Briefing Note: ‘Got a Trade? Got it Made!’ Campaign

To: Hon Chris Hipkins, Minister of Education

Date: 13 August 2018

Security Level: In Confidence

Priority: Medium

METIS No: 1145743

St 9(2)(a)

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Deputy Secretary (Acting)
Parent Information and Community Intelligence

DDI: No

Messaging seen by Communications team: No

Round Robin: No

Tēnā koe Minister,

Purpose of Report

The purpose of this paper is for you to:

a. note that the Ministry of Education is supporting the Industry Training Federation to extend the ‘Got a Trade? Got it Made!’ campaign through funding four additional events in high NEETs regions.

b. consider attending one or more of the events that will be held in Whakatane (13 Sept), Whangarei (18 Sept), Gisborne (25 Sept) and Hastings (27 Sept)

c. note that this Briefing will be proactively released.
Summary

You are launching the 'Got a Trade? Got it Made!' Campaign at Parliament on 20 August.

This report provides you with information about the Ministry's support of the Industry Training Federation's campaign to:

- extend the campaign to four regions with high NEET populations (Whangarei, Whakatane, Gisborne, Hastings)
- place a greater focus on trades and services in study and careers planning for Years 9 and 10 at these four events.

Rose Jamieson
Deputy Secretary (Acting)
Parent Information and Community Intelligence

13/08/2018
Background

1. The Industry Training Federation (ITF) runs its successful ‘Got a Trade? Got it Made!’ campaign each year in August and September. The campaign aims to raise the awareness of apprenticeships and highlight that trades can be considered a first choice career pathway.

2. The campaign kicks off with the Got a Trade Week which runs from 20-24 August, and commences with a launch you are hosting at Parliament on 20 August.

3. For 2018 the ITF has again developed a campaign targeting young people to enter the trade and service industry from across New Zealand. The campaign includes national and regional advertising, and roadshow events in Auckland, Wellington and Christchurch. The existing ITF roadshow format allows employers in the trades and service industries to interact directly with young people, their parents and whānau, and teachers about their respective sector.

Supporting transitions into employment in high NEETs regions

4. In New Zealand 11.6% of young people are currently not in employment, education and training (NEET). In four regions the NEET percentage is considerably higher (Northland 18.2%, Bay of Plenty 14.9%, Hawkes Bay 17.6%, Gisborne 21.8%)\(^1\).

5. The Ministry of Education approached the ITF to consider extending their existing ‘Got a Trade? Got it Made!’ campaign by:
   - Delivering the campaign beyond the Auckland, Wellington and Christchurch to four centres with high NEET populations (Whakatane, Whangarei, Gisborne, Hastings)
   - Having an additional careers focus to their existing ‘Speed Meet’ format to provide young people, parents and whānau, and teachers, with opportunities earlier in their career planning to learn more about trades and services as a first choice career
   - Providing supporting resources for schools and communities, such as posters and communications.

6. Young people, their parents and whānau, and schools will be invited to attend ‘Got a Trade? Got it Made!’ career events in Whakatane (13 Sept), Whangarei (18 Sept), Gisborne (25 Sept) and Hastings (27 Sept). These career events provide an opportunity for students and their parents to meet local employers, explore career pathways into trades within their own regions, and enhance their knowledge about what is involved in working in a trade or service.

7. The events will be based on the existing ITF model with the addition of the early careers planning suggested by the Ministry. The events will run as follows:
   a. Speed Meets (existing) – targeted at students aged 15 and over. Speed Meets will take place between 9am-3pm. Students will be interviewed by employers and industry training organisations (ITOs). Work experience, employment or apprenticeship opportunities may be offered to successful interviewees. Schools are being encouraged to help students with interview and CV preparation prior to the event.

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\(^1\) MBIE Regional Economic Activity Web Tool - The percentage of 15 to 24 year-olds not in employment, education, or training (NEET rate) in New Zealand, in the year to June 2018.
b. *Career Evenings (new)* – Year 9 and 10 students, parents and whānau, teachers, school leaders, iwi and the community are being invited to attend the Career Evenings. These will take place between 6pm – 8pm on each of the days. This provides an opportunity to hear directly from employers and young people who are already working in the industry about what a career in trades and services is actually like.

8. To support the events we have provided a number of communications resources:
   
a. Posters that can be put up in schools or other community locations (i.e. libraries). They have been produced in English and te reo Māori (*Appendix 1*).

b. Newsletter material for the Careers Evening, so that schools can easily cut and paste the information into their communications to parents (*Appendix 2*).

c. Speed Meets fact sheets for schools that provide useful links to resources to help teachers, schools and students prepare, (such as interview techniques, CV preparation).  (*Appendix 3*).

9. We will measure the effectiveness of supporting the ITF campaign by feedback from and reporting from the events about:
   
a. The level of awareness raised about trades and services being a first choice career, and the benefits of being on an ‘earn and learn’ pathway.

b. Greater awareness of employment and education opportunities for trades and services in their regions.

c. Providing young people in high NEETs regions connect with potential job opportunities.

d. Providing the opportunity for direct engagement between students, parents and employers.

10. We will also gather feedback from schools on the communications tools we provide to them.

**Proactive Release**

11. It is intended that this Briefing is proactively released as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

   **Agree / Disagree**

**Appendices**

*Appendix 1 – Campaign Posters*
*Appendix 2 – Newsletter material for the Careers Evening*
*Appendix 3 – Speed Meets fact sheet*
Appendix 2 – Newsletter Material for the Careers Evening

Career Evenings - School Newsletter Message

50,000 construction workers need by 2022!

The power of parents.....you matter; your knowledge, opinions and attitudes influence choices made by your daughters and sons.

Construction is one of the many trades that needs more young people! Come along and hear directly from industry training organisations and employers about the benefits of on-the-job training, and the huge array of career pathways available in trades and services. This is a free event for you and your family.

Careers in trades and services cover a wide array of industries including primary industries such as agriculture, forestry, horticulture etc., social and community services, retail and service industries, construction and infrastructure, creative industries, and manufacturing and technology.

Industry training, which includes apprenticeships and trades training, offers opportunities to learn and earn on the job. It also enables students to get ahead in building professional relationships in the industry and gaining New Zealand qualifications.

This initiative is co-hosted by the Ministry of Education and the Industry Training Foundation.

Around 59,000 New Zealand qualifications are gained each year through industry training – come along and find out how you can be a part of it. For more information visit https://www.gotatrade.co.nz/events

Make sure you know about Trades and Services and the career pathways offered.

Where:

When:

Time:

Cut and paste into the relevant regional area

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<tr>
<th>Whakatane</th>
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Appendix 3 – Speed Meets fact sheet

**MINISTRY OF EDUCATION**

**Speed Meets Fact Sheet**

**SpeedMeets** is an opportunity for students that are ready for work, or will be looking for work within the next six months and is aimed at 15 and half year olds. These days are designed so potential employers and ITOs have the opportunity to engage with young people about the next step for them in pathways to employment.

**How does the day run?** The event runs across a school day (9.00am-3.00pm) in each region. Once a school has registered at [https://www.gotatrade.co.nz/events](https://www.gotatrade.co.nz/events) the school will be allocated an allotted time to bring their students to the SpeedMeet hall. Here young people will have an opportunity to meet potential employers and they will have a series of short speed meet interviews. At the end of the allotted time a bell will ring and then the young person moves on to the next interview.

Students are encouraged to meet with all employers. This is an opportunity to get great interview practice for them and every conversation could open a possible door to a great future.

After each interview both the employer and young person will make YES, NO or MAYBE on their cards. At the end of the event the cards will be collated and if there is a match between young person and employer then the employer, student and schools will be contacted.

**Who is this event for?** The event is for young people are looking to leave school with in the next six months and are aged 15 and half and over. The employers who will be attending are looking for a diverse group of young people who want to have a career in the trades and services. Employers will be looking for young people who want to make a difference to their lives and pick up a career in the trades and services.

**What will young people need to bring?** Young people will need to bring along a current CV which they can leave with the employers, and a positive attitude! Also pays for young people to look their best and put their best foot forward.

**What is Industry Training?** Industry training, includes apprenticeships and trades training, and involves learning and earning on-the-job. It’s the ‘earn and learn’ pathway.

**Can Learning Support and Disabled Students come along?** Yes! Diversity in the work place is a great thing. When registering with the ITF please indicate if young people will be attending with support people or if young people will need some other kind of assistance.

**Who will be there?** SpeedMeets includes employers and ITOs from the traditional trades we all know about and a wide range of other industries and services that are key to building a strong economy. It covers primary industries, social and community services, retail and service industries, construction and infrastructure, creative industries and manufacturing and technology.
Where are we holding these events?

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What do schools and teachers need to do next?

- Identify and encourage students to attend.
- Register for the event, indicating how many young people are going to attend. The Industry Training Federation will provide you with information about event and what is required.
- Include information in your school newsletter for parents and whanau, and encourage them to talk to their sons and daughters about the event and the opportunity.
- Provide students with some help in preparation for the day this could include: practice interviews, help in producing their CV, and give them some tips on dress and appearance.
  - Some really good advice on preparing for interviews can be found at [https://www.careers.govt.nz/job-hunting/interviews/](https://www.careers.govt.nz/job-hunting/interviews/) or there is some good YouTube clips on CV preparation and interviews [https://www.youtube.com/watch?v=cXoQOBUxjBc](https://www.youtube.com/watch?v=cXoQOBUxjBc) and [https://www.youtube.com/watch?v=skkaFntAhtY](https://www.youtube.com/watch?v=skkaFntAhtY)
- Share with students with some information and insight into the trades and encourage them to think about which opportunities and areas they might be interested in.
- Check out the Industry Training Federation websites [https://www.gotatrade.co.nz](https://www.gotatrade.co.nz) and [https://www.itf.org.nz/](https://www.itf.org.nz/)

Got a Trade? Got it Made!