

MAYORS TASKFORCE *for* JOBS

working towards the “zero waste” of New Zealanders

Strategy
2001-2002



Core Group members of the Mayors Taskforce *for* Jobs
Strategy Meeting at Local Government NZ Boardroom, Wellington, November 2000

MAYORS TASKFORCE *for* JOBS

goals

By 2005, no young person under 25 years will be out of work or training in our communities.
By 2009, all people in our communities will have the opportunity to be in work or training.

objectives

- to provide a national focus of leadership on the jobs issue through co-operation between Mayors concerned about employment issues in their communities
- to share best practice on what we can achieve on employment at the local level
- to create local and national forums which address the “big picture” of trends on the issues of income and work
- to link with imaginative private sector initiatives that are addressing unemployment

mission

*working towards
the “zero waste”
of New Zealanders*

critical issues

The ability to :

- influence real job creation
- apply longer-term thinking to the employment issue
- devise programmes which are effective in addressing the Maori and Pacific Island unemployment in our communities
- halt the decline of rural and regional communities
- advocate for the re-building the not-for-profit and community sector
- develop a more active partnership between local and central government
- encourage government organisations to be flexible in the way they allocate resources at a local level
- access local funding for projects and initiatives

we believe that

Mayors, irrespective of their different political persuasions, can work together for this common purpose

Mayors and local authorities can take a proactive leadership role in addressing employment issues in their communities

Mayors can also take leadership in ensuring the co-ordination and co-operation of employment initiatives across sectors at the local level

We are committed to a robust long-term partnership with central government

We need to retain young people in our communities, and they need to see a viable local future for themselves and their families

We recognise the importance of local economic development initiatives

We also recognise that many of the jobs in the future will come from us valuing different things, particularly in the not-for-profit and environmental sectors

We need to pursue longer-term strategies within an overall vision for local social, economic and environmental sustainability

We acknowledge the changing nature of work in our society and recognise the need to investigate new ways of doing things

Who is Involved?

Core Group

Garry Moore (Mayor of Christchurch, chair of the Taskforce)
Claire Stewart (Mayor of New Plymouth)
Derek Fox (Mayor of Wairoa)
Sukhi Turner (Mayor of Dunedin)
Jenny Brash (Mayor of Porirua)
John Chaffey (Mayor of Hurunui)
Tim Shadbolt (Mayor of Invercargill)
Jill White (Mayor of Palmerston North)
Graeme Ramsey (Mayor of Kaipara)
Basil Morrison (Mayor of Hauraki)
Yvonne Sharp (Mayor of Far North)
Frana Cardno (Mayor of Southland)
Mark Blumsky (Mayor of Wellington)
Pat O'Dea (Mayor of Buller)
Alan Dick (Mayor of Napier)

Other Participating Mayors

Chris Lux (Mayor of Thames-Coromandel)
Craig Brown (Mayor of Whangarei)
Michael McEvedy (Mayor of Selwyn),
Mary Ogg (Mayor of Gore)
Jim Abernethy (Mayor of Kaikoura)
Murray Anderson (Mayor of Ashburton)
Russ Rimmington (Mayor of Hamilton)
Don Riesterer (Mayor of Opotiki)
Chas Poynter (Mayor of Wanganui)
John Terris (Mayor of Hutt)
Noel Pope (Mayor of Tauranga)
David Owen (Mayor of Waimate)
Maureen Reynolds (Mayor of Tararua)
John Drylie (Mayor of Westland)
Bob Harvey (Mayor of Waitakere)
Sir Barry Curtis (Mayor of Manukau)

(31 participating Mayors as at March 2001)

Support

Executive Officer: Jan Francis

Executive Assistant to Mayor Garry Moore: Linda Manco

Community Adviser to the Taskforce: Vivian Hutchinson (The Jobs Research Trust)

Partnerships

Key Partnerships and Memorandum of Understandings have been reached with

The New Zealand Government

Local Government New Zealand

The Community Employment Group (Department of Labour)

The Jobs Research Trust (Charitable Trust)

Funding

Major Funding for this Taskforce initiative has been provided by

All participating Mayors and Councils

The Ministry of Economic Development

Local Government New Zealand

Website



ALL INFORMATION on the activities of the Mayors Taskforce for Jobs can be accessed on our website at

www.jobsletter.org.nz/mtfjobs.htm

This contains our current strategies, news reports and photos from recent meetings, and copies of our Memorandum of Understandings with our partner groups.

Egroups: Participating Mayors in this Taskforce are linked with each other over the internet using email networking groups.

The Jobs Letter



THE MAYORS TASKFORCE *for* JOBS has signed a Memorandum of Partnership with the Jobs Research Trust, a national charitable trust, based in New Plymouth.

Every 2-3 weeks, the Jobs Research Trust publishes *The Jobs Letter*, which the Mayors Taskforce (in its Memorandum) describes as "...an important community-owned tool for helping people become wiser and more effective in acting on the challenge of jobs and livelihood in our communities."

Funding support, through the Mayors Taskforce, is enabling *The Jobs Letter* to be electronically distributed free of charge to individuals, community groups, local authorities and government departments throughout New Zealand.

Progress to Date

SINCE THE LAUNCH of the Mayors Taskforce *for Jobs* in April 2000, the Taskforce has had significant achievements and received some high profile media attention. Mayors from around the country have seen the Taskforce as a way to provide leadership on the crucial issue of unemployment in their communities, to support local initiatives and to work together to share successful projects and solutions.

Specifically, the Taskforce has

- Contracted an executive officer to co-ordinate activities and develop strategies and policy proposals
- 31 Mayors (42% of all Mayors) have signed up and contributed financially to the Taskforce
- A Memorandum of Understanding has been signed with central government and funding obtained from the Ministry of Economic Development
- A Memorandum of Partnership has been established with the Jobs Research Trust and *The Jobs Letter* is now distributed free, electronically
- An internet networking group for participating Mayors has been established.
- A web site has been developed, and is regularly updated, at www.jobsletter.org.nz/mtfjobs.htm
- Three national forums to which all Mayors were invited have been held in Wellington. The forums were meetings with:
 - The Maori Employment and Training Commission Chairs
 - Seven Ministers with portfolios involved in employment and training
 - The heads of the government employment and training departments
 - In addition, a special meeting between Mayors and Paul Hawken (co-author of *Natural Capitalism*) was held as part of the Redesigning Resources conference in Christchurch.
- The Community Employment Group of the Department of Labour has given a commitment to support the Taskforce with field workers
- Mayors have shared information and championed new initiatives locally. Some examples are:
 - Free fees at Southland Polytechnic
 - A Mayor's youth advisory group in Christchurch
 - A meeting to revive the Local Employment Co-ordination Group in Dunedin
 - A campaign to employ young people in the not-for-profit sector in Taranaki
 - An employment strategy in Porirua
 - A study to identify potential target investors and judge how well the city's infrastructure and services meet the needs of potential investors and business relocators in Napier.

Strategy 2001-2002

1. Hold two public forums to which all Mayors and media are invited and where best practice can be shared on what we can achieve on employment at the local level.

“Getting information and picking the brains of my peers has given me a greater understanding of employment issues.”

— Mark Blumsky,
Mayor of Wellington

“I’ve really learnt things from the meetings we’ve had and from other Mayors.”

— Frana Cardno,
Mayor of Southland

“A key component of the Mayors Taskforce for Jobs is the sharing of best practice. I wouldn’t have found out about the “One More Worker” campaigns without the Mayors Taskforce – the links are just so useful.”

— Jenny Brash,
Mayor of Porirua

PURPOSE: Generating public dialogue on the issues, taking time for ourselves to look at the “big picture” on the future of work and income, educating ourselves, and asking the bigger questions.

Sharing best practice will avoid duplication of effort, maximise the use of resources, increase local knowledge and assist the development of nationwide packages to address unemployment.

ACTION: The forums would be:

- Two day events, held in the regions, where Mayors meet to share best practice and where workshops will be held on specific issues relevant to our project. Council officers will be invited to attend the second day workshops.
- Used to chart progress and monitor goal achievement by the Mayors
- Provide peer support for local strategies and initiatives

Best practice will be shared by:

- Collating information on youth employment strategies and working with CEG workers to disseminate ideas and pilot local initiatives
- Holding planning sessions to develop local strategies
- Mayoral peer visits between regions

In addition, groups of Mayors who are interested and available will meet with possible new partner groups:

- The NZ Business Council for Sustainable Development
- Businesses for Social Responsibility
- The Ministry of Pacific Island Affairs

TIMEFRAME: April and November (forums)

2. Taking leadership locally on employment issues particularly focusing on the Taskforce's first goal – that *“by 2005, no young person under 25 years will be out of work or training in our communities”*

“I felt very positive and energised after the Christchurch meeting.”

— Mary Ogg,
Mayor of Gore

“I see my role as a facilitator and co-ordinator of local initiatives.”

— Sukhi Turner,
Mayor of Dunedin

“I believe Local Government is one of the most dynamic dimensions in the quality of life for New Zealanders today ... The Mayor's role as advocate, facilitator and co-ordinator plays a vital part in the social cohesion of our communities.”

— Claire Stewart,
Mayor of New Plymouth

PURPOSE: To encourage debate and dialogue, develop new local initiatives, support existing initiatives; raise the profile of employment issues locally and to gain information for policy input.

ACTION:

- Link with Community Employment Group and Local Employment Co-ordination Groups to develop local action plans
- Hold Mayoral forums bringing people together to support local projects, network, share best practice and discuss local issues
- Each Mayor to identify their number one priority for action, report on progress and monitor effectiveness
- Use Council contracts to promote apprenticeships and employment of young people
- Promote apprenticeships/cadetships within Councils
- Form alliances with Maori Trust Boards
- Profile young entrepreneurs in local areas

TIMEFRAME: ongoing

3. Provide advocacy on nation-wide policies and programmes in light of local experience.

“The Taskforce has helped move things forward in our local area.”

— John Chaffey,
Mayor of Hurunui

“I want to advocate for a series of initiatives around the country which we can all support.”

— Graeme Ramsey,
Mayor of Kaipara

“I am delighted to be part of the Mayors Taskforce for Jobs so that we can find out how other cities are tackling this problem, and also develop strategies for national campaigns that will initiate more work for all New Zealanders...”

— Tim Shadbolt,
Mayor of Invercargill

“We need to use our imagination and creativity to find new employment areas which deserve to be valued and paid accordingly. Environmental protection, community development and the performing arts are possibly areas where we could start looking...”

— Jill White,
Mayor of Palmerston North

PURPOSE: To ensure government policies and programmes are effective at the local level and that barriers to the achievement of the Taskforce’s goals are removed.

ACTION: Specific advocacy (especially relating to Goal One) suggested by Mayors include:

- A mechanism to track all school leavers
- Making the unemployment benefit portable to encourage work based training and employment
- Re-instating the training allowance for 16 & 17 year olds
- Assessing the capacity of the voluntary sector to take on young people
- Development of work in the public sector to create additional jobs
- Developing local venture funding – the co-ordinated use of community capital
- Promoting flexible use of government funding and programmes in local areas
- Developing regional tourism ventures to create jobs
- Development of new forestry initiatives
- Advancing Te Araroa – The Long Pathway project (from Cape Reinga to Stewart Island) as a national employment initiative
- Increasing the modern apprenticeships programme in specific areas of identified need
- Zero Waste job strategies

PROCESS

- Mayors to prioritise above actions
- Develop internal lobby teams to make specific united submissions
- Work with Local Government New Zealand to help write proposals
- Use individual relationships with relevant Ministers to advance proposals

TIMEFRAME: ongoing

4. Build strong relationships with central government agencies

“ I am absolutely committed to the development of an effective partnership between central and local government to address unemployment. And in my opinion it will require us to reexamine the traditional roles of central and local government as we develop that partnership ...”

*— Steve Maharey,
Minister of Social Services and Employment, in a letter to the Mayors Taskforce for Jobs*

“ When I am asked, will New Zealand solve unemployment?... I like to turn the question around, and ask, has New Zealand in the last century ever solved unemployment? The answer to this second question is: yes. We’ve done it before, and we are certainly capable of doing it again...”

*— Jim Anderton,
Minister of Economic Development, speaking at the Press Conference after the Mayors Taskforce for Jobs*

PURPOSE: To ensure that central government agencies work co-operatively at the local level and assist with the Mayors’ projects.

ACTION:

- As many Mayors as possible to meet quarterly with the Ministers of Economic Development and Employment.
- Work with Community Employment Group to make the Mayors Taskforce for Jobs a national strategy within the organisation and assign up to six fieldworkers to work with the Taskforce.
- Ensure Mayors Taskforce for Jobs members have active input into each Department of Work and Income, Skill New Zealand and Industry New Zealand regional plans.
- Mayors to participate in government agency networks to achieve local taskforce goals.

TIMEFRAME: April – October

5. Promote leadership on employment goals as an issue for local government elections

“The time has passed for us to sit on our hands at Local Government and wait for Central Government to come up with all the new ideas on employment initiatives. We live with those who wander out streets searching for their opportunity to experience the dignity of work. We have a leadership role to promote strong partnerships between central and local government.”

*— Garry Moore,
Mayor of Christchurch*

PURPOSE: To use local government elections to raise the profile of the Mayors Taskforce for Jobs.

To ensure that employment and unemployment issues are a focus for the local government elections and that all Mayoral candidates are encouraged to take a position on the issues.

ACTION:

- Send all Mayoral candidates an information pack on the Mayors Taskforce for Jobs and ask if and how the candidate would support the Taskforce.
- Encourage the questioning of each Mayoral candidate about the leadership they would take locally, specifically to further the youth employment goals of the taskforce.

TIMEFRAME: September/October

6. Further developing the Taskforce structure, administration and partnerships

“I want to get results and to support and get support from, other Mayors.”

— Pat O’Dea,
Mayor of Buller

“I want recognition of different ideas and to be successful in developing partnerships.”

— Craig Brown,
Mayor of Whangarei

“We need to work closely with government agencies and make sure they work with the community groups in our area.”

— Frana Cardno,
Mayor of Southland

PURPOSE: To secure a long-term commitment to the Taskforce goals and to ensure the most effective and efficient use of Taskforce resources.

ACTION:

- Build the core group – further define functions, responsibilities, key tasks, and allocate portfolios
- Each member of core group to sign up another member
- Complete Memorandum of Understanding with Local Government New Zealand
- Ensure on-going funding and financial planning for the Taskforce
- Renew partnerships with key stakeholders
- Explore partnership activities with New Zealand Business Council for Sustainable Development, Businesses for Social Responsibility and the Ministry of Pacific Island Affairs
- Develop Memorandum of Understanding with the Department of Work and Income
- Promote Mayors Taskforce for Jobs through regional Mayoral forums
- Participating Mayors to raise profile of Taskforce in own areas
- Core group members be responsible for information dissemination and support of less active members
- Mayors to develop a process for visiting and supporting each other
- Identify CEG field worker support for each Mayor
- Reach agreement on priorities for advocacy projects with central government
- Obtain Mayors’ commitment to advance advocacy projects
- Develop a best practice website to show what activities each Mayor is doing in their local areas including their specific action plans
- Provide Local Government zone meetings with Mayors Taskforce for Jobs presentation
- Widen funding base to include philanthropic partnerships

TIMEFRAME: April – October