

2.04 LIFE TALK

HE POUTAMA RANGATAHI APPLICATION		For: Approval	
Applicant:	Kamo Driving School	Pipedrive ID #	n/a
Region	Northland	PGF Funding Sought:	\$396,000
Region detail:	Whangarei	Total Project Value:	\$ [redacted]
		Applicant co-funding:	\$ [redacted]
Entity Type:	Company	Funding Structure:	Grant
Entity Detail:	Kamo Driving School is a registered company with three arms: driver training, web development and a fitness centre. The company has delivered driver training for MSD, Corrections and in local schools. It has also delivered employment training programmes for MSD.		
We recommend that the SROs:			
a) Approve \$396,000 grant funding to the Life Talk programme from the portion of the Provincial Growth Fund allocated to He Poutama Rangatahi.			
b) Note that the programme uniquely combines digital skills training with the life skills and work skills needed to support rangatahi in future employment or further training in this field.			
c) Note that the applicant will contribute the capital costs of the programme.			
d) Note that the applicant has successfully delivered training programmes for other government agencies.			
Proposal summary:			
<ul style="list-style-type: none"> Life Talk is a 12 week programme that builds digital skills within the context of broader life skills and work skills, including driver licensing. It combines training with the practical application of new digital skills in a partnership project with local web developers, as well as work experience with local employers – both digital and non-digital depending on the individual pathway of each participant. Ongoing pastoral care is provided for 12 months to support participants while they are in employment or further education/training. The target group is 16-24 year old rangatahi who are not in employment, education or training (NEET). The programme provides a unique solution to an identified problem: that young people who have little or no qualifications may be interested in the digital sector, particular through gaming and app development, but don't have the basic coding skills or, more importantly, the confidence and motivation for self-directed learning that is required to pursue any qualification in this area. Nor will they have any networks to enable them to connect with commercial web developers. The applicant has successfully delivered earlier employment training programmes for MSD, working with a similar target group. In the most recent programme, all applicants went on to employment or cadetships at 			

the end of the course.

- The applicant is seeking HPR grant funding of \$396,000 to deliver three programmes to a total of 30 participants over one year. The cost of building and equipping the coding suite (appx \$^{Commercial Info}) for ^{Comm} rangatahi will be contributed by the applicant.
- Most participants will be Māori. The programme will help to address the under-representation of Māori in the digital technology sector.

The programme:

The 12 week programme has three blocks and is followed by 12 months of pastoral support for participants.

- Block 1 includes life skills, employment skills and becoming work ready, health and fitness, driver training and licensing, addressing barriers to employment. The focus is developing life and work skills, as well as building support systems with the community, health providers, government social service sector, and whanau.
- Block 2 is designed around digital and technology projects, and includes a Big Ideas Week (team project to develop a prototype in partnership with a web mentor). The focus is preparing for the digital and technology sector or other workplace.
- Block 3 comprises work experience, future pathways development, transition to employment or further training.

Cost breakdown:

- The application is for grant funding of \$396,000 (\$^{Commercial Info} per participant for 12 week course + 12 months pastoral support).
- This will fund two facilitators; a digital skills tutor; a driver license, driver training, and physical fitness instructor; a social worker; and a kaumata/kuia pastoral mentor team; as well as programme costs.
- The applicant will fund the cost of the refitting the coding suite and the ICT equipment, estimated at \$^{Commercial Info}.

The applicant:

- Kamo Driving School Ltd has expanded from its origins in driver training to include a gym in Port Whangarei and a web development arm which creates and deploys websites, apps and online business solutions.
- The applicant has held contracts with MSD, Corrections and the Ministry of Education for driver licensing programmes, with very high success rates.
- Kamo Driving School has also successfully delivered two employment training programmes for MSD, both targeted at 15-24 year old rangatahi NEET (KODE Kawakawa and KODE Whangarei).

Additionality:

- The programme uniquely combines digital training with the life and work skills. Participants not only develop a portfolio of skills and work experience but the course helps them to develop the personal support network that will help them to sustain future employment and/or successfully complete future training.

Intended outputs and outcomes:

- ^{Comm} participants will graduate with life and work readiness skills, work experience, a driver licence, a digital portfolio to demonstrate their skills to employers or as part of a training application, a support network built with whanau and mentors, and placement in employment and/or enrolment in further training or education.
- Graduates will have digital skills as well as the motivation, discipline and support network required for the self-directed learning that is a key part of web development training (e.g. programmes provided by the Dev

Academy or NorthTec).

- Participants who decide they are not interested in a digital career will be placed with alternative employers through the applicant's established employer network in Port Whangarei.
- The programme will help to meet labour shortages in Whangarei, especially in digital skills and web development, and support the Tai Tokerau Northland Economic Action Plan goal of building digital industries in Northland.
- The programme will increase Māori participation in digital sector

	Response	Statement regarding achievability of target
Number of people expected to be targeted by the project/activity annually (on average):	30	Sufficient NEET population in Northland
Number of people expected to attain employment or go onto further training/education as a result of the project/activity annually (on average):	Comm	Achievable based on applicant's earlier experience and employer networks

Assessment against the PGF criteria:

Eligibility Criteria

This application is eligible for He Poutama Rangatahi funding.

Productivity Potential

The development of digital skills, within the context of the life and work skills needed to apply them, will enable young people who are currently NEET to move along the pathway to higher skilled, better paid, and more productive jobs.

He Poutama Rangatahi objectives

The application meets He Poutama Rangatahi's objective of supporting rangatahi who are NEET into sustained employment.

PGF Criteria	Assessment Commentary	Rating Y/N
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Link with fund and government outcomes

Aligns with relevant regional economic and employment plans and priorities, including any Māori development plans	<ul style="list-style-type: none"> • Aligns with Tai Tokerau Northland Economic Action Plan by: <ul style="list-style-type: none"> - building skills and capability in Northland - supporting the development of digital industries - reducing the proportion of Northlanders who are NEET - reducing Māori unemployment. 	Y
Demonstrates potential to meet the current or future labour market skill needs of the region,	<ul style="list-style-type: none"> • Helps to meet the identified labour shortage in the digital technology sector. • Northland has specifically identified digital industries 	Y

including those resulting from PGF Tier 2 and 3 investments	as a potential growth area in the Tai Tokerau Northland Economic Action Plan.	
Reduces the rates of people not in employment, education and training, with an emphasis on Māori	<ul style="list-style-type: none"> The target participants for the programme are not in employment, education or training. Most participants will be Māori. 	Y
Increases local employment and earning potential, by supporting local people into local jobs, with an emphasis on sustainable employment outcomes	<ul style="list-style-type: none"> Participants are supported into local employment, either in the digital sector or with the applicant's established employer connections, including local employers in Port Whangarei. The programme emphasises the development of a personal support network for each participant, as well as providing ongoing pastoral care for 12 months, both of which increase the likelihood of employment being sustained. 	Y
Additionality – adds value by building on what is already there		
Addresses a gap in current service provision e.g. does not cover activities that are already funded for (unless funding is to up-scale or re-start, existing projects)	<ul style="list-style-type: none"> There is no other similar programme in the region that combines the development of digital skills with work and life skills, including driver training. 	Y
Demonstrates why third party funding, including other government agencies, cannot be used to address the current gap in service provision	<ul style="list-style-type: none"> This is not a commercial project so cannot secure private commercial funding. The programme is beyond the remit of MSD both in terms of services offered and potential participation of non-beneficiaries (e.g. 16 and 17 year olds). 	Y
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	<ul style="list-style-type: none"> Aligns with the following Northland regional priorities: <ul style="list-style-type: none"> building skills and capability in Northland supporting the development of digital industries reducing the proportion of Northlanders who are NEET reducing Māori unemployment 	Y
Support from local employers, central and local government, and governance groups (inc. Councils, Iwi/Hapu)	<ul style="list-style-type: none"> The application is supported by Northland Inc. The application is endorsed by the Northland Skills and Employment Steering Group (SESG), which includes representatives from MSD, TPK, MoE, TEC and MPI. The applicant is supported by the Whangarei web development community, which has committed to working as mentors with participants. The applicant is also supported by surrounding 	Y

	businesses in Port Whangarei who will provide work experience for any participants who prefer a non-digital pathway.	
Governance, risk management and project execution		
Robust project management and governance systems	<ul style="list-style-type: none"> Suitably demonstrated in the application and the company's experience in delivering previous government programmes. 	Y
Demonstrates the capacity and technical capabilities to effectively implement the initiative	<ul style="list-style-type: none"> Kiri and James Tavaga have successfully delivered two employment training programmes for MSD, both targeted at 15-24 year old rangatahi NEET (KODE Kawakawa and KODE Whangarei). All participants in the most recent course went directly into employment or cadetships. Kiri Tavaga has also developed and delivered driver licence programmes for Corrections at ARWCF (Combi % pass rate over 6 programmes) and Paremoremo Prison (Combi % pass rate over 4 programmes). Kiri Tavaga has strong relationships with employers based on prior experience as an Industry Work Broker and is also a qualified web developer. James Tavaga has a combination of skills and experience that equip him to connect with rangatahi who are farthest from employment: he is a former junior Kiwi rugby league player, a fitness trainer and has 14 years' experience in mental health. 	
Risk management approach	<ul style="list-style-type: none"> Suitably demonstrated in the application 	Y
Future ownership / operational management	<ul style="list-style-type: none"> Not applicable 	N/A
Funding Arrangements		
The application is for grant funding. This will be distributed on a milestone plan tied to He Poutama Rangatahi reporting requirements.		
Due Diligence and Ownership		
Kamo Driving School is registered with the NZ Companies Office and all key individuals are declared in the application. Due diligence has not identified any areas of concern. The company and personnel are not listed on the insolvency register or the employer stand down list. They are not the subject of any Serious Fraud Office investigation, are not referred to in any court or judicial decisions online, and are not the subject of any negative media coverage.		
Shareholders:		
Shareholder		%
Kiri Tavaga		100
Directors:		

<ul style="list-style-type: none"> • Kiri Tavaga <p>Trustees:</p> <ul style="list-style-type: none"> • n/a <p>Key Management Personnel:</p> <ul style="list-style-type: none"> • Kiri Tavaga • James Tavaga 			
Risk Assessment			
The key risks to the PDU and proposed mitigations of this investment are as follows:			
Type of risk	Risk description	Mitigations	Risk Rating L/M/H
Cost Risk	The applicant notes that the actual cost (particularly in terms of time required) for 12 months of pastoral care following the programme may be greater than anticipated, depending on the issues faced by participants and their whānau. This could mean the applicant needs to apply for additional HPR funding.	<ul style="list-style-type: none"> • The applicant will evaluate costs based on cohort 1 (of 3) • HPR funding may be available for any additional pastoral care costs but the applicant is aware that there is no guarantee of this. 	Low
Consultation undertaken or implications:			
<p>The application is supported by the Northland Skills and Employment Steering Group, which includes representatives from the regional agencies of MSD, TPK, MoE, TEC and MPI.</p> <p>The application has also been sent to the central offices of MSD, MoE, TPK and NZTA for feedback. At the time of submission to SROs, feedback had only been received from MoE.</p> <p>MoE questioned whether the course could be provided more cheaply at a local polytechnic but acknowledged that this would not involve the same level of pastoral care. In response, we note that the course is designed to potentially feed into further training at NorthTec but is aimed at rangatahi who would fail in polytechnic training without first developing the digital skills, experience, motivation, discipline and support networks needed to succeed in further study that is provided by this programme.</p>			
Supporting proposal:	Yes		
Appendices:	Yes – applications and supporting documents are as annexes		
Author of paper:	HP		