE** provides unpaid opportunities in a workplace, to enable a jobseeker to gain up-to-date work knowledge and skills, and to develop informal contacts. Jobseekers continue to receive benefits, if they are eligible. They are also actively case-managed during their participation on this programme.

### HELP WITH JOB SEARCH

Motivational and work confidence courses are organised in local areas according to needs and may include courses that are specifically targeted at groups such as women returning to the workforce, or Maori and Pacific Island youth. **JOB SEARCH SEMINARS** are short-term local programmes (up to two weeks long) that cover job search techniques, writing a CV and improving interview skills.



Case manager Leva Lauvi (right) works with jobseekers.

### SKILL DEVELOPMENT

Training courses designed to develop workplace skills include **TRAINING OPPORTUNITIES (TOPS)**, **YOUTH TRAINING** and **GATEWAY**. See *workINSIGHT*, issue 3, November 2003 (page 13) for more information on Training Opportunities, and *workINSIGHT*, issue 2, May 2003 (page 12) for information about training options for young people, including Youth Training. Each Work and Income region has a variety of additional training options that are designed to meet local needs. Training courses include **ENGLISH FOR SPEAKERS OF OTHER LANGUAGES (ESOL)**, help with reading, writing and numeracy, and industry-specific courses.

### In-work support

Work and Income can give jobseekers support or advice once they move into paid employment. Work and Income will make contact in the first few weeks of work to see how the worker is coping and to help resolve any problems they might have. This might include help with childcare and accommodation costs, transport, managing finances or communicating with the employer. Details of this service are outlined in a Ministry of Social Development brochure called *Help While You Are Working*, available through the Work and Income website.

### Financial support

Many different kinds of financial assistance are provided by Work and Income. Eligibility for help depends on individual circumstances. In making the transition to work, a jobseeker could be eligible for a **WORK START GRANT** to help with the costs of starting a job.

Once in work, they might qualify for a Work Start Grant and/or Pathways Payment • Accommodation Supplement • Disability Allowance • Child Disability Allowance • Childcare Subsidy • Oscar Subsidy • Special Benefit • Special Needs Grant • Advance Payments • Seasonal Work Assistance • New Employment Transition Grant.

For additional details on the financial assistance which may be available, see Work and Income's brochure *How We Can Help You* on the Work and Income website.

### Help for specific groups

Work and Income offers a range of services tailored to meet the needs of specific groups of jobseekers. Services are based on the individual jobseeker's needs as well as the job opportunities available in their local labour market, and the aim is to provide people with the confidence, skills and experience to move into work.

Work and Income offers tailored services for all jobseekers, including: Maori and Pacific People • youth • sole parents • people with illnesses and people with disabilities • migrants and refugees • mature workers • long-term unemployed • seasonal workers.

For people considering self-employment, the *Start Your Own Business* guide outlines what the process involves and can help the reader decide whether it is the right option for them. The **ENTERPRISE ALLOWANCE** provides jobseekers with financial support as they move into self-employment. There is no formal application form, but jobseekers need to be eligible for a benefit, and must prepare a business plan and have it independently assessed. ●

**GO TO THE WORK AND INCOME WEBSITE** at [www.workandincome.govt.nz](http://www.workandincome.govt.nz) to find out about job-seeking, income support and in-work support services and to get advice about looking for a job and preparing for work. For general enquiries, including locating your nearest Service Centre ☎ 0800 559 009 ✉ [information@msd.govt.nz](mailto:information@msd.govt.nz) or refer to the list of Work and Income Service Centres at the back of this publication. For employer services ☎ 0800 778 008.



# Pathways to Work: The Big Picture

The support available to people wanting to join the workforce

**OPPORTUNITIES FOR EMPLOYMENT HAVE NEVER BEEN BETTER.** Strong economic growth for much of the past 12 years has created thousands of new jobs – more than 50,000 in 2003 alone. The early months of 2004 saw the unemployment rate fall to its lowest point since 1987, indicating that many of the people in a position to take up the jobs on offer have already done so. Consequently, employers across the country are finding it harder to recruit staff.

This heralds a change in the job market. New jobs are increasingly being taken up by older people, Maori, Pacific people and other ethnic minorities – groups that are under-represented in the workplace. And with more women gaining new jobs than men, some aspects of the gender imbalance of employment are being redressed.

But there are still many more people who want to work despite facing circumstances that make it difficult for them to do so. The good news for these people is that employers need their skills and experience, and there is a range of organisations they can access whose role is to support them on their pathway to work.

PATHWAYS TO WORK: THE BIG PICTURE begins by looking at two impacts of the recent growth in employment: skill shortages and the greater diversity of people in work. Skill and labour shortages are the reason why more people are needed to work. Greater diversity of people in employment is an encouraging sign that paid work may be attainable for people who are distanced from the job market and under-represented in the workplace because they face difficulties in entering work. Here we look at four groups: disabled people, people with childcare responsibilities (particularly sole parents), people with lower skills and older people. The Big Picture takes each of these groups in turn, explaining some of the difficulties they might experience in entering and remaining in work, and outlining the support available to help overcome them.

Elsewhere in this publication you will find more information about support to help people into work, as well as details about current opportunities in the job market. There is also information for employers wanting to realise the benefits of employing a more diverse workforce.

## PATHWAYS TO WORK FEATURES IN THIS ISSUE

BRIDGES TO PAID EMPLOYMENT		PAGE
CAREER SERVICES	An outline of the services offered by Career Services and Work and Income to help people start or re-enter employment.	20
WORK AND INCOME WORK SERVICES		8
VOLUNTEERING IN NEW ZEALAND How volunteer work can help people overcome difficulties in entering paid work.		22
TAIAMAI TOURS Support structures to help people starting up a business and the story of a man who has successfully made the transition from unemployment to self-employment.		2
WORKFORCE DIVERSITY		
SUCCESS THROUGH DIVERSITY How the EEO Trust helps businesses understand and realise the gains from employing a diverse workforce.		24
NEW KIWIS A recruitment website that matches the skills of new migrants to the needs of employers.		23
JOB MARKET OPPORTUNITIES		
THE JOB VACANCY MONITORING PROGRAMME: INITIAL RESULTS Research into job vacancies reveals the occupations where skills shortages are highest, the underlying causes of these shortages, and the outlook for the future.		6
LABOUR MARKET BAROMETER An overview of job market performance, including skill shortages.		33

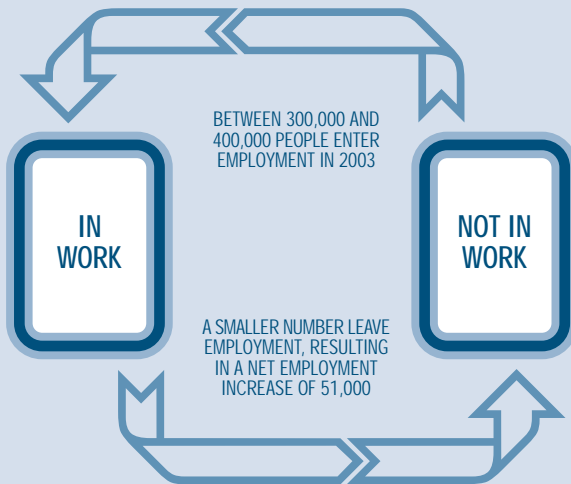


## OPPORTUNITIES FOR EMPLOYMENT

Employment in New Zealand has been rising steeply for more than a decade (apart from the period 1996–98). During that time, approximately 500,000 new jobs have been created, increasing the number of people in employment by just over a third.

Job opportunities are not only confined to new jobs. People change jobs or move out of work all the time, providing opportunities for others to replace them. In 2003, for instance, while 51,000 new jobs were created, it is estimated that between 300,000 and 400,000 existing jobs were filled by people moving into work.

### EXISTING JOBS NEED TO BE REFILLED ALL THE TIME



Source: Statistics New Zealand, Household Labour Force Survey

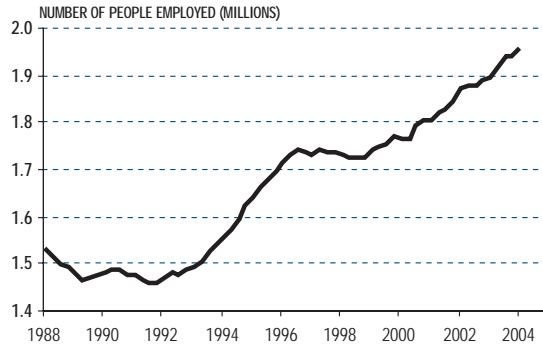
And employers still need more people. A growing number of them say it is getting harder to recruit both skilled and unskilled labour, and that this is the main factor holding back their business growth.

In March 2004, employers interviewed as part of the **QUARTERLY SURVEY OF BUSINESS OPINION (QSBO)** were asked if they were having more or less difficulty recruiting skilled labour, or whether their recruitment situation remained unchanged since the previous survey three months earlier:

- 47% of respondents said the situation remained the same
- 49% said it was harder to recruit skilled labour
- 4% said it was easier.

To underline just how much things have changed, compare the situation now with September 1998, when skill shortages were rare. Back then, 22% of employers surveyed said it was easier to recruit skilled labour and only 10% said it was harder.

### THE NUMBER OF PEOPLE IN WORK IS GROWING



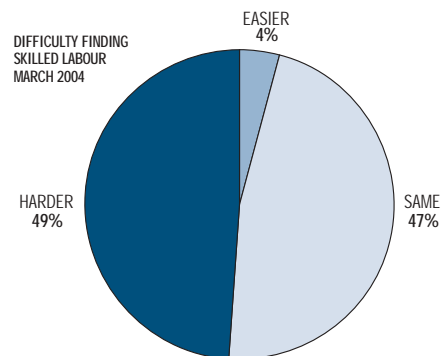
Source: Statistics New Zealand, Household Labour Force Survey

### Measuring transitions to work

Every three months, the **HOUSEHOLD LABOUR FORCE SURVEY (HLFS)** asks a sample of New Zealanders about their job situation. Each person's response is compared with their response in the survey conducted three months earlier to establish whether or not it has changed. For example, if a person not in work in May 2003 finds a job by the time they are surveyed again in August, they would be recorded in the August survey as having moved from "not in work" to "in work". The diagram shows the total number of transitions recorded in the four surveys carried out in 2003.

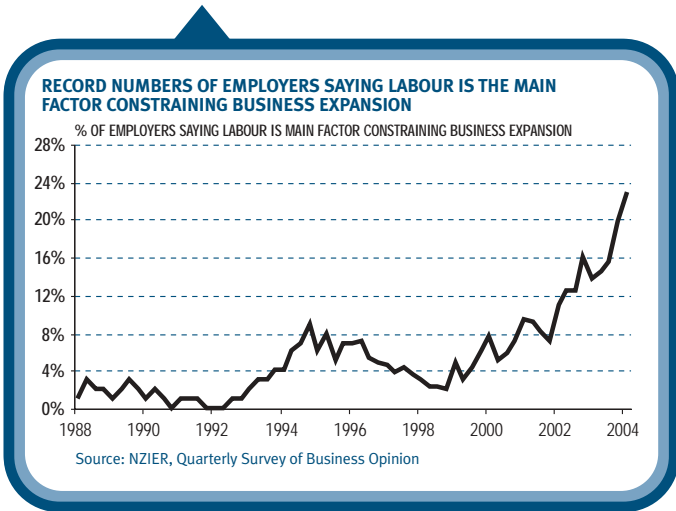
The data is flawed in that it doesn't tell us about transitions that occurred *within* the three-month measurement periods. If the person in the example above had lost their job the day before they were surveyed the second time, they would have been recorded as having stayed out of work. Additionally, the survey drops one-eighth of its sample and replaces them with new people every three months, so the transitions of the people dropped are not tracked in the following period. Consequently, the numbers of people moving into and out of work in the diagram are only broad estimates.

### EMPLOYERS STILL NEED MORE PEOPLE

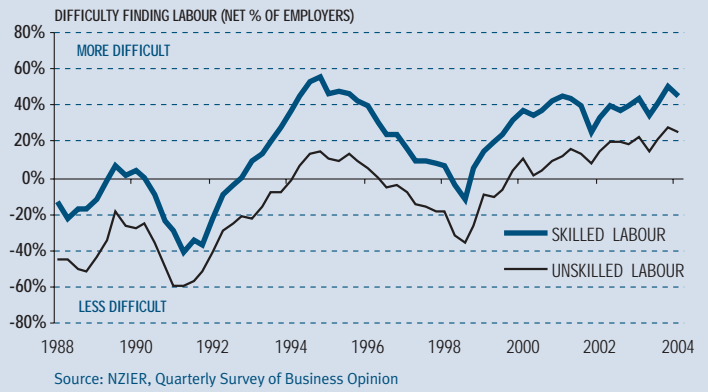


Source: NZIER, Quarterly Survey of Business Opinion

Skill shortages are now almost as high as they were when they last peaked in 1994. Overall, the situation is worse now than it was then. Unskilled labour shortages have surpassed their 1994 peak, and more employers than ever before say labour shortage is the main factor constraining the expansion of their business (ahead of other commonly stated factors such as sales, materials, finance and capital).



**SKILL AND LABOUR SHORTAGES AT HIGH LEVELS**



**AS AN INDICATOR OF SKILL SHORTAGES**, employers who say it is harder to recruit skilled labour are balanced against the employers who say it is easier. In practice, this means calculating a “net difficulty” figure: the percentage of employers saying “harder” minus the percentage saying “easier”. In March 2004, the net difficulty in recruiting skilled labour was 45%. Tracking this over time shows that skill shortages have risen sharply in the past four years and are now almost as high as they were when they last peaked in 1994.

The net difficulty in recruiting unskilled labour is calculated as an indicator of labour shortages. In March 2004, a net 25% of employers had more difficulty in recruiting unskilled labour.

**THE CHANGING JOB MARKET: MORE JOBS FOR A MORE DIVERSE WORKFORCE**

A marked characteristic of the current job market is that new jobs have increasingly been taken up by older people, Maori, Pacific people and people from other ethnic minorities. Groups that are under-represented in the workplace have, in the past 12 years, seen the strongest employment growth.

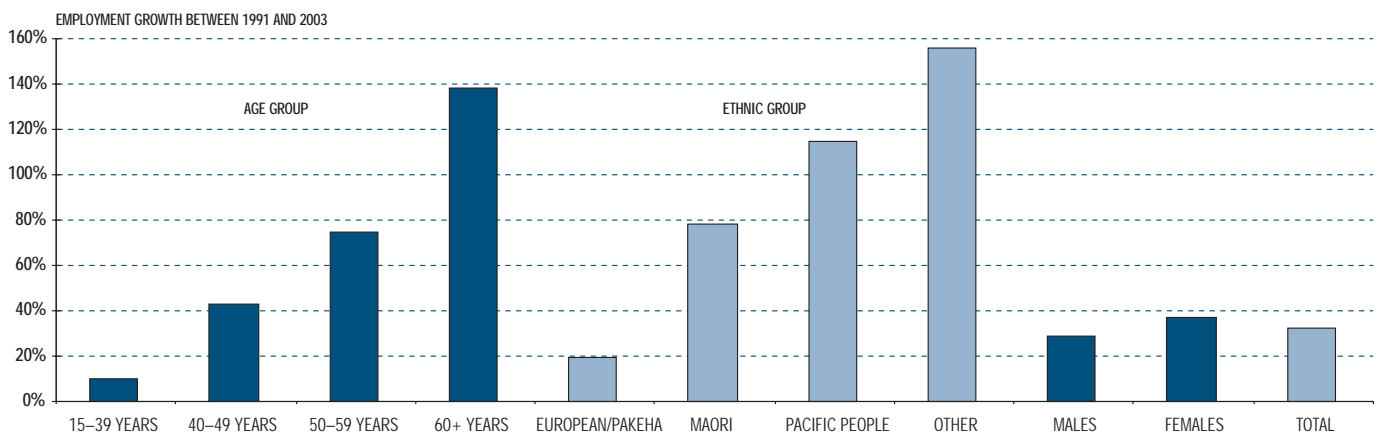
Between 1991 and 2003:

- employment of people aged 60 years and over grew by 138%, an increase of 76,000
- employment of Maori grew by 78%, an increase of 80,000
- employment of Pacific people grew by 114%, an increase of 46,000
- employment of people from other ethnic minorities grew by 155%, an increase of 86,000.

Traditionally, men have made up a greater share than women of people in employment. However, this gender imbalance has been declining for some time and the past 12 years have been no exception. Between 1991 and 2003, employment of women grew by 36%, compared to 28% for men.

These changes are a good sign that the economy is performing well enough for people who want to work to overcome difficulties that might prevent them from doing so. But what are these difficulties? And how can they be overcome? In the following pages we look at four groups that are commonly identified as facing circumstances that might hinder their transition to work, and for which there are support structures in place.

**WHO HAS BEEN GETTING THE NEW JOBS?**



Source: Statistics New Zealand, Household Labour Force Survey. Figures are based on 1991 and 2003 annual averages.

## HELPING MORE PEOPLE INTO WORK

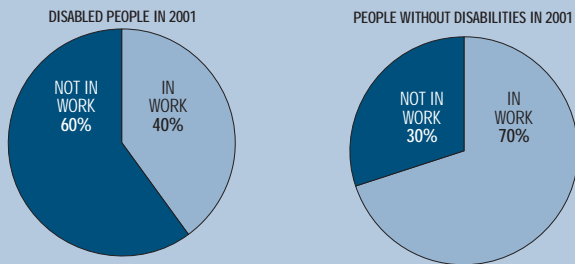
The following section explains the issues faced by some groups of people, and the support services in place to help overcome them. At the end of the section, in the centre pages, a Pathways to Work chart lists contact information for these and other support services.

### Disabled people

One in five people in New Zealand reports having a long-term disability. People can become disabled at any time in their lives due to genetic causes, illness or accidents. There is great diversity in the nature of their impairments: disabilities may be physical, sensory, neurological, psychiatric or intellectual.

Disabled people are less likely to be in work than the rest of the working age population, but for many, employment is a goal to be pursued no matter how great the barriers.

#### DISABLED PEOPLE ARE LESS LIKELY TO BE IN WORK



Source: Statistics New Zealand, 2001 New Zealand Disability Survey

The barriers disabled people face when seeking employment are often complicated.

- Disabled people are more likely to have lower qualifications than the rest of the population.
- They demonstrate lower levels of literacy, which causes communication barriers.
- Disabled people seeking employment can face prejudice and discrimination.
- They may have problems with transport or access to buildings, and may require special equipment or assistance with some tasks in the workplace.
- Disability is proportionally greater among older people, and the effects of their impairment are likely to be more severe.
- Disabled people are likely to have lower incomes and fewer financial resources than people without disabilities, and have expenses arising from their disability.
- People with caring responsibilities for family members with disabilities can also encounter barriers to employment. Caregivers of disabled children, for example, may need to balance employment with the need to provide support to the children, which might mean finding work in areas where they can access family or professional support.

### Helping disabled people into employment VOCATIONAL SERVICES

Vocational service providers offer a range of services, such as training in life and job skills, placement in open employment, supported employment and sheltered employment. Providers also offer services that support greater participation of disabled people in their communities. Supported employment enables disabled people to participate in the open job market by providing on-going support to both employee and employer, while sheltered employment provides work specifically for disabled people in a supervised environment.

Opportunities for paid employment in a sheltered environment will remain in the vocational services sector, but emphasis is shifting towards giving disabled people more support to work in the open job market. The change reflects the views expressed by disabled people, their families/whanau, caregivers, disability organisations and service providers during the consultation which shaped the **NEW ZEALAND DISABILITY STRATEGY** and **PATHWAYS TO INCLUSION** project, both launched in 2001. Further information about the Disability Strategy can be found at the **OFFICE FOR DISABILITY ISSUES** website [www.odi.govt.nz](http://www.odi.govt.nz). Look for the *Pathways to Inclusion* publication under *Publications for information about the new direction for vocational services.*

The vocational services sector is made up mainly of community-based organisations, but a small number, such as ASENZ, VASS, Workbridge and IHC, operate on a national basis. The **FEDERATION OF VOCATIONAL AND SUPPORT SERVICES (VASS)** can be contacted about vocational services in your local area and the **ASSOCIATION OF SUPPORTED EMPLOYMENT IN NEW ZEALAND (ASENZ)** website [www.asenz.org.nz](http://www.asenz.org.nz) lists the supported employment providers in every New Zealand region. Click on *Supported Employment Providers in New Zealand.*

#### WORK AND INCOME

Work and Income offers enhanced case management for people who receive a Sickness or Invalids Benefit. Sickness and Invalids Benefit case managers have had specialised training in the services and assistance available to people who have ill health or disabilities. This includes training on the **JOB CLUB** employment programme, which provides support, information, facilities and supplies to assist people with ill health or disabilities into employment. Work and Income also administers

payment of the **CHILD DISABILITY ALLOWANCE**, which is available for people who are caring for a disabled child and meet the criteria.

#### WORKBRIDGE

Workbridge is a national employment service for disabled people, which offers three types of financial assistance to help with the costs incurred as a result of a person's disability: **TRAINING SUPPORT** for training to gain open employment • **JOB SUPPORT** to gain and remain in open employment • **SELF START** to become self-employed.

#### MAINSTREAM

Mainstream is a two-year subsidised employment programme provided by the **STATE SERVICES COMMISSION** to people with significant disabilities who want to work in the state sector. Specialists from a range of disability sector agencies ensure that the right person is matched to the tasks required. That person then works on full pay for two years and receives the on-the-job training necessary for them to compete for employment on merit by the time the Mainstream placement has been concluded.

#### FUNDING FOR DISABILITY-RELATED EQUIPMENT

Disabled people may be eligible to receive funding from **ENABLE NEW ZEALAND** (or **ACCESSABLE**, if they live in Auckland or Northland) to purchase the essential disability-related equipment they may require in a range of settings, including for work, study and the home. **ENABLE INFORMATION** has information about disability-related products, equipment suppliers, rehabilitation support organisations and service providers.

#### EQUAL EMPLOYMENT OPPORTUNITIES

The **EEO TRUST** promotes equal employment opportunities (EEO) in the New Zealand workplace. Employers who support EEO practices can join the **EEO EMPLOYERS GROUP**. Jobseekers can see a list of members on the EEO Trust website [www.eeotrust.org.nz](http://www.eeotrust.org.nz). Click on *EEO Employers Group*. The EEO Trust can provide workplaces with information that may help break down barriers to employing disabled people. To find out more about what the EEO Trust can offer, see *Success Through Diversity* on page 24.

Contact details for all these organisations are on pages 18 and 19.

### People with childcare responsibilities

Some parents choose not to work because they prefer parental or extended family childcare to formal care. For those who do want to work, there may be a number of issues to address. Time out of work to raise a child can reduce a person’s employability or perceived employability. Skills may be eroded or become obsolete, as may qualifications. Whether or not this is the case, employers may perceive it to be so, as may the parents themselves. Long periods out of work may also diminish a person’s confidence that they can hold down a job. Parents re-entering the workforce may also need to balance their family responsibilities alongside the requirements of the job. This might involve, for example, confining their search to jobs which offer part-time or flexible hours, or negotiating appropriate terms and conditions with interested employers. Access to childcare can also affect a parent’s ability to work.

The **1998 NEW ZEALAND CHILDCARE SURVEY** results indicate that the responsibility for childcare falls most commonly on the mother:

- 79% of all parents in the survey who were not in work were mothers, while only 21% were fathers.

And that sole parents face greater barriers than couples:

- 5% of fathers who were in couples and not in work said access to ECE and childcare was a barrier to employment.
- 19% of mothers who were in couples and not in work said access to ECE and childcare was a barrier to employment.
- 31% of sole parents (mothers and fathers) who were not in work said access to ECE and childcare was a barrier to employment.

The reasons given for access to ECE and childcare being a problem were:

- cost (mentioned most frequently)
- lack of informal care by someone known and trusted
- lack of suitable or sufficiently flexible childcare hours to fit around parents’ work and travel times
- lack of suitable or sufficiently flexible childcare hours for parents of school-aged children who needed supervision before and after school, and during school holidays.

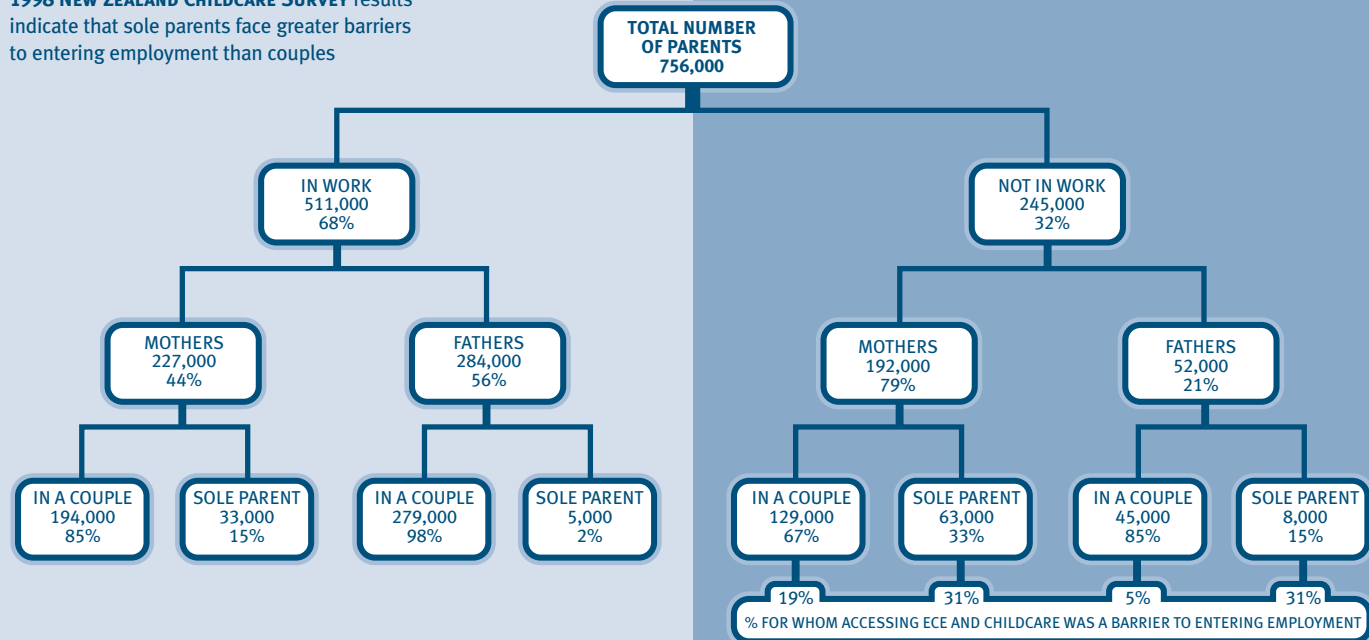
Other, less frequently mentioned, reasons were:

- lack of local services
- lack of age-appropriate services
- transport difficulties
- waiting lists
- lack of quality programmes or services.

Other research has found that lack of information or awareness about local childcare services or the financial subsidies available can contribute to parents having problems accessing care.

The 1998 New Zealand Childcare Survey is the most comprehensive study of **EARLY CHILDHOOD EDUCATION (ECE)** and care arrangements for children aged 0–13 years in New Zealand conducted to date. Parents in households all over the country were asked how access to ECE and childcare affected their ability to enter and remain in employment.

1998 NEW ZEALAND CHILDCARE SURVEY results indicate that sole parents face greater barriers to entering employment than couples



## Helping people with childcare responsibilities into employment

### SKILLS AND QUALIFICATIONS

People may return to education and training throughout their lifetime to develop their skills. The New Zealand education system offers a wide variety of education, from basic skills training to higher education. Opportunities include formal tertiary education options, adult and community education, and foundation skills programmes. Learning can be on campus or extramural. Once in work, there are opportunities to develop skills on the job through Industry Training.

See *Mature Student Pathways: The Big Picture* in *workINSIGHT* issue 3, November 2003, for more information about the education and training options available to New Zealanders of all ages and background.

### PRE-SCHOOL CHILDCARE PROVISION

In addition to friends, relatives and nannies, there is a range of education and care services for young children. Some are parent-led, while others employ qualified teachers.



FACILITY	PROVISION
Education and care centres	Sessional and all-day programmes for children younger than five years old.
Free Kindergartens	Sessional education for three and four year olds. Only qualified teachers are employed.
Correspondence School	Qualified teachers provide distance education for children aged three, four and five who are unable to attend a service because of isolation, illness or other special needs.
Family-based day care	Networks of home-based educators operate under the supervision of qualified co-ordinators. The co-ordinator places children with educators/caregivers in approved homes for an agreed number of hours a week.
Kohanga reo	Programmes in te reo and tikanga Maori provided for tamariki and their whanau from birth to school age.
Playcentres	Collectively supervised and managed by parents for children younger than five years old.
Licence-exempt playgroups	Community-based groups of parents and children who meet for one to three sessions a week.

### OUTSIDE SCHOOL HOURS CHILDCARE PROVISION

Parents seeking care for school-aged children outside school hours can find out about local providers via the **OUT OF SCHOOL CARE AND RECREATION PROGRAMMES (OSCAR)** network. To get in touch with your local OSCAR network, contact the National Association for OSCAR, ☎ (09) 845 2524 ✉ [naoscar@xtra.co.nz](mailto:naoscar@xtra.co.nz) [www.naoscar.org.nz](http://www.naoscar.org.nz). Organisations may also purchase a database of contact information for outside school hours childcare providers for use by their staff.

The Department of Labour's **FUTURE OF WORK** website offers practical information on how to balance paid work and family responsibilities, including examples of flexible arrangements such as part-time or flexible hours that employers and employees can negotiate. Go to [www.futureofwork.govt.nz](http://www.futureofwork.govt.nz) and click on *Work/Life balance*.

### WORK AND INCOME

Work and Income helps jobseekers with childcare responsibilities to prepare for and find work. People who are working and have childcare responsibilities may be eligible for financial assistance such as these childcare subsidies: **CHILDCARE SUBSIDY** for pre-school children who go to an early childhood service • **OSCAR SUBSIDY** for care that school-aged children might need before and after school and in the holidays. The maximum number of hours of subsidised childcare for low income families has been increased from 37 hours to 50 hours per week.

Work and Income may also be able to provide a **PATHWAYS PAYMENT** for parents who are stopping their benefit to start work and need help to cover any costs incurred before the first wage is received.

Work and Income case managers can provide one-on-one assistance to sole parents who want to work, to help identify and overcome the barriers preventing them from working. This might include helping to organise childcare and transport, and training in skills such as CV preparation and interview techniques.

Work and Income provides the **CHILD DISABILITY ALLOWANCE** to people who meet the criteria and are caring for a disabled child.

### FAMILY ASSISTANCE

Parents may be eligible to receive Family Assistance from **INLAND REVENUE**, depending on their income. Family Assistance is financial help for families with children aged 18 or under who are living at home and not financially independent. For information about Family Assistance (**CHILD TAX CREDIT, PARENTAL TAX CREDIT and FAMILY SUPPORT**), including recent increases to income thresholds ☎<sup>FREE</sup> 0800 227 773 [www.ird.govt.nz](http://www.ird.govt.nz).

### EQUAL EMPLOYMENT OPPORTUNITIES

The **EEO TRUST** promotes equal employment opportunities (EEO) in the New Zealand workplace. Employers who support EEO practices can join the **EEO EMPLOYERS GROUP**. Jobseekers can see a list of members on the EEO Trust website [www.eeotrust.org.nz](http://www.eeotrust.org.nz). Click on *EEO Employers Group*. The EEO Trust can provide workplaces with information that may help break down barriers to employing people with childcare responsibilities. To find out more about what the EEO Trust can offer, see *Success Through Diversity* on page 24.

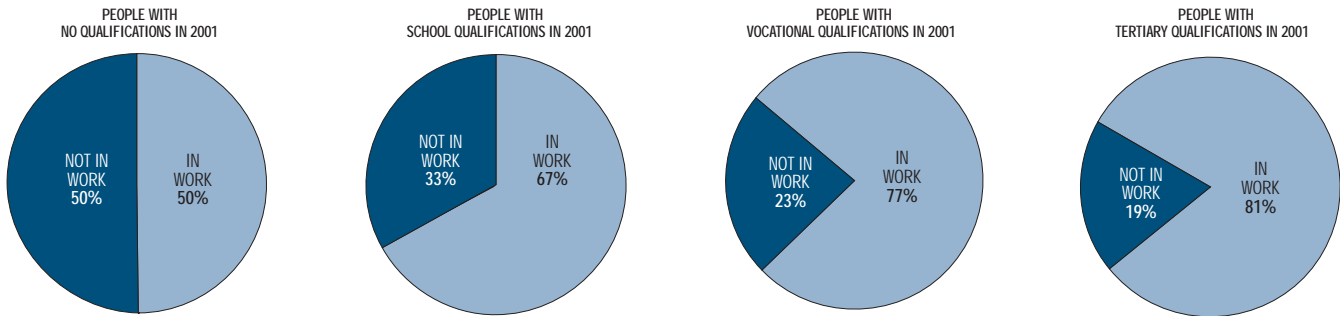
Contact details for all these organisations can be found on pages 18 and 19.

## People with lower skills, experience and qualifications

The current job market places a high premium on educational achievement. Nationally recognised, quality-assured formal education courses and work-based training are widely available, and the skill levels of many jobs are rising. As a result, more employers are using educational achievement to assess potential recruits, which puts those with low or no

qualifications at a disadvantage. Lack of work experience, lack of basic skills such as literacy and numeracy, and low qualifications can all reduce a jobseeker's chances of gaining and staying in work. In turn, less work experience results in poorer basic and job-specific skills.

### PEOPLE WITH LOWER QUALIFICATIONS ARE LESS LIKELY TO BE IN WORK



Source: Statistics New Zealand, 2001 Census of Population and Dwellings. The charts use information about the highest qualification achieved by people aged 25 years and above. Younger people are excluded because many are still studying and adding to their qualifications.

## Helping people with lower skills, experience and qualifications into employment

Young people approaching the end of their compulsory schooling have the options of continuing their education by staying on at school, entering tertiary education, or learning on the job through Industry Training and Modern Apprenticeships. See *Youth Pathways: The Big Picture* in *workINSIGHT*, issue 2, May 2003, for more information about the options open to school leavers.



With shortages of unskilled workers at record levels (see *Opportunities for employment* on pages 11 and 12), the chances of people with low skills and qualifications finding work have improved. Once they are employed, they have

opportunities to develop their skills through Industry Training.

In addition, people may return to education throughout their lifetime to enhance their skills. The New Zealand education system has a wide variety of courses, from basic skills training to higher education. Opportunities include formal tertiary education, adult and community education, and foundation skills programmes. See *Mature Student Pathways: The Big Picture* in *workINSIGHT* issue 3, November 2003, for more information about the education and training options available to New Zealanders of all ages and background.

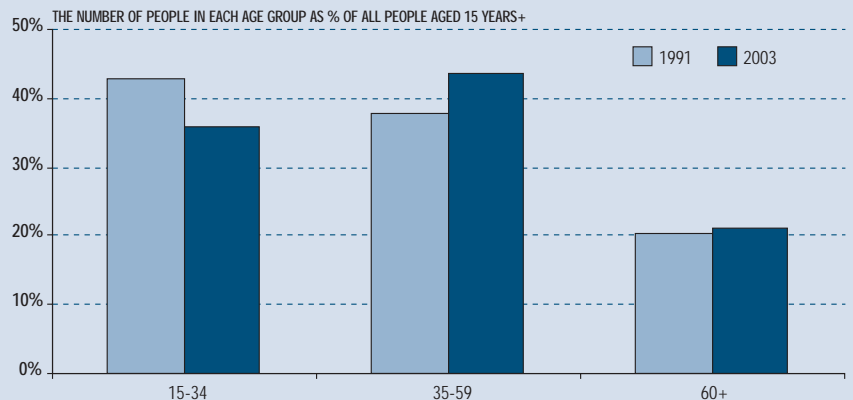


## Older people

The employment of older people has grown strongly in recent years because, compared to younger people, they have become relatively more abundant in the job market. There are demographic, social and legislative reasons for this:

- The population is ageing. During the post-war baby boom (1946 to 1965), more than 1.125 million babies were born in New Zealand, 77% more than in the preceding 20 years. However, the 1960s onward saw a marked decline in birth rates. Over the past decade, rising numbers of baby boomers have reached their 40s and 50s. The share of the working age population in these older age groups has increased as a result, while the share in younger age groups has declined. In coming years, as the baby boomers age, the share of the working age population in the 60 years-plus age group will rise.

### AN AGEING POPULATION



Source: Statistics New Zealand, Resident Population Estimates

- Compulsory retirement has been abolished, allowing older people to work until they are older, if they want to.
- Raising the age of eligibility for superannuation from 60 to 65 years, along with a growing expectation that private savings are a necessary addition to retirement income, has made it financially necessary for more people to work into their 60s.
- An increasing number of young people are studying for longer before they begin their working lives, which reduces their availability in the job market.
- Lower subsidies for education have meant that many parents in their 40s and 50s whose children are studying longer are expected to bear more of the financial burden, which in turn encourages them to remain in employment longer.

Despite the fact that employment of older people has grown rapidly in the past decade, some older people who want to work still face circumstances which make it hard for them to enter employment – particularly discrimination, obsolescence of skills and disability.

Discrimination may be perceived or actual, but either can result in discouragement and reduced job search activity. Older jobseekers may be

discriminated against, for instance, if they do not fit with the age profile of customers or other age-associated qualities of the job.

Older jobseekers also report skill redundancy as a barrier to entering work. For instance, in 2001, older people who were clients of four mature employment support agencies in different parts of New Zealand were surveyed. Asked about barriers they faced to getting a job, “a lack of computer skills” was the most frequent response, along with “under-qualified for the jobs available”. A common perception was that their skills had failed to keep pace with change. This may be real or perceived. Older jobseekers (and potential employers) may not recognise the transferable skills or other qualities of older workers, such as the value of their previous work experience.

Older people are more likely to be disabled than people in younger age groups. In 2001, 54% of people aged 65 years and over were disabled, compared with 25% of 45 to 64 year olds and 13% of 15 to 44 year olds. For more information on the barriers faced by disabled people and the support services in place to help them enter work, see *Disabled people* on page 13.

subsidies. In addition, Work and Income case managers work closely with jobseekers aged 45–59 years to help overcome difficulties some face in entering and remaining in work. Staff are trained to better understand the issues facing mature clients and to develop the best ways to help them into work. This includes training in workplace skills such as computer literacy. Work and Income also promotes to employers the contribution and skills mature workers can provide.

The Department of Labour’s **FUTURE OF WORK** website has practical information about flexible work arrangements, such as the part-time or flexible hours employers and employees may negotiate, for people who want to explore the alternatives to full-time work. Go to [www.futureofwork.govt.nz](http://www.futureofwork.govt.nz) and click on *Work/life balance*.

The **40+ EMPLOYMENT SUPPORT TRUST** in Christchurch specialises in providing support for mature jobseekers by offering job placements, mentoring and help in identifying transferable skills, career direction and training needs. It can be contacted for information about mature employment support agencies anywhere in New Zealand.

#### **EQUAL EMPLOYMENT OPPORTUNITIES**

The **EEO TRUST** promotes equal employment opportunities (EEO) in the New Zealand workplace. Employers who support EEO practices can join the **EEO EMPLOYERS GROUP**. Jobseekers can see a list of members on the EEO Trust website [www.eeotrust.org.nz](http://www.eeotrust.org.nz). Click on *EEO Employers Group*. The EEO Trust can provide workplaces with information that may help break down barriers to employing older people. To find out more about what the EEO Trust can offer, see *Success Through Diversity* on page 24.

## Helping older people into employment

### **SKILLS AND QUALIFICATIONS**

The New Zealand education system offers a variety of education options for people of all ages, including formal tertiary education, adult and community education, and foundation skills programmes. Once in work, there are opportunities to develop skills on the job through Industry Training. See *Mature Student Pathways: The Big Picture* in *workINSIGHT* issue 3, November 2003, for more information about the education and training options available to New Zealanders of all ages.



**SENIORNET** gives people aged 55 years and over an opportunity to learn more about new communication and information technology. SeniorNet Learning Centres throughout New Zealand run classes in basic computing skills, word processing, databases, online communications (such as the Internet) and spreadsheets. Find your nearest centre at [www.seniornet.co.nz](http://www.seniornet.co.nz) by clicking on *Club Location*.

### **EMPLOYMENT ASSISTANCE**

Mature jobseekers, if eligible, are entitled to the full range of employment assistance currently available from **WORK AND INCOME**. This assistance ranges from preparing CVs and career guidance to training and wage

# PATHWAYS TO WORK

The recently relaunched new-look WorkSite/PaeMahi website provides advice about employment rights, setting up and growing your business.

## Career advice and counselling

**CAREER SERVICES** can help you find out about different career options in New Zealand with free information on over 600 job outlines, including what subjects you need to study and what skills you need. You can phone CareerPoint on ☎ 0800 222 733 and get information and advice over the phone. You can look up job outlines on the Career Services career information website KiwiCareers

[www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) or you can visit your local CareerCentre and talk to a professional Career Consultant face to face. ☎ 0800 109 901 for your nearest centre.

The **CAREER PRACTITIONERS ASSOCIATION OF NEW ZEALAND** can get you in touch with a professional career practitioner. ✉ [info@cpanz.org.nz](mailto:info@cpanz.org.nz) [www.cpanz.org.nz](http://www.cpanz.org.nz) to find a branch in your area.

**WORK AND INCOME** case managers offer jobseekers help in finding work and support them in the first few weeks of work. For more information on the kinds of services and help that Work and Income can provide ✉ [information@msd.govt.nz](mailto:information@msd.govt.nz)

[www.workandincome.govt.nz](http://www.workandincome.govt.nz) ☎ 0800 559 009. You can also call this number to make an appointment at your local Work and Income Service Centre.

The **NEW ZEALAND ASSOCIATION OF COUNSELLORS** can get you in contact with a professional career practitioner. ☎ (07) 834 0220 or ✉ [execofficer@nzac.org.nz](mailto:execofficer@nzac.org.nz) to find a practitioner in your area. [www.nzac.org.nz](http://www.nzac.org.nz)

On **NEW ZEALAND GOVERNMENT JOBS ONLINE** [www.jobs.govt.nz](http://www.jobs.govt.nz) you'll find profiles of people who work in the organisations of central government in New Zealand. There are details about career paths and day-to-day responsibilities, as well as a secondments section and more general information about the working environment, entry requirements and opportunities for graduates in the state sector.

## Job vacancies

The *Looking for Work* tab on **WORKSITE/PAEMAHI** gives you easy access to a range of resources to help you find work. [www.worksite.govt.nz](http://www.worksite.govt.nz)

**KIWICAREERS**, the Career Services career information website, has links to job vacancy websites [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz). Click *Job Vacancy Links*.

**NEW ZEALAND GOVERNMENT JOBS ONLINE** [www.jobs.govt.nz](http://www.jobs.govt.nz) lists current job vacancies for organisations of central government in New Zealand.

**WORK AND INCOME'S JOB BANK** lists current vacancies notified by employers who have contacted Work and Income to help them find new employees. Job Bank can be accessed on the Internet at <http://job-bank.win.govt.nz/mapfm.asp>

## Job market trends

The **DEPARTMENT OF LABOUR** publishes a six-monthly series of regional reports that keep you up to date with the state of your regional job market. You can access them on the Department of Labour website. [www.dol.govt.nz/lmr-regional.asp](http://www.dol.govt.nz/lmr-regional.asp)

**WORK TRENDS** is a Department of Labour publication about how work is changing in New Zealand. It is designed to help New Zealanders make work, education, training and career decisions. ☎ (04) 915 4031 ✉ [info@dol.govt.nz](mailto:info@dol.govt.nz) or go to [www.futureofwork.govt.nz](http://www.futureofwork.govt.nz) to get your copy.

## Employment rights and responsibilities

The **EMPLOYMENT RELATIONS SERVICE** provides information and assistance on all aspects of employment relationships, including employment agreements and employment relationship problems. ☎ 0800 800 863 ✉ [info@ers.dol.govt.nz](mailto:info@ers.dol.govt.nz) [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz)

The **COUNCIL OF TRADE UNIONS** encourages people who enter the workforce to join the appropriate union and can provide information about unions. ☎ (04) 385 1334 [www.union.org.nz](http://www.union.org.nz)

## Work experience

The Secondary Tertiary Alignment Resource (**STAR**) programme offers secondary students the opportunity to get work experience or try out tertiary-type study or training before they leave school. School principals can find out more about STAR by contacting the Ministry of Education Resourcing Division ☎ (04) 463 8383 ✉ [resourcing@minedu.govt.nz](mailto:resourcing@minedu.govt.nz) or by accessing the *Funding, Staffing and Allowances Handbook* available at [www.minedu.govt.nz/goto/resourcinghandbook](http://www.minedu.govt.nz/goto/resourcinghandbook).

**VOLUNTEERNOW** is the place to find voluntary work in your area. ☎ 0800 VolCntr (0800 865 268) to speak to someone at your local volunteer centre, or search for volunteer jobs and find your nearest centre on the website. [www.volunteernow.org.nz](http://www.volunteernow.org.nz)

**WORK AND INCOME** offers work experience programmes such as **ACTIVITY IN THE COMMUNITY** and **WORK EXPERIENCE** to help jobseekers who have been enrolled with them for some time to develop work skills, self-esteem, motivation and confidence. For more information ✉ [information.msd.govt.nz](mailto:information.msd.govt.nz) [www.workandincome.govt.nz](http://www.workandincome.govt.nz) ☎ 0800 559 009. You can also call this number to make an appointment at your local Work and Income Service Centre.

## Training and education

The feature entitled *Youth Pathways: The Big Picture* published in *workINSIGHT* issue 2, May 2003, explains the further education and training options available to school leavers. *Mature Student Pathways: The Big Picture* published in *workINSIGHT* issue 3, November 2003, explains the education and training options available to New Zealanders of all ages. [www.workinsight.govt.nz](http://www.workinsight.govt.nz)

**GATEWAY** offers senior secondary students in decile 1-5 schools an opportunity to build workplace experience and get hands-on practical workplace learning that leads to nationally recognised qualifications. Contact the Tertiary Education Commission for more details. ☎ 0800 TEC CALL (0800 832 255) ✉ [info@tec.govt.nz](mailto:info@tec.govt.nz) [www.tec.govt.nz](http://www.tec.govt.nz)

The **TERTIARY EDUCATION COMMISSION** can help you find out about the many pathways to tertiary education, industry training, adult and community education, and foundation skills programmes. ☎ 0800 TEC CALL (0800 832 255) ✉ [info@tec.govt.nz](mailto:info@tec.govt.nz) [www.tec.govt.nz](http://www.tec.govt.nz)

**CAREER SERVICES** offers a range of job, course and training guidance and information for people wanting to improve their skills or qualifications. You can either visit Career Services' website [www.careers.govt.nz](http://www.careers.govt.nz) call CareerPoint on ☎ 0800 222 733 go online with KiwiCareers [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) or visit your local CareerCentre. ☎ 0800 109 901 to find your nearest centre.

## Self-employment

**WORKSITE/PAEMAHI** is your gateway to information about the world of work, including working for yourself and finding staff. If you're thinking about becoming a contractor you'll find useful links that will help you decide what type of contract work you could do, how you can find the work and get started, and how to stay safe and healthy at work. When you visit the home page [www.worksite.govt.nz](http://www.worksite.govt.nz) click on *Working for Yourself* in the left-hand topic menu or on the grey *Looking for Staff* tab at the top of the page.

**BIZ** is a FREE specialist business information service that helps you identify organisations, people, training programmes and resources to develop your business. ☎ 0800 42 49 46 ✉ [info@biz.org.nz](mailto:info@biz.org.nz) [www.biz.org.nz](http://www.biz.org.nz)

**CAREER SERVICES** can direct you to organisations offering information and resources to help you set up and run your small business. Contact CareerPoint ☎ 0800 222 733 ✉ [careerpoint@careers.govt.nz](mailto:careerpoint@careers.govt.nz) go to the KiwiCareers website [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) and click on *Business information*, or drop into your nearest CareerCentre. ☎ 0800 109 901 for your nearest centre.

The **NATIONAL BUSINESS INFORMATION SERVICE** is an advisory service for people setting up or running their own small business. ☎ 0800 242 6237. The **BIZ-GROWTH** website [www.biz-growth.co.nz](http://www.biz-growth.co.nz) features "how to" articles about business best practice written by New Zealand business for New Zealand business.

**INLAND REVENUE'S** specialist Business Tax Information Officers offer free tax education and advice to new businesses. To request an advisory visit, ☎ 0800 377 772 or complete the *Arrange a business advisory visit from Inland Revenue* form on the website. [www.ird.govt.nz](http://www.ird.govt.nz)

The **MAORI BUSINESS FACILITATION SERVICE**, set up by Te Puni Kokiri, provides advice, guidance and facilitation services to developing new or existing Maori businesses, Maori individuals, Maori landowners, trusts, authorities, runanga, trust boards and other Maori organisations that want to pursue commercial opportunities. The service does not provide funding, but can assist in identifying funding sources. ☎ 0800 94 99 97 ✉ [tpkinfo@tpk.govt.nz](mailto:tpkinfo@tpk.govt.nz) [www.tpk.govt.nz](http://www.tpk.govt.nz) click on *Business* at the top of the page.

The **BUSINESS IN THE COMMUNITY NATIONWIDE BUSINESS MENTOR PROGRAMME** provides a free and voluntary mentoring service to small businesses. Apply online [www.businessmentor.org.nz](http://www.businessmentor.org.nz) ☎ 0800 103 400 or ☎ 0508 103 400 ✉ [bitc@bitc.co.nz](mailto:bitc@bitc.co.nz).

Contact your nearest **OCCUPATIONAL SAFETY AND HEALTH SERVICE** office for information about health and safety planning, and help with health or safety problems at work. ☎ 0800 20 90 20 or check your local Blue Pages of the Telephone Directory. [www.osh.govt.nz](http://www.osh.govt.nz) [www.workinfo.govt.nz](http://www.workinfo.govt.nz)

Whichever sector you plan to set up business in, there are **INDUSTRY ORGANISATIONS** from which you can receive support. Call **BIZ** ☎ 0800 42 49 46 to find out about your relevant industry association. The **TERTIARY EDUCATION COMMISSION** has a list of all **INDUSTRY TRAINING ORGANISATIONS** on its website. [www.tec.govt.nz/education\\_and\\_training/itos.htm](http://www.tec.govt.nz/education_and_training/itos.htm)

web portal is still your gateway to information about skills and work in New Zealand. Whether you're looking for work, need help with an interview, starting your own business, or looking for ways to upskill, WorkSite/PaeMahi can point you in the right direction. [www.worksite.govt.nz](http://www.worksite.govt.nz)

Wherever your business is located, there are **REGIONAL ORGANISATIONS** offering support. Call **BIZ** (FREE 0800 42 49 46 to find out about **ECONOMIC DEVELOPMENT AGENCIES** and other organisations such as the **CHAMBER OF COMMERCE** and the **EMPLOYERS AND MANUFACTURERS ASSOCIATION** which may offer help in your region.

**POUTAMA MAORI BUSINESS TRUST** helps Maori develop, consolidate and grow their businesses. (FREE 0800 476 882) [poutama@poutama.co.nz](mailto:poutama@poutama.co.nz) [www.poutama.co.nz](http://www.poutama.co.nz). Register for free on the Poutama Maori Business Directory at [www.poutama.co.nz/frm\\_maoribus.htm](http://www.poutama.co.nz/frm_maoribus.htm).

**PACIFIC BUSINESS TRUST** assists New Zealanders of Pacific descent to start and develop successful businesses. (FREE 0800 287 7526) [inokey@pacificbusiness.co.nz](mailto:inokey@pacificbusiness.co.nz) [www.pacificbusiness.co.nz](http://www.pacificbusiness.co.nz)

**WORK AND INCOME** can help because, if you are receiving a benefit, you may be eligible for funding through the **ENTERPRISE ALLOWANCE GRANT**. For more information [information@msd.govt.nz](mailto:information@msd.govt.nz) [www.workandincome.govt.nz](http://www.workandincome.govt.nz) (FREE 0800 55 90 09). You can also call this number to make an appointment at your local Work and Income Service Centre.

### Older workers

The feature entitled *Mature Student Pathways: the Big Picture* published in *workINSIGHT* issue 3, November 2003, explains the education and training options available to New Zealanders of all ages. [www.workinsight.govt.nz](http://www.workinsight.govt.nz)

The **40+ EMPLOYMENT SUPPORT TRUST** in Christchurch can be contacted for information about mature employment support agencies anywhere in New Zealand. It specialises in providing support for the mature jobseeker by offering job placements, mentoring, help identifying transferable skills, CV/job search seminars/workshops and Job Club. (03) 377 2141 [mature@snap.net.nz](mailto:mature@snap.net.nz) [www.matureemploy.inet.net.nz](http://www.matureemploy.inet.net.nz)

**SENIORNET** gives people aged 55 years and above an opportunity to learn more about new communication and information technology. There are SeniorNet Learning Centres throughout New Zealand offering training in basic computer skills, progressing to applications such as word processing, databases, online communications (Internet) and spreadsheets. Find your nearest centre at [www.seniornet.co.nz](http://www.seniornet.co.nz) by clicking on *Club Location*.

The **EEO TRUST** can provide workplaces with information that may help break down barriers to employing older people. (09) 525 3023 [admin@eeotrust.org.nz](mailto:admin@eeotrust.org.nz) [www.eeotrust.org.nz](http://www.eeotrust.org.nz)

The Department of Labour's **FUTURE OF WORK** website offers practical information on flexible work arrangements (such as part-time or flexible hours) that employers and employees may negotiate, for people who want to explore the alternatives to full-time work. Go to [www.futureofwork.govt.nz](http://www.futureofwork.govt.nz) and click on *Work/Life balance*.

**WORK AND INCOME** offers enhanced case management for jobseekers aged 45–59 years to help overcome any difficulties they might face in entering work. For more information [information@msd.govt.nz](mailto:information@msd.govt.nz) [www.workandincome.govt.nz](http://www.workandincome.govt.nz) (FREE 0800 559 009). You can also call this number to make an appointment at your local Work and Income Service Centre.

### People with disabilities

[www.weka.net.nz](http://www.weka.net.nz) is New Zealand's disability information website for disabled people, their families/whanau and caregivers, health professionals and disability information providers. On the website you can search for support services in your region.

The **NEW ZEALAND FEDERATION OF DISABILITY INFORMATION CENTRES** provides information to disabled people, their families, whanau and caregivers. (FREE 0800 NZFDIC (0800 693 342) [nzfdic@xtra.co.nz](mailto:nzfdic@xtra.co.nz) to find your nearest centre.

**WORKBRIDGE** provides a professional employment service for people with disabilities. Workbridge is a non-profit organisation contracted by government to deliver work-focused services. For your nearest Workbridge centre (FREE 0508 858 858 or [www.workbridge.co.nz](http://www.workbridge.co.nz).

The **ASSOCIATION OF SUPPORTED EMPLOYMENT NEW ZEALAND** can help disabled people, their families, employers and vocational service providers find out about supported employment. (04) 471 0933 [ASENZ@extra.co.nz](mailto:ASENZ@extra.co.nz) [www.asenz.org.nz](http://www.asenz.org.nz)

**IHC** can help people with intellectual disabilities get supported employment. (FREE 0800 442 442) [webmaster@ihc.org.nz](mailto:webmaster@ihc.org.nz) [www.ihc.org.nz](http://www.ihc.org.nz)

**CCS** supports disabled people to access and maintain paid employment. (FREE 0800 227 200) [info@no.ccs.org.nz](mailto:info@no.ccs.org.nz) [www.ccs.org.nz](http://www.ccs.org.nz)

The **NEW ZEALAND FEDERATION OF VOCATIONAL AND SUPPORT SERVICES (VASS)** supports member organisations that provide vocational services to disabled people. VASS can provide information on member organisations in your local area. (04) 383 4035 [membership@nzvass.org.nz](mailto:membership@nzvass.org.nz) [www.nzvass.org.nz](http://www.nzvass.org.nz)

The **DEAF ASSOCIATION OF NEW ZEALAND** helps people who are profoundly deaf find employment and liaises with employers to support deaf people in the workplace. (09) 828 3282 [national@deaf.co.nz](mailto:national@deaf.co.nz) [www.deaf.co.nz](http://www.deaf.co.nz)

The **ROYAL NEW ZEALAND FOUNDATION OF THE BLIND** offers free services to its blind and vision-impaired members to help them find work and adapt to the workplace. Vocational employment advisors are available across the country and training is offered in the use of specialised equipment. (FREE 0800 24 33 33) [general@rnzfb.org.nz](mailto:general@rnzfb.org.nz) [www.rnzfb.org.nz](http://www.rnzfb.org.nz)

**MAINSTREAM** is a two-year subsidised employment programme to assist people with significant disabilities into employment in the state sector. (04) 495 6726 [mainstream@ssc.govt.nz](mailto:mainstream@ssc.govt.nz) [www.ssc.govt.nz/mainstream](http://www.ssc.govt.nz/mainstream)

Disabled people may be eligible to receive funding from **ENABLE NEW ZEALAND** to purchase essential disability-related equipment for work, study and the home. **ENABLE INFORMATION** provides access to information about disability-related products, equipment suppliers, rehabilitation support organisations and service providers. (FREE 0800 17 1981) [enable@enable.co.nz](mailto:enable@enable.co.nz) [www.enable.co.nz](http://www.enable.co.nz) go to [www.disabilityfunding.co.nz](http://www.disabilityfunding.co.nz) for disability funding eligibility information.

**ACCESSABLE** manages funding in the Auckland and Northland regions to supply specialised equipment for the home, education, training and work to meet a client's essential disability-related needs. (FREE 0508 001 002) [info@accessable.co.nz](mailto:info@accessable.co.nz) [www.accessable.co.nz](http://www.accessable.co.nz)

The **OFFICE FOR DISABILITY ISSUES** is responsible for ensuring government keeps faith with the New Zealand Disability Strategy by promoting the participation and inclusion of disabled people in our society. (04) 918 9573 [odi@msd.govt.nz](mailto:odi@msd.govt.nz) [www.odi.govt.nz](http://www.odi.govt.nz). To find out about the new direction for the vocational services sector, click on *Publications* and read *Pathways to Inclusion*.

The **EEO TRUST** can provide workplaces with information that may help break down barriers to employing disabled people. (09) 525 3023 [admin@eeotrust.org.nz](mailto:admin@eeotrust.org.nz) [www.eeotrust.org.nz](http://www.eeotrust.org.nz)

**WORK AND INCOME** offers enhanced case management for people who receive a Sickness or Invalids Benefit. For more information [information@msd.govt.nz](mailto:information@msd.govt.nz) [www.workandincome.govt.nz](http://www.workandincome.govt.nz) (FREE 0800 559 009). You can also call this number to make an appointment at your local Work and Income Service Centre.

### People with childcare responsibilities

To find out about out of school hours childcare providers in your local area contact the **NATIONAL ASSOCIATION FOR OUT OF SCHOOL CARE AND RECREATION PROGRAMMES (NAOSCAR)**. (09) 845 2524 [naoscar@xtra.co.nz](mailto:naoscar@xtra.co.nz) [www.naoscar.org.nz](http://www.naoscar.org.nz)

The Department of Labour's **FUTURE OF WORK** website offers practical information on how to balance paid work and family responsibilities including examples of flexible arrangements such as part-time or flexible work that employers and employees can negotiate. Go to [www.futureofwork.govt.nz](http://www.futureofwork.govt.nz) and click on *work/life balance*.

The **EEO TRUST** can provide workplaces with information that may help break down barriers to employing people with childcare responsibilities. (09) 525 3023 [admin@eeotrust.org.nz](mailto:admin@eeotrust.org.nz) [www.eeotrust.org.nz](http://www.eeotrust.org.nz)

**WORK AND INCOME** helps jobseekers with childcare responsibilities prepare for, find and make the transition to work. People in work who have childcare responsibilities may be eligible for financial assistance. For more information [information@msd.govt.nz](mailto:information@msd.govt.nz) [www.workandincome.govt.nz](http://www.workandincome.govt.nz) (FREE 0800 559 009). You can also call this number to make an appointment at your local Work and Income Service Centre.

Parents may be eligible to receive **FAMILY ASSISTANCE** from **INLAND REVENUE**, depending on their income. Family Assistance is financial help for families with children aged 18 or under living at home and not financially independent. For information about Family Assistance (**CHILD TAX CREDIT**, **PARENTAL TAX CREDIT** and **FAMILY SUPPORT**), including recent increases to income thresholds, (FREE 0800 227 773) [www.ird.govt.nz](http://www.ird.govt.nz).



TELEPHONE



FREEPHONE



EMAIL

A **PATHWAYS TO WORK** poster (A2 size) is available free of charge.

Email the editor, Rob Heyes

[robert.hey@lmpg.dol.govt.nz](mailto:robert.hey@lmpg.dol.govt.nz)



# Career Services

Thinking about starting or re-entering employment? Help is at hand to clarify your choices and set you on your way

**PEOPLE ARE OFTEN FACED WITH CHALLENGING ISSUES** and situations that can create difficulties when entering or re-entering the workforce. They may have low qualification levels or need to fit work around parental responsibilities. Immigrants often have trouble entering the New Zealand labour market, as sometimes their work experience or qualifications are not recognised by local employers. Career Services helps people overcome daunting and complex problems such as these every day.

Ross Jones, manager of Career Services' Hamilton CareerCentre, says help is out there to assist people who want to move into sustainable and satisfying employment.

"Whether you're an immigrant, have been unemployed for a while, are worried about taking your first step into the job market, or seeking to improve your employability, there

is help to get you to where you want to be.

"By contacting Career Services, people can make that first step to getting into employment and taking control of their career," Ross says.

"There's a lot of career information out there, which together with advice and guidance, can be of huge benefit. We make it available to everyone, and those services can help people achieve their ideal work life."

## Career information

Career Services' **CAREERPOINT** freephone service and **KIWICAREERS** career information website are two of the main providers of high-quality New Zealand-based career information.

KiwiCareers [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) has information about more than 650 different types of occupations, including the necessary skill and entry requirements, and links to information about training routes. Details of local and national training institutions are also on the site.

If people aren't confident about finding this information online themselves, they can ring CareerPoint (FREE 0800 222 733 and talk with a trained advisor. Advisors can discuss different training and career options and provide funding information. CareerPoint also mails information and computer printouts from KiwiCareers directly to callers. And money need not be a barrier to getting help, because CareerPoint services are entirely free!



## Career guidance

Career Services has a variety of resources that have been specifically crafted to get New Zealanders to where they want to be in the workforce. One of these resources is **CAREERQUEST**, a computer programme designed to help people of all ages find suitable careers based on their personal interests, study interests and skills. CareerQuest is available at state high schools and free to use at Career Services' CareerCentres.

There are 16 **CAREERCENTRES** around New Zealand as well as a

number of private career consultancy companies. Career consultants use their in-depth knowledge of the labour market to broaden their clients' possibilities.

Ross explains, "There is a real skill

...career planning isn't just for school leavers; it is for people of all ages and circumstances...

shortage in some parts of the labour market at the moment. Employers realise this and many are eager to recruit and develop staff to meet their requirements."

**CAREER CONSULTANTS** also act as careers educators by assisting clients in their career research process and ultimately helping people identify the careers that will provide chances for advancement within their chosen field. Helping individuals broaden their skill base increases their confidence and employability for the future.

"For us, it's about helping people explore the possibilities based around where they've been and what their preferences are for the future, and then helping find the best direction for the client and their families. It culminates in us working together to prepare an action plan to get them there, whatever their circumstances."

Career Services provides individuals with the information, advice and guidance to make well-informed decisions about work or study whatever stage of life they are at or situation they face.

Ross points out that career planning isn't just for school leavers; it is for people of all ages and circumstances and is something that should be thought about on a regular basis.

## PERSONAL PROFILES



**WHEN JACQUI NAERA THINKS BACK 20 YEARS** to when she left school, she realises just how much the world has moved on. “It was a different world back then – there was plenty of work where you didn’t need qualifications. Now I’ve had my kids, I want to get a career and follow up on all my dreams. I’ve done everything back to front, I suppose,” she

laughs. CareerPoint was Jacqui’s first point of call and it set her on the path she’s on now. “They give you a lot of ideas, and you can use them as a sounding board for your own ideas,” she says. “The people you talk to have got the training and really know what they’re talking about.” Within seven or eight years, Jacqui plans to have a career, buy her own home and do some overseas travel. “I’m learning reception skills at the moment and then I’ll move on to business administration – these are skills that you can take anywhere in the world.”



**MAURICE, 18, CAN SEE THREE POSSIBLE PATHWAYS** stretching into the future and rang CareerPoint for information to help him decide which one to take. Maurice is midway through his first year of a Bachelor of Arts at Victoria University, majoring in politics and history. The first pathway he is considering leads to secondary teaching, the second much

further afield into the world of diplomacy and international relations, and the third leads to the profession of psychology. When Maurice rang CareerPoint, he discussed the options that went with each choice. Now he is being sent more literature about each option and has decided to have a face-to-face session with a career advisor. Maurice would like to achieve some clarity about his career direction before he makes subject choices for his second year. He kept his options open for year one, but says the pressure is on now to focus more for year two. The information from CareerPoint will be an important factor in helping his decision-making.

## CV tips from Career Services [www.careers.govt.nz](http://www.careers.govt.nz)

### YOUR FIRST JOB?

If you are applying for your first job, your CV should emphasise your potential as an employee. Cover your school qualifications and achievements, part-time and holiday jobs (including unpaid work), any voluntary work you have done, and your interests and hobbies.

### BEEN OUT OF PAID EMPLOYMENT FOR A TIME?

Emphasise the positive things you have been doing with your time, such as helping to look after the family, job searching, doing up your house or training.

### RETURNING TO THE PAID WORKFORCE AFTER FULL-TIME FAMILY WORK?

You will have developed a wide range of transferable skills in looking after your family. They include skills such as planning, decision making, budgeting and organising. List them on your CV.

### LEFT A JOB OR WERE FIRED?

Don’t just leave a gap. Explain why you left the job in the most positive way possible. For example: “The job required skills I had no training for.”

### NEW MIGRANT TO NEW ZEALAND?

Emphasise the actual skills you developed and tasks you undertook in your role overseas – if you apply for a similar role here, many of the skills will be transferable to a New Zealand work environment. ●

## HOW TO CONTACT CAREER SERVICES

**CareerPoint** ☎ 0800 222 733 ✉ [careerpoint@careers.govt.nz](mailto:careerpoint@careers.govt.nz) or chat online with an advisor at [www.careers.govt.nz](http://www.careers.govt.nz)

**KiwiCareers** [www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz) • **CareerCentre** ☎ 0800 109 901 for your nearest centre, or look in the White Pages.

For more information about Career Services and the careers industry, go to [www.careers.govt.nz](http://www.careers.govt.nz).



CAREER  
SERVICES  
rapuara

**KIWICAREERS**

[www.kiwicareers.govt.nz](http://www.kiwicareers.govt.nz)

**careerCENTRE**

0800 109 901

**careerPOINT**

0800 222 733



# Volunteering in New Zealand



Pauline Harper at Volunteer Wellington talks about how volunteer work can be both a bridge into paid work and a worthwhile experience in itself

## Potential volunteers

Last year, more than 14,000 potential volunteers from every sector of the community passed through the doors of Volunteer Wellington and its branches Volunteer Porirua and Volunteer Hutt. A rising percentage of volunteers are new migrants. Although highly qualified, they are often asked by employers from the business sector for proof of New Zealand work experience, followed by comments such as, "How do I know you'll fit into the New Zealand working culture?" Or, "I need someone local I can ring for a reference." Similarly for long-term unemployed New Zealanders or sole parents planning to return to the workforce, typical responses from employers are: "Too long out of the workforce." Or, "But what have you been doing all this time?" Chicken and egg situations, but a reversal of these barriers to employment can be found through volunteer work.

## Barriers to bridges

Volunteer Wellington has found in the early years of the 21st century that volunteering is the bridge that can successfully remove – or at least weaken – the barriers to paid employment. In the course of developing a series of interviews about people's experiences of volunteering, our organisation has also found that volunteers can gain a better understanding of society which changes their quality of life.

## Inclusivity

Volunteer Wellington will continue to promote the ethos, ethic and huge personal benefit of volunteering to every corner of society. We will also work more aggressively with community organisations, helping them recognise the need to tap unused potential and involve people from different backgrounds, ages, cultures, genders and outlooks who may not fit their picture of what a volunteer is. Inclusivity is an integral part of good volunteer management, but organisations also gain value through ensuring their voluntary team is diverse. The benefits for both volunteers and the organisations that employ them will change society.



## Rhodene

One day Rhodene Nuku (Ngati Ruahinerangi) was walking past the office of Volunteer Wellington when she saw a sign saying: Empower yourself –

volunteer. "That's me!" was Rhodene's first thought. At the time she was studying computer skills and wanted to get into office admin work. She had previously worked in the hospitality trade but was finding it hard to transfer those skills into the office environment.

"Employers always wanted someone who already had office experience. That was a barrier and somehow I had to find a way to transfer the skills I had," she says.

She walked up the stairs of Volunteer Wellington, where she enjoyed the friendly interview process. As a result, she was taken on as a voluntary interviewer.

"I picked up interviewing skills, discovered a huge range of community organisations that wanted volunteers, went along to meetings and workshops and learned how to handle difficult situations. I was always involved with someone.

"Some volunteers are new to this country or to the New Zealand way of life, so you learn ways to communicate with them and make them feel comfortable."

This "in transition" phase of unemployment went on for six or seven months, but Rhodene emphasises that she never stopped learning in that time. Then she found full-time work as a case worker at Work and Income.

"I got that job mainly on the basis of my office experience at Volunteer Wellington, and also because I had been an interviewer, looking at ways to help people gain new skills and, at the same time, contribute to the community." ●



## Amit

Amit Acharya's story is an interesting example. An accountant and financial consultant from Mumbai in India, Amit worked for six years as general manager of a group of companies in Bahrain before obtaining permanent residence in New Zealand in 2002. His difficulty in finding employment, frustration at not being able to use his knowledge and skills, and having too much time to spare, led him to Volunteer Hutt.

Through the organisation's referral system, he took on the role of treasurer for the Oases Youth Group in Wainuiomata.

Amit says, "I have been so impressed with how committed and dedicated the co-ordinators and working committee are, that I want to be of more use to this noble cause. I have never worked with a voluntary agency before. My management time has been spent making money for the organisation with whom I have worked – now I am working for the people."

His involvement with Oases led to Amit joining the organising committee as a trustee. And late last year, Amit found full-time paid employment as a cost and management accountant with Alstom Hutt Valley Workshop. He has continued his voluntary role as a trustee.

**VOLUNTEER WELLINGTON:** Wellington office ☎ (04) 499 4570

✉ admin@volunteerwellington.org.nz • Porirua office

☎ (04) 237 5355 ✉ porirua@volunteerwellington.org.nz • Lower Hutt

office ☎ (04) 566 6786 ✉ lhutt@volunteerwellington.org.nz

[www.volunteerwellington.org.nz](http://www.volunteerwellington.org.nz)

**VOLUNTEERNOW** is the place to find voluntary work in your area.

☎ 0800 VolCntr (0800 865 268) to speak to someone at your local volunteer centre, or search for volunteer jobs and find your nearest centre on the website [www.volunteernow.org.nz](http://www.volunteernow.org.nz)



# www.newkiwis.co.nz

A recruitment website with a difference is helping break down the barriers between new migrants and New Zealand employers

**RECRUITMENT WEBSITE NEW KIWIS IS UNIQUE.** Instead of advertising job vacancies, it advertises the skills of highly qualified “new Kiwis”. In its first three years of operation, the site has helped more than 1000 migrants and employers find each other.

The New Kiwis project, a partnership between the **AUCKLAND CHAMBER OF COMMERCE** and the **NEW ZEALAND IMMIGRATION SERVICE (NZIS)**, aims to link the skills of new migrants to the needs of New Zealand employers. The service it offers is simple, easy to use and free to both employers and jobseekers.

Following the project’s success in Auckland, the New Kiwis website went national in October 2002. Each of the 30 chambers of commerce around New Zealand promotes the service to their business communities, and while many of the jobseekers using it are residents of Auckland, 79% of them say they would move elsewhere in New Zealand for the right job.

## Employers

Flexibility is the key to finding and retaining staff in a tight labour market. Employers are broadening their concept of the “ideal” candidate and, as a result, business teams are an increasingly diverse mix of old and new Kiwis.



At any given time [www.newkiwis.co.nz](http://www.newkiwis.co.nz) profiles between 2000 and 3000 active jobseekers who are living in New Zealand and looking for employment that will fully utilise their skills and talents. Visit [www.newkiwis.co.nz](http://www.newkiwis.co.nz) and choose *employer*. Once you’ve registered, you simply select the skill criteria you are looking for, view a short profile of each of the jobseekers matching the results, download the CVs of the ones that suit your needs and contact those you would like to interview.

For employers who are unaccustomed to using the Internet, Employment Liaison staff at the Auckland Chamber of Commerce can conduct your employee search for you.

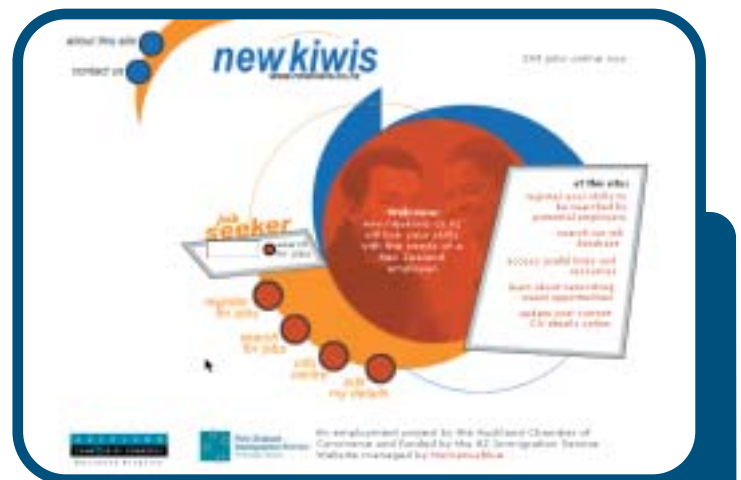
☎ FREE 0800 NEWKIWI (0800 639 5494)

The chamber’s message to employers is:

- 97% of registered new Kiwis are tertiary qualified
- they have, on average, seven and a half years’ experience in their industry
- they bring new business skills, practices, networks and knowledge to the workplace
- they give employers access to a more diverse employment market
- they are committed to participating in the New Zealand economy
- workplaces benefit from the cultural diversity and broader language skills new Kiwis bring.

## New Kiwis

Registering with New Kiwis is an important step in a migrant’s job search strategy. Visit [www.newkiwis.co.nz](http://www.newkiwis.co.nz) and choose *job seeker*. When you register, you will be asked about your core skills, recent work history, qualifications and languages. The website also has a *Job Vacancy* section and an *Info Centre* with news, events and other support services.



For new Kiwis living in Auckland, Work and Income conducts several workshops each week. This valuable one-day seminar looks at the realities of the New Zealand workplace, New Zealand-style CVs, the importance of networking and how to sell yourself to an employer. They take place at the **AUCKLAND REGIONAL MIGRANT RESOURCE CENTRE**, Three Kings Plaza, 532 Mt Albert Road, Three Kings. Contact the centre to make an appointment. ☎ (09) 625 2440 ✉ [info@arms-mrc.org.nz](mailto:info@arms-mrc.org.nz)

[www.arms-mrc.org.nz](http://www.arms-mrc.org.nz)



# Success Through Diversity

The EEO Trust helps businesses understand and realise the gains from employing a diverse workforce. Philippa Reed, acting CEO, explains how.

## THE EQUAL EMPLOYMENT OPPORTUNITIES

**(EEO) TRUST** was established 11 years ago by the government and business to help employers recruit the very best people for the job, and to treat them fairly once they're in the job. A charitable trust and membership organisation, the EEO Trust works in partnership with employers to help them assess and improve their recruitment and retention processes and to overcome any obstacles that may inhibit them from employing a more diverse range of staff.

## The importance of equal employment opportunities

In businesses where competitive advantage increasingly rests on the talents, skills and experience of their workforce, the pressure is on to retain existing staff and recruit the best person to do the job. No more so than in a job market which is currently offering such a broad range of opportunities. But the strong employment growth of recent years has also resulted in a more diverse range of people being attracted into the workforce. The talents of people in ethnic minorities, migrants, older people, disabled people and people with childcare responsibilities are being recognised as never before, and employers who want to tap into their talents must understand the implications of recruiting from a more diverse pool of labour. Important among these is the role employers can have in alleviating some of the difficulties such people might experience in starting and remaining in a job.

The issue isn't going to go away, either. Population trends and projections point to a substantially different workforce in the future. More people are coming to work in New Zealand from overseas, and the New Zealand population is getting older and becoming more ethnically diverse.



## The benefits of workforce diversity

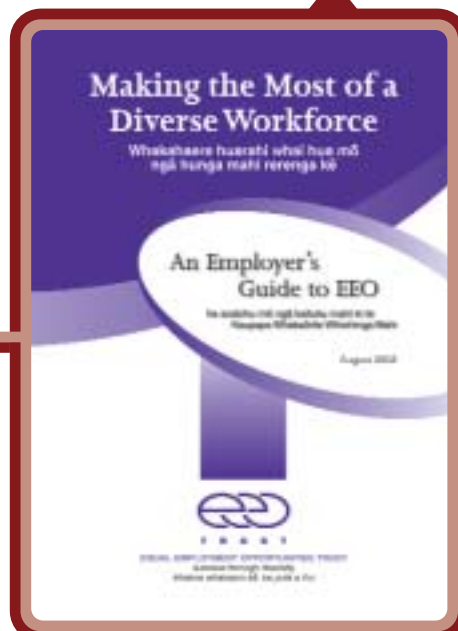
The EEO Trust has found that employers who embrace its principles see the benefits on their bottom line. The publication *Making the most of a diverse workforce* outlines many of the benefits businesses may gain by recruiting a more diverse workforce, using policies to promote family-friendly workplaces and giving employees a better work/life balance. These include:

**Increased retention** The New Zealand Ford Motor Company estimated it had saved \$420,000 over a two-year period when six people who would not have returned from parental leave did so after the company introduced the right to work part-time.

**Reduced absenteeism** Fisher and Paykel in Auckland greatly reduced its absentee rate after it scrapped a rule allowing a maximum number of days off per year for such things as sickness, domestic and cultural leave.

**Better recruitment pool** When British chain store Littlewoods opened a new outlet in Oldham, UK, its policy was to recruit a workforce that was representative of Oldham's diverse population. Advertising through local community groups brought in four times as many applications as the company would normally expect, and recruitment costs were lower as a result. One year later, staff turnover was below average and sales productivity was higher.

**Making the business more attractive to investors** A study of the *Standard and Poors 500* found that businesses committed to promoting minority groups and women workers had an average annualised return on investment of 18.3% over a five-year period, compared with only 7.9% for those without such policies.



## EEO Trust initiatives

**THE EEO EMPLOYERS GROUP** was established in 1997 to build on the Trust's partnerships with employers. The group now has more than 350 members from a range of industry sectors who demonstrate their commitment to fairly valuing and rewarding the talent of the diverse people they employ. They are listed on the EEO Trust website at



[www.eeotrust.org.nz](http://www.eeotrust.org.nz). The EEO Trust's **ANNUAL DIVERSITY SURVEY** shows that members of the EEO Employers Group perform better on most diversity indicators than non-members. For example, in last year's survey 86% of EEO Employers Group members said they had an EEO policy, compared to only 59% of non-members surveyed.

**THE ANNUAL EEO TRUST WORK & LIFE AWARDS** recognise workplaces that help people achieve balance between their working life and their personal life. The EEO Trust also produces *Work & Life Bulletin*, a quarterly online magazine with specialised information and practical steps on how to achieve work and life balance in organisations. Issues covered in the past include paid parental leave, work and life issues for older workers, when work falls outside nine to five, and work-family issues for fathers.

## Online tools for workplaces at [www.eeotrust.org.nz](http://www.eeotrust.org.nz)

A range of free tools to help workplaces make the most of a diverse workforce can be found on the EEO Trust website.

The *Employers of Choice Action Track* guidance programme was launched last year to encourage workplaces to use equal employment opportunities to improve performance and become an employer of choice. It covers:

- health, safety and wellness in the workplace
- attracting and keeping the best people
- workplace atmosphere and behaviour
- organisational challenges and opportunities
- working with specific groups of people
- work hours and locations
- becoming an employer of choice.

The *Tools For Tapping Into Talent* training kit helps recruitment consultants and HR professionals make the most of a diverse workforce by ensuring they are:

- clear about their legal responsibilities and liabilities regarding recruitment
- effective in recruiting and assessing diverse staff
- able to give sound advice to their clients about recruiting diverse staff. ●

[www.eeotrust.org.nz](http://www.eeotrust.org.nz)



Further details on all the information shown here can be found at the EEO Trust website. [www.eeotrust.org.nz](http://www.eeotrust.org.nz) ☎ (09) 525 3023  
✉ [admin@eeotrust.org.nz](mailto:admin@eeotrust.org.nz)

## Further equal employment opportunities initiatives

**THE NEW ZEALAND WORK-LIFE BALANCE PROJECT** was set up by government to look at what is already being done to balance paid work and other activities and to help shape practical solutions for achieving more. The website [www.worklife.govt.nz](http://www.worklife.govt.nz) has information on resources to help New Zealanders look at work-life balance issues from many different perspectives.

The **GOOD EMPLOYEE PRACTICES ARE GOOD FOR YOUR BUSINESS** publication from the Department of Labour explains the link between good employee recruitment/retention practices and business success, and gives advice on how to improve such practices in your firm or industry. Go to [www.dol.govt.nz](http://www.dol.govt.nz) and click on *Publications*.

The Department of Labour and EEO Trust are publishing a collection of case studies of innovative business practice in recruiting and retaining a more diverse workforce. To order a copy of the **FINDING AND KEEPING A MODERN WORKFORCE** publication when it is released in July 2004, ✉ [mailbox@lmpg.dol.govt.nz](mailto:mailbox@lmpg.dol.govt.nz) or ☎ (04) 915 4409.

**MAKING IT WORK** is a Department of Labour publication with "need-to-know" information for employers. Each quarterly issue has information and handy tips on new initiatives and services • helpful resources • compliance requirements • legislative changes affecting employers. To download back issues, go to [www.dol.govt.nz/makingitwork.asp](http://www.dol.govt.nz/makingitwork.asp). To receive future editions by email or hard copy, email the editor, Sharon Stephenson ✉ [sharon.stephenson@nzis.dol.govt.nz](mailto:sharon.stephenson@nzis.dol.govt.nz).



## Portals

Seven new or revamped websites can help you find information about education, training, business and work

### www.worksite.govt.nz

The recently relaunched new-look WorkSite/PaeMahi is still your one-stop-shop Internet portal that provides you and your whanau with up-to-date information about work, education, training and the workplace in New Zealand.

Phase 2 of WorkSite/PaeMahi has a powerful new search tool which allows users to locate a range of information from both government and non-government sources. And to make your search as quick and easy as possible, we've also added a list of the most popular search terms.

Whether you're looking for work, need help with an interview, need advice about employment rights, legislation and regulations, setting up and growing your own business, or looking for ways to upskill, WorkSite/PaeMahi can point you in the right direction.



### www.ted.govt.nz

TEd – New Zealand's Tertiary Education Portal – is an Internet gateway to tertiary education. With information on courses and qualifications, services and contacts, the portal is a great place to go to explore the various options for training and education. The portal features:

- a tertiary education sector contact search
- course and qualification searches that can tell you what education is available and where
- an e-learning course search
- links to help in obtaining practical advice on careers and training
- links to information about student support

Visitors to the site simply choose a category, such as student, and a subject they are interested in, and the relevant information appears. TEd has been live since August 2003, and will continue to be developed.

### www.elearn.govt.nz

eLearn is your guide to e-learning in New Zealand. eLearn aims to connect groups involved in e-learning, promote discussion on e-learning, and share information and advice to assist in the development of e-learning in New Zealand.

e-Learning is learning that is enabled or supported by the use of digital tools and content. These are typically accessed via the Internet, or via multimedia formats such as CD-ROM. e-Learning is contributing to the development of an education system that is more fluid, more responsive and less constrained by geographic boundaries. eLearn has been live since August 2003 and will continue to be developed, with an increasing focus on:

- facilitating information-sharing, discussion and the exchange of experiences among the community of e-learning practitioners
- highlighting key contacts, interest groups and events related to e-learning practice in New Zealand
- providing advice, information and updates on key issues in e-learning in New Zealand, such as government and sector initiatives, business advice, research, professional development, e-learning standards, digital rights and learner issues.



[www.biz.org.nz](http://www.biz.org.nz)

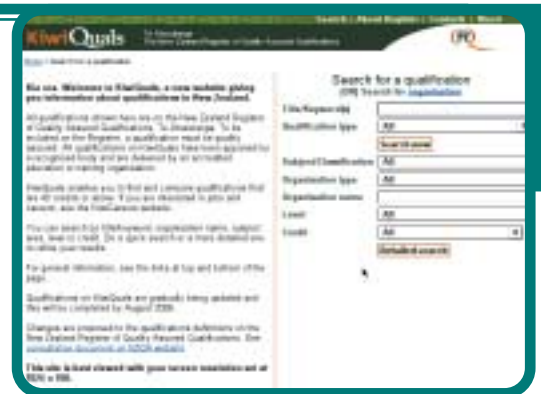
Biz makes it easier to set up and run a business by giving access to important regulatory information online. Biz provides quick help with taxes, ACC, workplace safety and employing staff, as well as information about business advice and training, and handy tips on starting, running or closing down a business. The home page has quick links to information on a range of compliance areas and allows visitors to link deep into the relevant sections of the government sites that cover the regulations in greater detail. Using this site will reduce the time and effort required to find information, and reduce the costs from “getting it wrong”. Businesses can register to receive a regular newsletter, and be notified when content on the site has been updated. The website is supported by a freephone helpline, 0800 42 49 46, which links callers to trained business advisors who can also assist with other business matters.



[www.kiwiquals.govt.nz](http://www.kiwiquals.govt.nz)

KiwiQuals is the place to find and compare every quality-assured qualification in New Zealand. With more than 5000 quality-assured qualifications currently being offered by approximately 1000 tertiary education providers, choosing a qualification can be a challenge. KiwiQuals makes it easier. You can search by qualification title or keyword, name of education provider or Industry Training Organisation, subject area, qualification level and number of credits.

KiwiQual's most valuable asset is its capacity to compare qualifications. All qualifications on KiwiQuals are comparable because they are described in the same terms. They all use the same levels and subject classification system, and they all have a common currency (credits) and comparable outcome statements. Information is provided on the skills and knowledge each qualification provides, where they are offered and who has developed them. The site is essentially a massive search tool that will be of use to students, employers, education providers and career advisors wanting to make informed choices about qualification pathways in New Zealand.



[www.weka.net.nz](http://www.weka.net.nz)

WEKA – What Everybody Keeps Asking about disability information – makes it easier for New Zealanders to find disability-related information. The website is organised under a number of useful categories including: Living with a Disability, Disability and Diseases and Resources for Maori. The Support Services category lists contact details for national and regional disability support services and the Equipment category profiles more than 6000 items of disability-related equipment.

Accessibility is a critical element. The website is available to anyone with Internet access and, in larger cities, is freely available at Disability Information Centres (☎ 0800 693 342 or ✉ nzfdic@xtra.co.nz to find your nearest centre). Users who cannot find the information they are seeking can email an information consultant or use the convenient Online Assistant dialogue link to “talk” to a consultant by typing queries and receiving an immediate answer.



[www.nzliteracyportal.org.nz](http://www.nzliteracyportal.org.nz)

The New Zealand Literacy Portal was designed as a one-stop-shop for all stakeholders interested in the critical issue of adult literacy. The Portal, which has been developed to meet the needs of government officials, business, unions, ITOs, researchers and adult literacy practitioners, contains information about a wide range of literacy matters. Content has been catalogued under e-literacy, ESOL, Learning Disabilities, Literacy, New Literacies, Numeracy and Te Reo Maori. You'll find material about literacy contexts such as community, vocational, whanau, workplace and youth. There are also sections on New Zealand research and infrastructure projects, as well as useful literacy contacts and information about literacy.





# Overseas in Otago

Otago has added itself to the list of regions that are actively recruiting skilled workers from overseas to help plug their skill gaps – here's how

**IN THE FIRST YEARS OF THE NEW MILLENNIUM,** Otago's policy makers and economic development experts looked at their regional economy and said: "We have a problem." Declining population and rising skill shortages both posed a major threat to the region's prosperity.



## Identifying the problem: population decline and skill shortages

### LABOUR SUPPLY HAD BEEN FALLING

Dunedin's population declined by 3.2% between 1996 and 2001 (it has subsequently begun to rise again).

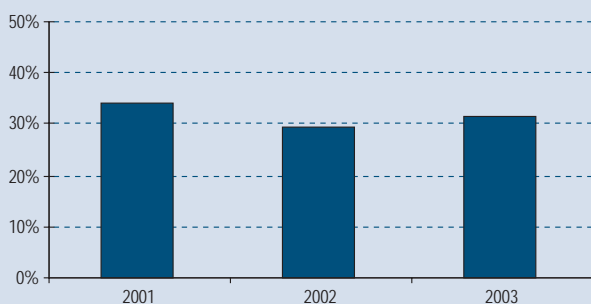
### INCREASING NUMBERS OF PEOPLE ARE NEEDED IN THE WORKFORCE

Employment in Otago has grown strongly, by 11% between 1998 and 2003; an estimated 9600 additional people are now in work • the new business creation rate has been double the national average.

### SKILL SHORTAGES IN THE REGION ARE PREVALENT IN:

engineering • construction • trades • manufacturing • health sectors

### % OF DUNEDIN BUSINESSES EXPERIENCING SKILL SHORTAGES



"Of the respondents who experienced difficulty recruiting in 2003, 60% stated their long-term business growth would be affected..."

Source: Dunedin City Council, 2003 Labour Needs Survey

## Addressing the problem: initiatives under way

With this kind of information in hand, a strategy has been drawn up. Over the past two years, Dunedin City Council, in cooperation with employers, other local authorities and representative organisations in Otago, has implemented or assisted with a number of initiatives.

- A Coca-Cola Careers Expo now takes place every year in Dunedin.
- The Mayors Taskforce for Jobs has revitalised the Local Employment Co-ordination Group to achieve better interaction between agencies working on employment.
- Dunedin school students have been involved in forming and running their own businesses under the Young Enterprise Scheme.
- Business development officers are developing industry initiatives to encourage young people towards the sectors that have skill shortages.
- Immigration strategies have been put in place to target skilled migrants, both from elsewhere in New Zealand and overseas.

Otago's immigration strategies offer an insight into two critical elements that have made a real difference: information infrastructure and personalised recruitment.

## Information infrastructure

Otago local authorities have taken on the role of providing the information infrastructure. In March 2002, Dunedin City Council launched the "I am Dunedin" advertising campaign. Television and print advertisements have promoted an awareness of Otago both nationally and internationally as an attractive place to live and work. At the WorkOtagoNZ website [www.workotagonz.co.nz](http://www.workotagonz.co.nz) users can search for job opportunities in the region and read about other aspects of living and doing business in Otago. A *Dunedin Advantage* lifestyle brochure (complete with CD-ROM) also highlights Dunedin's education, housing, business working and living opportunities.



An image from the "I am Dunedin" advertising campaign

## Personalised recruitment

With the infrastructure in place, personalised recruitment became the key to the success of the project. Learning from a similar initiative in Taranaki, experienced recruitment personnel were tasked with targeting job vacancies at potential migrants, offering the right candidates employment agreements on the spot, and then assisting them to settle in the region.

Bob Clark has been a recruitment consultant in Otago for 24 years. He knows Otago's employers and understands the difficulties some are having in recruiting staff. In 2002, Otago local authorities sponsored and attended a stand at the *Opportunities in New Zealand Expo*, an annual event in London for organisations wishing to showcase New Zealand job opportunities and lifestyle. Bob went along with 100 current vacancies and, over the course of the event, the team dealt with more than 350 people. Within the following month, 30 people with families were offered jobs and had committed themselves to come to Otago. For Bob, that's when the hard work really started.

Bob Clark says, "We're trying to make it as easy and as free flowing as possible. Before they come over, people want to know about anything from the schools, the accommodation and pay rates to who is going to meet them at the airport. The city council had done an excellent job with their CD-

ROM and website. What I would do is send an email back to the people and say, 'These are the websites you need to look at.' And they'd come back and ask questions such as, 'How do we open a bank account?' At that stage it becomes more personal and I use a lot of my own local knowledge about Otago."

*Top row, left to right: Gordon, Carole and Bob. Bottom row, left to right: Rhiana, Mhairie, Eilidh.*



## The migrant transition

Gordon McKay, his wife Carole and their three children migrated to Otago from Aberdeen in north-east Scotland in 2003. During the process they've received information and support from several sources.

### USEFUL RESOURCES

Gordon says, "I found the Dunedin City Council website [www.cityofdunedin.com](http://www.cityofdunedin.com) a useful starting point for researching Dunedin and the Otago area. There's information on the Otago culture and lifestyle as well as a special section for people moving out to Dunedin.

"The staff in the London office of the New Zealand Immigration Service were really friendly and helpful, and were always willing to answer any questions we had.

"Even someone just walking into the Opportunities in New Zealand Expo off the street and spending the day there would be well prepared for migration to New Zealand."

### CHALLENGES

But as Gordon explains, there were still challenges he and his family had to face, which new migrants and migrant support services may benefit from being aware of.

#### Getting a local's view

"Websites and written information can only get you so far. When you move somewhere new, something simple like going shopping can be really difficult. Before you arrive in a country it's best to have someone to contact who knows the area you're moving to – someone who can anticipate what you'll need to know and, when things get difficult, someone who can tell you everything is going to work out okay. Having a network of recent migrants willing to answer the queries of potential migrants would be a useful resource for any region."

#### Unanticipated costs

"It took months for our possessions to arrive by ship, so in the meantime we had to buy things like furniture and kitchen utensils. It's more common in New Zealand than the UK for rental properties to be unfurnished, so that's just another one of those 'little' things we didn't anticipate."

**SO FAR, 40 FAMILIES HAVE MIGRATED** from Britain to live and work in Otago. Thanks to the work of Otago local authorities and recruitment consultants such as Bob Clark, many more have the opportunity to do so.

[www.workotagonz.co.nz](http://www.workotagonz.co.nz)

info@workotagonz.co.nz or call Dunedin City Council on 144 3 477 4000'."/&gt;

**DUNEDIN CITY COUNCIL** ☎ (03) 477 4000

✉ [dunedin.business@dcc.govt.nz](mailto:dunedin.business@dcc.govt.nz) [www.cityofdunedin.com](http://www.cityofdunedin.com)

**THE NEW ZEALAND IMMIGRATION SERVICE** has a freephone number for visa and permit enquiries within New Zealand (FREE 0508 558 855 or ☎ (09) 914 4100 for people calling within the Auckland toll-free region. To get contact information for one of their offices in New Zealand or overseas, go to [www.immigration.govt.nz](http://www.immigration.govt.nz), click on *Offices and Fees* and then *View New Zealand and International Office Information*.



# Human Resource Professionals

Peter Marshall at the Human Resources Institute of New Zealand explains the growing importance of human resource professionals

## The importance of human resources

Human resources (HR) management is in the ascendancy. Employers are increasingly aware that the quality of their product or service depends on both the skills and attitudes of their employees, as well as the tools and systems they have to work with. At the same time, the wealth of opportunities in the current job market means businesses have to compete harder to attract people with the skills they need. As a result, the responsibilities of the HR professional – recruitment, retention and development – are now more closely connected to the strategic direction and success of the business than ever before.

## Workforce trends

HR professionals grew out of the personnel departments of large organisations. While staff recruitment, retention, training, health and safety, equal opportunity, employment regulation compliance and possibly disciplinary concerns are traditional responsibilities, HR is also a critical element today in many organisations' overall strategic direction. And the role of HR professionals has expanded to satisfy this requirement.



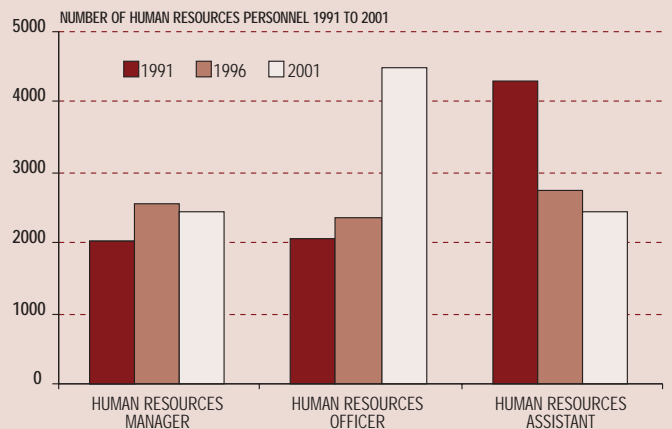
Ellen Dunster, HR Manager at AgResearch Ltd, explains: "Nowadays, in addition to sound technical know-how, HR practitioners must have good business acumen that enables them to both understand the company's strategic direction and work alongside their business colleagues; strategic and analytical expertise to identify organisational issues and develop initiatives that will assist the company to realise the true potential of its people; and behavioural skills to assist in developing employee motivation and commitment."

An important trend of the last decade has been the rise of "green field" HR positions, created when HR practitioners are recruited by small organisations to start an HR function from scratch. HR consultancies are also a relatively new phenomenon. They work with small and medium sized companies that do not have in-house HR support and with bigger companies that have HR support but require a specialised area of expertise for a one-off project such as a restructuring. There has also been a drive throughout the profession towards streamlining and greater efficiencies, resulting in administrative tasks such as payroll becoming automated.

## HR OCCUPATIONS

Large organisations may employ HR staff at three broad levels of seniority. HR managers (or HR directors) liaise directly with executives and other senior managers to develop an HR plan that is consistent with the business strategy, and ensure that the plan is carried through. The work of HR officers (often called HR professionals or consultants) involves delivering the HR plan. Officers may be responsible for all the HR issues pertaining to a section of an organisation, or specialise in an area such as performance management, remuneration, organisational development, internal communication or behavioural psychology. The role of HR assistants is largely administrative. They work at a lower level of responsibility and autonomy compared to HR officers, although a degree of judgement and expertise is often necessary.

## HUMAN RESOURCE OFFICERS ARE ON THE RISE



Source: Statistics New Zealand, 1991, 1996 and 2001 Census of Population and Dwellings

**IT IS DIFFICULT TO ACCURATELY MEASURE** the number of HR professionals currently working in New Zealand because Census classifications place many HR "consultants" under the broader heading of management consultants. However, HR managers, officers and assistants together amount to about 9300 people. The number of *HR officers* in New Zealand more than doubled between 1991 and 2001, *HR managers* grew in number by 22%, while the number of *HR assistants* fell by almost a half.

#### REGIONAL EMPLOYMENT

HR professionals work mostly in the major metropolitan areas of Auckland and Wellington and, to a lesser extent, Christchurch. In 2001, 40% of people working in HR-related occupations were in Auckland, with a further 23% in Wellington – that’s nearly two-thirds of all HR staff working in the country’s two largest cities. Since the early 1990s, the growth in HR professionals has mostly occurred in Auckland.

#### INDUSTRY EMPLOYMENT

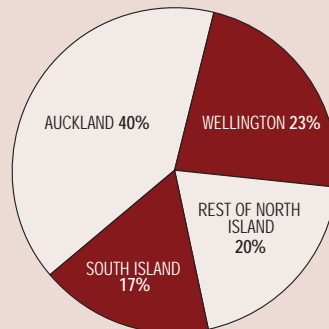
HR professionals are found in any industry. Outside HR consultancies, the largest numbers work in business and financial services, manufacturing and in the public sector, with HR functions in hospitals, on district health boards, and in universities and government departments.

#### The future role of HR

Workforce morale is increasingly recognised as critical to business success, leading HR practitioners to promote family-friendly workplaces and work-life balance. Current and future trends also suggest the workforce is becoming more diverse. Under these conditions, HR practitioners’ role may extend into developing policies to recruit and develop the skills of people from a broader range of backgrounds. The **EQUAL EMPLOYMENT OPPORTUNITIES (EEO) Trust** featured on page 24 has developed a free, online training resource for HR professionals and recruitment consultants. Called *Tools For Tapping Into Talent*, it is designed to ensure practitioners are:

- clear about their legal responsibilities and liabilities in recruiting staff
- effective in recruiting and assessing diverse staff
- able to give sound advice to their clients about recruiting diverse staff.

REGIONAL DISTRIBUTION OF EMPLOYMENT IN HR PROFESSIONS IN 2001



Source: Statistics New Zealand, 2001 Census of Population and Dwellings



Jan Mottram, Director of Human Resources at Vodafone New Zealand, recommends that students and new entrants to the industry take notice of the following trends:

“Organisations are constantly reshaping to respond to competitive, environmental, regulatory and technological changes. This means organisations must continually review the skills and capabilities required of their staff both now and in the future, and make decisions around what is ‘core’ to the business and what could be outsourced. HR practitioners are increasingly taking a lead role in managing these changes. Another development is the alignment of the organisation’s internal culture and values with the external brand. This entails a close relationship with the marketing team to understand the basis on which the company is looking to compete and differentiate in the marketplace.”

#### How do I become an HR professional?

Non-graduate entrants to the profession often begin their working lives in general administration, then gravitate to payroll and personnel administration. Most tertiary institutes offer opportunities to study for certificates and diplomas in HR areas.

Graduate entrants to the profession may possess degrees in management, business, psychology or law, with HR papers. A general degree can also demonstrate the requisite level of academic achievement, but it is ideally augmented with a post-graduate qualification in management and HR.

Work experience is also important. Short-term or part-time HR positions are useful ways to gain a foothold, and networking is also important. Jan Mottram recommends getting “experience in as many different HR specialities as possible”. This can be obtained “in smaller organisations where HR roles tend to be less specialised”.

“Experience in a range of industries is really beneficial to understand how different organisations develop different HR policies and programmes to suit their environment,” says Jan, whose experience includes the public sector, manufacturing, financial services, IT and telecommunications. “It’s also valuable to get experience outside HR, as a line manager or supervisor.” A general business background can provide a successful doorway into the HR profession because people-management skills are transferable and, with HR practitioners often working alongside operational managers, an understanding of their role facilitates the relationship. ●

Joining the **HUMAN RESOURCES INSTITUTE OF NEW ZEALAND (HRINZ)**, getting involved with local branch activities and talking to fellow practitioners is a good way to raise your profile in the HR community. HRINZ runs various courses on a national basis with the aim of “developing” both general and specific HR skills. Each branch runs special interest groups and networking events.

☎ (04) 499 2966 ✉ [hrinz@hrinz.org.nz](mailto:hrinz@hrinz.org.nz) [www.hrinz.org.nz](http://www.hrinz.org.nz)

The **EEO TRUST** helps employers adapt to and embrace the diversity of the workforce through the use of EEO principles and best practice.

☎ (09) 525 3023 ✉ [admin@eootrust.org.nz](mailto:admin@eootrust.org.nz) [www.eootrust.org.nz](http://www.eootrust.org.nz)

# The Labour Market Explained: Employment



**workINSIGHT issue 3** (published in November 2003) began a series of articles that explain the indicators used in the *Labour Market Barometer* – how they are measured and what they reveal about the performance of the job market. Unemployment was covered first. This time, we look at employment.

## Employment is the number of people in work

The measure of employment reported in the *Labour Market Barometer* is sourced from the **HOUSEHOLD LABOUR FORCE SURVEY (HLFS)**, which surveys people every three months about their work situation. HLFS employment is the number of people in work, not the number of jobs. This is an important distinction, because a person may have two or more jobs but they will be counted only once as being employed.

To be considered employed, a person must be working one or more hours per week:

- as a paid employee (these people make up 80% of employment)
- in self-employment without employees (12% of employment)
- as an employer (7% of employment)
- as an unpaid worker for a family business (less than 1% of employment).

One hour per week of work may not sound like much, but any other threshold (for example, five hours or 10 hours) would be an arbitrary choice. To get a more detailed picture of the amount of work people do, information is also gathered on the number of hours employed people work. For instance, it tells us that the number of people working few hours is actually quite small; only 6% of all employed people work less than 10 hours per week.

## Rising employment

Employment in New Zealand has been rising for more than a decade (apart from the period 1996-98). Compared to 1991, when the rise started, there are now approximately 500,000 more people in work. That's an increase in the number of people employed of just over a third.

## What rising employment tells us about the job market

Rising employment is one of the clearest indications we have that the job market is working successfully. It means:

- employers have more work to offer (usually because their customers, either in New Zealand or overseas, want to buy more of their goods and services)
- there are people available with the skills to carry out the work.

Of course, there are other things to consider, such as the quality and sustainability of the new jobs, both of which are important in ensuring that people entering employment are able to achieve financial independence. The quality of a job can be measured against criteria such as its level of earnings, and whether there are opportunities to develop and move into higher skilled work. Sustainability means the job is stable, as opposed to providing work for only a short period, after which the employee is again out of work.

## The benefits of work to people getting the jobs...

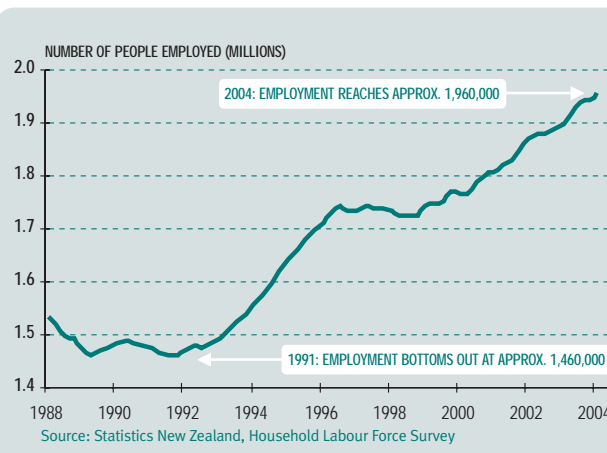
Work leads to higher income, which, if sustained over time, can bring financial independence and a better standard of living. People may be immediately financially better off in work than out of work if their wages pay more than the Unemployment Benefit or other forms of income support. The benefits of work are more likely to be realised over the longer term, as it raises a person's future earnings potential by giving them the opportunity to become more highly skilled (either through formal training or simply working on the job).

The benefits of work to the individual can be more than financial. People who have experienced long periods out of work have, on starting work again, expressed greater confidence and self-esteem, and a sense of being more closely connected to their community.

## ...and how the benefits are shared more widely

An additional wage earner in the household means there's more money to be shared around. This money benefits the wider community because members of the household spend their money on goods and services produced by local businesses.

The benefits even spread across the whole country. More people in work means more money is paid in tax. This might not seem desirable to taxpayers, but when the government has more resources to invest in such things as health, education and community initiatives, everybody benefits. What's more, while improved health, better education and strong communities are desirable in themselves, they can also have beneficial spin-offs such as greater equality of health and living standards, and reductions in poverty and crime. ●



**THE DEPARTMENT OF LABOUR** publishes a six-monthly series of regional reports that keep you up to date with the state of your regional job market, including the latest trends in employment. They are available on the Department of Labour website [www.dol.govt.nz/lmr-regional.asp](http://www.dol.govt.nz/lmr-regional.asp).

**STATISTICS NEW ZEALAND** produces a range of job market data, including employment. On the website [www.stats.govt.nz](http://www.stats.govt.nz) click on the topic *People and Society* and then *Employment and unemployment* to access information about data sources, information releases and publications. Alternatively, you can contact the information centre ☎ 0508 525 525 ✉ [info@stats.govt.nz](mailto:info@stats.govt.nz).



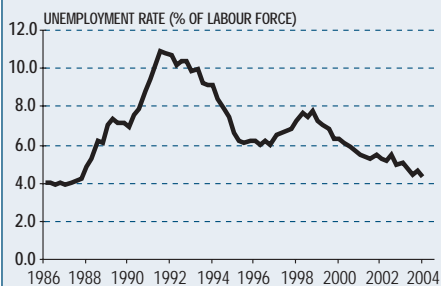
# Labour Market Barometer

**OVERVIEW:** New Zealand employers are continuing to take on more people. Employment growth has picked up again, people are working more hours, and “under-employment” is falling. A fall in unemployment to a 16-year low is the best news of all, but such tight job market conditions mean that employers’ recruitment difficulties show no sign of easing.

## UNEMPLOYMENT RATE AT A 16-YEAR LOW

Employment growth picked up again in the first quarter of 2004, after slackening towards the end of 2003. As a result, the unemployment rate fell to a 16-year low of 4.3%. This translates into 87,000 unemployed people, 12,000 fewer than at the same time a year ago and a drop of more than half since unemployment peaked in 1991. The job market is clearly in good shape, and to elaborate further, this edition of the *Labour Market Barometer* looks at some alternative measures of job market performance. Indicators such as under-employment, hours worked and redundancies rarely make the headlines, but can provide a much deeper understanding of job market performance.

The total number of hours worked by people in employment grew by 3.5% in the year to March 2004. A greater number of people in jobs generally leads to growth in the total number of hours being worked, but only twice in the past five years has growth been higher. This is because recent job growth has mostly been in full-time work (30 hours or more per week) rather than part-time work. In the year to March 2004, full-time work grew by 3.9%, while part-time work was up only 0.7%.



Source: Statistics New Zealand, Household Labour Force Survey. Figures are seasonally adjusted.

## HEADLINE LABOUR MARKET INDICATORS

	MAR 2003	JUN 2003	SEP 2003	DEC 2003	MAR 2004
ECONOMIC GROWTH (ANNUAL % CHANGE)	4.3	2.9	3.6	3.2	
EMPLOYMENT GROWTH (ANNUAL % CHANGE)	1.5	2.0	3.3	2.7	3.2
UNEMPLOYMENT RATE (AVERAGE % FOR THE QUARTER)	5.0	4.7	4.4	4.6	4.3

Source: Statistics New Zealand, National Accounts (economic growth) and Household Labour Force Survey (employment growth and unemployment rate). Figures are seasonally adjusted.

## UNDER-EMPLOYMENT IS FALLING

People who are working part-time are increasingly being given the chance to work more hours if they want to. This is also contributing to the growth in total hours worked. In the March 2004 quarter, only 21% of part-time workers who wanted to work more hours were not able to do so. That's the lowest this indicator of “under-employment” has been since the question was first asked in 1990.



Source: Statistics New Zealand, Household Labour Force Survey

## EMPLOYERS ARE RETAINING THEIR EXISTING STAFF

Redundancies are also a useful indicator of job market performance because they reflect the extent to which employers want to retain their existing workforce. In the March 2004 quarter, only 9% of unemployed people said they had left their last job because they were laid off or made redundant. This is the lowest percentage since the survey started in 1985.



Source: Statistics New Zealand, Household Labour Force Survey

## LABOUR MARKET TERMS

**WORKING AGE POPULATION:** the number of people aged 15 years and over.

**LABOUR FORCE:** the number of people either in work (employed) or available for and actively seeking work (unemployed).

**NOT IN THE LABOUR FORCE:** the number of people not in work and not available for work and/or not actively seeking work.

**EMPLOYMENT:** the number of people who work for at least one hour per week.

**HOURS WORKED:** the total number of hours worked by employed people.

**UNEMPLOYMENT:** the number of people not in work, but who are available for and actively seeking work.

**UNDER-EMPLOYMENT:** the number of people working part-time (less than 30 hours per week) who want to work more hours.

**LABOUR FORCE PARTICIPATION RATE:** the proportion of the working age population that is in the labour force.

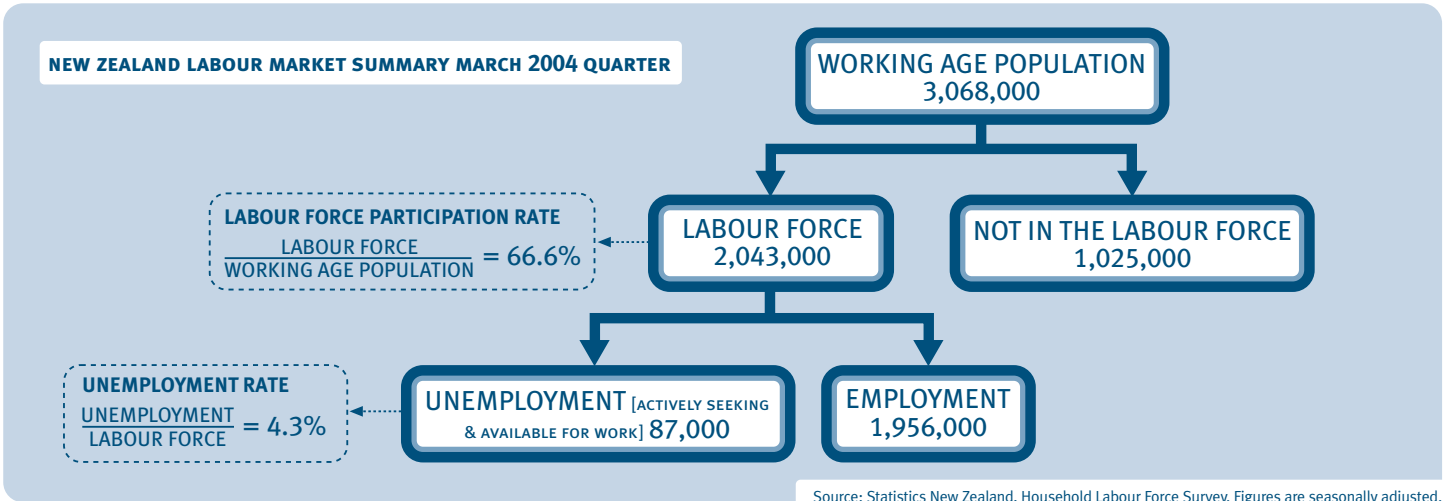
**UNEMPLOYMENT RATE:** the proportion of the labour force that is unemployed.

**QUARTER:** a three-month period (for example, the March 2004 quarter denotes the period from 1 January 2004 to 31 March 2004).

**QUARTERLY CHANGE:** the change between one quarter (for example, the March 2004 quarter) and the previous quarter (the December 2003 quarter).

**ANNUAL CHANGE:** the change between one period (for example, the March 2004 quarter) and the same period a year earlier (the March 2003 quarter).

**YEAR TO YEAR CHANGE:** the change between the average for a whole year (for example, the 12 months from April 2003 to March 2004) and the average for the previous year (the 12 months from April 2002 to March 2003).



## SKILL SHORTAGES

**HEADLINE SKILL SHORTAGE INDICATORS**

	MAR 2003	JUN 2003	SEP 2003	DEC 2003	MAR 2004
DIFFICULTY FINDING SKILLED LABOUR (NET % OF EMPLOYERS)	43	33	40	50	45
DIFFICULTY FINDING UNSKILLED LABOUR (NET % OF EMPLOYERS)	21	14	21	27	25
LABOUR IS FACTOR MOST LIMITING EXPANSION OF BUSINESS (% OF EMPLOYERS)	14	14	16	20	23

Source: NZIER, Quarterly Survey of Business Opinion

**WITH UNEMPLOYMENT FALLING FURTHER**, skill shortages remain at high levels. The number of employers reporting that labour was *the factor most limiting the expansion of their business activity* hit a 30-year high of 23% in March 2004. This underlines that, although reports of skill and labour shortages have fallen slightly, the job market remains very tight.

In March 2004, a net 45% of employers had *more difficulty finding skilled labour* and a net 25% of employers had *more difficulty finding unskilled labour*. Both results mark a slight fall on what were very high results in December 2003.

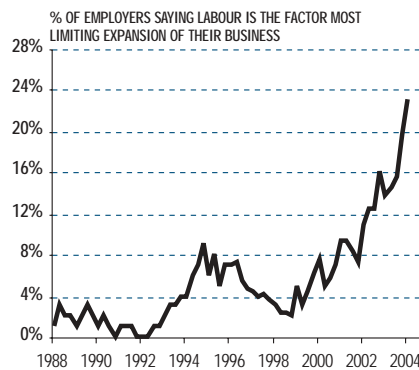
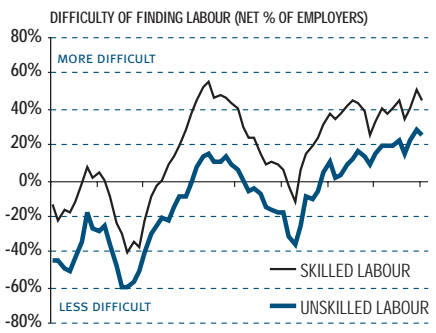
### MONITORING SKILL SHORTAGES

The Quarterly Survey of Business Opinion (QSBO) is carried out by the New Zealand Institute of Economic Research (NZIER). Employers are asked whether it is harder or easier to find skilled labour, or whether their recruitment situation remains the same as it was in the previous survey three months earlier (a similar question is asked about unskilled labour). To get the “net difficulty” figures given here, the percentage of employers answering “easier” is subtracted from the percentage answering “harder” and an adjustment is made for employers who answer “not applicable”.

Unfortunately, as well as measuring true *skill shortages*, employers might also answer “harder” if they are experiencing *recruitment difficulties* or *skill gaps* (see *SKILL SHORTAGES EXPLAINED* in *workINSIGHT* issue 1, November 2002, for a more detailed explanation of these terms).

As well as asking employers about their difficulty in finding skilled and unskilled labour, the QSBO also asks them to specify the main factor limiting their ability to expand production/business activity (choices include sales, materials, finance, capital and labour). The percentage of employers who identify “labour” is monitored as a labour shortage indicator.

### SKILL SHORTAGES REMAIN HIGH



**SKILL SHORTAGES IN INDUSTRIES OVER THE PAST YEAR**

In the 12 months to March 2004, reports of difficulties in finding skilled and unskilled labour rose across the country as a whole. The service and merchant (wholesalers/retailers) sectors followed the national trend, but reported difficulties fell in the manufacturing and building sectors. However, skill and labour shortages remain high in all areas. In March 2004, the percentage of employers reporting that labour was *the factor most limiting the expansion of their business activity* hit a new all-time high of 42% in the building sector, and reached high levels among manufacturers and service sector employers.

Initial results from the Department of Labour's Job Vacancy Monitoring Programme support what builders are saying about skill shortages. In 2003, employers advertising vacancies in building trades were able to fill only 40% of their job vacancies, compared with a 70% fill rate for employers advertising vacancies in professional occupations (see page 6 for further results from the *Job Vacancy Monitoring Programme*). More than three-quarters of Work and Income work brokers also reported a shortage of building and construction workers in early 2004 (see the Work and Income work brokers survey results below).

**SKILL SHORTAGES IN REGIONS OVER THE PAST YEAR**

In March 2004, the percentage of employers reporting that labour was *the factor most limiting the expansion of their business activity* reached record levels in the Upper North Island (24%) and the South Island (27%) and remained strong in the Lower North Island (20%). Regional reports of difficulties in finding skilled and unskilled labour were a mix of rises and falls over the 12 months to March 2004, but overall, skill shortages remain high everywhere and are most acute in the South Island.

**INDUSTRY & REGIONAL LABOUR SHORTAGE INDICATORS**

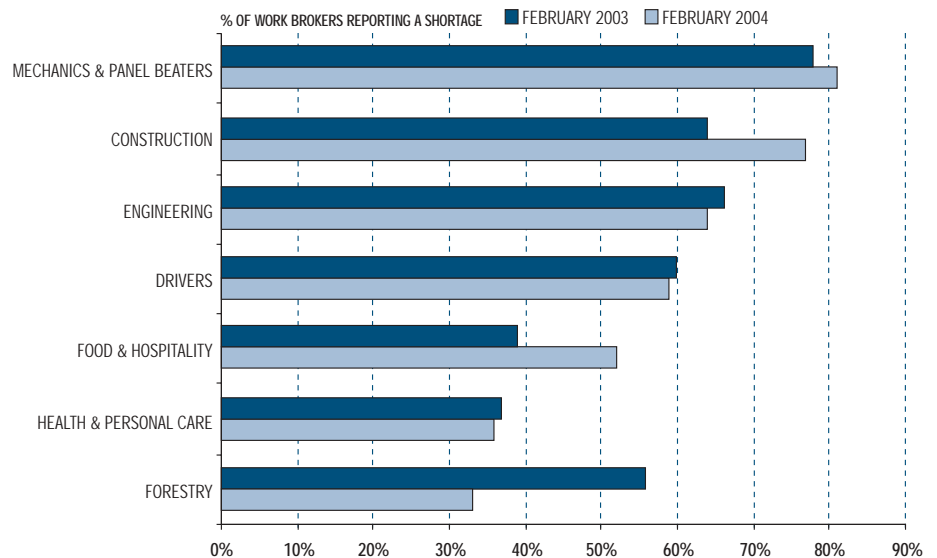
INDUSTRY/REGION	DIFFICULTY FINDING SKILLED LABOUR (NET % OF EMPLOYERS)		DIFFICULTY FINDING UNSKILLED LABOUR (NET % OF EMPLOYERS)		LABOUR IS FACTOR MOST LIMITING EXPANSION OF BUSINESS (% OF EMPLOYERS)	
	MAR 2003	MAR 2004	MAR 2003	MAR 2004	MAR 2003	MAR 2004
MANUFACTURERS	45	40	20	19	8	15
BUILDERS	54	45	27	24	23	42
MERCHANTS (WHOLESALE/RETAILERS)	42	51	23	25	8	8
SERVICES	41	45	20	29	16	27
UPPER NORTH ISLAND	43	40	21	23	14	24
LOWER NORTH ISLAND	35	38	14	14	16	20
SOUTH ISLAND	53	45	22	26	10	27
<b>TOTAL</b>	<b>43</b>	<b>45</b>	<b>21</b>	<b>25</b>	<b>14</b>	<b>23</b>

Source: NZIER, Quarterly Survey of Business Opinion

**WORK AND INCOME** work brokers are surveyed on the occupations for which employers are experiencing difficulty in recruiting staff. In the February 2004 survey:

- 81% of work brokers felt that vehicle and engine service and repair workers (mainly mechanics and panelbeaters) were in shortage, the highest figure recorded since the survey began in 2001
- close behind were building and construction workers, with an unprecedented 77% of work brokers reporting a shortage
- the percentage of work brokers reporting shortages of forestry workers has fallen in the past year – many forestry firms, particularly in the central North Island, had to lay off workers in 2003.

**MORE WORK BROKERS REPORT SHORTAGES OF MECHANICS, PANELBEATERS AND CONSTRUCTION WORKERS**



Source: Ministry of Social Development, Work Brokers Survey

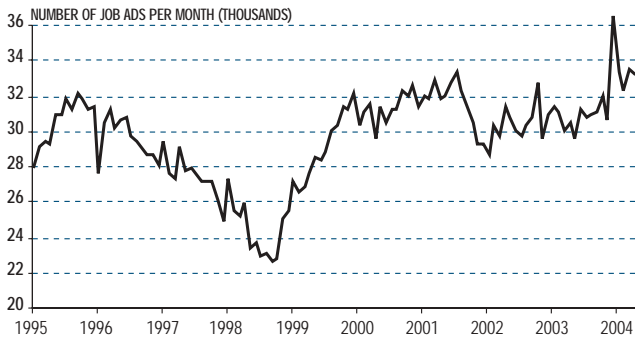
## LABOUR MARKET OUTLOOK

### THE NEXT THREE MONTHS: FURTHER JOB GROWTH EXPECTED

The outlook is for further job growth over the next three months. Job advertisements are a good guide to recruitment intentions. The monthly ANZ Job Ad series jumped to record levels towards the close of 2003. This turned out to be a blip, but job ads remain high in early 2004.

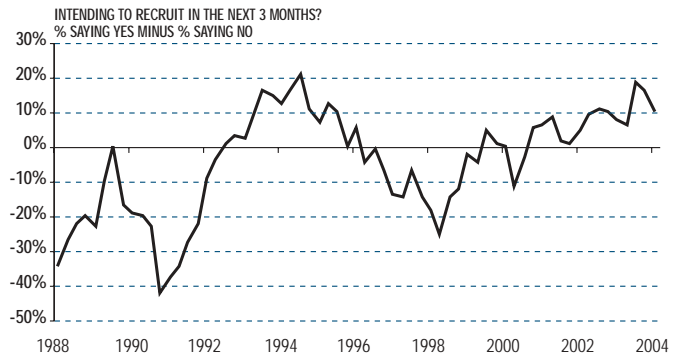
Employers' reports about their employment intentions in nationwide surveys also point to further job growth in the short term. The March 2004 QSBO reports a net 10% of employers stating that they intended to recruit staff some time in the next three months. This marks a fall in employment intentions from those recorded in the second half of 2003, but in the context of trends over the past 15 years, 10% is a strong result.

### JOB ADS STILL AT HIGH LEVELS



Source: ANZ Bank, Job Ad series. Figures are seasonally adjusted.

### EMPLOYMENT INTENTIONS REMAIN STRONG



Source: NZIER, Quarterly Survey of Business Opinion

### THE COMING YEAR: JOB GROWTH EXPECTED TO SLOW

Job growth in the next 12 months is expected to be slower than in the past 12 months as difficulties in the export sector begin to drag on economic growth. Exporting businesses are having a hard time at present. The strength of the New Zealand dollar has cut profit margins and staff lay-offs are expected over the coming 12 months. However, the strength of the domestic economy is expected to offset this.

Businesses that sell their goods and services to New Zealanders are trying to recruit more people to keep up with strong customer demand. Workers laid off from the export sector are, therefore, expected to encounter job opportunities in the domestic sector.

Slower job growth in the coming year is not expected to signal the start of a longer-term decline. Growth is expected to strengthen again over the next two to three years. ●



# Work and Income Service Centre Contacts

## Updated August 2004

Work and Income offers a single point of contact for New Zealanders needing work-search support, income support and in-work support. There are Service Centres nationwide. Find yours below and phone the call centre to make an appointment. (FREE 0800 559 009 Monday to Friday 7am to 6pm, Saturday 8am to 1pm (if you drop into one of the centres without an appointment, there's no guarantee that staff will be able to see you that day).

	Site Location	Street Address	Site Location	Street Address		
<b>NORTHLAND</b>	Dargaville Heartlands Service	68-72 Normanby Street	<b>EAST COAST</b>	Flaxmere	Flaxmere Village Centre	
	Kaikohe Heartlands Service	Memorial Avenue		Gisborne	Tangata Rite Building, Lowe Street	
	Kaitiā Heartlands Service	34-36 Commerce Street		Hastings East	208 Heretaunga Street East, Hastings	
	Kamo	420 Kamo Road, Whangarei		Hastings West	819 Heretaunga Street West, Hastings	
	Kawakawa	62 Gillies Street		Kaiti	Kaiti Mall	
	Kerikeri	Keri Centre, Fairway Drive		Napier City	Ground Floor, Vautier House, Corner Vautier & Dalton Streets	
	Onerahi	Shop 6, Onerahi Mall		Napier South	Ground Floor, Dalton House, Corner Dalton & Vautier Streets	
Whangarei South/Central	Walton Plaza, 3-5 Albert Street	Ruatoria	32 Barry Avenue			
<b>WAIKATO</b>	Albany	44 Corinthian Drive	Taradale	15 Lee Road, Napier		
	Avondale	44-48 Rosebank Road	Waipukurau	78 Ruataniwha Street		
	Birkenhead	87 Birkenhead Avenue	Wairoa Heartlands Service	236 Marine Parade		
	Browns Bay	97 Clyde Road	<b>TARANAKI</b>	Hawera Heartlands Service	Unit 1, 15 Union Street	
	Glenfield	1 Peach Road		Marton	314 Broadway	
	Glenmall	20 Oats Road, Glen Eden		New Plymouth	Tasman Towers, 60 Gill Street	
	Helensville	40 Commercial Road		Stratford	208 Broadway	
	Mount Albert	945a New North Road		Taihape	58 Tui Street	
	Mount Eden	191-193 Dominion Road		Taumarunui Heartlands Service	Meredith House, Marae Street	
	New Lynn	5-9 Hugh Brown Drive		Te Kuiti	45 Taupiri Street	
	Queen Street	Level 3, 450 Queen Street, Auckland City		Waitara	25 Queen Street	
	Orewa	8-10 Tamariki Avenue		Wanganui	193 Victoria Avenue	
	Ponsonby	Shop 5, 100 Ponsonby Road		Wanganui Saint Hill Street	151 Saint Hill Street	
	Point Chevalier	1180-1182 Great North Road	<b>CENTRAL</b>	Palmerston North Central/South	509-511 Main Street	
	Takapuna	519 Lake Road		Palmerston North Terrace End	336 Broadway	
	Waiheke Island	Shop 1, 116 Ocean View Rd, Oneroa		Dannevirke	79 High Street	
	Waipareira	Corner Edmonton & Great North Roads, Henderson		Feilding	110-114 Manchester Street	
Waitakere	36-44 Sel Peacock Drive, Henderson	Foxton		Corner Wharf & Main Street		
Warkworth	Winscombe Mall, 37 Queen Street	Levin		Corner Durham & Salisbury Streets		
Westgate	Westgate Shopping Mall, Corner Fernhill & Hobsonville Roads, Massey, Waitakere City	Masterton & Wairarapa		49-51 Lincoln Road, Masterton		
<b>MANUKAU</b>	Clendon	Clendon Shopping Centre, Corner Roscommon & Palmers Roads		Otaki	11 Main Street	
	Glen Innes	40-42 Mayfair Place		Coastlands	Ground Floor, Coastlands Shopping Mall, Paraparaumu	
	Highland Park	491 Pakuranga Road		<b>WELLINGTON</b>	Johnsonville	33-38 Johnsonville Road
	Hunters Corner	139 Great South Road	Kilbirnie		21-25 Bay Road	
	Mangere	93 Mascot Avenue	Lower Hutt		Corner High Street & Queens Drive	
	Manukau	2 Osterley Way	Naenae		4 Hillary Court	
	Manurewa	12 Selwyn Road	Newtown		156-158 Riddiford Street	
	Onehunga	201-211 Onehunga Mall	Porirua		4 Lydney Place	
	Otahuhu	4 Fairburn Road	Upper Hutt		162-164 Main Street	
	Otara	52-60 Lovegrove Crescent	Wainuiomata		Shop 6, The Mall	
	Papakura	20-22 Queen Street	Wellington City/Central		111 Dixon St	
	Papatoetoe	17 Shirley Road	<b>NELSON/WEST COAST</b>		Blenheim	3 Alfred Street
	Panmure	8 Mountwell Crescent, Mount Wellington		Greymouth	112-116 Mackay Street	
	Pukekohe	9-11 Tobin Street		Motueka	175 High Street	
	Three Kings	3 Kings Plaza, 536 Mount Albert Road		Nelson	22 Bridge Street	
	Waiuku	57a Queen Street		Richmond	275-279 Queen Street	
	<b>WAIKATO</b>	Cambridge		69 Duke Street	Stoke	Central Mall, Songer Street
Dinsdale		Shop 14, Dinsdale Shopping Complex, Hamilton		Takaka	14 Motupipi Street	
Five Cross Roads		3 Fifth Avenue, Hamilton		Westport	212 Palmerston Street	
Glenview		Glenview Shopping Mall, Ohaupo Road, Hamilton		<b>CANTERBURY</b>	Ashburton	Corner Cass & Moore Streets
Hamilton Central		317 Victoria Street			Christchurch Central	231 High Street
Hamilton East		384 Grey Street	Hornby		375 Main South Road	
Huntly		160 Main Street	Kaiapoi		92 Williams Street	
Matamata		78 Arawa Street	Linwood		218 Linwood Ave, Eastgate	
Morrinsville		181 Thames Street	New Brighton		26 Beresford Street, Christchurch	
Ngaruawahia		Corner Newcastle & Galileo Streets	Papanui		7 Winston Avenue	
Paeroa		Corner Te Aroha & Rotokauri Streets	Rangiora		Corner Good & Blake Streets	
Te Awamutu		105 Sloane Street	Riccarton		76-78 Riccarton Road, Christchurch	
Thames		646 Pollen Street	Shirley		1 Shirley Road, Edgeware	
Waihi		Seddon Street	Stanmore	405 Worcester Street		
<b>BAY OF PLENTY</b>		Greerton	238 Chadwick Road	Sydenham	Corner Elgin & Colombo Streets	
		Kawerau	Tarawera Mall, Plunket Street	<b>SOUTHERN</b>	Alexandra	57 Tarbert Street
		Mt Maunganui	105 Mount Maunganui Road		Balclutha	Corner Charlotte & George Streets
	Opotiki	93 Church Street	Dunedin City		308 Moray Place	
	Rotorua	1207 Pukuatua Street	Gore		24 Traford Street	
	Taupo	77 Heu Heu Street	Invercargill		9 Tay Street	
	Tauranga	Corner Spring & Durham Streets	Mosgiel		2 Factory Road	
	Te Puke	31 Jellicoe Street	Oamaru		23 Coquet Street	
	Tokoroa	8-10 Torphin Crescent	Queenstown Heartlands Service		9 Shotover Street	
	Turangī Heartlands Service	Tamamutu House, Ohaunga Road, Town Centre	South Dunedin		127 Hillside Road	
	Whakatane	Pyne Street	The Gardens		21 North Road, Dunedin	
			Timaru	14 Strathallan Street		

# Department of Labour Services



The Department of Labour Te Tari Mahi is working to help people have high-quality working lives and live in thriving, inclusive communities. Contact your nearest Department of Labour branch, visit [www.dol.govt.nz](http://www.dol.govt.nz) or call one of the numbers on this page.

## Sorting out problems at work for employees and employers

Want free information or help on your employment rights and responsibilities? Get guidance on minimum pay and conditions, holidays and paid parental leave, employment agreements and union membership rights, plus help – including free mediation – to solve employment problems from the **Employment Relations Service Te Ratonga Hononga Taimahi**, freephone 0800 800 863 or visit [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz).

## Safety and health at work

Need help to make your workplace safe and healthy? Get free information and advice on worker involvement, business health and safety plans, managing hazards, preventing injuries or reporting a workplace accident or illness, from **Occupational Safety and Health (OSH) Te Ratonga Oranga**. Find your nearest OSH office in the phone book Blue Pages or visit [www.osh.govt.nz](http://www.osh.govt.nz).

## Developing employment in your community

Want help to grow your group's ideas and skills, and develop options for employment in your area? Contact the **Community Employment Group (CEG) Te Ahu Tangata**. Fieldworkers around New Zealand can help with planning, projects, information, advice, contacts, resources and funding options. Contact your nearest CEG in the phone book Blue Pages or visit [www.ceg.govt.nz](http://www.ceg.govt.nz).

## Immigration and settlement

Do you have job vacancies or investment opportunities where new migrants may be able to help? To find out more about visas and permits for people to visit, work, study or live in New Zealand; or for information about getting new migrants into your community, contact the **New Zealand Immigration Service Te Ratonga Manene**, freephone 0508 558 855 or visit [www.immigration.govt.nz](http://www.immigration.govt.nz).

## Information about skills and work

Get free information about education and training choices, finding work, upskilling, planning your career, building a business and finding staff from **WorkSite/PaeMahi** [www.worksite.govt.nz](http://www.worksite.govt.nz). For labour market research including employment reports, work-life balance and the future of work see [www.dol.govt.nz](http://www.dol.govt.nz).

## Maori perspective

To ensure these services reflect Maori needs and aspirations, the **Maori Perspective Unit** links Maori communities with Department of Labour people, gets information to Maori communities and advises Department staff on kaupapa Maori. Phone the **National office** on (04) 915 4523 to find out about your local MPU adviser.

## Pacific focus

To make sure our services and advice meet Pacific peoples' needs and aspirations, the Department keeps up links with New Zealand's Pacific communities and our network of Pacific staff throughout New Zealand. Contact Pacific staff through your local Department of Labour office.