



2.10 YOUTH CONNECT

| PGF Application – HE POUTAMA RANGATAHI | | For Approval | |
|---|---|------------------------------|---|
| Applicant: | Angel Promotions Ltd | Pipedrive ID # | n/a |
| Region | Hawkes Bay | PGF Funding Sought: | \$ Commercial Informa |
| Region detail: | Napier (Maraenui) | Total Project Value: | \$ Commercial Informa |
| | | Applicant co-funding: | \$ Com |
| Entity Type: | Company | Funding Structure: | Grant |
| Entity Detail: | Angel Promotions Ltd is a Napier based company established in 2009, which operates several social enterprises. Key activities include: <ul style="list-style-type: none"> - A community based gym which delivers a range of targeted social programmes for disadvantaged youth. This service and experience which is currently provided at no cost to the community will be drawn upon as an integral part of this proposal; and - An events management operation: this includes running community based sporting events which raise funds for local charitable purposes. | | |

We recommend that the SROs:

- a) **Approve** \$554,486 from the He Poutama Rangatahi Fund towards the Youth Connect programme in Hawkes Bay based in the Napier suburb of Maraenui, a community which has significant socio-economic needs and potential
- b) **Note** that over a two period, at least Commerc rangatahi will be enrolled in the programme and Comme employment outcomes are expected for the same period
- c) **Note** that the organisation, and the programme, is strongly supported by the Maraenui community as well as the wider Hawkes Bay region (including Matariki, the Napier City Council and local employers)
- d) **Note** that Commercial Inform support from the Commercial Information has been confirmed for this proposal of Commercial In
- e) **Note** that the organisation, through their current business and charitable activities, have been connecting young people to opportunities with minimal resource/support
- f) **Note** that the programme targets predominantly Māori rangatahi with complex needs, including males with gang affiliations
- g) **Note** that this funding is coming from an MBIE appropriation but the funding criteria aligns with PGF outcomes
- h) **Note** that the funding requested for the Hawkes Bay programme covers Commerc FTEs and Commercial Informa FTEs, namely:

- the cost of employing [redacted] full-time Youth Navigators;
- a [redacted] Programme Manager;
- a [redacted] Drug and Alcohol Rehabilitation Coordinator; and
- programme delivery costs including drivers licensing, industry training and qualifications, support for a youth ambassador programme and the work readiness programme.

Background

Angel Promotions was established in 2009 to build community resilience and improve the health and wellbeing of Hawke's Bay. The organisation is widely known and respected for its successful operation of a community based facility (known as the Lab Training Centre) which comprises a gym; a healthy nutrition café; youth development programmes. At the Lab rangatahi (and older people) are supported to pathway into industry based training qualifications.

In addition to the above health and strength focus of its work, Angel Promotions also offers consultancy and event management services, specialising in Māori economic development, community health and wellness services. In this regard, Angel Promotions has been a regular recipient of awards over the last 5 years from the Ngāti Kahungunu Māori Sports Awards for services to the community. In 2018 it received an award at the National 2018 NZ Exercise Industry Awards for Industry Based Education.

The Lab Training Centre very much has a community focus, offering health and well-being services, including pastoral care to its members which extends beyond that of a gym. For example, the Lab runs what is known as a Youth Combat Academy which is designed to harness young people's passion to keep them focused and engaged with the fundamental aim of connecting rangatahi with education and employment opportunities.

Hauora Maori is an important part of the Academy's philosophy enabling rangatahi to understand their strengths physically and mentally while receiving work readiness skills. With little resource and being self-funded, Angel Promotions have managed to place over the last 12 months [redacted] rangatahi into employment, [redacted] rangatahi into work experience, and [redacted] rangatahi have achieved industry-based qualifications. This experience (and the facility of the gym) will be drawn upon in this proposal to engage with participants, particularly men from gang backgrounds.

Proposal

This initiative's purpose is to provide locally driven, transformational solutions toward sustainable and fulfilling employment for youth within Maraenui and the wider Napier area. The application responds to multiple barriers and challenges to employment that are experienced by rangatahi in Maraenui including:

- **Drug and alcohol issues**
- **Gang affiliations and activity**
- **Inequity for Māori in the local labour market**
- **Long-term welfare dependency amongst whanau**

This proposal seeks to provide a face to face service located within Maraenui while accessing other local services, as required. Maraenui is a Napier suburb with a high Māori population, experiences significant social-economic deprivation and has a heavy gang presence. In recognition of Maraenui's needs (and the opportunities available), the [redacted] Commercial Information is supporting this application by offering the use of their [redacted] Commercial Information

[redacted] This underscores the high regard in which Angel Promotions is held and is reflected in the supporting letter provided by the [redacted] Commercial Information

Funding Detail

Funding will be used to:

- Recruit and employ a full-time Youth Navigators;
- Recruit and employ a FTE Drug and Alcohol Rehabilitation Co-ordinator
- Contribute to the costs of a FTE Part-time Programme Manager; and
- Cover programme costs including transport, overheads and specific industry training related to rangatahi needs.

The Youth Navigators will work directly with the rangatahi to deliver the programme as well as provide the intensive pastoral support that the target cohort requires. The Programme Manager (FTE) will ensure the successful delivery of the programme and be a vital link with other support services as well as link rangatahi to employment opportunities.

Having an in-house drug and alcohol professional support the programme will be invaluable as this is one of the key barriers to employment for many of the rangatahi that the provider currently works with.

The programme

The training programme will be 12 weeks in duration followed by at least 6 months of post-placement support and will comprise following 4 key components:

- **Career planning** (Week 1):
 - Hauora assessment
 - Aspirations
 - Goal Setting
- **Work readiness** (Weeks 2-8):
 - Employment Skills
 - Education and training

All participants will be offered the opportunity gain industry based qualifications (up to Level 4)
- **Work experience** (Weeks 9-12):
 - Targeted job search
 - Industry experience
- **Employment** (6 months post-placement support)
 - Employment support inclusive of pastoral care
 - The Rangatahi ambassador programme: graduates of the programme will be offered the opportunity to take on a leadership role, acting in a tuakana/teina role to mentor others. Appropriate support and training will be offered.

The pastoral care for this programme will be delivered by the Youth Navigators and supported by the Programme Manager. There are also a number of members of the gym who have indicated a willingness to mentor the rangatahi and this informal network will be tapped into.

Hawkes Bay has seen a growth in gang membership over the last two years, particularly with the Mongrel Mob heavily recruiting rangatahi. This programme seeks to draw upon the successes achieved with the Youth Combat Academy which is not currently funded. Through the Academy rangatahi are provided with the opportunity to engage in combat sport. While in attendance at the Academy they are fully supported with life-skills, pastoral care and connected with other opportunities.

This HPR application leverages off this experience by accessing further resources (e.g. targeted drug and alcohol counselling, budgeting services) and provides an alternative to a gang lifestyle by using physical activity and training which is attractive for rangatahi. As detailed above, Angel Promotions will then work with the rangatahi on their personal development and employment aspirations.

Targeted sectors

The main sectors targeted by this proposal align well with the region’s economic development strategy and include:

- infrastructure; primary (inclusive of horticulture); tourism and retail; and community and social services

Links to potential employers

Angel Promotions have an extensive network of employers that they have built up through their business activities. Their connections with organisations such as the Napier City Council and iwi have been developed through their consulting arm in economic development and housing sectors (eg community engagement for the Maraenui Urban Renewal project) and this HPR proposal builds upon this work.

Outcomes Sought

Outcomes from the funding will result in:

- **rangatahi enrolled in the programme over two years and supported with career planning, specific employment skills, industry training and work experience**
- **rangatahi connected to and supported into sustained employment over two years**

Wider Benefits

This proposal seeks to establish a programme based within the Maraenui community where there is significant need – and also untapped potential. Through connecting with rangatahi within this community the programme will establish real options for rangatahi facing multiple barriers and complex needs and provide them with an alternative to joining a gang and/or other anti-social activity.

The wider benefits over and above the completion of the 3 month programme include:

- Providing an alternative for gang membership for rangatahi
- Decrease in the number of rangatahi with alcohol and drug addictions
- Prevention of recruitment into gang membership – rangatahi choosing leadership over victimisation
- Community engaged with the Youth Connect programme and the positive difference it can make

| | Response | PDU (TAM) Statement regarding achievability of target |
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| Number of people expected to be targeted by the project/activity annually (on average): | Commerce participants enrolled a year; Commerce participants enrolled over two years | Achievable: there are sufficient participants available in the targeted community of Maraenui and wider Napier. Currently there is only one HPR provider working specifically in the Napier area. |
| Number of people expected to attain employment as a result of the project/activity annually (on average): | Commerce participants placed into employment per year; Commerce participants in employment over two years | Achievable: based on the applicant’s previous experience with connecting rangatahi to employment as well as their extensive employer networks through their various business activities. |

Assessment against the PGF criteria:

Eligibility Criteria

This application is eligible for HPR funding.

| Productivity Potential | | |
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| <p>The project will:</p> <ul style="list-style-type: none"> • Improve employability and upskilling of rangatahi within Hawkes Bay; • Contribute to sustainable regional growth in Hawkes Bay; and • Address some of the barriers that contribute to poor productivity and slow economic growth. | | |
| Policy objectives | | |
| <p>This project aligns with He Poutama Rangatahi principles by supporting young people most at-risk of long-term unemployment and who are not in education, employment or training.</p> <p>The programme targets the Mareunui community, a suburb in Napier, which presents with rangatahi who are more likely to have drug and alcohol issues, face unemployment, have poor educational outcomes, and are at risk of joining a gang and experience violence.</p> | | |
| PGF Criteria | Assessment Commentary | Rating (Y/N/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"> • “Improving pathways to and through employment” is a key pillar of the Matariki Hawkes Bay REDS – and this programme would contribute to this namely by: <ul style="list-style-type: none"> ○ Building skills and capability in Hawkes Bay ○ Reducing the proportion of NEETs ○ Reducing Maori unemployment | 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"> • This application will help to build a supply of well-equipped and capable rangatahi who are ready to move into employment. • It also seeks to deliver specific skills relevant to emerging workforce demands, as identified by the employers engaged in the programme and aspirations of the rangatahi. | YES |
| Reduces the rates of people not in employment, education and training, with an emphasis on Māori | <ul style="list-style-type: none"> • The target group of the programme are all currently not in employment, education or training – and will include non-beneficiaries • Most will be Māori. | 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"> • There is a focus on the untapped potential of rangatahi within the Napier area – specifically Maraenui. • The programme seeks to connect these rangatahi with emerging labour demands by providing the right supports. | YES |
| Additionality – adds value by building on what is already there | | |

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| <p>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)</p> | <ul style="list-style-type: none"> • Addresses a gap in the training and employment pathway for rangatahi within Napier. • There is currently only one existing HPR provider in Napier targeting a similar cohort. • The provision of a base in Maraenui addresses a gap in current service provision for rangatahi in this community. • The applicant is working alongside social service agencies in this community and providing a skills and employment focus. | <p>YES</p> |
| <p>Demonstrates why third party funding, including other government agencies, cannot be used to address the current gap in service provision</p> | <ul style="list-style-type: none"> • Access to commercial funding is not an option for this kind of training programme. • The programme is beyond the remit of MSD both in terms of services offered and potential participation of non-beneficiaries. | <p>YES</p> |
| <p>Connected to regional stakeholders and frameworks</p> | | |
| <p>Alignment with regional priorities</p> | <ul style="list-style-type: none"> • The applicant’s project aligns well to the objectives of the region’s economic action plan (Matariki), specifically the objective of improving pathways to and through employment. | <p>YES</p> |
| <p>Support from local employers, central and local government, and governance groups (inc. Councils, Iwi/Hapu)</p> | <ul style="list-style-type: none"> • The applicant has strong networks with local employers – for example Commercial Information [redacted] who have provided a support letter. • The applicant also has support from key leaders within the Commercial Information [redacted] community and wider Napier area. • Support letters provided from Commercial Information [redacted] | <p>YES</p> |
| <p>Governance, risk management and project execution</p> | | |
| <p>Robust project management and governance systems</p> | <ul style="list-style-type: none"> • Robust project management and governance systems demonstrated | <p>YES</p> |
| <p>Demonstrates the capacity and technical capabilities to effectively implement the initiative</p> | <ul style="list-style-type: none"> • Applicant has worked extensively with rangatahi and in the youth development sector as well as solid project management skills. | <p>YES</p> |
| <p>Risk management approach</p> | <ul style="list-style-type: none"> • An appropriate risk management approach for this proposal has been identified. | <p>YES</p> |
| <p>Future ownership / operational management</p> | <ul style="list-style-type: none"> • Not applicable. | <p>YES</p> |

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 completed and nothing of note has been identified.

Key Management Personnel:

- The two directors of Angel Promotions are Patrick and Theresa O'Brien.

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 |
|-------------------|--|---|-------------------|
| Reputation | This initiative fails to achieve outcomes due to reasons such as low participation rates and/or completion rates, causing a flow on reputational risk to the PDU | <ul style="list-style-type: none"> Ensure applicant has clear and feasible mitigations in place to address this and ensure outcomes are achieved | Low |

Consultation undertaken or implications:

The EOI for this initiative has been to the Matariki Skills and Employment sub-group who provisionally endorsed the proposal with some key recommendations for further development which the applicant has addressed.

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| Supporting proposal: | Yes Application Will Be Proactively Released Separately |
| Appendices: | Yes – Application and supporting letter <small>Supporting Letter Is Withheld in Full Due to Commercial Sensitivity</small> |
| Author of paper: | Brendan Quinlivan |