

2.02 MANAWA TU – WORK FOR LIFE CENTRE

PGF Application – TE ARA MAHI		For: Approval	
Applicant:	Te Rūnanga o Ngāti Manawa Trust	Pipedrive ID #	Commercial Information
Region	Bay of Plenty	PGF Funding Sought:	\$2,289,150
Region detail:	Murupara and surrounding area (Kaingaroa, Ruatahuna, Minginui, Te Whaiti, Galatea and Waiohau)	Total Project Value:	Commercial Information
		Applicant co-funding:	Commercial Information
Entity Type:	Registered Charitable Trust	Funding Structure:	Grant
Entity Detail:	Te Rūnanga o Ngāti Manawa is the mandated iwi organisation for Ngāti Manawa. The Ngāti Manawa Charitable Trust comprises trustees from Te Rūnanga o Ngāti Manawa.		
We recommend that the SROs:			
<p>a) Approve \$2,289,150 from the Te Ara Mahi (TAM) portion of the Provincial Growth Fund (PGF) towards the Manawa Tu – Work for Life Centre (Work for Life Centre).</p>			
<p>b) Note that the Manawa Tu programme grant application is for \$ Commercial Information. This includes a digital hub component (costing over \$ Commercial Information), which will be put forward for consideration at a future SRO meeting.</p>			
<p>c) Note the local SRO will address the group re the application and the topics raised from the independent assessment, they are as follows;</p> <ul style="list-style-type: none"> - Capacity of the applicant to deliver the project - Ability to attract qualified staff to the area to deliver the project - Lack of funding from other agencies and/or the Whakatane District Council - Budget concerns (payment of rental via the grant back to the applicant, paying maintenance costs for leased vehicles, as well as not having a full understanding of the costings listed such as Corporate Services, Utilities etc....listed in the budget) - Very large investment for Commercial Information projected employment outcomes – it is also noted that some of these will be via the WFL Centre and Digital Hub (page 5 – but the Hub will be a separate application) 			
<p>d) Note that the Work for Life Centre will enable pre-employment training for at least Commercial Information participants over three years and pathways into employment for up to Commercial Information participants, with an emphasis on pastoral care and the transition into paid work.</p>			
<p>e) Note that the Work for Life Centre will enable local providers to deliver work-readiness training, including: EastBay REAP (Class 1, 2, 4 and 5 driver licenses, literacy and numeracy); St Johns/Red Cross (first aid certificates, health and safety); Toi Ohomai and Te Wānanga o Aotearoa (foundational programmes).</p>			

- f) **Note** that the applicant will utilise a complex of three buildings that were fully renovated in 2015, as follows:
- Unit A – Proposed Digital Hub with 12 digital work stations
 - Unit B – Work for Life Centre classroom with capacity for 30 people
 - Unit C – Work for Life office and reception.
- g) **Note** that the Manawa Tu programme is the first stage of a major redevelopment plan (Manawa Oho) to redevelop the Murupara civic centre. The plan is a partnership between Ngāti Manawa and Whakatāne District Council, and would result in development of the township along State Highway 38.
- h) **Note** that the services available at the Work for Life Centre will: extend to nearby towns experiencing similarly high rates of socio-economic deprivation and unemployment (i.e. Kaingaroa, Ruatahuna, Minginui, Te Whaiti, Galatea and Waiohau); align other significant government investment into neighbouring Kaingaroa and Minginui; and complement an application from **Commercial Information** to the PGF’s Whenua Māori portion to expand/enhance its **Commercial Information**.
- i) **Note** that the Work for Life Centre will be able to train a Murupara-based workforce that will be able to gain employment in key local sectors such as: forestry; horticulture; tourism and hospitality; retail; freight and logistics; and other services, and that a new Waikato Regional Council-funded public transport link between Murupara and Rotorua will enable workers to commute to Rotorua where PGF investment is creating new employment opportunities.
- j) **Note** that this proposal has the endorsement of the Bay of Plenty regional cross-agency governance group
- k) **Note** that MSD raised concerns with Ngati Manawa’s capacity to deliver the project but endorse it based on their intent and reach in that community

Proposal:

This project proposals to address the high unemployment rates in Murupara and surrounding localities by increasing the levels of education, training available locally and transition to employment in Murupara and the surrounding region. A separate digital hub component will work alongside the Work for Life Centre to revitalise and modernise opportunities for the community of Murupara.

The key focuses for the Work for Life are:

- Whanaketanga – 12 week training programme to provide skills and development
- Manaakitanga – guidance to help people transition into careers – pre-employment phase, early level qualification phase, transition, connection to employers with jobs.
- Tūhononga – connect people with employment providers – on completion of 12 week programme the connections with targeted employers.

Funding Detail:

Cost Description:	Commercial Inf	Commercial Inf	Commercial Inf	Total excl GST
Operating expenditure				
Full-time staff x ^{Com}				
Part-time staff x ^{Com}	Commercial Inform	Commercial Inform	Commercial Inform	Commercial Inform

Contracts x ^{Com}				
Administration Costs	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Corporate Services	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Utilities	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Maintenance (Vehicle & Office)	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Information Technology	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Educational material	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Rental expenditure	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Total Operating expenditure	Commercial Information	Commercial Information	Commercial Information	Commercial Information
Capital expenditure				
Office Equipment	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Lease vehicles	Commercial Info	Commercial Info	Commercial Info	Commercial Info
Total Capital expenditure	Commercial Information	Commercial Information	Commercial Information	Commercial Information
Total	Commercial Information	Commercial Information	Commercial Information	Commercial Information

HR and administration costs are for:

- full-time Centre Manager who will have operational responsibility for the Centre for Life
- full-time Programme Coordinator who will manage delivery of work-readiness programmes
- full-time Administrator and Receptionist who together will provide all administrative functions
- part-time Pastoral Carers who will provide support to learners at the Centre for Life
- x contract-based Trainers to deliver specific work-readiness/skills components.

Outcomes Sought:

	Response	PDU (TAM) statement regarding achievability of target
Number of people expected to be targeted by the project annually (on average):	Up to ^{Com} p.a.	This is achievable given the high rate of unemployed and underemployed people living in Murupara and the surrounding area.
Number of people expected to attain employment as a result of the project annually (on average):	Up to ^{Com} p.a.	The project will deliver targeted, relevant skills and work-readiness training for local people, some of whom may need to re-train in order to re-enter the workforce. A proposed trial bus service to Rotorua in the new year will increase the employment opportunities.

Wider Benefits:

Making this investment and increasing training and connections to employment aims to lift productivity potential of Murupara and surrounding townships. Wider benefits include:

- More Murupara people in employment through provision of relevant work-readiness training
- Increased availability of employment opportunities for Murupara and surrounding area.
- Preparation of workforce for future economic developments in Murupara and across the region.

- The proposed Digital Hub adds value to all aspects of skill development, training and employment outcomes for Murupara and surrounding region.
- Improved cultural engagement through involvement of marae facilities for consultation and catering.
- Stronger connection to pathways for employment for young people from Murupara by ensuring that local students are involved in mini projects as new learning opportunities become available through the Centre.

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Assessment against the TAM criteria:		
Eligibility Criteria		
This application is eligible for TAM funding.		
Productivity Potential		
The project will: <ul style="list-style-type: none"> improve employability and upskilling of local people in Murupara and the surrounding area; and contribute to sustainable regional growth in the region 		
Policy objectives		
This project aligns with Te Ara Mahi principles by supporting people on different parts of the entire employment pathway and uplifting them into sustained employment in a surge region. Specifically: <ul style="list-style-type: none"> people who don't currently have a job, so they can enter into and sustain employment; and targeted support for an employer (and an industry) who is upskilling local people which will create sustainable employment opportunities. 		
PGF Criteria	Assessment Commentary	Met (Yes/No/Partial)
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"> Murupara has high social development deficits and unemployment rates. Delivering the Work for Life Centre will help the community by creating a hub for work readiness training and capacity building. In the past providers have had a mixture of satellite services that end when the funding ends and the provider comes to town and then leaves. Ngāti Manawa is establishing itself (note they already deliver in the area) and are not going to leave the area. Aligns with regional economic plans and priorities by: <ul style="list-style-type: none"> Lifting capability and productivity in a priority sector for the region Reducing the NEET rate amongst rangatahi Reducing Maori unemployment by creating a pipeline into entry-level positions for local rangatahi 	Yes
Demonstrates potential to meet the current or future labour market skill needs of the region, including those resulting from PGF Tier 2 and 3 investments	<ul style="list-style-type: none"> Specific focus on training and upskilling of local people, with priority on development of entry-level employees (aged 18-24 years). While MSD is working to meet the pre-employment needs in the industry – this programme seeks to address the skills gap at the next level and in doing so – providing a career pathway through to high-skilled and high-paid jobs. 	Yes

Reduces the rates of people not in employment, education and training, with an emphasis on Māori	<ul style="list-style-type: none"> • Programme is targeted at entry-level rangatahi aged 18-24, many of whom will currently be NEETs • Participants will be more likely to progress through into higher-skilled, higher-paid roles – creating space for more people to access entry-level roles in the future 	Yes
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"> • By strengthening the local employer relationship and having a work ready, trained and skilled workforce for the local industry and employers. 	Yes
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"> • In the past providers have had a mixture of satellite services that end when the funding ends and the provider comes to town and then leaves. • TAM funding will provide a real step-change in the employment outcomes for participants, and help to send a signal to key local sectors (i.e. forestry and tourism) that there is a latent labour force in Murupara/surrounding area 	Yes
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"> • MSD is involved in supporting some access to entry level support and employer initiatives, however the localisation of training and employment in Murupara is required to address the removal of the barriers for employment. 	Yes
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	<ul style="list-style-type: none"> • The applicant's project aligns well to the objectives of the region's economic action plan, specifically the objective of improving pathways to and through employment. 	Yes
Support from local employers, central and local government, and governance groups (inc. Councils, Iwi/Hapu)	<ul style="list-style-type: none"> • Support letters Commercial Information [REDACTED] • This application is fully endorsed by the Bay of Plenty regional governance group which drives the implementation of the region's skills and employment engagement. 	Partial
Governance, risk management and project execution		
Robust project management and	<ul style="list-style-type: none"> • The WFL Centre will be managed by a Centre 	Yes

governance systems	<p>Manager reporting to current CEO.</p> <ul style="list-style-type: none"> Te Runanga o Ngati Manawa will provide Governance and current policy will be applicable to the centre. 	
Demonstrates the capacity and technical capabilities to effectively implement the initiative	<ul style="list-style-type: none"> Te Rūnanga o Ngati Manawa are an established entity mandated Iwi organisation 	Yes
Risk management approach	<ul style="list-style-type: none"> An appropriate risk management approach for this proposal has been identified. 	Yes
Future ownership / operational management	<ul style="list-style-type: none"> Ngāti Manawa will operate and fund the Work for Life Centre into the future 	Yes

Funding Arrangements

Appropriate milestones and deliverables will be put in place with regular monitoring with payments made at appropriate time frames. It is expected that the initial payment will be for project initiation costs.

Due Diligence and Ownership

Due Diligence has been undertaken. No key findings were identified or areas for further Due Diligence.

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
Funding is not available	The Manawa Tu – Work for Life Centre is not funded by this application	<ul style="list-style-type: none"> Will not able to proceed 	Low/Medium
Fast Growth	There are more taura than can manage through the programme.	<ul style="list-style-type: none"> To investigate potential to deliver in other parts of the district to match demand 	Low/Medium
Costs from Providers	The cost from providers is more than the project can afford	<ul style="list-style-type: none"> Negotiate or seek alternative providers/cheaper rates without compromising quality. 	Low/Medium
Skilled and experienced staff	The availability of the right people to be employed in the Work for Life Centre	<ul style="list-style-type: none"> Employing the right people to connect with each of the clients is critical 	Low

Consultation undertaken or implications:

Regional Governance Group View:

This application has been to the Bay of Plenty cross-agency government group who are strongly supportive of this iwi-led programme which will strengthen employment linkages and build capability in Murupara and the surrounding area.

MSD's regional manager provided feedback on the application as follows:

- Free and frank opinions

- *The application aligns with the Ministry's interest in supporting development in Kaingaroa*
- *Overall I would endorse based on their intent and reach in that community.*

Central Government Agency Views:

Te Puni Kōkiri provided feedback on the application as follows:

- *This programme will significantly benefit whānau in the inland areas of Eastern Bay of Plenty, providing much-needed workforce development support to prepare whānau for existing and future employment opportunities. Te Puni Kōkiri supports this application.*

Supporting proposal:	Yes
Appendices:	Yes – Application and supporting letters
Author of paper:	C N – TAM Regional Team

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