

2.06 MAHI ORA ŌPŌTIKI – AN EMPLOYED COMMUNITY THRIVES

PGF Application – Te Ara Mahi – Express Application		For Approval	
Applicant:	Ōpōtiki District Council	Pipedrive ID #	Commercial Information
Region	Bay of Plenty	PGF Funding Sought:	\$ Commercial Information
Region detail:	Eastern Bay of Plenty – Ōpōtiki and East Coast (Te Whanau-a-Apanui) R Region	Total Project Value:	\$ Commercial Information
		Applicant co-funding:	\$ Commercial Information Commercial Information
Entity Type:	Local Authority	Funding Structure:	Grant
Entity Detail:	www.odc.govt.nz		

We recommend that the SROs:

- a) **Approve \$100,000** from the Te Ara Mahi (TAM) portion of the Provincial Growth Fund (PGF) towards the Mahi Ora Ōpōtiki – An employed community thrives programme in the Eastern Bay of Plenty.
- b) **Note MSD** is supportive of this proposal as it ties in with the prospective success of other applications and aligns with the work MSD undertakes in Ōpōtiki.
- c) **Note MPI** is supportive of this proposal as it will help to place local people into jobs in the primary industry
- d) **Note Ōpōtiki District** is rapidly moving towards a significant period of economic growth. There is urgency to develop and connect a local workforce with employers.
- e) **Note** this project will facilitate ^{Commercial Inf} people annually into employment and develop and implement 4 sector workforce development plans focussing on Aquaculture, Horticulture, Forestry, Construction & Infrastructure
- f) **Note** the Ōpōtiki community historically has high unemployment, low skilled workers.
- g) **Note** A mandated community meeting attended by employers, industry, local council, community members, Government agencies and Iwi all endorsed the need for an independent local workforce development co-ordinator.
- h) **Note** This role is an Industry facing role and will facilitate strategic and project planning, collect and share relevant information, strengthen stakeholder connectivity and support clusters of employment activity.
- i) **Note** The expansion of Whakatohea Ōpōtiki Mussels Ltd (WOML), and the building of a processing plant in Ōpōtiki will significantly boost the local employment opportunities.
- j) **Note** The development of deep seaport in Ōpōtiki will provide further workforce demands across all the trades, logistics and distribution, marine sciences, and expansion of the logging and timber Industry adding further pressure on the transport sector.
- k) **Note** The Ōpōtiki District is on a journey of recovery, healing, renewal and revitalisation both culturally, socially and economically. Co-ordinating pathways to meaningful well-paid employment for the people in this locality will be life changing and transformational.

l) Note the intended space is available and the Applicant is ready for immediate start of recruitment. The escalation of projects in Opotoki has increased the need for this role to begin swiftly pulling employers together.

Proposal:

The Ōpōtiki District Council (ODC) and Whakatōhea Iwi will work together to provide a workforce co-ordinator to connect employers and potential employees to meet the significant workforce demands of pending development. This role will be located in the ODC premises and either contracted or employed by ODC.

Funding Detail:

The salary/contractor costs \$ ^{Commercial Informat} (all towards salary or contracting costs). All operations, equipment, stakeholder engagement support, pool car, support services, administration support and facilitation/meeting costs are all covered by Ōpōtiki District Council totalling \$ **Commercial Information**.

Outcomes Sought:

Outcomes from the funding will result in:

- The co-ordinator role will facilitate the development and implementation of a comprehensive local workforce development strategy inclusive of education and training pipelines into employment support by Iwi, Industry, community, employers and other sector stakeholders ie MBIE, MSD, TEC, MOE.
- The role is Industry facing and include the co-ordination of the wider agency involvement, with alignment across associated projects locally and regionally therefore mitigating duplicity and silos.
- ^{Commercial Inform} people into employment
- 4 Sector Workforce Development Plans focussed on Aquaculture, Horticulture, Forestry, Construction/Infrastructure

Wider Benefits:

- Harness stakeholder energy and potential economic growth of the region.
- Strengthen alignment across associated projects locally and regionally therefore mitigating duplicity and silos
- Maximise the access of youth and unemployed to training programmes.
- Strengthen the 'education to employment' pipeline with sound transition from Secondary School and training providers.

Assessment against the PGF criteria:

Eligibility Criteria

This application is eligible for PGF funding.

Productivity Potential

The project will:

- improve employability and upskilling of local people in the Bay of Plenty; and
- contribute to sustainable regional growth in the region

Policy objectives		
<p>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:</p> <ul style="list-style-type: none"> • Targeted support for employers (and industry) who are upskilling local people which will create sustainable employment opportunities. • Support and enhance Maori workforce recruitment, retention and support Iwi business interests in regard to employment, education and training. 		
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"> • Aligns with regional economic plans and priorities by: <ul style="list-style-type: none"> - Lifting capability and productivity in priority sectors for the region - Reducing the NEET rate amongst rangatahi • Reducing Maori unemployment by creating a pipeline into entry-level positions for local rangatahi and unemployed, with options for higher level training and high level incomes. 	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"> • The plan will provide specific focus on quality training and upskilling of local people. The plan developed, seeks to address the skills gap at the next level and in doing so – providing a career pathways 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 will include support for 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"> • Local employers have contributed to the co-design of the role of a Workforce Development Co-ordinator. 	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	<ul style="list-style-type: none"> • This programme supports PGF investment in local economic projects • TAM funding will provide a real step change in the employment outcomes for participants. 	Yes

or re-start, existing projects)		
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"> • Ōpōtiki District Council do not have the current capacity to provide this role and function. There is urgency to provide a strategic plan for the rapid growing economy in Ōpōtiki District. 	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 has been provided from • Te Pou Oranga o Whakatohea, Whakatohea Maori Trust Board, Youth 2, Te Kaha Group, OPAC, Toi EDA, Ōpōtiki College, Whakatu Whanaunga Trust, Open Ocean – Whakatohea Mussels, Profiles from Muriel Chamberlain – Corporate Services Manager, Dickie Farrar – CEO Whakatohea Maori Trust Board. MSD – Regional • Bay of Connections regional economic development framework supports the sector strategies inclusive of the Ōpōtiki District. 	Yes
Governance, risk management and project execution		
Robust project management and governance systems	<ul style="list-style-type: none"> • Ōpōtiki District Council is a local authority that area extends from East Cape (Te Whanau-a-Apanui to Ōpōtiki region) 	Yes
Demonstrates the capacity and technical capabilities to effectively implement the initiative	<ul style="list-style-type: none"> • This role will be managed by Ōpōtiki District Council and report to CEO, and provide regular updates to CEO of Whakatohea Maori Trust Board and wider stakeholder group. 	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"> • Not applicable 	N/A

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

The Applicant is a District Council.

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
1.	Ōpōtiki Harbour build is delayed	<ul style="list-style-type: none"> Growth in other sectors (aqua, api, agri and hort) continue to justify the need for co-ordinated approach to workforce development 	Low
2.	Co-ordinator unable to gain credibility and support from key stakeholders	<ul style="list-style-type: none"> Recruitment focus on persons with the appropriate skills, knowledge and relationships locally to execute 	Low
3.	Fragmented approach to workforce development through lack of information sharing and engagement from external agencies.	<ul style="list-style-type: none"> Robust networks internal and external, local, regional and national links to all parts of the system 	Medium

Consultation undertaken or implications:

MPI supports this proposal as it will help to place local people into jobs in the primary industry. Particularly in sectors of rapid growth around Ōpōtiki, aquaculture and kiwifruit.

MSD supports this proposal. It is a unique position which ties in with the prospective success of other applications and aligns with the work MSD undertakes in Ōpōtiki.

Supporting proposal:

Yes

Appendices:

Yes – Application and supporting letters [Supporting letters withheld - Commercial Information](#)

Author of paper:

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