

# **Regional Migrant Skills Retention Team**

---

**Annual Activity Report 2018/19**

Final Report

September 2019

# Contents

---

CONTENTS .....	2
EXECUTIVE SUMMARY .....	4
CONTEXT AND OVERVIEW .....	7
THE TEAM .....	7
WHO WE WORK WITH & WHAT WE DO .....	12
STAKEHOLDER FEEDBACK .....	18
NEXT STEPS – NATIONWIDE .....	24
AUCKLAND REGIONAL PROFILE.....	25
ABOUT THE REGION .....	25
OUR FOCUS FOR 2018/19.....	26
HIGHLIGHTS .....	26
NEXT STEPS .....	28
BAY OF PLENTY REGIONAL PROFILE .....	29
ABOUT THE REGION .....	29
OUR FOCUS FOR 2018/19.....	30
HIGHLIGHTS .....	31
NEXT STEPS .....	33
CANTERBURY REGIONAL PROFILE.....	34
ABOUT THE REGION .....	34
OUR FOCUS FOR 2018/19.....	35
HIGHLIGHTS .....	35
NEXT STEPS .....	36
HAWKE’S BAY REGIONAL PROFILE.....	38
ABOUT THE REGION .....	38
OUR FOCUS FOR 2018/19.....	38
HIGHLIGHTS .....	39
NEXT STEPS .....	40
MANAWATU-WHANGANUI REGIONAL PROFILE .....	41
ABOUT THE REGION .....	41
OUR FOCUS FOR 2018/19.....	42
HIGHLIGHTS .....	42
NEXT STEPS .....	44
NELSON-MARLBOROUGH PROFILE .....	46
ABOUT THE REGION .....	46
OUR FOCUS FOR 2018/19.....	46
HIGHLIGHTS .....	47
NEXT STEPS .....	47
NORTHLAND REGIONAL PROFILE.....	49
ABOUT THE REGION .....	49
OUR FOCUS FOR 2018/19.....	50

HIGHLIGHTS .....	50
NEXT STEPS .....	52
OTAGO REGIONAL PROFILE .....	53
ABOUT THE REGION .....	53
OUR FOCUS FOR 2018/19.....	54
HIGHLIGHTS .....	54
NEXT STEPS .....	56
SOUTHLAND REGIONAL PROFILE .....	57
ABOUT THE REGION .....	57
OUR FOCUS FOR 2018/19.....	58
HIGHLIGHTS .....	58
NEXT STEPS .....	59
TARANAKI REGIONAL PROFILE .....	60
ABOUT THE REGION .....	60
OUR FOCUS FOR 2018/2019 .....	61
HIGHLIGHTS .....	61
NEXT STEPS .....	61
WAIKATO REGIONAL PROFILE .....	62
ABOUT THE REGION .....	62
OUR FOCUS FOR 2018/19.....	63
HIGHLIGHTS .....	63
HIGHLIGHTS .....	65
NEXT STEPS .....	67
WELLINGTON REGIONAL PROFILE.....	68
ABOUT THE REGION.....	68
OUR FOCUS FOR 2018/2019.....	69
HIGHLIGHTS .....	70
NEXT STEPS .....	72
ABOUT PACIFIC MIGRATION .....	73
OUR FOCUS FOR 2018/19.....	73
HIGHLIGHTS .....	74
CONTRACT MANAGEMENT.....	76
ABOUT EXTERNAL CONTRACT MANAGEMENT .....	76
OUR FOCUS FOR 2018/19.....	76
NEXT STEPS .....	82

# Executive summary

---

This is the annual report for the activities of Immigration New Zealand's **Regional Migrant Skills Retention Team** for the period July 2018 to June 2019. The report describes the work undertaken throughout the year to support regions, and documents the achievements of the team.

The team of Regional Relationship Managers is part of the Settlement, Protection and Attraction Branch within Immigration NZ and has been operating since October 2014.

The Ministry of Business, Innovation and Employment's priority statement for 2018 states that "Supporting thriving and sustainable regions is a priority for the current Government." The Migrant Skills Retention team of regionally-based Relationship Managers help implement this priority goal through working at strategic, operational and tactical levels in 12 regions throughout New Zealand.

As regions often rely on migrants to fill skilled shortages and boost their economies, the Relationship Managers play an important role in working closely with regional employers, small to medium enterprises, economic development agencies, local government, and settlement service providers.

Tailoring their work to local conditions, the Relationship Manager team is responsible for building stakeholder relationships to influence planning, information and product dissemination, and stakeholder approaches to retaining migrant skills in businesses and regions. Through this work the team supports the growth of economic, social and cultural capital, as well as enhancing the well-being of migrants and assisting employers to plan for and retain their migrant workforce.

The Regional Relationship Manager Team is part of the Settlement Unit, which has the aim of ensuring that:

- *New migrants* quickly feel included and participate in New Zealand's economic, civic and social life.
- *Employers* hire and retain migrants to fill local skill shortages and boost regional growth and well-being.
- *Newcomers and local residents* fully participate in creating a strong and vibrant community.

## **National and regional outputs**

This report describes each region, what the focus of work for the Relationship Manager has been in 2018/19, the highlights achieved and the next steps.

Highlights for the year include:

- **The reach and depth of work undertaken:** Relationship Managers have in 2018/19 worked with: 30 local authorities, 22 economic development agencies, 9 industry sector groups, 23 Local and Regional Settlement Networks, 18 tertiary education providers, 22 employer associations, 297 employers, and 1764 international migrant students.
- **Regional Partnership Agreements:** These agreements are an important way of linking the work of SPA and the role of the Relationship Managers into the economic and political decision-making infrastructure in the regions. This year saw the successful completion of a new Regional Partnership Agreement (RPA) with New Zealand's capital region, Wellington. The new agreement, which has a term of three years, develops stronger collaboration between Wellington Regional Economic Development Agency (WREDA) and INZ's SPA team. The new agreement has a focus on working together to support the region's workforce need, migrant investment innovation and the attraction of international visitors and student. The existing Western Bay of Plenty RPA was renewed for a further three years taking it through to 2022. Other RPAs in place are in the Manawatu which is due to be renewed in the latter half of 2019; and the Auckland RPA which continues to provide a strong framework in which the INZ SPA team and the Auckland Council and ATEED can work together.
- **Enhancing migrant worker retention in the aged care sector:** Lack of skills in cross-cultural understanding is one of the key factors identified in the high staff turnover of migrant nurses in the aged care sector. The Otago Relationship Manager worked on a pilot *Connecting Cultures* project with the Iona Enliven Home in Oamaru to reduce staff turnover, where six out of 10 migrant nurses left their jobs within 15 months. Through co-designing a cross-cultural and settlement programme and facilitating inclusion workshops, the RM worked with management to see a significant reduction in staff turnover. This excellent piece of work was recognized by being awarded the Arjo Training & Staff Development Award Category at the 2018 NZAGA/EBOS Healthcare Excellence in Care Awards.
- **Strengthening Local Settlement Networks (LSNs):** Networking continues to be an important cornerstone in the work of the regional Relationship Managers. LSNs bring together a wide range of local service providers, local employer groups, settlement specific agencies, and local and central government representatives and are key to fostering local migrant settlement and retention. In the 2018-19 year, the RMs worked with 23 LSNs, participating in 111 meetings.
- **The Welcoming Communities pilot programme:** The Welcoming Communities programme celebrated a milestone in June 2019, with the conclusion of the two-year pilot programme. Since July 2017, ten local government councils across five regions have worked with their communities and Immigration New

Zealand (INZ) to create welcoming and inclusive communities for newcomers from overseas and other parts of New Zealand. The programme is continuing in 2019/20, with the possibility of expanding the programme to take on more councils.

Positive interim evaluation findings shows that participating councils are taking a leadership role to welcome newcomers and celebrate diversity, community groups are connecting with each other and the councils and local residents are looking to engage with newcomers.

INZ's Relationship Managers have helped ensure the successful implementation of the pilot, which has the long-term goal of increasing social engagement, building community connections, and growing social inclusion. They will have an equally important role to play if the programme is expanded from 2019/20 to take on more councils from around New Zealand.

- **Cross-MBIE collaboration:** The Relationship Managers work in joined-up approaches with other parts of MBIE to deliver programmes and provide access to regional stakeholders that provides insights to benefit policy development. In 2018/19 these collaborative approaches included:
  - RMs supported the Labour and Immigration Policy Branch to carry out research in the regions to gain feedback about migrant exploitation. RMs also participated in cross-MBIE collaborations with the Skills & Employment team to facilitate insights about regionalizing the labour market.
  - Working with SPA colleagues in presentations to international students at tertiary institutes across New Zealand, as well as presenting to events such as the major "*Job Fest*" and the "*ANZ Migrant Expo*" in Auckland.
- **Regional Strategic Support for Planning:** Relationship Managers are actively involved in labour market groups within their regions, as a way of ensuring that the role of migrants in the workforce is well understood in regional planning through the use of the migrant trends reports . Among the regional activities in the 2018/19 year has been the development of the Waikato Labour Market Strategy, which the regional RM worked on in conjunction with the new Waikato regional economic development agency. The strategy focuses on a range of local and regional labour market issues across the spectrum of participation, skills, productivity, communities and sectors. Labour market strategy work is also being developed in other regions, such as Northland

In the coming year (2019/20), the team will continue to develop its regional focus and maintain strong relationships with all stakeholders of regional services to be delivered. Emphasis will be placed on engaging with employers in key sectors where migrant retention is increasingly relevant, along with strengthening Local Settlement Networks as the platform for successful stakeholder engagement, while facilitating support for the regional planning functions that drive the right placement and retention of migrant skills.

## Context and overview

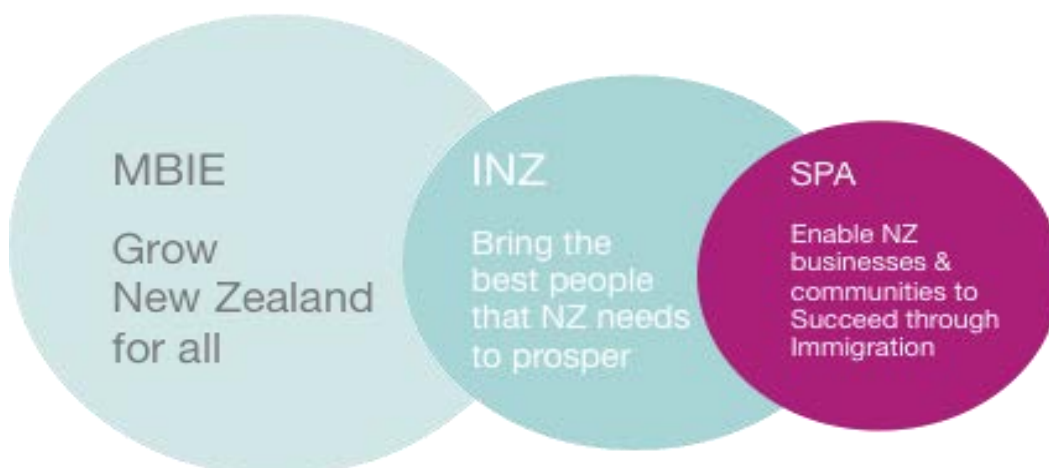
---

This is an annual report on the activities of Immigration New Zealand's **Regional Migrant Skills Retention Team** for the period July 2018 to June 2019. The report describes the work undertaken throughout the year to support regions and the achievements of the team.

This section of the report describes the role of the team within the broader organisational structure of the Ministry of Business Innovation & Employment. It also provides an overview of the work of the team and the highlights for the year.

### The team

The Regional Migrant Skills Retention Team is part of the Ministry of Business Innovation & Employment (MBIE). It is located within the Settlement, Protection and Attraction (SPA) branch of the Immigration New Zealand (INZ) group.



### The Ministry of Business Innovation & Employment

The purpose of the Ministry of Business Innovation & Employment is to grow New Zealand for all. The goal is to create a strong and high performing economy without compromising the integrity of the New Zealand environment and the safety of New Zealand workplaces. The character of MBIE is to:

- Shape**            Shaping the agenda by challenging the status quo and by generating and adopting new ideas, to bring those ideas to life
- Collaborate**    Supporting each other, engaging early and proactively partnering in pursuit of shared goals
- Deliver**           Having a can do attitude, taking ownership, acting with purpose, urgency and discipline, taking calculated risks, celebrating success and learning.

In its Statement of Priorities, MBIE identifies several key elements that feed into the work of the Regional Relationship Managers. These include:

- **Regional focus:** Supporting thriving and sustainable regions is a priority for the current Government. MBIE's role in regional growth encompasses many areas including labour and immigration, tourism and sectors, digital enablement, energy, building and construction and government procurement as well as the implementation of the \$3 billion Provincial Growth Fund. The SPA Regional Relationship Managers are an integral part of this regional focus through their work with economic development agencies, employers and services that support new migrants.
- **Future of Work** MBIE has identified the future of work as a key operational and policy function. This workforce planning involves understanding an increasingly ethnically diverse workforce and business community which is likely to require different and additional support mechanisms in order to create successful outcomes. The impact of an ageing population is likely to present challenges for the labour market moving forward and immigration may play a crucial part in addressing such issues.
- **Supporting competitive sectors:** MBIE aims to improve productivity and consumer outcomes by identifying opportunities and removing barriers in key sectors. Working with the primary stakeholders for immigration – namely the employers, businesses, institutions and communities – the SPA Relationship Managers can assist with enhanced productivity through supporting the labour market needs of employers, and assisting them to ensure their skilled migrants to settle well in New Zealand.
- **Regulatory stewardship:** Reaching best practice regulatory systems that are resilient and agile

## Immigration New Zealand

Immigration New Zealand is a one of seven business groups within MBIE. The function of INZ is to oversee and administer immigration rules and laws, which in turn support New Zealand's economic growth and strengthen relationships with other parts of the world. INZ strategic purpose *"As trusted stewards of the immigration system, we facilitate and protect New Zealand's interests" to bring the best people New Zealand needs to prosper* – it facilitates the supply of skills for New Zealand's economic growth. This is critical for a country whose regions rely on skills, talent and investment for growth.

The strategy identifies six key areas of focus for INZ. They are:

- Identifying and managing risk and vulnerability early
- Facilitating high demand migrants to come to New Zealand
- Ensuring the immigration system drives compliant behaviour



- Minimising harm from immigration
- Supporting our people to be successful
- Functioning as one cohesive team.

The Strategy has four main priorities:

- Connecting data and intelligence
- Targeted sector engagement
- Cross-system integration
- Building people capability.

### **Migrant categories**

INZ manages all migrant visa applications. There are broadly two key types of visas for skilled workers to enter New Zealand.

- Essential Skills visas enable migrants to work on a temporary basis in skilled jobs, which have a short-term skills shortage.
- For long-term shortages, permanent migrants can enter as Skilled Migrants on a pathway to residency.

In 2018/19, INZ approved 6,015 principal applicants for residence through the Skilled Migrant Category, and 42,804 Essential Skills visa holders.<sup>1</sup>

International student visas are another key visa category facilitated by INZ, and these students contribute to the economy by studying in New Zealand. An indicator for sustainable growth in the *International Education Strategy for New Zealand (2018)* is the vision of a “*thriving and globally-connected New Zealand through world-class education.*” The Strategy aims to “share the benefits of international education with regions” and to “*attract students who are in New Zealand for genuine study reasons.*” The Strategy goes on to point out that international students “*can be an important source of skills for our labour market, as they have New Zealand qualifications and are familiar with who we do things here.*”

Graduates beyond degree level are a potential source of skills and talent for sectors that struggle to secure the skills their businesses need to grow. It makes sense that those who have lived and studied here for three years or more will more readily settle in work here.

### **Settlement strategy**

Since July 2014, migrant settlement effort has been shaped by the ‘***New Zealand Migrant Settlement and Integration Strategy***’. The outcomes-focused Strategy is a cross-government collaboration to successfully settle and integrate new migrants in

---

<sup>1</sup> Source: Immigration NZ. Data extracted from MBIE’s Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

New Zealand. The Strategy places value on the economic contribution of migration and stresses the importance of long-term integration of migrants in conjunction with successful initial settlement. The Strategy's aim is that migrants: *Make New Zealand their home, participate fully and contribute to all aspects of New Zealand life.*

### **Settlement Protection, and Attraction branch**

Within INZ, the Settlement Protection, and Attraction branch *enables NZ businesses and communities to succeed through immigration.* Specifically, the branch helps New Zealand's economy through the attraction and retention of skilled migrants. The focus areas for the branch are:

<b>Attract</b>	An integrated cross-SPA approach for engagement in target sectors and regions
<b>Connect</b>	Growing New Zealand business, migrant investor capital, and Pacific skills and capability
<b>Retain</b>	Build and support New Zealand employers' capability to obtain and retain migrant employees
<b>Protect</b>	Refugee and asylum seeker services
<b>Strengthen</b>	Our leadership and our people capability

The SPA Branch in INZ is charged with proactively partnering to maximise the value of immigration by actively engaging with businesses, communities and sectors to realise the benefits of immigration. Namely:

- Employers have the knowledge and confidence to attract and retain skills.
- Regions and sectors value INZ as a business partner.
- Refugees are settled well, and in meaningful and sustainable work.
- Education attracts and retains the right students.
- Tourism sector grows and has access to the skills it needs.
- Investors are connected and attracted to invest in New Zealand.
- Skilled migrants are connected with NZ businesses seeking skills.

SPA achieves its goals by engaging with central and local government, non-government agencies, and a wide range of industry bodies and sectors, to lead the development of targeted interventions that support the retention of migrants in businesses reliant on their skills. The branch also provides practical advice, information and resources for migrants, their families, and for their employers about living and working in New Zealand.

## Regional Skills Migrant Retention Team

### Regions and Relationship Managers

SPA's Settlement Unit established a team of Regional Migrant Skills Retention Relationship Managers in October 2014. The team provides a regionally-embedded service capability and function for businesses in regions. The team is responsible for building stakeholder relationships to influence planning, product development and stakeholder approaches to attract and retain migrant skills.

The team is also a critical source of intelligence, information and advice that informs regional planning, and business and sector employer support channels specifically on: the labour market; skills; investment; workforce development and planning; tourism; and international education - all key components of regional development that touch on immigration activity.



The team is comprised of Relationship Managers responsible for 12 regions: Northland; Auckland; Waikato; Bay of Plenty; Hawke's Bay; Taranaki; Manawatu-Whanganui; Wellington; Nelson-Marlborough; Canterbury; Otago; and Southland.

For the purpose of optimising Relationship Manager coverage across the country, the Nelson and Marlborough regions have been combined. The Gisborne and West Coast regions do not have a dedicated Relationship Manager coverage due to the low numbers of migrants in these areas.

The Relationship Manager team also includes a dedicated Relationship Manager for Pacifica retention issues, and a Relationship Manager - External Providers who oversees the provision-of-service contracts with third party service provider agencies. The regionally-based RM team reports to the Wellington-based Manager of the Regional Migrant Skills Retention team, who in turn reports to the National Manager, Settlement, Immigration New Zealand.

### Regional context

Supporting the Government's drive to ensure the needs of the regions are well served, the Relationship Managers take a tailored approach to working with each region according to local priorities and needs. This model has been adopted because there are significant regional differences which inform the Relationship Managers' response, including:

- **The profile of migration within the region.** Regions attract different levels of migrant numbers, and also differing types of migrants (temporary, permanent, and international students). In some regions, temporary migration is high in comparison to the number of permanent skilled migrants. In Southland for instance, the dairy industry has been reliant on temporary migrants and this has brought a different settlement challenge compared with regions where the emphasis is on permanent skilled migrants (as in Auckland, Canterbury and Wellington) or international students (as in Auckland, Canterbury, Wellington, Waikato, and Otago).
- **The stage and coordination of economic development, planning and strategy** within the region. Each region is unique in this respect. Some regions for example have multiple economic development agencies and others have none. Some regions have multiple local authorities that work collaboratively, and others do not.
- **The nature of settlement services within the region.** Each region has a different mix of services that have different patterns of operation. In some regions these services may be well coordinated and developed, engaging strategically together across different sectors. In other regions services may not be coordinated or collaborative.
- **Unique features of the local communities and circumstances.** The result of the earthquakes in Canterbury is a clear example of a region with a unique circumstance. The reliance on large numbers of migrant workers for re-build activities has made for conditions where support for settlement has been different from all other regions in New Zealand.

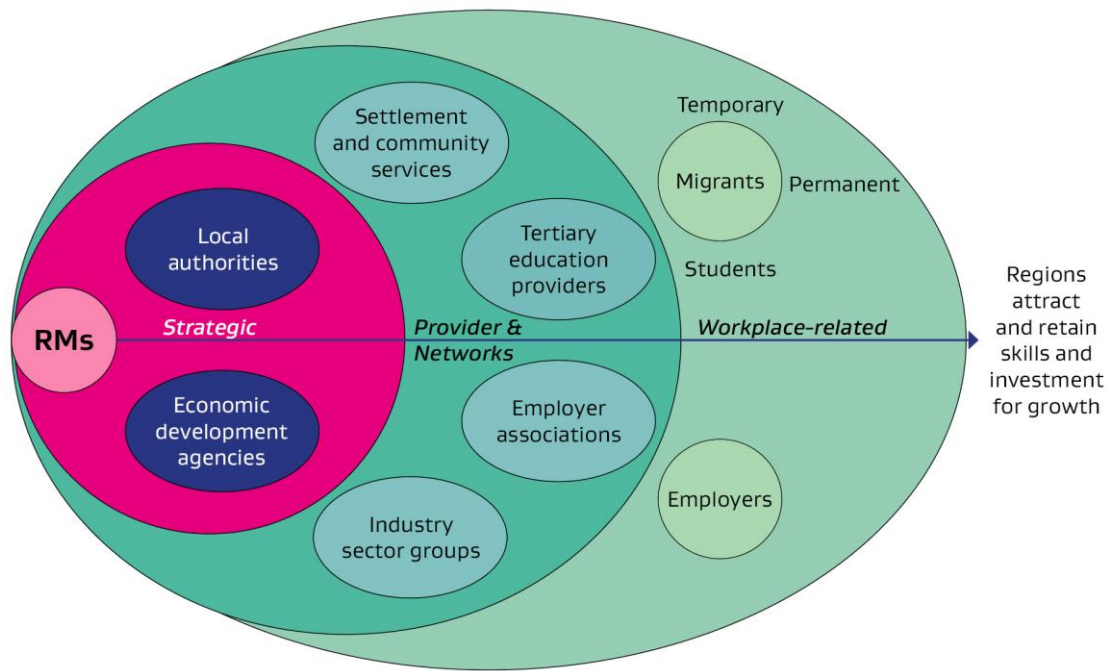
## Who we work with & what we do

Relationship Managers work with a wide range of stakeholders to influence and assist regions to attract and retain skills and investment for growth. The Relationship Managers are a critical source of intelligence that informs regional planning, and guides businesses and sector employers to implement initiatives that help retain their migrant staff.

Stakeholders can be grouped into three categories:

- Strategic drivers
- Providers and business networks
- Recipients of migrant workplace-related support services

Relationship Managers tailor the support and assistance they provide to meet the needs of these different stakeholders. The following diagram illustrates the types of stakeholder in each grouping.



## Strategic stakeholders

### Regional strategy and planning

Local authorities and economic development agencies are strategic partner stakeholders. These organisations are responsible for economic development and regional strategy planning. Where it is appropriate, Relationship Managers work collaboratively with these organisations to assist and influence their consideration of regional workforce needs, and the role that migrant attraction and settlement can contribute to strengthen regional economic development.

Relationship Managers also work with strategic stakeholders who are members of regional strategy and planning steering and working groups (such as Economic Development Agencies, or regional labour market networks). Relationship Managers bring their knowledge and skills to inform discussions, provide connections and build understanding about the contribution of migration flows.

Relationship Managers can support stakeholders to undertake a range of regional strategy and planning activities including:

- Contributing to capability, growth, and labour market studies, which undertake research to better understand regional and local needs. These are foundational projects providing analysis to inform strategies and plans.
- Contributing to the development of regional economic development strategies.
- Contributing to the development of an international focus or strategy to position a region in the international market.
- Assisting the implementation of collaborative action plans and influencing the achievement of these initiatives where migration issues are prominent.

- Formalizing strategic relationships through Regional Partnership Agreements (RPAs). RPAs identify the joint priorities and actions that INZ and regional partners will take to strengthen support for skills attraction and retention in the region.

Relationship Managers may co-locate with strategic partner organisations to support a particular initiative and/or promote collaborative ways of working.

### **Welcoming Communities**

Since the 2016/17 year, the SPA team has led the development of a new Welcoming Communities initiative that supports local council planning for welcoming newcomer migrants and retaining their skills in the region.

In June 2019 the two-year pilot programme concluded with ten local government councils across five regions having worked with their communities and Immigration New Zealand (INZ) to create welcoming and inclusive communities for newcomers from overseas and other parts of New Zealand.

### **Provider and Network stakeholders**

Provider and Network stakeholders directly and indirectly impact the flow and settlement of migrants to the region. We identify four sub-groups that Relationship Managers work with:

- Settlement and community services;
- Tertiary education providers;
- Employer associations;
- Industry sector groups.

Relationship Managers may engage with all of these stakeholders, providing information and resources, and making connections to in-house expertise on topics such as: immigration policy and regulations, settlement knowledge and effective practice, and pathways from tertiary education to employment.

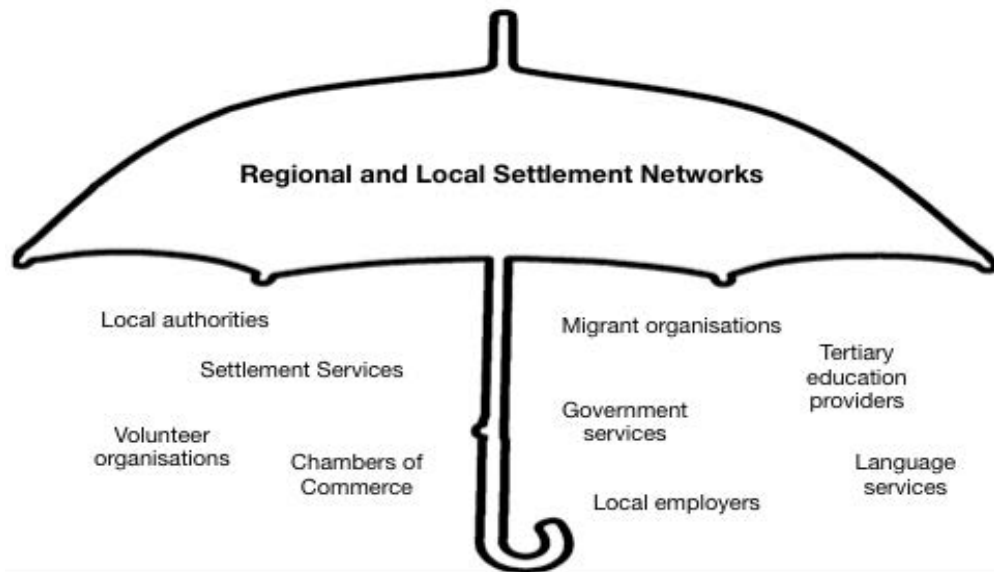
### **Local/Regional Settlement Networks**

Relationship Managers work across Provider and Network stakeholders, through Local/Regional Settlement Networks (LSN or RSN).

The Networks vary across the country, but essentially are umbrella forums for agencies and organisations to: collaborate; interact on issues; exchange information; and develop useful contacts and solutions to strengthen migrant settlement and retention.

The Local/Regional Settlement Networks build capacity across member organisations, and enable actions to be taken across multiple systems that are otherwise not connected or coordinated to serve the interests of new migrants. Some LSNs and RSNs are a continuation of networks established by the former

Settlement Support New Zealand model. Other networks are newly established. A diverse range of organisations participate in these networks.



Typically, representation on the LSN/RSN is drawn from:

- central and local government agencies;
- service providers and settlement-specific agencies;
- migrant and refugee communities, and
- local employer bodies and employers.

In some regions the Local/Regional Settlement Networks meetings have a regular membership of around a dozen people, in others the groups can be large with 30 or more regular attendees, and one has up to 50 members. These networks also provide an important local platform for the implementation of the Welcoming Communities initiative in the five specific regions of the pilot programme. In 2018/19 Relationship Managers were involved in 23 Regional and Local Settlement Networks and participated in 111 meetings.

The role of Relationship Managers in Local/Regional Settlement Networks varies depending on the regional context. In some areas the RMs lead, chair, and facilitate the organisation of the group. In others, the RM attends and contributes as a member of the group. The RMs are all strong champions of the Network and drive connectivity and collective actions to enhance migrant settlement and retention.

These Local Settlement Network functions help to support the Government's focus on working directly with regional New Zealand, and provide a useful feedback mechanism on issues arising in the provinces, as well as ensuring the well-being of migrants through surfacing problem issues that arise.

Relationship Managers are engaged in regular liaison with stakeholders at and between meetings, which can be held monthly, bi-monthly, quarterly, or half-yearly. In supporting the Government's *Migrant Settlement & Integration Strategy*,

Relationship Managers inform networks on settlement approaches and encourages settlement activities at a local level. They provide up-to-date region-specific migration trends, as well as supporting and directing individuals, groups, and organisations to sources of information and support as necessary.

### **Tertiary education providers and industry sector strategic support**

The *International Education Strategy for New Zealand* identifies the contribution of international student graduates to New Zealand's sustainable growth. Relationship Managers contribute to the Government goals of ensuring New Zealand's regions have the opportunity to prosper from international education and ensuring international education contributes to a highly skilled workforce in New Zealand.

RMs work with their region's industry sector groups and tertiary education providers to support the alignment of workforce development needs. This may involve labour market research to identify sector workforce planning needs, or influencing the connection between the provision of courses and employers' needs for locally or nationally sourced skills to support the development of the labour market pipeline. Taking this approach places immigration as part of a broader strategy for meeting specific sectors' skills needs, including the ability for international student graduates to transition to residence where their skills contribute to workforce demand.

### **Recipient stakeholders – migrants in workplaces**

Employers and migrants (including international students, as well as permanent, and temporary migrants) are the ultimate recipients of immigration policies and services. The Relationship Managers meet with employers of migrants to provide information and advice on managing the challenges of their workplace diversity. The RMs assist employers make connections for their migrant employees to local settlement and community services, which helps strengthen the attraction and settlement of migrants.

#### **Employer support**

Relationship Managers typically provide employers support on a one-to-many basis through presentations and seminars, which are designed to improve their understanding of migrant attraction and settlement issues.

We know, for example, that the majority of migrants who do not settle, leave because their spouses are not well-connected to work or the local community. Ensuring employers understand this dynamic and support migrant families to be well connected to the community, supports their employees to perform well and stay.

In addition to the work of the individual RMs in each region, the RM for External Providers oversees a range of settlement programmes nationwide that target job-search support for skilled migrant spouses.



RM engagement with employers is in collaboration with employer associations, economic development agencies, other sectors of MBIE (Sector & Skills Team, Visa Services, Labour Inspectorate, SME), and at times with the Ministry of Social Development.

Settlement information is powerful for employers. It sets out for them the full story of how to recruit the skills they need, follow employment obligations, and understand how to successfully support migrants to settle and stay in employment. This information supports employers to integrate their recruitment and retention approach.

Relationship Managers also provide one-on-one support to employers on occasions when there are specific migration settlement challenges. This approach is most commonly used by the RM Pacific Skills for employers of migrants from the Pacific, who enter New Zealand under specific visa policies that involve a different process. Whilst not a key focus of the role for regional Relationship Managers, offers of one-to-one support arise because of the visibility of the Relationship Managers with employers in the regions.

The RMs approach may involve connecting employers to INZ tools such as Skill Finder, or to other employers who have successfully resolved specific settlement challenges and can provide collaborative mentoring and support. They can also refer the issue to other units of the SPA Branch such as Sector and Skills. Supporting employers in this way helps to build connections, collaboration and understanding about the challenges employers encounter when employing migrants.

### **International student support**

INZ Relationship Managers engage with tertiary education providers and their international students to supply information that supports their understanding about pathways and visa options for working in New Zealand. International students often want to live and work in New Zealand after finishing their studies, but are unaware of labour market areas of skill shortage. RMs provide clarity about opportunities to stay on and contribute their skills and talent after graduation. A success indicator of the New Zealand Migrant Settlement and Integration Strategy is an increased transition rate for International Student graduates, with qualifications at level 7 and above, into work and residence here. The focus is primarily on post-graduate international students in Science, Technology, Engineering and Mathematics (STEM) subjects.

When it comes to securing work, international students do not readily understand how to successfully apply for and secure a job in New Zealand. A further challenge is that they do not always have sufficient communication skills for Kiwi workplaces, nor work experience with Kiwi employers. By becoming aware of these challenges, international students can develop skills, seek assistance from online and local services, and access opportunities that build their work ready skills and connections into local communities.

RMs work in collaboration with other agencies and tertiary education providers to offer seminar events that provide information about kiwi workplace culture and job readiness to international students and link them to available support. Seminars may be delivered as stand-alone events, or contribute to a Tertiary provider's job search/work ready initiative.

The Government's recent changes to the Post-Study Work Visas reinforces the drive for higher-educated (Level 7 and above) international students with the three-year open work visa providing an incentive for students to consider long-term settlement in New Zealand. In addition, the policy changes also emphasise the Government's focus on regionalisation, with an extra one-year post-study work visa for Level 4-6 students who are willing to undertake their study outside of Auckland. The regionally-based RMs provide a valuable link for the regional tertiary institutions, and also assist students with the information they need to successfully obtain work and potentially settle in New Zealand.

### **Distribution of settlement material**

Relationship Managers have access to a wealth of information and material developed by the Settlement Unit and more broadly across Immigration New Zealand and MBIE. They have access to:

- migrant trend information, by region;
- a wide range of sector specific booklets explaining workplace settlement challenges and employment law,
- on-line tools and resources;
- and LINKZ, an Immigration magazine supporting migrants who are new to New Zealand.

RMs distribute this information as part of their on-going engagement with regional organisations, networks, and agencies. Where possible and appropriate, Relationship Managers take a one-to-many approach and use other organisations (like the Chamber of Commerce, Citizens Advice Bureau offices, libraries, and tertiary education providers) to act as distribution channels for this information. Taking a tailored approach to dissemination is important, for example RMs have found that in areas where there are no Citizens Advice Bureau offices, local libraries act as key information channels in the community.

## **Stakeholder feedback**

Due to the INZ personnel realignment no Annual Relationship Manager Stakeholder Research Survey was commissioned for the 2018/19 year. An Annual Relationship Manager Stakeholder Research Survey was completed in May 2018. The survey monitors the value and quality of the Relationship Managers' stakeholder interactions. This Survey is the third undertaken by an external evaluation agency (Gravitas) and stakeholders' overall perceptions of the RM role for value and service quality remain high (87% satisfied, which equates with the 2017 percentage and shows an increase from the 85% in 2016) because they:

- are accessible (91%) and timely (91%) in their service, and are informative (88%) and knowledgeable (84%)
- add value to stakeholders' work (91%)
- facilitate networking between settlement stakeholders in the region (88%)
- continue to have a positive impact on migrants and the settlement sector (100%) regional needs (96%), industry needs (89%) and organization needs (73%).

Stakeholders felt there is opportunity to do more to add value to retaining skills in regions and they felt this can be best achieved through having more Relationship Managers available.

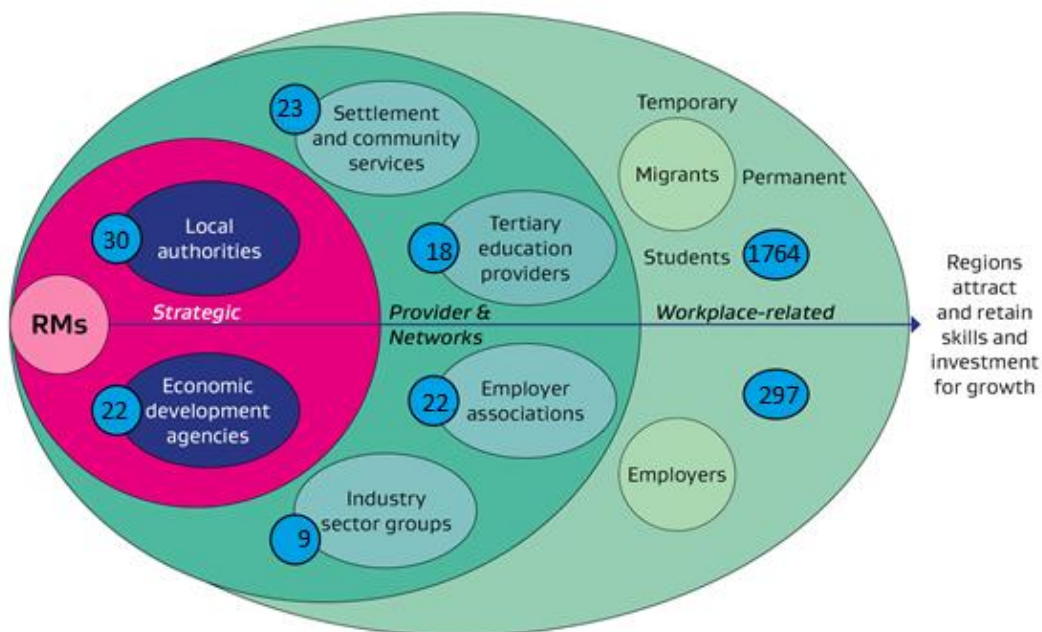
## National highlights

This section describes some of the achievement highlights from across the team in 2018/19.

### Reach and depth of work

One of the highlights for the year has been the reach and depth of work undertaken in regions across the country by the team – it has been extensive. The stakeholder diagram (below) illustrates the span of engagement Relationship Managers have had in 2018/19. The green circles indicate for example that Relationship Managers have:

- worked with 30 local authorities, and 22 economic development agencies facilitated 23 Local Settlement Networks, involving 111 meetings
- worked with 18 tertiary education providers to deliver information sessions to 1,764 international students
- engaged with 22 employer associations, and undertaken 297 employer engagements. In addition, the RMs engaged with nine industry sector groups across the regions, including the dairy, meat industry, manufacturing, forestry, aged care, scaffolding, information technology, apiculture and hospitality industry bodies.



### Regional Partnership Agreements

One of the major achievements for the Relationship Manager in Wellington has been the renewal of the Regional Partnership Agreement (RPA).

The agreement aims to enhance the ability of the WellingtonNZ (formerly the Wellington Regional Economic Development Agency) and Immigration New Zealand (INZ) – to successfully attract and retain skilled migrants in the Wellington region.

The new agreement, which has a term of three years, was signed in November 2018 in Auckland by senior officials from the two agencies.

Further to this the Auckland and Bay of Plenty RPA were renewed for a further three years, signalling INZ's ongoing commitment to supporting this region to attract and retain the migrant skills and investment needed.

Working collaboratively with our regional partners is critical in ensuring that migrants, their employers and communities are well supported to ensure migration into Auckland is successful.

The RPA agreements include innovative work involving employability for highly skilled international students and joined-up attraction ventures, the new agreement also have a stronger focus on working together towards supporting Pacific communities, the Welcoming Communities programme, and support for key industries such as the construction industry.

### **Working with Aged Care to enhance migrant retention**

One of the key roles for a Relationship Manager is to ensure that businesses that have attracted skilled migrants are able to successfully retain them.

Aged Care is a sector that often struggles to find Kiwi workers and relies on skilled migrants – and yet faces the negative impacts of high staff turnover.

A case in point is the Iona Enliven Care Home in Oamaru which was facing a high turnover of migrant registered nurses, with six out of 10 migrant nurses leaving their jobs within 15 months. Concerned about this high turnover, the Care Home manager contacted the Otago RM.

The RM identified the issue as primarily due to the fact that the NZ and migrant staff each had little understanding of each other's culture and how it presented in the workplace. She co-designed a programme with management to overcome cultural and settlement adjustment issues. Along with facilitating inclusion workshops and establishing a "*Connecting Cultures*" group, the RM also adapted Settlement Unit tools that explain the cultural importance of rules versus status, and different management preference styles to improve awareness of workplace interactions.

The results of the *Connecting Cultures* programme have been extremely positive with a reduction in staff turnover and the RM and members of the Iona staff being awarded an EBOS Healthcare Excellence in Care category award at the 2018 NZ Aged Care Association awards night.

This project is supported by employer resources produced by the Settlement Unit, such as "***Are You Employing Migrant Aged Care Workers.***" This booklet, along with

the RM's pilot programme, is a great example of how INZ is able to inform and support New Zealand businesses, particularly in regions where skilled staff are more difficult to find.

### **Cross-MBIE collaboration**

The Relationship Managers work in joined-up approaches with other parts of MBIE to deliver programmes that benefit stakeholders in the regions. In 2018/19 these collaborative exercises included:

- Waikato RM, with Ministry of Primary Industry and Ministry of Social Development, delivered regional workshops on options for migrant labour in Silviculture and forestry sectors. Then working with Statistics NZ, the RM identified an ANZSCO solution to alleviate some of the restrictions around the sector employing migrant labour.
- In conjunction with other teams in MBIE, the Relationship Management role was deployed in community liaison type roles post 15 March Attack in Christchurch, Waikato Palmerston North and Tauranga
- Participating in labour market groups in the regions to ensure that the role of immigration is clearly understood and planned for in the development of regional strategies such as the Waikato Labour Market Strategy
- A major component of the RMs' roles has involved working with Local and Central Government representatives in regional planning activities such as Economic Development Forums, and in supporting the rollout of the Welcoming Communities programme in the five pilot regions, as well as supporting SPA and Labour Inspectorate colleagues at events.
- Working with SPA colleagues in presentations to international students at tertiary institutes across New Zealand, as well as presenting at events such as the "Job Fest" and the "ANZ Migrant Expo" in Auckland.
- Regular engagement with INZ Policy and Service design teams to provide on-the-ground regional insights, in accordance with the INZ's Priority 5 commitment to develop "a strong co-working relationship with the Immigration Policy team."

### **Welcoming Communities Pilot**

The *Welcoming Communities* two-year pilot programme concluded in June 2019.

The Relationship Managers in the pilot regions were closely involved with ensuring the successful rollout of *Welcoming Communities*, which aims to engage local councils with better integrating migrant and newcomers in the communities within which they settle.

The pilot was run in five regions (including ten councils) with tools and literature provided to assist councils to develop "welcoming strategies" for their newcomers. The councils and regions that were involved are:

- Tauranga/Western Bay of Plenty (*Tauranga City Council and Western Bay of Plenty District Council*)
- Palmerston North (*Palmerston North City Council*)
- Whanganui (*Whanganui District Council*)
- Canterbury (*represented by Ashburton and Selwyn District Councils*)
- Southland (*Gore District Council, Invercargill City Council and Southland District Council – coordinated by Great South*)

Whereas previous settlement initiatives have focused primarily on supporting newcomers and their families, the *Welcoming Communities* pilot is different because it actively seeks to involve local residents in welcoming activities. This new approach builds links between the receiving communities and newcomers. The programme's long term outcomes are to increase social engagement, build social connections and grow social inclusion.

### **Strengthening Local Settlement Networks.**

All Relationship Managers have been active in promoting and expanding their Local Settlement Networks (LSNs) with 23 LSNs now established across regions. LSNs are important as they contribute to enhancing migrant retention through linking relevant groups and organisations in the community to provide a shared opportunity for exchange of information, learning, development and capability building.

The LSNs work best when there is a strong champion to support them, and this is where the role of the RM comes into play. The RMs often act as the “glue” that helps bind settlement sector agencies together to view issues from a regional perspective, rather than in individual silos.

The RMs facilitate the growth of existing Local Settlement Networks, and also to build new networks where there are common communities of interest. This work is occurring, for example, in developing new LSNs in Taupo, Queenstown Lakes and Wanaka.

### **Supporting Regional Planning**

Relationship Managers are often involved in labour market groups within their region, as it is important that the role of migrants in the workforce is well articulated and understood by the regional policy planners and economic development agencies who are mapping out future growth scenarios. Labour market planning involves a choice of “Make, Buy or Fix” when it comes to resolving labour market shortfalls. Ideally a well-planned region will utilise all three of these scenarios, which include education and training, utilising migrants, or increasing labour productivity.

In terms of the role of Relationship Managers, the “Buy” scenario is where a region imports its labour – either from other regions of New Zealand, or through migrant labour from offshore. Examples of RM engagement in labour market development work include:

**Northland:** In the 2018/19 the Relationship Manager, who is part of the Northland Skills, Employment and Operations Group was asked to lead a scoping piece of work to progress and explore how to meet the needs of employers/sectors who are increasingly reporting difficulties in accessing skills in the mid to high skill range.

**Waikato:** The Relationship Manager contributed to the writing of a Labour Market Strategy for the Waikato region. This was done in conjunction with the new Waikato Regional Economic Development Agency.

## Next steps – nationwide

The Relationship Managers' focus for 2019/20 will be to:

- Engage with employers in key sectors where migrant retention is increasingly relevant, given the impact of Immigration policy changes.
- Facilitate or contribute to workshops to build employer capability to attract and retain skilled migrants.
- Continue to lead and facilitate the implementation of Regional Partnership Agreements, and explore the potential development of further Regional Partnership Agreements in new regions.
- Contribute to progressing sector workforce planning in regional contexts, where appropriate.
- Distribute settlement products via regional channels and support LSN knowledge-building and operation.
- Continue to build Local Settlement Networks and create a climate of welcome for new migrants so that their skills can be retained in the regions' workforces.

## Regional Activity Profiles

The next section of the report describes each regional activity profile for 2017/18 in terms of the context of the region, the Relationship Manager's focus for the year, along with activity highlights and next steps.



# Auckland Regional Profile



## About the region

The Auckland region includes all 21 Auckland local boards, extending from the Kaipara Harbour to within a few kilometers of the mouth of the Waikato River. Auckland is the headquarters for around two-thirds of New Zealand's top 200 companies<sup>2</sup>. The key sectors underpinning Auckland's growth are its Food and Beverage sector, High-Value Manufacturing and ICT. Other important sectors are Export Education and wholesale trade. Growth sectors include information media, telecommunications, and financial and insurance services. Sectors such as ICT, Food and Beverage and Construction have difficulty finding the skilled workers they require, and these shortages are expected to continue.

Auckland is New Zealand's gateway to the world. The Auckland region, with a population of 1.61m<sup>3</sup>, is ethnically diverse. In 2013, nearly a quarter of the population was Asian and 39 percent were born overseas<sup>4</sup>. The majority of migrants attracted to New Zealand live, study and work in Auckland.

In 2018/19, 49,308 people were granted a student visa<sup>5</sup> to study in Auckland (accounting for 48 percent of the national total), the majority of who attend private training establishments. This is a decrease of nine percent on the previous year. 1,674 people of approved Skilled Migrant Category principal applicants were granted visas for employment in Auckland (a decrease of twenty nine percent from the previous year). And 15,219 people were approved for temporary Essential Skills work visas (approx. 36% of national total), an increase of four percent from the previous year.

Auckland has a history of strategically planning to attract and retain migrants and as a city is aware of the value migrants contribute to the economy. Once the New Zealand Migrant Settlement and Integration Strategy was introduced in 2014, Auckland entered in to a Regional Partnership Agreement (RPA) with Immigration New Zealand in January 2015 with a term of 3 years – the first region in the country to do so. With the RPA ending in 2018, the three participating agencies determined that the approach is a successful way of working together. Consequently, a new RPA for Auckland was signed up to by INZ, ATEED and Auckland Council in May 2018.

<sup>2</sup> Regional Economic Activity Report, 2015

<sup>3</sup> Regional Economic Activity Report, 2016

<sup>4</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

<sup>5</sup>Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

## Our focus for 2018/19

The main focus for the 2018/19 year has been to ensure that the Auckland Settlement Relationship Managers capitalized on the positive momentum from the relationship building and operational activity that occurred under the 2015-2018 RPA between INZ, ATEED and Council. A key focus for the 18/19 year has been to embed the new RPA and the accompanying operational objectives. The new RPA was signed just before the start of the 2018/19 year on May 9 2018.

Further strengthening the Auckland team, the Pacific RM, Settlement, joined the Settlement Team in October 2018 and immediately started working with the Pacific-linked government agencies working in Auckland.

## Highlights

As a result of the influence and direct work of the Relationship Managers in the region:

### Regional Partnership Agreement

In line with RPA the RM Auckland has been engaged in a discussion with Auckland Council, around options for Welcoming Communities and how it might work for Auckland. Due to the 'super-city' structure, the landscape is more complicated than other New Zealand regions and the upcoming election will present some challenges that will need to be managed.

The RM for Auckland is also working with ATEED and Auckland Council to come up with an improved reporting format for updating on RPA activity on a periodic basis.

### Local Settlement Network

Auckland Relationship Managers engage with four Local Settlement Networks (LSN) throughout Auckland. These are North, West, Central and South Settlement Networks. And in 2018/19 the RMs delivered, participated in and/or presented at 13 meetings across the Auckland region.

- **South Auckland:** LSN delivery in South Auckland has developed at pace since the arrival of the new Pacific RM who commenced in October 2018.
- **Auckland Central:** The Auckland RM facilitated two network meetings held during the year.
- **North Auckland:** The North Auckland has continued to develop strongly under the RM with two network meetings held this year.
- **West Auckland:** The Auckland RM presented to the new out West LSN on four occasions in 2018/19. The meetings saw attendance from a range of

West Auckland agencies including DHB's, Citizens Advice Bureau and community groups

## **Employer support**

### **The Migrant Business Owner Support Project**

At the meeting in November to finalise feedback from a number of central and local government agencies and ARMS, around the migrant business owner's research project which was compiled by Cultural Connections. The report is now finalised and will be disseminated via various networks.

A number of other units within MBIE have already expressed interest in receiving the findings of the report including Labour Inspectorate, Employment NZ and the Northern Intelligence Unit.

The report sets out some recommendations for a range of agencies including local and central government, NGO sector and the private sector around how to better engage with migrant businesses.

### **Expo/Conference engagement**

The Auckland RMs attended a number of conferences and expos this financial year that were aimed at employer groups. The events included:

- Chartered Accountants of Australia and New Zealand Conference
- Sector and Skills Employer Seminars
- New Zealand Graduate Employer Association Conference

### **Employer Engagement Plan**

The Auckland Relationship Managers engaged with eight employers and a number of employer bodies across a range of sectors to outline SPA service offerings and discuss settlement and retention matters. Key businesses were identified in the RM's Employer Engagement Plans, along with following up on contacts arising from the conferences attended.

## **International student support**

In the 2018/19 year Auckland RM presented to two groups of PHD students at the University of Auckland as per the agreement with Auckland University to support their high skilled students.

At the request of the Chartered Accountants Association for Australia and New Zealand the Auckland RM met with the Senior Manager for Careers Engagement, and some of his staff. This resulted in a request for a presentation to their international student members at the upcoming CAANZ Careers Expo held at the Auckland Museum. The Auckland RM and Pacific Skills RM attended and provided support to around 85 international students.

The Auckland RM also took over representation on behalf of Immigration New Zealand at the Auckland Agencies Group quarterly meetings organised and chaired by Education New Zealand.

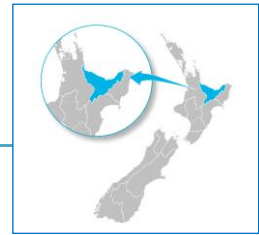
The Auckland RM, together with Sector and Skills RM, engaged with approximately 570 international students during the year.

## **Next Steps**

The Relationship Managers' focus for 2019/20 will be to:

- Support for the RPA including delivery on agreed outputs occurring as planned and reporting on progress of activities.
- Continue working collaboratively on the Migrant Business Owners Support project, extending it into Indian, Korean and Pacific communities.
- Focus employer engagement on sectors with high migrant employment rates and high vulnerability to exploitation.
- Build on more strategic ways of working in the international student space with Education NZ and Study Auckland.

# Bay of Plenty Regional profile



## About the region

The Bay of Plenty (BoP) region includes the Western Bay of Plenty (WBoP) centered in Tauranga, the Eastern Bay of Plenty located around Whakatane, and Rotorua. Taupo is part of the Waikato Regional Council boundary, but is involved in the BoP via Bay of Connections. The biggest employer across the region is the primary sector (agriculture, forestry & fishing), followed by retail, manufacturing and health and community services. Tourism and international education provide major economic opportunities for growth. WBoP is one of New Zealand's fastest growing economies<sup>6</sup> and the largest contributor to GDP in the BoP region. Tourism is particularly important in Rotorua, which also has a strong international student presence. The Eastern Bay of Plenty has a different profile, and is experiencing either a static or declining population, and has relatively higher unemployment.

Skills and labour shortages are likely to be a feature of the local economy in the coming years so migrant labour is important to sustained growth. Across the BoP region, 17 percent<sup>7</sup> of the population were overseas-born, with 40 percent of these people coming from the United Kingdom and Ireland. This is changing as more Asian born migrants come to the area – 45 percent of recent migrants came from Asia. In 2018/19, approximately 1,734 Essential Skills visa holders and 267 Skilled Migrant Category principal applicants were approved to work in the region<sup>8</sup>. In the same period, 3090 international students were granted student visas to study in the region. Student visa approvals increased by 6 percent on the previous year, while Essential Skills approvals increased by 16 percent and skilled migrants decreased by 24 percent. Essential Skills visa holders in the region mainly work as Chefs, Livestock Farmers, and Forestry and Logging Workers while skilled migrants mainly work as Retail Managers, Chefs and Registered Nurses.

The region's economic and development activity is supported by collaborative planning across the region which includes: the Bay of Connections, a regional growth strategy which covers the wider BoP (Tauranga, Taupo, Rotorua, and Western and Eastern BoP); and the Invest Bay of Plenty Plan (covering all eight local authorities) which aims to provide a shared vision and collective voice for development in the BoP and identifies the key goals for the next 30 years and high-level strategy for accompanying these objectives.

The WBoP region has a strong settlement network and economic development agenda, which has enabled the development of an international strategy to grow

<sup>6</sup> WBoP International Strategy

<sup>7</sup> 2013 Census, Statistics NZ

<sup>8</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

WBoP. In Rotorua this year, Rotorua Economic Development Limited has been consolidating the recent change process which saw the merger of the former economic development and tourism agencies into one Council Controlled Organisation (CCO). Rotorua has a well-established and connected Settlement Network.

## Our focus for 2018/19

One significant focus area for the BoP Relationship Manager has been to contribute support for Priority One, the WBoP economic development agency, to continue implementation the WBoP International Strategy. The International Strategy ensures that WBoP effectively supports and leverages its national and international connections, enabling a more systemic and effective approach to offshore activities. The strategy was the first of its kind in the country, and the Western Bay of Plenty Regional Partnership Agreement with INZ has been important to the implementation of the Strategy. During the year the Strategy has been refreshed for the 2019 – 2022 period, was supported by a renewal of the Regional Partnership Agreement for the same time period.

International Strategy implementation activities have focused on support for attraction and transition of investor migrants, showcasing opportunities to existing migrants onshore, and ongoing development of a local network of key advisors and support agencies. As a result of the International Strategy, Tauranga City and the Western Bay of Plenty District Councils together are one of five pilot sites in New Zealand for the new Welcoming Communities initiative. Welcoming Communities will continue to play a key role in implementing the settlement aspects of the region's International Strategy

A further strategic focus area has seen the Relationship Manager work with the Bay of Plenty Tertiary Intentions Strategy (BOPTIS) Steering Group and regional economic development agencies to draft, develop, and implement the first ever Bay of Plenty Regional Labour Market Strategy<sup>9</sup> (which is featured in the "National Highlights" section of this report). This current financial year has seen focus on implementation of the Strategy.

In 2018/19, the BoP Relationship Manager also focused on:

- Continuing to develop stakeholder relationships by promoting the work of the team through, for example, meeting with Councils about the NZ Migrant Settlement and Integration Strategy.
- Maintaining important networks with employers, agencies, education providers and NGOs through attending expos and events (such as the Rotorua Careers Expo) to both influence and understand the skills retention needs of employers.

---

<sup>9</sup> <http://www.bayofconnections.com/downloads/2018-03-Bay-of-Plenty-Labour-Market-Strategy-2018---2021.docx.pdf>

- Connecting to international students by delivering presentations to encourage a better understanding of the pathways that can lead to longer-term settlement in New Zealand.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Regional Strategy and Planning

#### Western Bay of Plenty International Strategy 2019 – 22

Implementation of the second version of the WBoP International Strategy is well underway. The WBoP international strategy is gaining profile across the country, showcased as an exemplar of how to effectively combine a range of international connections and opportunities into one coherent plan. During the year the focus has been on the attraction of investor migrants, strengthening the international student market, the development of collateral, and the first year of the Welcoming Communities pilot. The Migration Support Forum is now in its second year and has met three times during the year.

#### Regional Partnership Agreement

The RPA was revised out to 2019 -2022 and signed in May 2019 by Immigration New Zealand, Priority One, Tauranga City Council, and Western Bay of Plenty District Council.

As part of the RPA, the Immigration Leadership Team was hosted in Tauranga during October 2018. Their key local host was Priority One, and meetings were held with a range of local stakeholders – including the horticulture sector, the University of Waikato, Education Tauranga, and local immigration lawyers.

In a wider context there has been strong engagement with the community development teams of both Councils post the Christchurch mass shootings – and also on the future of funding for the Welcoming Communities role.

#### Bay of Plenty Labour Market Strategy

The Bay of Plenty completed a whole-of-region Labour Market Strategy in the previous financial year. The Strategy encompasses the Bay of Connections region, which also includes Taupo District. The Strategy focusses on a range of local and regional labour market issues across the spectrum of participation, skills, productivities, communities, sectors, and regions.

The RM continues to engage with the Provincial Development Unit and SWEP on labour market activities.

## Local Settlement Network

The Local Settlement Networks (LSN) in the region continued to meet regularly. There are two LSNs operating across the BoP region. The Tauranga Migrant Settlement Network (MSN) met five times this year and 15 - 20 representatives from both local Councils, education providers, central government, and not for profit organisations usually attend. The Relationship Manager has been the chair of the Tauranga MSN since November 2016.

The Rotorua MSN also met five times this year. It retains a core attendance 7 - 10 people representing English Language Partners, Toi Ohomai (Mokoia), Multicultural Rotorua, Citizen's Advice Bureau, Rotorua Energy Charitable Trust, Speech New Zealand, the Office of Ethnic Communities, and Sharp Tudhope, a legal firm. New connections have been made this year with Student Pulse and the Rotorua English Language Academy.

The Bay of Plenty RM has had preliminary discussions with settlement stakeholders in Taupo about potentially supporting a local settlement network in the region.

## Employer support

Two major rounds of employer engagement happened during this financial year. In the first half of the year the Bay of Plenty RM delivered four employer workshops in Gisborne, Taupo, Tauranga, and Whakatane in partnership with MSD and the Employers and Manufacturers Association (EMA). The focus was on helping employers to understand the full range of hiring options open to them from hiring locals to migrants. The RM also spoke at a Taking Care of Business roadshow in Matamata.

During the second half of the year the combined workshops with EMA and MSD were repeated in Tauranga, Whakatane, Rotorua, and Taupo, with strong employer attendance. The Rotorua Careers Expo was held in May 2019, with over 80 organisations taking part – including 50 + employers. The RM ran a *Potential Pathways to Residence* seminar at the Expo for international students, with 12 attendees and with support from the Auckland RM.

The RM also presented a workshop session at the Apiculture conference in Rotorua in June, with 45 employer representatives attending. The session focussed on top tips for visa applications, followed by information on successful settlement and workplace integration.

## International student support

Approximately 360 international students attended one of several presentations delivered by RMs from both the Settlement and Sectors & Skills teams within SPA. There were two broad categories of presentation: one, an orientation presentation covering settlement information and the NZ labour market, and the other, a 'Pathways to Residence' presentation, including information on making connections to the NZ labour market. This information supports international students with the talent and qualifications needed in the region to understand more about how to live and work here. The Rotorua Careers Expo in May 2019 had strong employer



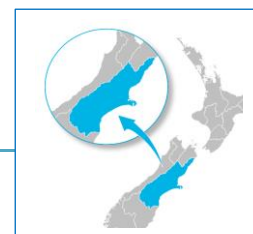
attendance, and RMs from both the Settlement team within SPA delivered a Pathways to Residence seminar for international students at the Expo.

## **Next Steps**

The Relationship Manager's focus for 2019/20 will be:

- Ongoing support for activities that form part of the Western Bay of Plenty International Strategy and the RPA.
- Supporting the implementation of the Bay of Plenty Labour Market Strategy.
- Building the strength of Migrant Settlement Networks in the region.
- Supporting WBoP to explore opportunities with other regions to work collaboratively on migrant attraction and settlement.
- Supporting settlement activities that focus on the development of both local settlement networks, and on the implementation of Welcoming Communities.

# Canterbury Regional Profile



## About the region

The Canterbury Relationship Manager works in the area from Kaikoura to Waimate and inland Canterbury with a focus on Hurunui, Waimakariri, Selwyn, Christchurch and Ashburton. Approximately 62 percent<sup>10</sup> of the Canterbury population lives in Christchurch, which had an estimated population of 375,000<sup>11</sup>. Dairy farming and manufacturing have traditionally been the main employers in the Canterbury region, and agriculture continues to be an important driver of the economy. The top sector employers in the region are: retail trade and accommodation; construction; and manufacturing, electricity, gas, water and waste services<sup>12</sup>. A large number of SME's operate in Canterbury. The Mayoral forum states that the core (non-rebuild) sectors of the Canterbury economy are increasingly driving the region's economic growth. The region has one of the lowest unemployment rates in 2019 and GDP has expanded more than any other region between 2009 and 2014<sup>13</sup>.

A large proportion of migrants enter New Zealand to live, work and study in Canterbury. Before and since the main earthquakes, the region has continued to be second to Auckland in the volume of Essential Skills and Skilled Migrant Category visas issued<sup>14</sup>. The volume of Essential Skills and Skilled Migrant Category visa approvals has levelled off since the rebuild rebuild from 2,469 and 754 respectively in 2010/11 to 6,282 and 681 respectively in 2018/19. The main occupations of skilled migrants in the region are Carpenters and Joiners, Painting Trades Workers, and Registered Nurses. For Essential Skills, the top occupations are Livestock Farmers, Carpenters and Joiners, and Aged and Disabled Carers. A relatively large number of International students come to study in Canterbury, and in 2018/19 a total of 9,348 people were granted a student visa for study in Canterbury.

The Christchurch Economic Development Strategy, developed by the Canterbury Development Corporation (CDC), "identifies the long-term growth goals and priorities to 2031 that will create a better quality of life and a strong and prosperous economy<sup>15</sup>." The Canterbury Regional Economy Development Strategy was launched in 2015 by the Canterbury Mayoral Forum. In 2017/18 the Canterbury Development Corporation merged with Canterbury Tourism to form ChristchurchNZ, with a new CE Joanna Norris.

<sup>10</sup> Based on estimated resident population, as at 30 June 2016, Statistics NZ

<sup>11</sup> Based on estimated resident population, as at 30 June 2016, Statistics NZ.

<sup>12</sup> Regional Migration Trends 2014/15: Canterbury Overview, MBIE

<sup>13</sup> Canterbury Regional Economic Development Strategy, 2015

<sup>14</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

<sup>15</sup> Christchurch Economic Development Strategy, 2014, CDC

In 2017 the Christchurch City Council launched its Multicultural Strategy that aims to make Christchurch a city where diversity is welcomed and celebrated. As the Council broadens its strategic effort, the year saw the closure of the City Council-supported Refugee and Migrant Centre and the associated Migrant Times publication. The Government has also recently announced that Christchurch will resume as a settlement location for refugees.

## Our focus for 2018/19

Due to the March 15<sup>th</sup> shootings in Christchurch a large focus for the Relationship Manager in the last half of 2018/19 has involved helping facilitate a cross government response to provide a wrap-around support mechanism to the Christchurch community. The RM was also able to use his extensive regional settlement networks to assist INZ to get information to migrant and settlement stakeholders during what was a very trying and demanding time for the region.

Further to this the Relationship Manager provides an immigration perspective at the region's "Community Connectedness" Initiatives, which have been developed to support the local populations (including migrants) to be connected to their communities (e.g. in Hurunui, Selwyn, Waimakariri, Amberley, Rangiora, Ashburton).

The RM has presented at meetings showcasing the role played by the Settlement Unit, and has urged the key influencers in each area to keep migrant issues top of mind as they have in the past sometimes been invisible due to geographical location given that most of the migrant communities in the wider Canterbury region are situated in rural areas. The RM, along with other Local and Central Government representatives, has attended these meetings to add value to local responses.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Local Settlement Network

The Christchurch 'Inform Group' is the key Local Settlement Network (LSN), with a membership of 20 different organisations that meet every six weeks. The RM attends these meetings, provides information, promotes linkages and connections and is involved in actions that the group initiates. Attending three other LSN type groups enables the RM to provide 'the face of immigration' at the local community level. As a result of the 15<sup>th</sup> March tragedy the last quarter of 2018/19 the RM attended weekly meetings to represent INZ at Inform2 which is made up of local and central government, NGO, Muslim Leadership, Victim Support and other support groups. The RM also hosted the young Muslim leaders group at Cashel Street and facilitated INZ young Immigration Officers who worked on the shooting response to exchange thoughts and feelings of their experiences.

### **Community network support**

The 15<sup>th</sup> March shootings presented many challenges to Immigration staff and the RM spent a lot of time triaging enquires being made by those affected by the shootings. The RM stepped up to work three straight weeks at The Hub and became the key holder when the City Council handed control over to the Government Departments. This meant he opened up and closed up at night when required and had to brief other agencies who had a rotating roster of staff on how the centre ran, health and safety procedures and Police and security protocols amongst other duties.

### **International student support**

International student work was put on hold for the last quarter due to many students experiencing trauma after 15 March. Some students locked themselves in their room and refused to come out as they perceived an ongoing threat and many left Christchurch and returned home. The next few months have seen more bookings than usual for student presentations about settlement related matters.

### **Canterbury Regional Economic Development Strategy (CREDS)**

The Canterbury Regional Economic Development Strategy across 11 Councils has been renewed for the 2017-2019 period, with seven priority work programmes, of which Item 6 is “Newcomer and Migrant Settlement.” This creates the opportunity for the RM to support the region’s achievement of outcomes in this domain, and the Settlement Unit’s latest report on Migration Labour Force Trends Overview is referenced on the CREDS website.

The key focus for Work plan Item 6 implementation is the “Welcoming Communities” pilot initiative being led by Ashburton and Selwyn Councils. The RM is actively involved in supporting the planning and implementation of this initiative.

The RM has continued to support the Welcoming Communities coordinators in both Selwyn and Ashburton. This has been very evident in Ashburton where feedback has been complimentary about the support provided by the RM.

Further to this, the RM met with ChristchurchNZ Chief Executive Joanna Norris and Richard Sanford to outline the concept of a Regional Partnership Agreement. Approval in principal has been gained, and this project will be progressed in the 2019/20 financial year.

## **Next Steps**

The Relationship Manager’s focus for 2019/20 will be:

- To continue to support the implementation of the ‘Welcoming Communities’ pilot initiatives in both Ashburton and Selwyn.

- Implement the Employer Stakeholder Engagement Plan and support key stakeholders.
- Support Careers NZ and the Canterbury Employers Chamber of Commerce in collaborating on and successfully targeting the new migrant work readiness operating model.
- Build on interactions with tertiary institutions and continue to develop a tailored program for students.
- Advance the Regional Partnership Agreement concept with the EDA, ChristchurchNZ.

# Hawke's Bay Regional Profile



## About the region

The Hawke's Bay region covers the area from Waipukurau to Wairoa. The region's economy is dominated by the horticulture, agriculture, tourism, and food processing sectors. SME's have a strong presence in the area. The horticultural and tourism sectors rely on temporary seasonal migrant workers to support the Hawke's Bay economy. The economy has been growing at the same rate as the national average over the last decade; however the GDP per capita of \$42,000 is below the national average of \$54,000.

The East Coast Regional Economic Potential Study (2014) identified skills shortage, across the region to be a significant barrier to economic growth in the Hawke's Bay. The region is experiencing a significant growth in migrants. In 2013, overseas born people made up 15 per cent of the population in the region and most migrants to the region settle in Hastings and Napier. 40 percent of those born overseas were from the United Kingdom and Ireland, followed by 16 percent from Asia<sup>16</sup>. In 2018/19, the Hawke's Bay attracted 717<sup>17</sup> temporary Essential Skills migrants, a 41% increase on the previous year (510 approvals), and 126 Skilled Migrant Category principal applicants, down 18 percent from the previous year. Hawke's Bay attracted 798 international students in 2018/19, a 1 percent increase on the previous year.

The East Coast Regional Economic Potential Study identified initiatives underway to improve skills and talent in the region, the majority of which focused on up-skilling locals, a response to the high proportion of the residential population without tertiary qualifications. The direction for this work was set three years ago as the Hawke's Bay region developed a Regional Economic Development Strategy action plan to implement the opportunities identified in the East Coast Regional Economic Potential Study.

## Our focus for 2018/19

The Hawke's Bay Relationship Manager's engagement has focused on work with Business Hawke's Bay, the region's economic development agency, and the local authorities (particularly Hastings and Napier) to support the further development of the Regional Economic Development Strategy's Action Plan (2016). The RM's relationships with regional officials to support the development of regional planning illustrates the increasing value placed on a migration perspective in regional decision-making, and the collaboration expected in regard to meeting wider MBIE outcomes.

<sup>16</sup> 2013 Census, Stats NZ

<sup>17</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Regional strategy and planning

#### Regional Capability Project

The RM worked with the Eastern Institute of Technology (EIT) on the regional capability project to identify regional growth businesses and their skill shortage requirements. This work will form part of wider discussions on skill acquisition with SWEF, Business Hawke's Bay, Chamber of Commerce, MSD and employers to ascertain what combination of tertiary study, local talent and immigration solutions will meet employer needs. This comprehensive work will contribute to labour market planning which includes the possibility of regional employment hubs.

The RM met with the Hastings District Council to discuss the Council's intention to progress a multicultural strategy, and gauge what they anticipate the strategy would entail. Discussion was also held on the advantages of aligning any proposal with the Welcoming Communities standard to enable them to transition to a welcoming plan if that option is available in the future. The Council subsequently requested a presentation to the Mayor, several councillors, key council staff, and representatives from the Multicultural Strategy Working Group. The attendees were very appreciative of the information provided and referenced the benefits for the Council to align its strategy work with the programme, in anticipation of future roll out for more councils to sign up.

#### Employer Support

The RM worked with key employers in the meat, engineering, and agricultural sectors to build their capability to attract and retain migrants. A presentation was made to Business Central and members of the EMA on the ability to hire migrants where no suitable local applicants were available, and made settlement resources available to ensure they retain these skills.

Substantial work has also been done with a local Council which has had difficulty in attracting key infrastructure and planning staff and which has sought assistance with the attraction and retention of migrant staff for these positions. The Council is very interested in becoming an accredited employer and also sought assistance with this work.

#### Regional Partnership Agreement

Discussions are still in progress with Business Hawke's Bay to consider developing a Regional Partnership Agreement. There has been a shift to developing this work as a result of on-going discussions with the RM on the benefits to regional employers in increasing their knowledge and capability around hiring migrants.

## **Local Settlement Network**

The RM has facilitated 4 LSN meetings this year. The meetings have had a particular emphasis on the Welcoming Communities pilot programme and how members can be more proactive and raise the profile of the network to be more active in supporting programmes that welcome and settle new migrants. The network is pleased with their increased contribution to the Festival of Cultures and Diversity events.

## **International Student Support**

The Relationship Manager has been working with the Deputy Chief Executive of EIT to establish what additional support can be provided to help link graduate international students with employers, and also to provide information to these students regarding minimum employment rights.

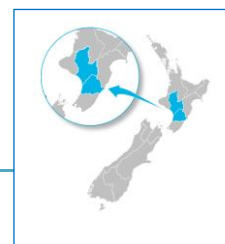
## **Next Steps**

The Relationship Managers' focus for 2019/20 will be to:

- Facilitate engagement with Business Hawke's Bay on regional skill resourcing and the regional economic development strategy.
- Support Hastings District Council with aligning its multicultural strategy and with the Welcoming Communities programme, if it is rolled out nationally
- Support the development of a regional strategy that markets the region to skilled migrants, students and investors
- Progress the regional capability project to identify key sector skill requirements
- Support the implementation of the Hawke's Bay Regional Economic Development Strategy Action Plan.
- Work with the Provincial Growth Unit's Project Manager, Business Hawke's Bay and EIT to progress the regional capability project and investigate its inclusion as an enabler for the implementation of the Action Plan.
- Assist meat industry businesses with their issues around halal worker retention and the Approval in Principle managed by the Meat Industry Association to ensure business continuity.



# Manawatu-Whanganui Regional profile



## About the region

The Manawatu-Whanganui region maps the boundaries of the Manawatu-Whanganui regional council. In effect, the economic hubs are Palmerston North and Whanganui where 55 percent<sup>18</sup> of the region's population lives. The largest employer in Palmerston North is the healthcare and social assistance sector, which employs 15 percent<sup>19</sup> of the labour force in the city. Other important sectors are education (primarily Massey University, UCOL and IPU), food innovation, and agri-business research with much of this activity centered in Palmerston North. Manawatu-Whanganui, according to the 2015 Regional Growth Study<sup>20</sup>, is one of the slower growing regions in New Zealand and there is potential to increase incomes and employment across the region. The study identifies potential increases in productivity-added value, particularly in the sheep and beef, dairy, and tourism sectors.

The majority of migrants to Manawatu-Whanganui are international students, with 2,586 people granted student visas in 2018/19<sup>21</sup>. The University is a critical component of migrant attraction and retention. It is estimated by Massey University that international students contribute \$70m to the local economy, and that figure does not include international student fees. The region attracts few permanent skilled migrants, with 129 Skilled Migrant Category principal applicants granted visas for employment in the region in 2018/19, a decrease of 31 percent from the previous year. Skilled migrants in the region were mainly from India, the Philippines and China and were likely to work as Registered Nurses and Retail Managers. Temporary Essential Skills migrants are more common, with 750 granted visas in 2018/19, mainly from the Philippines, India and the UK. The majority of Essential Skills migrants in the region were working as Livestock Farmers and Chefs.

The Central Economic Development Agency (CEDA) is supportive of encouraging migrant investment and skills into the region. There is a strong focus on growing and supporting international student migrants in the region with providers committed to increasing the value of export education.

<sup>18</sup> Census data 2013

<sup>19</sup> All migrant trend information is sourced from MBIE trend reports for 2015/16, and where the latest figures are not available for a region, from the 2014/15 trend reports.

<sup>20</sup> Manawatu-Whanganui Regional Growth Study, (2015), MBIE

<sup>21</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

## Our focus for 2018/19

The priority focus for the Manawatu-Whanganui Relationship Manager has been to deliver the Regional Partnership Agreement (RPA) Action Plan for the Manawatu-Whanganui region. This work has required significant stakeholder relationship management with CEDA, who represent the region's territorial authorities. The RM implemented a regional capability project with CEDA to survey and report on the skill requirements of businesses in the region's agribusiness sector. Working collaboratively, the RM keeps stakeholders informed of regional developments to inform and promote strategic regional planning.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Regional strategy and planning

#### Regional Growth Study

The RM worked with the CEDA to progress the regional capability project to identify skill shortages in the agri-business sector and was able to provide information on the work being done in Hawke's Bay to survey key sector employers about their skill requirements.

The RM has been in discussions with the International Relations Manager at the Palmerston North City Council about work on a strategy to attract international investment to the region.

The implementation of the Regional Growth Study Action Plan, Accelerate 25, provided an opportunity for the Relationship Manager to support the region to identify and understand the opportunities to attract and retain migrants to support regional economic growth through the implementation of the RPA action plan. The study, a collaboration between MBIE and the Ministry for Primary Industries, explores opportunities across Manawatu-Whanganui to achieve growth in investment, incomes and employment in key sectors.

#### Labour Market Study

A joint initiative between INZ and CEDA is aimed at the labour market issues and opportunities in the agribusiness sector. The initiative has surveyed the current and future workforce skill requirements and how labour could be sourced. Discussion were held on how the scope of the project will enable research to identify where local talent and graduates will feed into the value chain, with the recognition that high end technology jobs in agri-tech product development will require the attraction and retention of skills from offshore. A sector forum meeting will be held with the businesses surveyed to discuss how INZ can assist meeting skill requirements. This work forms part of proactive discussions on balancing the role of immigration with local workforce supply in growing this sector. The Relationship

Manager has been working with CEDA on establishing survey questions and what future capability building will be available to employers. The RM has shared this information with the Sector Workforce Engagement Programme (SWEPE) who are keen to participate in CEDA-led forum meetings.

### **Employer Support**

The RM met with the Economic Development Manager at CEDA to discuss the skill requirement work being implemented for the agri business sector. CEDA are keen to receive assistance on how to ascertain what current and future skills will be required. Discussion was held on how the scope of the project will enable research to identify where local talent and graduates will feed into the value chain, with recognition that high end technology jobs in agri-tech product development will require the attraction and retention of skills from offshore. After completion of the survey workshops for participants will be held to gain a more comprehensive understanding of the issue.

The RM met with the new CEO of Food HQ. The CEO was interested to know about the Regional Partnership Agreement INZ has with CEDA and what support was available for those wishing to attract and settle migrant workers. The RM was also able to advise that SPA has approved funding as part of a new regional capability project to support the work CEDA is doing to ascertain the skill requirements of agri business as a priority sector.

### **Regional Partnership Agreement**

The Regional Partnership Agreement (RPA) between INZ and CEDA is a three-year plan to improve and lift the contribution of migrant attraction, retention and settlement within the wider Manawatu-Whanganui region. The collaboration utilises commercial expertise, capital and international networks that increase regional growth and build a sustainable pipeline of international students to study in fields that the region's businesses need.

An Action Plan to support the outcomes of the Agreement sets out what key actions INZ and CEDA will work towards achieving, and it is seen as an enabler to support the Growth Study's implementation strategy – Accelerate25. The RM facilitated a regional partnership agreement leaders' group meeting between the GM-SPA, and the CEO of CEDA. As the economic development agency, CEDA are committed to working collaboratively in supporting regional employers acquire and retain the skills they need for growth.

A revised RPA is due to be signed early in the 2019/20 year.

### **Local Settlement Network**

The RM facilitated 2 local settlement meetings this year. The meetings were primarily based on developing members understanding of the Welcoming

Communities pilot programme, of which Palmerston North and Whanganui are two of the pilot sites. The network specifically met to discuss the draft national standard and coordinate feedback from the group as part of the consultation process. Both councils' coordinators have utilised the key membership of the network for establishing their advisory groups.

### **International student support**

The RM has worked with the International Education Development Manager at CEDA and progressed discussions on a programme to assist international students to be work ready and aware of their visa pathway options. This work will support the proposed events the Chamber of Commerce is looking to implement that align international students with regional employers who are experiencing skill shortages.

The RM also presented a visa pathway seminar to international students from Massey, UCOL and IPU. The seminar was held in support of the CEDA Sort it Expo and was well attended by students and careers staff from the tertiary providers. Student feedback was that they were most concerned about their ability to obtain a suitable job offer that aligned with their qualification and skills for an employer assisted work visa because many employers appeared to be offering entry level positions which did not meet visa requirements.

The RM also met with the CEOs of CEDA and the Manawatu Chamber of Commerce, and the Mayor of Palmerston North to discuss aligning international students who will graduate with qualifications in areas of skill shortage with employers. SPA and CEDA will lead this work as part of the RBA action plan to facilitate projects that benefit employers through access to work ready international students.

### **Welcoming Communities**

The Relationship Manager attended the Welcoming Communities workshop for coordinators, and has been working with the Palmerston North and Whanganui coordinators in implementing their welcoming plans.

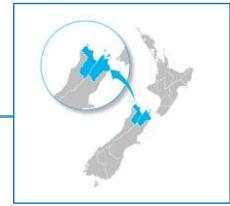
## **Next Steps**

The Relationship Managers' focus for 2019/20 will be to:

- Update and co-lead the implementation of the Regional Partnership Agreement action plan, specifically around the extension of development work required for a regional labour market strategy for the agribusiness sector
- Plan a regional partnership agreement leaders' signing ceremony
- Work with the Welcoming Communities coordinators to implement welcoming plans and attend regional advisory group meetings
- Work with the International Education Development Manager at CEDA to facilitate more international student information seminars.

- Co-lead the Action Plan for the Manawatu-Whanganui Regional Partnership Agreement and facilitate a Leaders' Group meeting.
- Progress work with CEDA and SWEP in supporting the agribusiness sector to meet skill shortages.
- Support settlement activities in the region, broadening delivery of seminars to international students about the New Zealand labour market and visa pathways.
- Support Palmerston North City Council and Whanganui District Council as pilot sites for the Welcoming Communities programme.
- Work with the Manawatu Chamber of Commerce to increase employer awareness of, and access to, international student graduates with skills required to meet regional skill shortages.

# Nelson-Marlborough Profile



## About the region

The Nelson Marlborough region includes Tasman, Nelson and Marlborough districts. The population of the region is 137,007<sup>22</sup>, which is evenly spread across the three districts. The regional economy is focused on the four 'Fs': fruit, forestry, fishing, and farming, along with tourism. Engineering, ICT and aviation also contribute significantly to the region's economy. In 2016, the Tasman and Nelson GDP per capita stood at \$44,000, while Marlborough's stood at \$57,000, compared with the national average of \$54,000<sup>23</sup>. Like other regions, Nelson and Tasman have an aging population,<sup>24</sup> with fewer young people than the national average.

The Nelson-Marlborough region has had large changes in the number of migrants coming to the area. The region experienced an 8 percent increase in the number of people who were granted a student visa to reach a total of 1,191 for the 2018/19 year<sup>25</sup> (inclusive of Tasman). In 2018/19, there were 114 Skilled Migrant Category principal applicants approved for a job in a region, a decrease of 9 percent from the previous year. Permanent skilled migrants tend to come from India, the United Kingdom, and the Philippines. They are mainly working as Registered Nurses and Chefs. Nelson-Marlborough attracted 927 Essential Skills temporary migrants, a 19 percent increase on the previous year. These migrants come from a wide range of countries mainly from the United Kingdom, the Philippines and India. They predominantly work as Food and Dairy Factory Workers and Chefs. Across the region, the proportion of people born overseas is similar to the national average (excluding Auckland) of 18 percent.

As a result of the Government announcement of a Provincial Growth Fund this year for the regions, the Nelson-Tasman Councils, Marlborough District Council, NREDA, local iwi and Wakatu Inc. joined forces to create a combined strategy called 'Top of the South'. This strategy is currently in planning stages.

## Our focus for 2018/19

The Relationship Manager role was new to the role during some of this reporting period. The Relationship Manager worked alongside the Regional Development RM from the Provincial Growth Unit in the Nelson/Tasman-Marlborough region who focuses on supporting regional economic development outside of the settlement, protection and attraction span. The RM has established relationships and connections in both regions with the District Councils, Citizens Advice Bureau, Marlborough Migrant Centre, Wine Marlborough, Nelson Marlborough Institute of

<sup>22</sup> Census 2013

<sup>23</sup> Regional GDP, Year Ended March 2016, Statistics NZ

<sup>24</sup> Nelson Tasman Regional Economic Development Strategy, 2014

<sup>25</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

Technology (NMIT), the economic development agency NREDA, the Nelson Multicultural Council and the Nelson City Council. The RM also supports and contributes to the Nelson/Tasman Settlement Forum and Nelson Community and Whanau meetings by providing information about settlement and related matters.

## Highlights

As a result of the influence and direct work of the Relationship Manager:

### Regional strategy and planning

The RM continues to support the smart+connected labour and skills working group formed by Marlborough District Council to address the skills shortage in the region. There is interest out of the smart + connected working groups to have a regional skills hub established in Marlborough.

In Nelson the RM has had a number of meetings with Nelson City Council about their interest in being part of Welcoming Communities if the funding is expanded in the future. They are currently in discussions with Tasman District Council around a joint Welcoming Community plan and what budget year they would aim for.

The Te Tau Ihu Strategy 2077 for Top of the South is underway and is being led by Wakatu Inc, in partnership with the three councils – Marlborough District Council, Nelson City Council and Tasman District Council. The RM will become involved with the strategy at the workforce planning stage.

### Regional settlement network

In March 2018 a report commissioned by the Nelson Multicultural Council, and undertaken by Victoria University called “Meeting the needs and challenges of migrants and former refugees in the Nelson Tasman Regions” was released. The action plan based on the outcomes of the report was submitted to the Top of the South Impact Forum (Topsif) in April 2019. An updated response from Topsif will be presented in September 2019. The Settlement Network commissioned a research project on the ‘Settlement Youth Voice’ which was presented at the LSN in June. This research has been passed onto INZ as part of the upcoming Youth Strategy project being conducted with the Ministry of Children.

Due to the announcement of Blenheim as a new refugee settlement location the RM has been in discussion with the Marlborough Migrant Centre about their interest in the settlement services contract.

## Next Steps

The Relationship Managers’ focus for 2019/20 will be to:

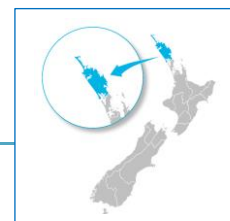
- Continue to work with NREDA, councils within the two regions, and the Provincial Development Unit RM to support the underlying strategies around

Skills attraction and retention, and Welcoming Communities for the Top of the South Strategy.

- Continue to engage with Viticulture and Horticulture industries to inform regional strategic planning.
- Facilitate regional workshops to build employer capability to retain skilled migrants.
- Support settlement activities in the region, and broaden delivery of information seminars to graduate international students.



# Northland Regional Profile



## About the region

The Northland region includes the Far North, Kaipara and Whangarei. The region has a total population of 151,692<sup>26</sup>, approximately half of which lives in Whangarei, and this is where the work of the Relationship Manager is primarily focused.

Manufacturing, tourism, agriculture, forestry and fishing are the main employers in the region and the majority of firms are SMEs. The region has an unemployment rate of 8.5 per cent compared with a national average of 5 per cent, and 20 percent of young people are not in education, employment or training.<sup>27</sup> The GDP per capita is \$37,000 compared with the national average of \$54,000<sup>28</sup>. The region has an aging population and young adults have historically tended to leave the region. To grow the economy, employers need access to medium-to-skilled labour, and there is significant potential for employment growth across the primary industries in particular. However this potential may be hindered by a lack of available skills<sup>29</sup>.

Northland attracts a relatively small number of migrants compared to most other regions across New Zealand. In 2013, 16 percent of the regional population were born overseas, slightly lower than the national average<sup>30</sup>. The profiles of skilled and Essential Skills migrants are similar, and these migrants tend to come from India, the Philippines, and the United Kingdom. Skilled Migrant Category principal applicants in the region were mainly employed as Registered Nurses, Retail managers, and Café and Restaurant Managers. Essential Skills visa holders were mainly employed as Livestock Farmers and Chefs<sup>31</sup>. In the past year the number of approvals has decreased, with a 19 percent decrease from the previous year for Skilled Migrant Category principal applicants and an increase of 24 percent for Essential Skills visa holders. In 2018/19, there were 150 Skilled Migrants Category principal applicant approvals and 900 Essential Skills visa approvals for employment into the region. Northland has two tertiary education providers, and in 2018/19, a total of 462 student visas were granted for study in Northland a 2 percent increase on the previous year.

The Tai Tokerau Northland Growth Study (2015) and a resulting regional Action Plan (Tai Tokerau Northland Economic Action Plan) have been produced. The Action Plan focuses on the first tranche of initiatives to drive economic transformation in the region. Developing the skills and capabilities within the region is a priority work stream. The focus includes attracting entrepreneurs to the region, and encouraging connections between education and employers to improve pathways to

<sup>26</sup> Census 2013, Statistics NZ

<sup>27</sup> Regional Economic Activity Report 2016, MBIE

<sup>28</sup> Regional GDP Year ended March 2016, Statistics NZ

<sup>29</sup> Tai Tokerau Regional Growth Study, Martin Jenkins, 2015

<sup>30</sup> 2013 Census, Statistics NZ

<sup>31</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

employment particularly for youth not in education, training or employment (NEETS). Developing and enhancing local labour supply is a key priority.

## Our focus for 2018/19

There has been a focussed effort by the Northland RM to build effective relationships in a region that has traditionally been somewhat reticent to engage with the immigration system. This has resulted in an invitation onto the Skills and Employment Operations Working Group (SEOG). Developing key relationships has been a strategic focus for the year which will be carried through to the next financial year.

Priority relationships have been established with Northland Inc, Whangarei District Council, Northland Regional Council, Northland Chamber of Commerce, NorthTec, and members of the Local Settlement Network.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Local Settlement Network

#### Whangarei District

During 2018/19 the RM attended/facilitated eleven LSN Meetings (which include 4 key settlement agencies, these being Whangarei CAB, Northland English Language Partners, Multicultural Whangarei and WINGS). The RM has used these meeting to share updates and also respond to any questions or requests for information.

A continuing highlight is the work that is underway to update and upgrade the Whangarei Newcomer Settlers' Guide. Consultation took place later in the year for feedback regarding the content, accessibility and usability of the resource. The RM is continuing to work with the Councils (Community Development Advisor) on the work programme and implementation plan. The date for completion has been set for end October 2019.

The LSN supported the turn-out for the 21<sup>st</sup> March 2019 Race Relations Day event in Whangarei and planning is underway for 2020.

The RM partnered with Multicultural Whangarei to host the wider Migrant Settlement Network meeting for 18 members.. This included guest speakers and a settlement presentation on the NZ Migrant Consultation results with a lens on Northland.

#### Far North District

During the latter half of the 2018/19 year contact was established with the Far North District Council. There is a new Community Development Manager just appointed to the district so work will be done in the 2019/20 year to scope out if any newcomer settlement and resourcing support is needed.

### **Employer support**

The RM is co-located at The Orchard Business & Event Hub in Whangarei, a business incubation hub where Northland Inc. and Northland Chamber of Commerce are also located. This has resulted over the last year in an increased profile with more employer engagement. The RM has also been offered a desk at DIA and also at the Whangarei Multicultural Centre if needed.

Several engagements have been made in response to referrals from the Northland Chamber of Commerce and Northland Inc (business growth manager) during the year.

The RM has also been working with Northland Inc and several large firms/employers in Northland to explore immediate and long-term skill needs and provide employer support around accessing the immigration system and potential attraction, retention and settlement needs. There is an increase in large projects in Northland and a growing realisation that there is a real gap in staffing pools in the mid to high skilled level.

### **International student support**

This year has seen the RM present to 91 International Students at Northtec. The RM is also involved with the strategy implementation of the Tai Tokerau Northland International Education Strategy.

### **Regional Planning and Strategy**

The Skills, Employment and Operations Group asked the RM to lead a scoping piece of work to progress and explore how to meet the needs of employers/sectors who are increasingly reporting difficulties in accessing skills in the mid to high skill range. This relates to a growing concern around how to supply the relevant skill needs with Provincial Growth funding coming into the region. More work is anticipated in this space for 2019/2020.

The RM has attended 25 regional stakeholder events including meetings with the Skills and Employment Operations Working Group (SEOG), the Skills and Employment Steering Group (SESG) and the Northland Interagency Forum. The RM was also invited to the Far North District Council's Strategic Planning hui in Kaikohe. This has led to connections with the Strategy and Planning team and also links to the Community Development team which the RM will follow up in the 2019/20 year.

Another highlight of the year was working with the Investment and Attraction Relationship Managers from North America and Wellington to connect them with several local stakeholders to assist them in getting a better sense of the region for when they work with potential Investor Migrants off shore.

## Next Steps

The Relationship Manager's focus for 2019/20 will be to:

- Scoping piece of work to progress and explore how to meet the needs of regional employers and sectors
- Support the Regional Economic Development Action Plan where value can be added to activities supporting the attraction of skills, people and capability.
- Continue to explore the potential development of further Regional Partnership Agreements and /or International Strategies with regional councils.
- Support settlement activities in the region, including broadening and expanding membership of the Local Settlement Network and profiling successful settlement activities and programmes locally
- Support the Skills and Employment Work Stream which sits within the Te Tai Tokerau Northland Economic Action Plan particularly where it may define the region's labour market objectives around attraction and retention of skilled migrants.

# Otago Regional Profile



## About the region

The work of the Relationship Manager covers the following Otago locations Balclutha, Dunedin, Queenstown-Lakes, Central Otago and Waitaki. The majority (59 percent<sup>32</sup>) of the Otago population lives in Dunedin. The Queenstown-Lakes District is the next most populous area, with 14 percent of the population in the region located there. The rest of the population is spread over several smaller towns and a large rural area. Major employers in the region are: tertiary education, tourism, horticulture, viticulture and agriculture. These sectors can be highly concentrated in different areas of the region. For example, twenty-two<sup>33</sup> percent of the Dunedin population comprises students. As the second most popular tourist destination in New Zealand, Queenstown by comparison has a very different profile. The GDP per capita stood at \$49,000 compared with the national average of \$54,000<sup>34</sup>. The Dunedin Economic Development Agency (Enterprise Dunedin) is planning to grow the Dunedin economy by approximately 2 percent, per annum.

The Otago region is the third largest employer of Essential Skills temporary migrants with 6057<sup>35</sup> visas granted in 2018/19, an 8 percent increase on the previous year. Most of these migrants were from the UK and mainly work as Retail Supervisors, Housekeepers and Chefs, which reflects the importance of tourism to the region. The region attracted a relatively small number (231 people) of Skilled Migrant Category principal applicants, a decrease of 26 percent on the previous year. These skilled migrants work in a wide range of occupations, the top 5 of which are: Chefs, Registered Nurses, Café and Restaurant Managers, Carpenters and Joiners, and Hotel Service Managers. Otago attracts a large number of international students; 4,386 people were granted international student visas in 2018/19 - a decrease of five percent on the previous year. This is the fifth largest pool of student visa approvals in the country.

There are a relatively large number of regional and sector organizations involved in planning and delivering on migrant attraction and retention. This reflects the geographical spread of the region. Dunedin's Economic Development Strategy is a blueprint for increasing incomes and jobs in the area. One of its strategic themes is to develop a 'hub for skills and talent', which includes better understanding how to attract talented migrants and support their settlement. Some specific sectors of the economy, such as Queenstown tourism, have a well-developed understanding of its objectives and how this relates to attracting migrant labour.

<sup>32</sup> All population data from the 2013 Census, except for footnote<sup>2</sup>

<sup>33</sup> Dunedin's Economic Development Strategy

<sup>34</sup> Regional Economic Activity Report 2016, MBIE

<sup>35</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer: [https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

Funding from SPA was made available to assist Dr Natalie Jackson (demographer) to research and collate occupation profiles data to help with regional labour market planning.

## **Our focus for 2018/19**

In addition to key work areas expected of RMs in regions, the Otago Relationship Manager has focused her effort in 2018/19 on building settlement network support frameworks in isolated migrant-receiving areas, and developing a model for workplaces to build their intercultural competency.

## **Highlights**

As a result of the influence and direct work of the Relationship Manager in the region:

### **Regional Strategy and Planning**

During the 2018/19 year the RM worked with the Provincial Growth Fund Group for Otago and Southland to provide labour market information and information about the challenges the region faces in attracting and retaining the labour force and skills it needs for these initiatives.

The RM is also working with the Operations Manager Provincial Development Unit regarding the construction planning and skill requirement for the Dunedin hospital rebuild and dental school rebuild. Within 18 months there will be a large influx of migrants and addressing settlement need with employers will be a key focus.

Also in the 2018/19 year the RM facilitated the establishment of a labour market group in Queenstown and through a number of meetings that identified a number of labour market challenges facing the region.

The Queenstown District Council has in taken on the role of facilitating the labour market group and developing a strategic plan to address the labour market challenges and where settlement fits in.

### **Regional/Local Settlement Networks**

When migrants settle in geographically isolated regions, such as Otago, a Local Settlement Network proves to be a useful connecting and co-ordinating mechanism for organisations active in supporting their settlement. During the year the RM attended/facilitated 27 LSN meeting in the region. The Dunedin LSN has a governance structure called the Dunedin Migrant Sector Partners (DMSP) group and when Dunedin became a resettlement area for refugees in 2016, a separate Refugee Advisory Group was established to avoid consuming the DMSP group with refugee related issues. The need for both groups to continue is under review with pressure coming on to Council to step up and take a civic leadership role.

The Clutha Settlement group continues to be self-managing utilizing the RM when needed in an advisory capacity. The founder of the group received a community service award this year in recognition of her work in establishing the group.

The Waitaki LSN has two main strategic themes; availability of English classes across all types of visas, and cultural awareness education across the community to aid integration. The RM has facilitated 2 LSN meetings in the last quarter of the year and an additional focus on housing has been added to the strategic themes.

Emerging issues in the Pacifica community have seen the RM invite the Pacifica RM into the region to begin some forums about addressing service provision issues and working towards successful Pacifica settlement outcomes.

### **Employer support**

The RM has continued to develop the Inclusive Workplace pilot programme (which included showcasing settlement resources) with a number of employers.

Of particular note was the RM's work with Presbyterian Support Otago Enliven Group. This excellent piece of work was duly recognized by being awarded the Arjo Training & Staff Development Award Category at the 2018 NZAGA/EBOS Healthcare Excellence in Care Awards.

The RM has been asked to deliver the pilot programme to 7 further rest homes in the coming months.

Further to this the RM delivered the pilot programme to the; Millennium Hotel Group – 50 managers, Technology Holdings – 8 managers have been interviewed, Southern Lakes Laundries – 17 managers were interviewed, Danone – initial meeting with management and HR has been held and workshops have been planned, Workshops have been held with staff from the Waitaki District Council.

The information from these workshops has fed in to the development of an Inclusive Workplace manager workshop, and induction best practice for HR staff. It is expected that the workshops will be held within the next 9 months.

### **International student support**

The RM worked with the tutor of the Competency Assessment Programme (CAPs) for international nurses at the Otago Polytechnic delivering a settlement seminar and resource to 45 students. A dialogue and role play workshop has been developed to address the 3 fundamental communication issues that most international nurses will experience, they being:

1. Making requests of Kiwis using softeners and indirect speech
2. Escalating requests when instructions have not been followed

3. 'Pushing back' to doctors

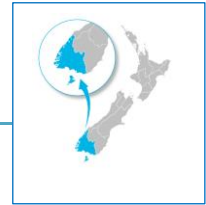
## Next Steps

The Relationship Manager's focus for 2019/20 will be to:

- Support the Queenstown Lakes Labour Market group in delivering their skills retention projects.
- Focus in Dunedin in collaborating with SWEP, PGF and Enterprise Dunedin on the hospital rebuild and dental school rebuild which will require up to 10,000 workers, with a focus on labour market supply and retention.
- Continue to develop the Inclusive Workplace pilot programme
- Work with the Waitaki District Council to assist them in implementing projects that would support their selection for a Welcoming Communities pilot roll out.



# Southland Regional Profile



## About the region

The Southland Relationship Manager works across the geographically diverse region of Southland, primarily in Invercargill and Gore. Southland has a population of approximately 98,000<sup>36</sup>, with Invercargill holding 55 percent of the region's population. The biggest employer is the primary sector, which is based primarily on agriculture and includes forestry and fishing. There has been a significant transition from meat and wool production to dairy, which is now the most common occupation in Southland<sup>37</sup>. The growing ageing population will create a demand for health, personal, community and education services. This trend is expected to be more noticeable from 2018<sup>38</sup>. The economy is also projected to grow steadily, with significant growth anticipated in the energy and tourism sectors.

According to the Southland Workforce Strategy, a focus on migration *"is essential in order to lift the absolute number of the workforce"*<sup>39</sup>. This study estimates that by 2023, Southland will have a labour shortage of approximately 5,000 people, and this indicates a clear role for attracting and retaining migrants to the region.

In 2018/19 there were 1200 people granted Essential Skills visas for jobs in Southland<sup>40</sup>. The majority of these migrants were from the Philippines and the United Kingdom. Nearly half of these visas were for livestock farming, mainly working as Livestock Farmers and Livestock Farm Workers. In 2018/19, 1,122 people were granted a student visa for study in Southland - a 14 percent decrease on the previous year. Southland also attracted 129 Skilled Migrant Category principal applicants, a decrease of 14 percent from the previous year. Skilled migrants tend to come from the Philippines, India and the UK and work as Registered Nurses, Livestock Farmers and Retail Managers. In 2013, 10 percent of Southland's population was born overseas, the majority having migrated from the United Kingdom and Ireland<sup>41</sup>.

Venture Southland, the region's economic development agency, commissioned a Southland Workforce Strategy to examine and plan for addressing the Southland labour market shortfalls. Informed by the Southland Regional Labour Market Assessment 2014-2031, its plan of action for the region aims to attract, retain, up-skill, and utilise workers who are young, old, female, and migrant. The Southland Regional Development Strategy (SoRDS) articulates the importance of skills and investment to the region's future. An immigration policy announcement in April

<sup>36</sup> Regional Economic Activity Report 2016, MBIE

<sup>2</sup> Southland Region labour market assessment 2014 -2031, (2015), University of Waikato

<sup>38</sup> Southland Workforce Strategy 2014-2031, (2015), Natalie Jackson

<sup>39</sup> Southland Workforce Strategy 2014-2031, (2015), Natalie Jackson

<sup>40</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer:

[https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

<sup>41</sup> 2013 Census, Statistics NZ

2017 created a pathway to residency for many of the region's longer-term temporary migrant workers and their families.

The Southland Regional Development Strategy has initiated a process that is looking at the structure of how the region will deliver economic development going forward. Submissions towards a number of proposals were made and a new structure has been adopted called 'Great South'.

## **Our focus for 2018/19**

In addition to work on key regional deliverables, the Southland Relationship Manager has been available to support Southland with two new settlement work areas and the Welcoming Communities pilot initiative.

## **Highlights**

As a result of the influence and direct work of the Relationship Manager in the region:

### **Regional Strategy and Planning**

The Gore District Council approached the RM with a request to sit on their advisory group for 'Ready for Growth' a community-led strategy for the Gore District focussed on population growth. Three workshops were held with key stakeholders. Following this the RM was requested to be part of a sub-group which will facilitate outcomes under the skills attraction and retention part of the Strategic Action Plan.

During the past 12 months the RM has contributed to the development of 'Ready for Growth' – Development Project/Strategic Action Plan and input has been incorporated into a comprehensive overview of the socio-economic conditions required to generate sustainable growth and opportunity across the Gore District.

### **Regional/Local Settlement Network**

Plans to establish a LSN in Te Anau have been progressed with meetings held with key stakeholders to discuss the establishment of a LSN.

The RM also attended/facilitated 4 LSN meetings in the region during the year

### **Employer Support**

The RM has continued to support the dairy industry with regular contact with the Regional Manager of Dairy NZ. Blue River Dairy has also received support in addressing inclusive workplace issues.

Two meetings were also held with the CEO of Dairy NZ for Otago and Southland to discuss the visa policy and the tightening labour market and how the industry will respond to the challenges.

## International Student Support

The Relationship Manager is in regular contact with the Southland Institute of Technology (SIT), who also attend the LSN meetings and regularly meet to facilitate large orders of specific settlement resources for their students.

## Southland Welcoming Communities

Southland was selected as a one of the pilot regions for *Welcoming Communities*. It is coordinated by Great South (formerly Venture Southland), and jointly delivered on behalf of the Gore District Council, Invercargill City Council and Southland District Council.

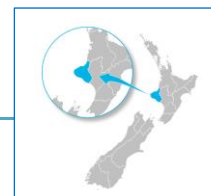
An Advisory Group has been set up across the three Councils, and a coordinator has been appointed. Submissions to the development of the NZ Welcoming Communities Standard were facilitated and a presentation about *Welcoming Communities* was made to the LSN. The finalised NZ Standard has been received with work underway to collate the feedback from the community and draft a Welcoming Plan. The RM hosted a visit from the Senior Advisor for Welcoming Communities and supported the workshop she ran for the Advisory Group. There have been challenges in the facilitation of the draft plan and the RM has focused the Advisory Group effort to achieve this.

## Next Steps

The Relationship Manager's focus for 2019/20 will be to:

- Work with the Venture Southland Labour Market Coordinator on a series of workshops and support for employers.
- Provide on-going support for the Southland Welcoming Communities pilot.
- Continue to facilitate the establishment of the Te Anau Local Settlement Network.

# Taranaki Regional Profile



## About the region

The Taranaki region is spread over three district councils that include New Plymouth, Stratford and South Taranaki. The region has a population of 116,600<sup>42</sup> of which 68 percent live in New Plymouth. The main employers in the regional economy are from the oil and gas, and dairy sectors. Engineering, and marine services are also important contributors to the local economy. Taranaki has the highest per capita income in New Zealand at \$76,000<sup>43</sup> compared with a national figure of \$53,000. The Taranaki economy is growing, yet the region is also experiencing a fundamental shift in its demographic profile so that by the end of 2016, New Plymouth will have more people aged 65 than people under 15<sup>44</sup>. Maintaining the level of skills that employers need to retain and grow in the region is a critical issue as the population ages.

Taranaki has experienced a decrease in the flow of migrants. In 2018/19, the region attracted 72 Skilled Migrant Category principal applicants<sup>45</sup>, a decrease of 29 percent on the previous year. These migrants tend to come from India, the United Kingdom and South Africa, mainly working as Registered Nurses, Chefs and Retail Managers. In 2018/19, 348 Essential Skills workers were approved to work in the region, predominantly working as Livestock Farmers, Chefs and Café and Restaurant Managers. These workers tend to come from India, the Philippines and the United Kingdom. There has been an increase of 8 percent in the number of Essential Skills workers in the region compared to the previous year, linked to the changes in the oil and gas sector. 678 people were granted a student visa in 2018/19, a 7 percent decrease on the previous year. Many of these international students come to study at the Pacific International Hotel Management School and the Western Institute of Technology. In 2013, 13 percent of the people in Taranaki were born overseas, lower than the national average (excluding Auckland) of 18 percent. The majority of these migrants were born in the United Kingdom and Ireland, although there is also a growing Asian population<sup>46</sup>.

In August 2017, the “Tapuae Roa - Make Way for Taranaki Strategy” was published as a refresh of the strategy developed in 2010. Settlement and Integration activity complements and supports two of the goals within the Tapuae Roa Strategy:

- Taranaki is a place where talented people want to live.
- The Taranaki lifestyle offering retains and attracts people.

The pillar of the action plan that the RM and the Settlement Unit are working within is the “Vibrancy and Liveability” capability.

<sup>42</sup> Regional Economic Activity Report, 2016, MBIE

<sup>43</sup> Regional Venture Taranaki Annual report, 2015

<sup>44</sup> Venture Taranaki Annual report, 2015

<sup>45</sup> Source: Immigration NZ. Data extracted from MBIE’s Migration Data Explorer:

[https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

<sup>46</sup> 2013 Census, Stats NZ

## Our focus for 2018/2019

The focus for the new Relationship Manager in 2018/19 has been to build local relationships and connections in the region, and identify needs and opportunities. Key organisations engaged with include Venture Taranaki, the New Plymouth District Council, Stratford District Council, and the South Taranaki District Council. From a Taranaki business perspective the 2018/19 period has been one of planning, as a new economic growth strategy is being developed for the region that includes preparing for a shift to clean energy technology. Meeting the region's need for talent and skills is one of the key action areas in the Strategy.

The RM has supported and provided information to stakeholders in the region about the importance of an attraction, settlement and retention plan within the strategic context for Taranaki to ensure good outcomes for the region. Relationships have been built and maintained with settlement support services in the Taranaki region.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Regional Settlement Network

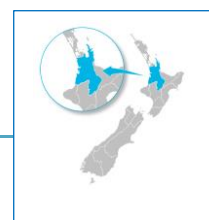
The Regional Settlement Network has been established, and further strengthened by representation from the South Taranaki District Council, Stratford District Council as well as the dairy sector. The Relationship Manager is organising this Network and facilitating the sessions.

## Next Steps

The Relationship Manager's focus for 2018/19 will be to:

- Continue to collaborate with Venture Taranaki, the appropriate Councils and the Provincial Growth Fund to inform the development of:
  - A skills attraction and retention strategy aligned to Taranaki's Tapuae Roa Strategy Action Plan.
  - A livability and vibrancy strategy aligned to the Tapuae Roa Strategy Action Plan strategic value of inclusiveness where all parts of the community are embraced and supported to achieve.
- Identify and build on strategic opportunities to influence regional planning in collaboration with the Just Transitions Unit towards the move to Clean Energy.
- Facilitate workshops to build the region's employer capability to retain skilled migrants in collaboration with Venture Taranaki and other stakeholders.

# Waikato Regional profile



## About the region

The Waikato Relationship Manager spans the area from Thames-Coromandel to Waitomo and across the island to Taupo. Waikato is the fourth largest region in New Zealand with ten percent of the New Zealand population. Hamilton is the region's major population centre, and 35 percent of the region's population of 449,200<sup>47</sup> live there. The region's main employers are the agriculture, forestry and fishing; education; meat processing; transport and construction<sup>48</sup> sectors. The growth sectors are electricity, gas, water and waste services; rental, hiring and real estate services and manufacturing<sup>49</sup>. GDP per capita stands at \$47,000 compared with a national average of \$54,000<sup>50</sup>. The Waikato Regional Council finds there is a need to improve levels of education in the region for standards of living to improve<sup>51</sup>. They state that businesses find it is difficult to attract and retain skilled people, and report that young people in the region do not reach the same educational standard as the national average.

The Waikato attracts a relatively large number of migrants compared to many regions in New Zealand. A total of 588 Skilled Migrant Category principal applicants<sup>52</sup> came to the region in 2018/19. This represents a twenty one percent decrease from the previous year. In 2018/19, 3000 Essential Skills temporary migrants also came to the region, a 19 percent increase from the previous year. The top source countries of Essential Skills workers in the region were India, the United Kingdom and the Philippines, and mainly work as Livestock Farmers and Chefs. The region attracted 5,892 international students, an increase of 9 percent on previous year. In 2013, 18 percent of the population was born-overseas, which is similar to the national average (once Auckland is excluded). A third of these people were born in the United Kingdom and Ireland and another quarter were born in Asia, a profile in line with national averages<sup>53</sup>.

The Waikato region has been working towards an integrated economic development agency since 2014 when the Waikato Regional Council issued a Regional Economic Development Strategy which had a focus on addressing skill shortages in the region. This Strategy evolved into the "Waikato Means Business" group, which has spent the past two years working on a series of steps to develop a fully-fledged economic development agency. The agency, which is named "Te Waka" was formalised at the end of the 2017/18 year, and will now take charge of the promotion of economic growth in the region. This new EDA will be based at the Waikato Innovation Park in

<sup>47</sup> Regional Economic Activity Report 2016, MBIE

<sup>48</sup> <http://openwaikato.co.nz/InfoMetrics>

<sup>49</sup> Regional GDP, Year Ended March 2016, Statistics NZ

<sup>50</sup> Regional GDP Year Ended March 2016, Statistics NZ

<sup>51</sup> An Economic Development Strategy for the Waikato region, 2014

<sup>52</sup> Source: Immigration NZ. Data extracted from MBIE's Migration Data Explorer:

[https://mbienz.shinyapps.io/migration\\_data\\_explorer/](https://mbienz.shinyapps.io/migration_data_explorer/)

<sup>53</sup> 2013 Census, Statistics NZ

Hamilton, and will have a number of regional hubs to integrate with the economic development work of the 10 districts and city councils.

The creation of a full EDA will help to advance the prospect of a Regional Partnership Agreement RPA, as there will be a central agency representing economic growth and labour markets within the Waikato. Work on progressing this RPA will be a focus for the 2019/20 year.

## **Our focus for 2018/19**

The Relationship Manager is focused on supporting the Regional Labour Market Strategy, and has assisted with the completion of the Strategy. He attends regular monthly meeting with the group which includes business representatives from each of the key employment sectors (such as construction, health, manufacturing, dairying and ICT), along with secondary and tertiary training providers, central and local government agencies, and the EDA representative. This role is an important conduit to the business sector, and ensures that the employers understand that migrants are an important component of the wider labour market.

In addition the RM is involved in supporting Settlement activities in the region, with active engagement with the Waikato Migrant Centre as well as with partner agencies. The RM has developed relationships with a wide range of stakeholders, including Local Settlement Network members, Citizens Advice Bureau, Hamilton City Council, Red Cross, Careers NZ, community groups and relevant educational providers. Settlement Network meetings are held with smaller groups and are designed to facilitate cross-sectoral information and networking across the settlement sector.

The RM is also engaged in regular liaison with key local employers in order to build employer capability to attract and retain skilled migrants.

## **Highlights**

### **Forestry sector support**

The RM has been working as the key sector relationship manager for the forestry sector. This is due to the work already undertaken with the sector in terms of engagement regarding the “Bush Regenerator” and the nationwide tour. In addition the RM is working in the Waikato region, which contains the largest demand for forestry workers.

The RM has engaged with the South Waikato District Council who is working on a series of innovative projects in relation to forestry development, which relies on a supply of both migrant and NZ labour. The South Waikato plans for labour force development in Tokoroa will align with the Government funded South Waikato

Action Plan, which will feed back into PGF funding proposals supported by the Waikato EDA. Any migrant labour force in the South Waikato is likely to require settlement support, and there are also strong links to the Pacifica community in the district.

The RM has been working on workforce demand issues and industry engagement with key industry players, and also with Te Uri Rake (Forestry NZ).

### **Dairy Sector engagement**

The RM continues to engage with Dairy NZ in Hamilton to discuss sector engagement. Dairy NZ appear interested in the potential for a Sector Agreement, and have a lot to offer in terms of their existing work programme. For example, Dairy NZ has developed a phone App which greatly enhances the efficiency and reliability of payroll and holiday time sheeting for both workers and employers across their sector. This App has the ability to significantly reduce the potential for exploitation. The phone app, is revolutionising the dairy industry's admin processes and. also works well for the Government as the IRD can easily track the payments system throughout the year.

Dairy NZ have spent considerable time and money developing and refining the phone App, but they appear willing to assist with rolling out of this App to other sectors, if INZ/MBIE is interested. This could be undertaken as part of the Sector Agreement process.

### **Local Settlement Network**

Since the mass shooting in Christchurch, the RM has been involved in engagement with the Waikato Muslim community. The Waikato Muslim Association, who have been deeply affected by the impact of the mass shooting have been working on an implementation plan for the Waikato Mosque, which could (subject to regional variations) be rolled out in a similar form to the other 7 key Muslim communities throughout New Zealand.

The RM has also continued regular engagement with the Settlement Centre, which has also been heavily engaged with the Waikato community's response to the mass shooting.

The RM supported s 9(2)(i) the Centre's outward engagement programme to ensure that Waikato residents had opportunities to share networking opportunities with the Muslim community to foster greater mutual understanding.

### **Employer support**

The Relationship Manager has engaged with the "Connect" meeting of economic development and social agencies within the greater Waikato region.

The RM is focused on supporting the Regional Labour Market Strategy, and currently acts as chair of the monthly Strategy Group meetings which comprise business



representatives from each of the key employment sectors (such as construction, health, manufacturing, dairying and ICT), along with secondary and tertiary training providers, central and local government agencies, and the EDA representative. This role provides an important conduit to the business sector, and ensures that the employers understand that migrants are an important component of the wider labour market.

In addition the RM is involved in supporting Settlement activities in the region, with active engagement with the Waikato Migrant Centre as well as with partner agencies. The RM has developed relationships with a wide range of stakeholders, including Local Settlement Network members, Citizens Advice Bureau, Hamilton City Council, Red Cross, Careers NZ, community groups and relevant educational providers. Settlement Network meetings are held quarterly with a guest speaker, and monthly meetings with smaller groups are designed to facilitate cross-sectoral information-sharing and networking across the settlement sector.

The RM is also engaged with tertiary providers within the region, and delivers regular seminars to staff and international students, working closely with the Sector and Skills team for delivery of information on visa and migration pathways. This function is also enhanced by the RM's regular liaison with key local employers in order to build employer capability to attract and retain skilled migrants.

## Highlights

As a result of the influence and direct work of the Relationship Manager in the region:

### Regional strategy and planning

#### Employer engagement

With the current housing and construction boom, and the strong growth of ICT, there are significant labour market shortages in the Waikato, and a keen desire to hire skilled migrants in key sectors. The RM has engaged with Waikato employers to assess their needs in terms of labour market issues, and to support the retention of migrants whom they currently employ. The RM actively engages with key businesses across the region in relation to these labour market and retention matters. For example:

- The RM has been working with the Hamilton-based ICT cluster, Cultivate IT, formed to represent the 400+ businesses within the Waikato who are primarily focused on information technology. Cultivate IT seeks to promote the Waikato as a great place for high-skilled ICT workers to work and live, due to housing affordability, no traffic woes, and top-line companies to work for, along with a university which is one of the world's leading in cyber-security. The RM has been working with Cultivate IT on labour market planning, and ways to retain the existing migrant workers in this field.

## **Waikato Regional Labour Market Strategy**

The Relationship Manager chairs the Waikato Regional Labour Market Strategy Group which is regularly updated on a range of topics concerning business and labour market drivers for the region. These have included a presentation about the unprecedented growth facing the district in areas north of Hamilton City, which is compounded by the Ports of Auckland who are building a major inland port at Horitui, and the Waikato Expressway which is driving very strong demand for construction workers. The Strategy Group provides a conduit to key business leaders across such diverse fields as construction, secondary and tertiary education, Maori business, the health sector, dairying, ICT, the energy sector, and manufacturing.

## **Local Settlement Network**

The Relationship Manager has an ongoing and active engagement with the local settlement networks, including chairing the quarterly regional meetings, as well as attending the monthly meetings of the Waikato Settlement Network executive group. These meetings bring together a variety of agencies including Shakti, Waikato Refugee Forum, Passport to Drive, Red Cross, English Language Partners, Decypher, Pathways to Employment, Hamilton City Council's migrant coordinator, Community Law Centre, migrant advocates, the DHB, Housing NZ, MSD, Police and MBIE. Issues discussed include the impact of accommodation shortages in Hamilton, NZ Police's desire to recruit migrants, sharing information about a range of migrant community events, and the success of the refugee driving programme which has gained a national profile.

## **International student support**

The Relationship Manager delivered seminars for International Students as part of 'Job Ready Days' organised by the University of Waikato. Delivered in partnership with the Sectors and Skills RM, these sessions clarified pathways for international students to contribute their skills and talents in the region after graduation. In 2018/19 seminars were delivered to some 300 students.

The seminars, which have been well-received given the recent changes to immigration policy for Skilled Migrant Category and post-study work visas, always draw a robust round of questioning about ways of translating university qualifications into jobs that would comply with residence requirements. The seminar delivered to university lecturers aims to provide them with a better understanding of the visa pathways which the students were seeking to take, was also well received. The Waikato University is changing its degree structure so that all third year students (both New Zealanders and international) will be required to undertake job placement in order to complete their degrees commencing from 2018, which will result in an even greater emphasis on visa pathways for international students in the future.

## Next Steps

The Relationship Managers' focus for 2019/20 will be to:

- Broaden engagement with key local employers, and facilitate workshops to build employer capability to attract and retain skilled migrants. A focus for sector engagement will be to support migrant skills retention, particularly in the ICT and dairying sectors.
- Attend settlement activities in the region, primarily through the Settlement Centre
- Continue to work with the Waikato Regional Labour Market Strategy Steering Group on the development of effective labour market data measures for the region.
- Continue to explore the potential development of a Regional Partnership Agreement with the Waikato Regional Council, Hamilton City Council and the new EDA, Te Waka.

# Wellington Regional Profile



## ABOUT THE REGION

The Wellington region has nine local councils and one regional council and covers the area from Wellington city to Kāpiti, including Porirua, Hutt, Masterton and South Wairarapa. Government is the main employer in Wellington, accounting for approximately 30% of the workforce. The economic growth sectors in the region include screen and digital, ICT, high value manufacturing, and the primary sector. Tertiary education and research are other important contributors to the local economy. Migrants to Wellington work in a range of sectors, the top five being: ICT, Health, Business, Human Resources and Marketing. Other sectors which are reliant on migrant skills include Engineering, Science and Technology, and Food Trades.

Wellington's population has a higher proportion of overseas-born at 25 percent compared to the New Zealand average (excluding Auckland) of 18 percent. Almost one third (32 percent) of the overseas-born population is from the United Kingdom and Ireland and a further quarter from Asia<sup>54</sup>. Wellington is the third most attractive location in New Zealand for international students and skilled migrants<sup>55</sup>. In 2018/19, 6,165 students were granted a student visa for study in Wellington, a decrease of 1 percent on the previous year, and 816 permanent skilled migrants came to work in the capital, a decrease of 24 percent on the previous year. 2,751 people were granted Essential Skills temporary visas with a job in Wellington (an increase of 8 percent). In addition, in the three years from July 2015 to June 2018, 1,686<sup>56</sup> Talent Visas were issued to migrants working for accredited employers in the region. The majority of migrants in the region were from India and the UK.

Regional economic development is guided by the Wellington Regional Strategy, which was released by the Wellington Regional Strategy Office (WRSO) in 2012. It sets out an approach to build a long-term sustainable economy, including a targeted approach to attract and retain skilled migrants and students. In 2018, the WRSO finalized a Regional Investment Plan, and an associated Wairarapa Economic Development Strategy.

Wellington NZ (formerly the Wellington Regional Economic Development Agency) is charged with delivering the strategy and is an important stakeholder for SPA. Following the appointment of a new Chief Executive in April 2018, WellingtonNZ was rebranded and restructured in line with its redefined purpose "to make the Wellington region wildly famous." SPA's key point of engagement is now with the General Manager, Regional Development, Destination and Attraction and the General Manager Stakeholder and Partner Engagement. In January 2019 WellingtonNZ commissioned Deloitte to develop a Regional Workforce Plan,

<sup>54</sup> 2013 Census, Statistics NZ

<sup>55</sup> All migrant trend information is sourced from MBIE's Migration Trend report for 2016/17, and where the latest figures are not available for a region, from the 2015/16 trend reports.

<sup>56</sup> INZ data

intended to address the future skills needs of the region. This will include recommendations for ensuring a skilled regional workforce and will be available in the 2019/2020 year.

## **OUR FOCUS FOR 2018/2019**

---

The focus for the 2018/2019 year was on building and strengthening key regional relationships to realise the value of the Settlement Unit and the wider SPA branch's resources for the region. Priority was given to the development of a Regional Partnership Agreement, the establishment of new settlement networks, activities to support good settlement outcomes for recent migrants including migrants from the Pacific and ensuring the conclusion of resource development instigated in the previous year.

During the 2018/2019 year the relationship manager realised the value of the positive relationship established with WellingtonNZ to bring a Regional Partnership Agreement to a conclusion. After facilitating several shared workshops between and through direct discussions with the Chief Executive, the agreement was finalised, along with a supporting activity plan. The agreement was signed at a small ceremony held at Te Wharewaka in November, attended by The DCE immigration and staff from both organisations.

A new local settlement network was established on the Kāpiti Coast. This was achieved through the leadership activity of the Relationship Manager who harnessed an emerging opportunity and brought key stakeholders together. The Kāpiti Coast Settlement Network met every two months from July 2018. The relationship manager has also led the re-establishment of the Hutt Stakeholder network during the year. The network has held two well attended meetings between January and June, with arrangements in pace for these to continue.

In August 2018 the Relationship Manager completed a substantial collaborative process to draft content for resources aimed at strengthening employment outcomes for post-study work visa holders. Responsibility for the initiative was then transferred to the marketing team and resources were completed in February 2019. The work had been initiated by the relationship manager the previous year in response to considerable stakeholder demand.

The relationship manager gave six presentations to settlement stakeholders and migrant community groups during the year, sharing information about the settlement resources and local settlement services. She assisted with facilitation at a Wellington fono coordinated by the relationship Manager Pacific Skills in February and has commenced preparation for two community events to be held in July and October 2019.

Plans to co-host an employer oriented event with Wellington Chamber's Skilled Newcomers programme were deferred by the Chamber.

In addition to the above activity, engagement continued with employers, settlement and other community networks and individual stakeholder groups. Employer engagement efforts in 2018/19 focused on ICT, health and aged care, locally based industry organisations and some state sector organisations. A total of 17 employer engagements occurred. 50 meetings were held with representatives of community stakeholder groups and a total of 18 community network meetings attended, including several in Masterton.

## HIGHLIGHTS

---

### Regional strategy and planning

The region's first Regional Partnership Agreement between SPA and WREDA (now WellingtonNZ) was signed in November 2018. This event was the culmination of a significant amount of work, including two workshops, led by the Wellington Relationship Manager to develop and formalise the working relationship between the two parties.

The Agreement sets out how the two organisations will work together to achieve common goals in the region. It includes a supporting Activity Plan which lists agreed activities for the year ahead.

Since signing, the Relationship Manager work has continued to ensure implementation of its supporting annual Activity Plan, as a key member of the Activity Plan Working Group. The Relationship Manager has taken the lead in coordinating meetings of the Activity Plan Working Group and meetings of relevant SPA staff to lift internal alignment and communication.

In addition, the Relationship Manager has also contributed to the development of a Regional Workforce Plan being undertaken by Deloitte on behalf of WellingtonNZ. She has provided immigration data and insights, and connected Deloitte with other key stakeholders within MBIE. She has continued to participate in regional interagency meetings led by the Provincial Development Unit to support awareness and alignment of regional development activity.

### Local settlement networks

The Relationship Manager led work during the year to ensure thriving settlement networks in the region. The key achievements of the year are the establishment of the Kāpiti Coast Settlement Network and the re-establishment of the Hutt Stakeholder Network, which had gone into abeyance due lack of local leadership. The Relationship Manager has continued to convene the Steering Group of the Regional Settlement Network and chair its quarterly meetings. She has coordinated a number of settlement-related presentations at these meetings, with topics including MBIE's work to prevent migrant exploitation and work by the Real Estate Authority to reach a migrant audience.

The Relationship Manager also attended a number of meetings of the Masterton Community Network and the Kāpiti Mana Pacific Services network meetings to deepen relationships and share settlement-related information. In February she gave a presentation to the Masterton Community Network on Immigration New Zealand's work with to support the settlement of migrants and former refugees.

In addition the Relationship Manager attended a number of settlement related events, including the Chinese Women's forum, the Wellington Central Indian Association, at which she gave a presentation, two separate events held at parliament to celebrate Race Relations Day and Volunteer Week respectively, AGMs for CAB, MCLaSS, the Porirua Multicultural Council, and Whitireia Community Law, and a community event for Porirua's Pasifika Community, hosted by the Ministry of Pacific Peoples. As a result of this activity, relationships in the area have been strengthened and extended.

The Relationship Manager met with a number of community stakeholders individually, particularly those working with different Pacific Communities. She was supported in this engagement by the Relationship Manager Pacific Skills. The meetings included discussion and needs analysis for a community oriented settlement information event being planned for the following quarter.

### **Employer support**

During the year the Relationship Manager met with a number of employers inclusive of Assurity, Healthcare of New Zealand, Te Hopai Home and Hospital, and Transpower to discuss settling and retaining migrants in their workplace and share resources and information about local services. The Relationship Manager supported work by Treasury in their development of resources for to attract and retain migrant staff with highly specialised skills. The Relationship Manager also assisted MBIE's recruitment team with information about recruiting international student graduates. As a result of this employer engagement over the last 12 months, MBIE is now considering this group in its recruitment drive, and has hired a candidate from the Skilled Newcomers Programme.

### **International student support**

During the year the Relationship Manager has facilitated two meetings between Education New Zealand's Manager of Regional teams, and MBIE's Labour Market Policy team to share information about proposed regional skills shortage lists, regional skills bodies and the interface with the Review of Vocational Education. The information is being used for strategic planning purposes.

The Relationship Manager attended Wellington NZ's Mayoral welcome to International students in March and arranged a Settlement Unit presence at Victoria University's major career expo in March, which brings together employers and students. She gave a presentation to a number of visiting Japanese students in July 2018, on behalf of the National Manager Settlement.

### **Industry/sector strategic support**

Following engagement with the Wellington branch of Hospitality New Zealand, the Relationship Manager and the Tourism Sector staff gave a presentation to regional members of Hospitality New Zealand to provide information about decision-ready visa applications.

## NEXT STEPS

---

The Relationship Manager's focus for 2019/2020 will be to:

- Continue to implement Immigration New Zealand's Regional Partnership Agreement with WellingtonNZ
- Continue community engagement through community networks in Wairarapa and Pacific services networks in Porirua and Hutt Valley; maintain and contribute to strong settlement networks in Wellington, Hutt Valley and Kāpiti Coast
- Coordinate or contribute to the delivery of regional activities that influence positive settlement outcomes for Pacific migrants and their communities.
- Contribute to the implementation of INZ's sector strategies in the Wellington region



# Pacific Settlement Retention

## About Pacific migration

Pacific peoples migrate to New Zealand via a range of immigration visa streams and offer skills that contribute to sectors and businesses in regions throughout the country.

### Population and demographics NZ

At the time of the 2013 Census, Pacific people made up 7.4% of New Zealand's total population (295,941). Samoa is the largest Pacific ethnic group with 48.7% of the Pacific people's population (144,138,) followed by Cook Islands Maori 20.9% (61,839 people), Tongan 20.4% (60,333 people) and Niuean 8.1% (23,883 people).

### Migration pathways

Pacific migrants are typically motivated to migrate to New Zealand, both permanently and on a temporary basis, for the promise of a better future for their families, as well as the desire to join family members in NZ.

Most Pacific people live in Auckland (65%). Pacific employment outcomes have improved for Pacific people with a growing economy, and the sectors employing the most Pacific workers are manufacturing, wholesale and retail, health care and social assistance. By region, labour market participation rates for Pacific people in the South Island are higher than in the North Island.

## Our focus for 2018/19

The Relationship Manager Pacific Skills is a nationally-focused role that supports the work of regionally-based Relationship Managers. The primary purpose of the role is to:

- Support the settlement and retention of permanent resident Pacific migrants who enter New Zealand through the annual Samoan Quota and Pacific Access Category quota migrant programmes and other visa pathways.
- Oversee the delivery of high quality settlement information that supports newcomer Pacific migrants, from off-shore through to on-shore, and gather feedback from them about settlement challenges.
- Engage with employers in businesses that employ Pacific peoples to assist them to retain these staff, and identify challenges in settling them.
- Meet with Pacific communities in key settlement locations to present cross-INZ information seminars tailored for their need to be informed about current immigration policies and processes.

This role works closely with the Pacific Relationship Managers in the Labour and Skills team, who engage directly with employers interested in recruiting skills from

the Pacific. For much of 2018 the Relationship Manager Pacific Skills in the Settlement Unit was seconded to work on policy projects. Other Settlement RMs have stepped up to continue the Pacific RM work in key centres such as Auckland, Wellington, Otago as well as delivering pre-settlement seminars in Fiji, Tonga and Samoa with the Labour and Skills team.

## Highlights

As a result of the influence and direct work of the Relationship Manager, Pacific Skills and RMs in the 2017-18 year, the following outcomes were achieved:

### **Improving settlement outcomes for Pacific migrants**

A key focus of the Settlement Unit has been improving settlement support services for Pacific migrants - working to ensure high quality off-shore and on-shore settlement support is available for all Pacific migrants

This work involved piloting a strengthened settlement approach for Samoan Quota and Pacific Access Category applicants. This included face-to-face engagement in the Pacific Islands for migrants at the pre-travel stage to reinforce messages about life in New Zealand and the challenges they may face once living and working there.

Another key element of the Settlement approach is to remind Pacific migrants that there are positive opportunities outside of Auckland for employment, which also offer added benefits in terms of housing, commute times, school availability etc.

### **Overseas information seminars**

#### **Integrated INZ seminars in Fiji, Tonga and Samoa**

The Settlement Unit worked closely with the Pacific Labour and Skills team to deliver information seminars for Pacific quota migrants. Relationship Managers from the Settlement Unit travelled to Tonga, Fiji and Samoa to supply settlement information alongside the standard visa and application information and advice provided by the Pacific Labour and Skills Unit.

Settlement content covered information regarding what to expect when moving to and living in New Zealand, as well as what resources and support services are available once migrants arrive. The Settlement RMs delivered 33 seminars at which participants were surveyed about their knowledge of living and working in New Zealand and the value of the seminars and to assess participants. Approximate figures for attendance were as follows: 150 for Fiji, 130 for Tonga and 800 for Samoa.

The role of RMs was to deliver seminars, administer the surveys record their observations of the engagement and level of comprehension of the participants. One

of the major findings from this work was the realisation that those who had been successful in the ballot appeared to have done little planning for their transition into New Zealand society. In general the focus for seminar participants was the visa application process and obtaining a job.

Nevertheless, there was a general willingness to engage and RMs noted a high completion rate for surveys. One of the major achievements for the trip was ensuring a good sample base of survey responses to help structure future information delivery for this group of migrants. For example, it became clear that the majority of quota migrants, in response to one particular survey question, were considering exclusively moving to Auckland for employment and living. They had neither heard of other New Zealand cities nor had any awareness of the opportunities and benefits that might exist for them outside of Auckland.

### **Settlement support activity**

#### **Pacific Newcomers Group**

The Relationship Manager facilitates the meetings of an Auckland-based inter-agency group that focuses on Pacific newcomers. This group, which comprises Pacific representatives from government agencies that engage with Pacific communities, provides an avenue for improving settlement outcomes for Pacific migrants. The group is currently developing materials for an Auckland-focused Pacific settlement orientation programme.

#### **Next steps**

The Relationship Managers' focus for 2019/20 will be to:

- work with regionally-based RMs to increase the number of engagements with employers of newcomer Pacific migrant staff and deliver a programme of on-site needs analysis and support.
- continue to lead the implementation of the Pacific Settlement Project, including engaging follow-up research with those quota migrants who received seminars in 2017/18 and have arrived in New Zealand
- broaden delivery of Pacific immigration and settlement seminars for Pacific communities in the regions.
- provide on-going planning for regional Pacific migrant work, picking up on issues and opportunities identified from engagements in regions outside Auckland together with the local Relationship Managers.

# Contract Management

---

## About external contract management

The Relationship Manager (RM) for External Providers is responsible for supporting the Settlement Unit's tendering, negotiation and performance management of contracts with providers of skills-matching and settlement information services in regions throughout New Zealand funded by Immigration New Zealand.

## Our focus for 2018/19

The Relationship Manager, External Providers' key focus has been working with MBIE Procurement to take the face to face and multilingual settlement information services to tender and facilitate the launch of the new *InfoNOW ... in your language* service. Also taken to tender has been the Migrant Workplace Communication programme provided by Victoria University's School of Linguistics.

An additional focus has been preparing to host the second annual Collaboration for Employment Outcomes workshop that brings together the Work Connect teams alongside the six Newcomer Skills matching service providers to encourage ideas and information sharing and regional collaboration.

## Highlights

As a result of the influence and direct work of the Relationship Manager, External Providers, the following highlights were achieved:

### Procurement of Settlement Information Services

Tender of the nationwide Face to Face and Multilingual Settlement Information Services was conducted during the year. Both services have been provided by CABNZ for some time and contract variations were initiated that extended these services to 30<sup>th</sup> September 2018 while the procurement progressed. During Q1 of the 18/19 year, CABNZ was confirmed as the preferred provider for the nationwide Face-to-Face service. The new agreement excluded the reporting of immigration-related client contacts and was agreed at an annual cost of § 9(2)(i) (excl. GST). As a feature of the new agreement, the RM External Providers initiated a review of the composition of the 30-strong branch network to gain greater client reach. Consequently, the busy branches, Mangere and Onehunga, in Auckland region were included in the network, in place of two South Island branches. Both new branches have high proportions of Pacific migrant clients and contact numbers of between 30 and 40 migrant clients/month. Their inclusion supported the work of the RM Pacific Skills by improving the Settlement Unit's reach into the Pacific migrant community.

The RM External Providers participated with MBIE Procurement in the briefing of unsuccessful proposals, from NZ Federation of Multicultural Councils and from

Hamilton Multicultural Council. The outcome agreement for the face-to-face settlement information service was finalised and signed during October 2018, with a term of two years, plus two rights of renewal of one year each.

Concurrent with the conclusion of the face to face settlement information tender, Hamilton Multicultural Services (HMS) was confirmed as the preferred provider for the multilingual settlement Information service. An agreement for the *InfoNOW ... in your language* multilingual settlement information service was signed by HMS and MBIE in October 2018, with an initial term of 21 months, plus two rights of renewal of one year each. The negotiated cost of the new agreement for the multilingual information service was s 9(2)(i) (excl. GST). The new multilingual settlement information service provided by HMS commenced from 1 February 2019.

### **Launch of *InfoNOW ... in your language***

The new *InfoNOW ... in your language* multilingual settlement information service provided by the Decypher team within Hamilton Multicultural Services (HMS) commenced as scheduled, during the third quarter, on 1 February 2019. The launch was supported by the preparation of an extensive Communications Plan prepared by the RM External Providers, with input from Decypher, Settlement Strategy & Products, Marketing Unit and MBIE Engagement and Communications. The plan included the support of the Settlement Strategy & Products team to provide workshop and train-the-trainer training in Hamilton for newly appointed InfoNOW Assistants and the InfoNOW Co-ordinator, to assist them access the NZ Now website to the address settlement queries received by the InfoNOW team.

The service initially provided eleven languages accessed by phone, email and Online Chat. Another six languages were added to the service in the fourth quarter; Russian, Dari, Urdu, Farsi, Vietnamese and Filipino, bringing the total available to 17, three more than provided by the previous incumbent's service. The languages were chosen on the recommendations of Decypher.

An important improvement following the launch of InfoNOW was the transition to individual 0800 phone numbers for each language variant. Initially, InfoNOW retained just one 0800 number through which all language requests (by phone) were received. InfoNOW reported that this tended to favour the first languages mentioned in the voice message (recorded in English-only) and many callers ended calls before hearing their language listed. The new phone structure addressed this issue by ensuring each language is matched to a 0800 line with an introductory message explaining the service in the respective language that the caller is wanting to access. The full list of 0800 numbers is available via the website [www.infonow.nz](http://www.infonow.nz). Clients also continue to make contact via email and online chat.

Following the introduction of the new phone structure, InfoNOW designed a DLE brochure and A4 poster that promoted the service and each 0800 number and other contact options, e.g. email and online chat, for newcomers nationwide. The brochures and posters were printed and supplied to CAB Migrant Connect branches

to improve visibility of the service among migrant clients that could benefit from the service.

Since launch of the service, contact numbers increased from 122 in the first month to around 250/month by May and 430 in June. Most growth has been in the number of calls coming from Auckland region, which increased by 75% between May and June.

### **Procurement of Migrant Workplace Communication Programme**

During the year, a new multi-year duration outcome agreement was negotiated with Victoria University of Wellington (VUW) for delivery of the Migrant Workplace Communication Programme. The agreement was the culmination of a procurement process conducted earlier in the year. Due to staffing shortages within MBIE Procurement, the RM External Providers took the lead on drafting a Procurement Plan and a Registration of Interest (ROI) for the Migrant Workplace Communication programme which was issued in October. Two providers registered their interest in providing the programme.

On the recommendation of the Evaluation team that evaluated the two responses to the procurement, the incumbent, Victoria University of Wellington (VUW), was chosen as the preferred supplier and INZ proceeded directly to negotiating with VUW for the new contract. This was completed and in place with effect from 1 March 2019 and concludes on 30<sup>th</sup> June 2021, with two options to renew of one year each. Following signing of the agreement, a new cohort of highly skilled newcomers was selected on application to complete the first 12-week course of the new agreement. This group of eleven successfully completed the course in June.

### **Newcomer Skills Matching and Job Search Assistance**

Provision of the regional Newcomer Skills Matching & Job Search Assistance service continued throughout the year. The RM External Providers made progress on boosting the profile of the various newcomer skills matching services among newcomers, with the assistance of MBIE Marketing. RM External Providers confirmed that the service is now promoted in the welcome email sent to successful new visa applications of priority target migrants. A short paragraph in the welcome email highlights the newcomer skills matching service available in the region to which the newcomer has indicated they are living. The paragraph is linked to the respective section of NZ Now promoting the services which includes links to each of the providers' websites.

During the second quarter, the RM External Providers facilitated agreement between TEC's Work Connect service and the Auckland Chamber to reduce the perceived duplication of services in the Waikato and Bay of Plenty regions. Consequently, Auckland Chamber ended its delivery of the New Kiwis Career Service in the Waikato region to focus on Bay of Plenty, via local Chambers based in Tauranga and Rotorua. In turn, Work Connect pulled back from an outreach service into the Bay of Plenty and focused solely on the Waikato, alongside local newcomer skills matching service provider, HMS. In addition in December, Settlement agreed with Auckland Chamber's proposal to further restructure its New Kiwi Career Success workshop

offering in the Bay of Plenty, with more workshops provided in Auckland region to maintain the same overall contracted minimum number of participants in the service (475) for the contract year.

An initiative to bring the Work Connect and Newcomer Skills Matching agencies together to encourage shared understanding and collaboration continued this year with hosting of the annual workshop, 'Collaborating for Employment Outcomes', led by the RM - External Providers. Attended by newcomer skills matching services and Work Connect representatives, the highlights included presentations from Education NZ that reviewed research of post-study work experiences of international student graduates, and from Work Connect, that explored the potential for webinars to reach parts of the country with substantial migrant settlement areas that were not served by the service or by newcomer skills matching assistance. Action points from the meeting included:

- Set up a Linked In closed community account for the Work Connect and newcomer skills matching providers to discuss challenges and collaborate better
- Explore setting up a Zoom account or similar for quarterly online meetings
- Boost the profile of the various services
- Scope out how employers could be encouraged to support 'informational interviews' with prospective job seekers

During the workshop, a revised quarterly reporting Excel template for newcomer skills matching services was tabled. Prepared by the RM External Providers, the reporting template simplified the quarterly reporting process for providers by removing superfluous reporting criteria and adding drop-downs for all others to standardise data reporting. Feedback to the workshop was very positive, summed up by this comment: *'thank you for hosting and facilitating a brilliant session today, it was very enjoyable and informative and it was great to connect with everyone again. The topics were relevant and it was easy to have an open discussion'*.

The revision of the reporting template for the newcomer skills matching services took effect from April 1 2019, making completion of the template simpler with drop-downs for each reporting criteria. The following table includes reported placements for the year (placements for Q4 to be reported in year-end provider reporting due by 31 July 2019).

<b>Provider</b>	<b>Q1 Employment Placements*</b>	<b>Q2 Employment Placements*</b>	<b>Q3 Employment Placements*</b>	<b>Q4 Employment Placements*#</b>	<b># Annual Target</b>
New Kiwis.co.nz	45	267	69		400
New Kiwis Career Success	44	56	18		316
CNSST Foundation	21	17	14		70

Hamilton Multicultural Services	24	19	11	15	55
Wellington Chamber	34	28	22		60
Canterbury Chamber	9	17	6	7	80
Venture Southland	9	4	Did not provide report		40
<b>Totals</b>	<b>186</b>	<b>408</b>	<b>140</b>		<b>1,021</b>

During June 2019, DCE Immigration confirmed INZ approval for Settlement to exercise an option to extend agreements by twelve months for each of the six newcomer skills matching providers. This met the contracted option, to extend by two one-year periods, as stipulated in agreements at Settlement and INZ's prerogative.

### Settlement Information Services

The Migrant Connect face to face settlement information service provided by CABNZ continued its provision to newcomer communities nationwide during the year. Here's the contact summary for each quarter for each region for 18/19:

#### Newcomer Clients Accessing Settlement Services for FY 18/19 - by Region Service: Face to face

Region	Contact Count				18/19 Total	18/19 %
	1	2	3	4		
AUCKLAND	534	1734	1649	1284	5201	51.3%
BAY OF PLENTY	151	461	396	109	1117	11.0%
CANTERBURY	62	84	207	74	427	4.2%
GISBORNE	6	12	20	12	50	0.5%
HAWKES BAY	10	43	58	35	146	1.4%
MARLBOROUGH	13	24	44	30	111	1.1%
NELSON-TASMAN	19	46	70	15	150	1.5%
NORTHLAND	14	116	67	35	232	2.3%
OTAGO	184	167	221	183	755	7.4%
SOUTHLAND	11	65	47	16	139	1.4%
TARANAKI	7	12	16	8	43	0.4%
WAIKATO	36	86	104	42	268	2.6%
WELLINGTON	190	474	479	163	1306	12.9%
WHANGANUI-MANAWATU	21	61	52	57	191	1.9%
<b>Grand Total</b>	<b>1,258</b>	<b>3,385</b>	<b>3,430</b>	<b>2,063</b>	<b>10,136</b>	<b>100.0%</b>



Transition to a new outcome agreement with CABNZ in October 2019, following tender of the service led to the introduction of a broader range of criteria for reporting. Rather than reporting contact data for those in New Zealand for three years or less, CABNZ now reports on those in NZ five years or less and those in NZ for more than five years. This altered contact numbers markedly from 1 October onwards although data is no longer reported for immigration-related enquiries. CABNZ also changed to a new client enquiry system from the end of March 2019. This included a significant change to the system CAB branches use to record client enquiries, including how CABs record whether a client is a Migrant Connect client. During the transition period to the new system, some CAB branches reported a significant decline in the number of Migrant Connect clients as volunteers became familiar with the new system of recording client enquiries. CABNZ reports that client reporting will rebound as the new system settles in.

Research agency, Consumer Link, completed an extensive Mystery Shopper exercise for Settlement during the fourth quarter of the year. They visited the 17 busiest Migrant Connect branches. This included the two new branches, Onehunga and Mangere, which were integrated into the service during the year. Initial review of the findings indicated improvements in the quality of information accuracy and provision of the service since it was last conducted during the 2016/17 year. The Mystery Shopper findings will be shared with CABNZ for its feedback.

The Mystery Shopper programme was not conducted during the 2017/18 year due to the projected plan to tender the face to face settlement information service

### **Client Satisfaction**

Surveying and reporting for the 2019 Settlement Client Satisfaction Survey was completed during the third and fourth quarters, and in time to be reflected as intended, in providers' year-end narrative reporting due on 31 July 2019. The RM External Providers briefed Premium Research to extend the survey to include the Venture Southland newcomer skills matching service, for the first time. However, clients of the new *InfoNOW ... in your language* multilingual settlement information service weren't surveyed due to the short time frame between the launch of the new service in February 2019 and the start of the client satisfaction survey two months later. All other surveys continued as they have done from previous years, with the only change being the removal of Arabic translations for the Migrant Connect service survey. Although Arabic translations were made available in 2018, no Arabic surveys were returned by newcomers.

Overall satisfaction with settlement services among Newcomers remained high and stable with 95% of newcomers (the same proportion as in 2018) very satisfied or satisfied with the service they received overall. Just over nine in ten newcomers said they are highly likely to recommend the service they received, a similar result to survey findings over the previous three years. Nine in ten of the newcomers who accessed settlement services agreed the service delivered on the three key performance indicators. Agreement was highest for the communication measure (i.e. the information provided was easy to understand/appropriate). This result

shows a positive increasing trend over time, with the current result statistically significantly higher than the 2016 and 2017 results. For the other two outcome measures, 90% agreed the service was timely and 91% agreed the service had a positive outcome. Both of these results are in line with earlier survey results.

Eighty-eight percent (88%) of employers surveyed in 2019 were satisfied with the overall service they received. This result is similar to the 2018 result of 89%. Eighty percent (80%) of employers said they were highly likely to recommend the service to other employers. This result is in line with the 2018 result of 79%. Ratings for the three service performance measures ranged from 77% to 84%. Results were similar to those reported in 2018 for the outcome measure (80% satisfied) but show a statistically significant drop for the timeliness measure (i.e. the amount of time it took to get the service was reasonable) and the communication measure (i.e. the information provided was appropriate for my needs) shows a slow decreasing trend over time. These issues will be addressed with newcomer skills matching providers in the 19/20 FY.

## Next Steps

The Relationship Manager External Provider's focus for 2019/20 will be:

- Support a Review of Settlement Service Provider Reporting and integrating recommendations to reporting systems and processes
  - Review Newcomer Skills Matching Services as providers come to the end of their third year in delivering these services regionally
  - Support the work of the TEC Work Connect service and regional Newcomer Skills Matching services
  - Contributing to the development of team culture and collaboration within the new, realigned Refugee & Migrant Services Unit and Settlement Branch
-