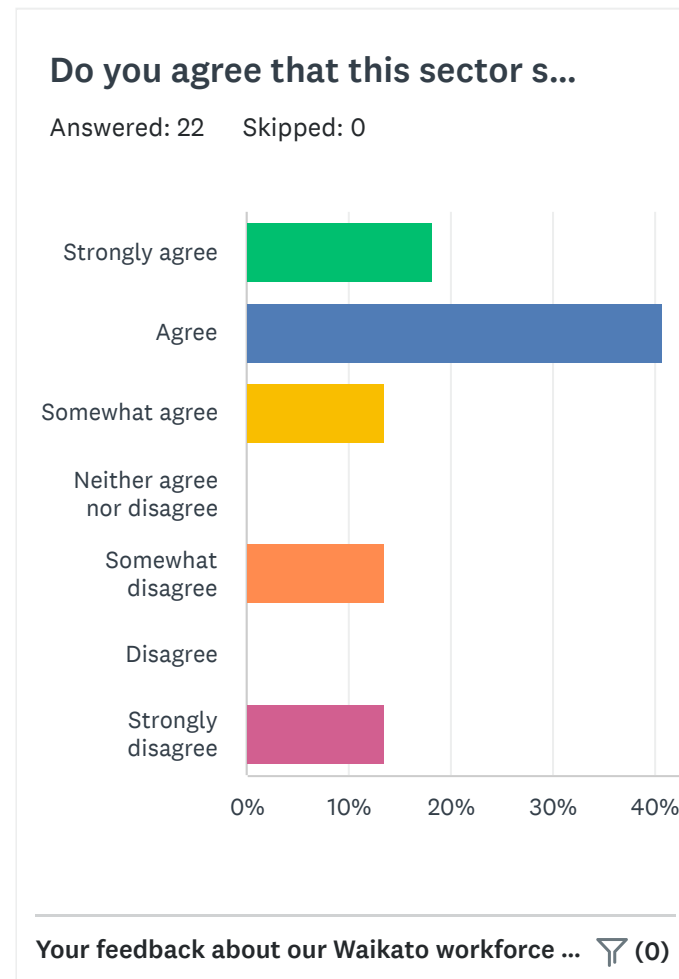


Waikato Draft Aspirations Survey Results

All Comments are verbatim from survey respondents - as at 24/12/21

Aspiration One: Primary Industries Sector



"Propose that the focus should be based on future needs and the changing ecosystem drivers, driven by changes in the environment, constraints caused by pollution and waste streams, and consumer choices such as towards functional foods, and natural foods and methods of cultivation. That is, the evaluation system itself is designed as a dynamic process."

"Important sector for our district - with staffing shortfalls a big problem currently"

"It is a sector where we have critical mass - especially in science and in technology. At the same time, as an organisation involved in this sector, I'm very aware of both existing national initiatives in this space (e.g. AgriTech New Zealand, Agritech ITP and Callaghan Innovation, DairyNZ), and the risks/waste that can come with well-intentioned additional workforce plans. That said, let's give it a go - but be aware that the workforce skills needed for Agritech also apply elsewhere."

"No doubt the agri sector needs 'attention' but by having a channeled focus, the likelihood is a negative impact on other industries and businesses in Waikato. Whether that be less funding less support, fewer resources. I assume there is limited access to this support so need to balance it across the Waikato not just a specific sector. There are also limited resources in the Waikato, if there is a focus on re-training people then this will take from other employers again creating flow-on impacts that would be detrimental."

"The days of milk and the intensive land practices used by the Dairy Industry are numbered. We need to be focusing on more sustainable and ethical ways of production. I do not believe that we should be investing in the Primary Sector."

"Dairy as we know it is a sunset industry, causing far excessive pollution and major long term damage to our environment Should be much less focus on dairy and more on sustainable farming methods"

"While primary industries are a key sector we want to seriously consider what growth is promoted due to the environmental impact. Can we sustain extra growth. Can high polluters like dairy be transformed into other high value, low enviro footprint opportunities? I don't see agritech should be included in primary industries for the purposes of workforce planning as the role of an engineer or scientist developing technologies is a different role to a farmer."

"I would agree with growing the primary industries in terms of organic farms and regenerative agriculture, but I am very against growing what is already too big of a dairy industry that produces 50 percent of our greenhouse gas emissions."

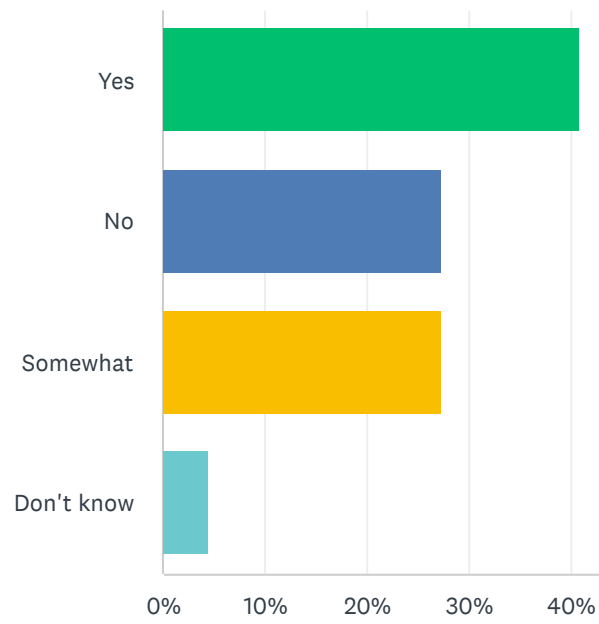
"The Dairy industry at its current scale is not sustainable. The focus should be on converting farms to organic and sustainable operations that are future proof and contribute to NZ's clean green international branding rather than detract from it. The industry as it stands is likely to be disrupted by the rapidly advancing technologies in the synthetic food and beverage category which are driving unit costs down as well as reducing inputs (land, water, electricity) required for production significantly. If we are to future proof this industry against this disruptive technology, we must transform it to be niche and high value - people will always want "real" food and they will pay a premium for it."

"A connected eco-system will be necessary to support this priority."

"The primary industries is the foundation for everything that the Waikato is...it has to be the number one focus."

"By increasing productivity, we can reduce climate impact - Don't know if those two have been working out. Increasing herd numbers (like in Canterbury) and mass production farm practices are destroying the environment (water degradation)."

"Spread the options and don't limit choice for future opportunities"



changing picture of demand drivers, in view also that there is reasonably long lead time between the drivers of future demand, and the resources needed today."

"The academy could look at having satellite locations in rural districts so local people are prepared for local jobs and don't have to travel as far for training."

"Focus on a sector will leave other industry groups 'behind' and likely have a negative effect."

"Large focus on dairy is short sighted and bad for the region"

"It is an opportunity for our region, one of the most agriculturally productive regions in the world, to be world leading in regenerative agriculture. If we produce quality organic goods, they could be worth a lot more than our current dairy products as people are becoming more willing to pay for things that have a lot carbon footprint."

Your feedback about our Waikato workforce ... (0)

Are you aware of any existing or planned activities or programmes in our re...

Selected: 7

None of this comprehensive nature, I know of particular functional industry groups, and within the economic development agencies and government working groups where I am or have been involved.

Gr8 Job Hauraki - our Mayors Taskforce for Jobs Community Recovery Programme - is starting to work with MPI to identify need and training opportunities.

ST Pauls has an excellent Agribusiness programme working with key stakeholders that assists in preparing students to work/study in this area.

Te Pukenga which is currently a pilot programme, st pauls agri programme

AgriTech NZ and the Government Agritech ITP. Work by DairyNZ and Beef+Lamb NZ and Horticulture NZ on their workforce issues.

Secondary School Employer Partnerships (SSEP) Yrs 9 and 10 involves several farmers across the region showing hundreds of Waikato students what life on the farm is like in the context of maths/science in school. STEP (Secondary Tertiary Employer Partnerships) in senior schools (Smart Waikato).

Having an agritech capability at Waikato University is grossly overdue.

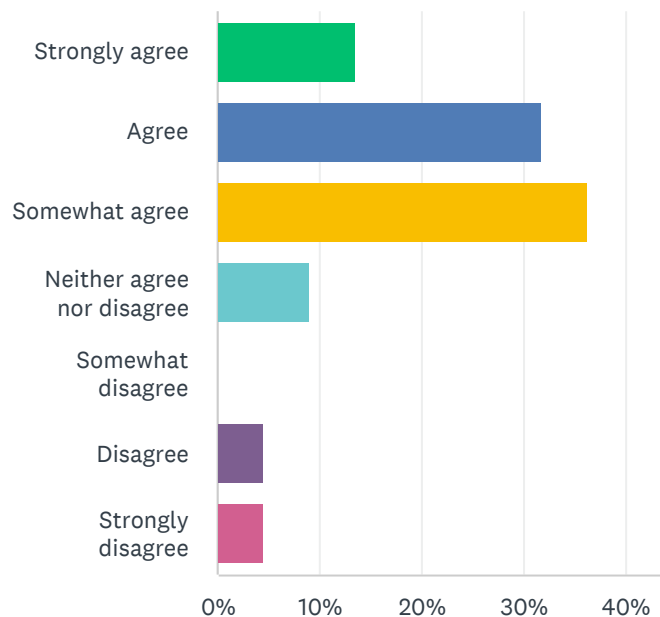
Your feedback about our Waikato workforce and skills needs, now and into the future

(0)

Aspiration Two: Added Value Processing Sector

Do you agree that this sector s...

Answered: 22 Skipped: 0



value adding proposition and labour market requirements is of critical importance. Supply chain and logistics are the glue in any system to make it work all-together"

"Important that people in these industries see opportunities to develop so they are not just staying at a low wage with no opportunities to grow."

"On-the-job training support and transferable skills add value to both businesses as well as individuals. Also allows for a transition of a workforce across industry where there may be peaks and troughs."

"Downside is that already manufacturers are finding it difficult to find staff. Environmentally challenging - visual eyesore, energy consumption and waste are issues. How competitive are we globally?? Believe we may be missing out on value-add by sending commodities overseas, but what is the true cost of value-add??"

"Waikato is not a value add region. The main product is low value milk solids and low value whole logs: the same as the raping and pillaging of the 1900's"

"If there are natural fits in terms of the resources we have here. Can these opportunities be located in new centres e.g like Sleepyhead in Ohinewai where concentration of people is drawn away from congested and expensive cities."

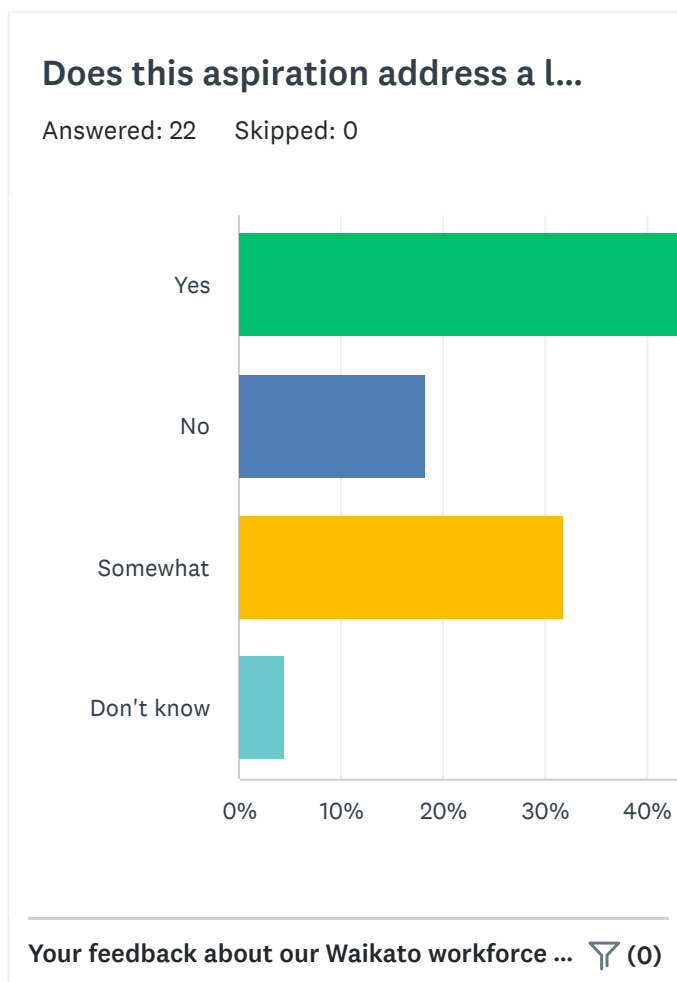
"Again, we need to be careful of growing these workforces due to the overconsumption of goods such as dairy, meat and paper so that we are meeting our climate obligations."

"I suggest you come and talk to the Economic Development teams working with these sectors"

"With the significant growth in technology (AI, Automation ect) globally that is disrupting this sector, why isn't consideration given to include a focus on re-skilling into higher value employment opportunities?"

"Upskilling people with micro-credentials gives them an opportunity to advance or move into areas of interest"

"Robotics will eventually replace low skilled jobs."



"There needs to be integrating capability built in, such as through the logistics and supply chain functions."

"Some of these people find it challenging to find staff in our area."

"Its definitely an important sector in the Waikato and nationally of course as well. I just don't know if there are specific problems in the Waikato that a local focus could help solve, or whether national action is more appropriate, or whether investment in technologies and capital might be more appropriate than just workforce changes."

"Still need the people to train but by a investment in this area means the current people will add more value which then allow business to take on more unskilled resource."

"Kiwis aren't stoked about working in factories, as many of our manufacturers are already experiencing"

"Anything that shifts the focus from production of low value goods to higher value is definitely has a long term benefit to the region"

"As above. Creating opportunities outside of congested cities. Also for example APL in

Are you aware of any existing or planned activities or programmes in our re...

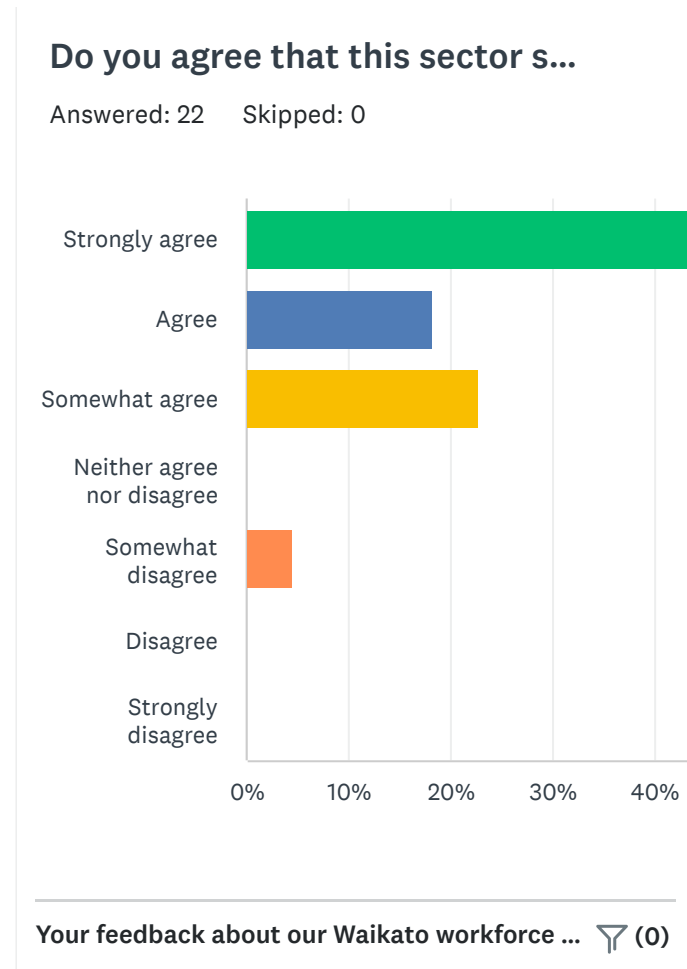
Selected: 3

In the early stages, although I have worked in private-public sector economic development groups in the past that have addressed these areas of value adding work (Hawkes Bay and BoP).

Micro-credential work done by SmartWaikato

Learning support coordinators in many of our schools now

Aspiration Three: Engineering & Manufacturing Sector



"Again, there needs to be an integrating force and skills development, such as in partnerships, supply chain, logistics and planning. Propose that the leadership groups include representative(s) who have considerable cross-industry practitioner experience."

"Big need in our area. We have businesses and organisations that struggle to find staff and keep them on once their training is completed. Our Council runs a cadetship programmes and is a great way to keep young people in the local area."

"Young people desperately need to the opportunity to be able to access apprenticeships/cadetships to develop essential skills needed."

"NZ could do with building more capability and capacity in engineering and manufacturing, particularly the former. Again, I'm less convinced that regional workforce development programmes are the solution."

"Similar to comments in section 1- focusing on one sector reduces impact on other sectors."

"Primary sector, on and off farm, and processing are heavily reliant on this industry to design, build and maintain plant and equipment, energy, transport, freight."

"Training in skill development should also include having micro credentials embedded into the course."

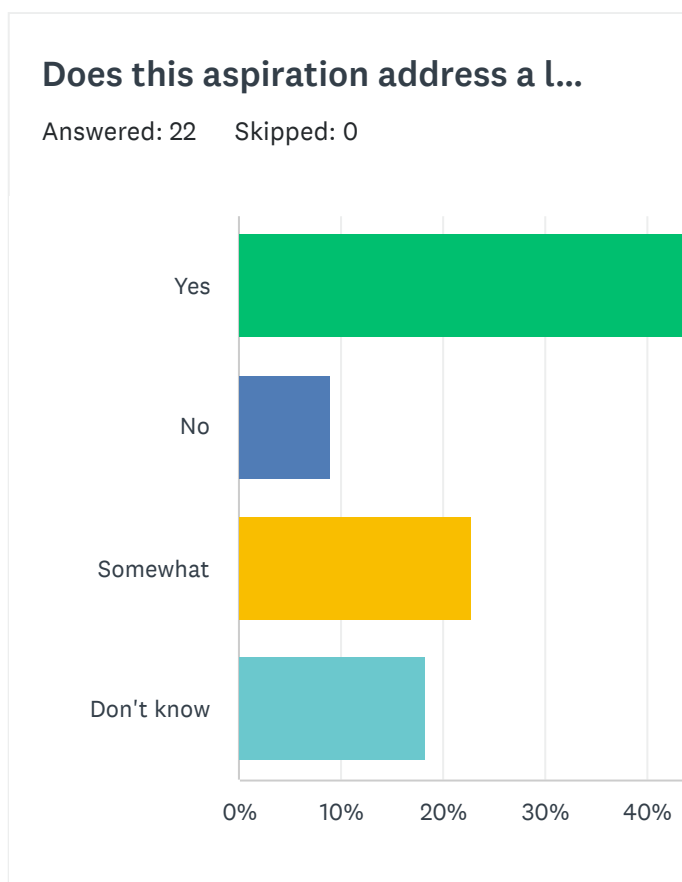
"Engineering sector is what will be required to shift from low value products to high value add. It has enormous potential but has little focus by successive governments who have been sucked into the dirty dairy BS of generating wealth on the farm. This is pure fantasy. The sooner that people realise that real wealth is not at the gate but from what is exported from value adding to the raw products, the sooner NZ will start to progress"

"With the demand for infrastructure for growing populations we need skilled engineers"

"As previous comment."

"This is a high value sector"

"Increase apprenticeship opportunities and work experience"



"The skills required will need to reflect the demand futures and drivers for change, as well as strategic drivers. For example, if global supply chains continue to become disrupted or changed, this may strategically require more regional industry to be self sufficient, and more independent from other parts of the world or regions, changing the demand for skills and resources. Additionally, the need for supply chain and partnerships in linking to external resources will also be needed, as manufacturing is reliant on a whole system, end to end approach."

"I believe it is one area to support but is bigger than the sector or apprenticeships. Need to look at transferable/cross-training staff across all stages of their work-life and allowing a 'simple pathway' into a new sector/skill set."

"Yes, a lot of this work is medium to high skilled work and there has been a skills shortage for at least 20 years in this field."

"fantastic opportunity"

"Clearer and easier immigration pathways are absolutely essential to solve this challenge - we cannot train fast enough and some of these

Selected: 6

No, or somewhat small and fragmented.

Council already has a cadetship programme - opportunity to share learnings with other businesses?

general apprentices in this sector

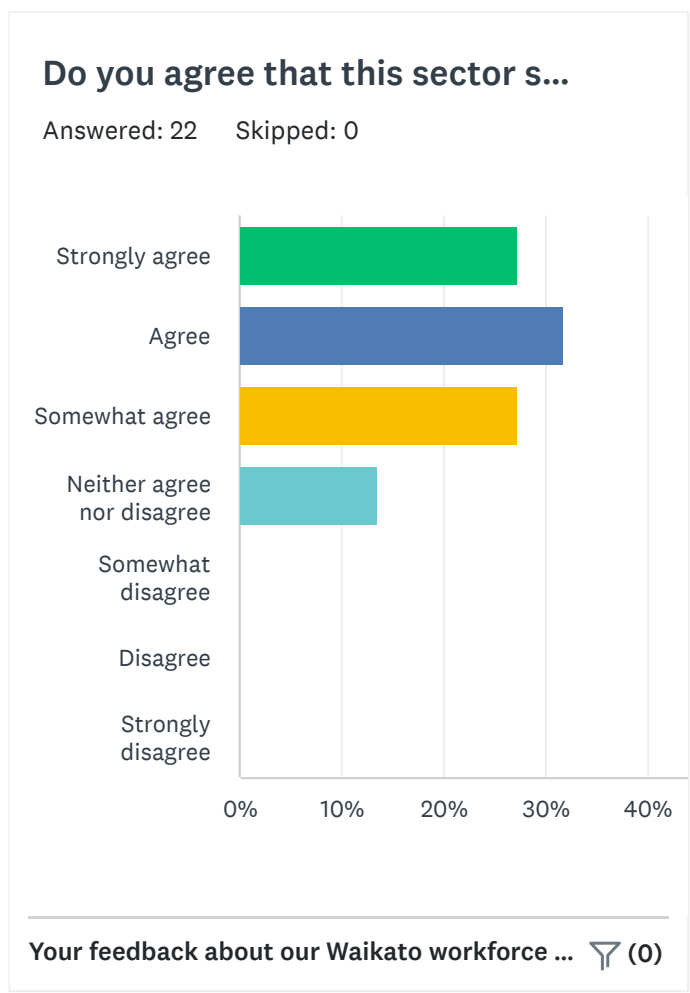
many training providers and career transition groups have a lot of funding for apprenticeships, maybe the focus is not on manufacturing but would seem the framework is there

Again, SSEP (Secondary Schools Employer Partnerships) which introduces engineering to many Yr 9 and Yr 10 school students alongside maths and science. WECA Waikato Engineering Careers Association promotes the sector into schools to develop and attract engineers for the future. Wintec and University of Waikato work with WECA to attract and link in with industry. Much work is underway, subject to funding constraints (member based organisation). Smart Waikato works with employers to develop cadetships. Also Smart Waikato's STEP (Secondary Tertiary Employer Partnerships).

Yes - various MSD schemes. Unfortunately, the quality of candidates that are presented from MSD initiatives are extremely poor.

Your feedback about our Waikato workforce and skills needs, now and into the future 🔍 (0)

Aspiration Four: Infrastructure & Construction Sector



"The demand for skills will depend on future demand drivers, and central government policies. This will be a tricky one, as this sector is resource heavy and cash driven, and these resources are becoming rapidly more scarce throughout the global economy. Infrastructure is largely strategic, with a long lead time 5-20 years. I am concerned as a widely experienced NZ practitioner in this field that NZ and our region is already well behind particularly falling behind over the last 10 years, and that there is yet to be national or aligned strategies to drive it. For infrastructure, input and alignment to national plans will be critical, as it is all connected."

"Large demand (as in many areas) for construction workforce. I know local builders are struggling to find enough qualified staff. They cannot take on more apprentices without more experienced staff."

"Part of the golden triangle. Inland port. Driver licensing system is broken and thwarting transportation industry."

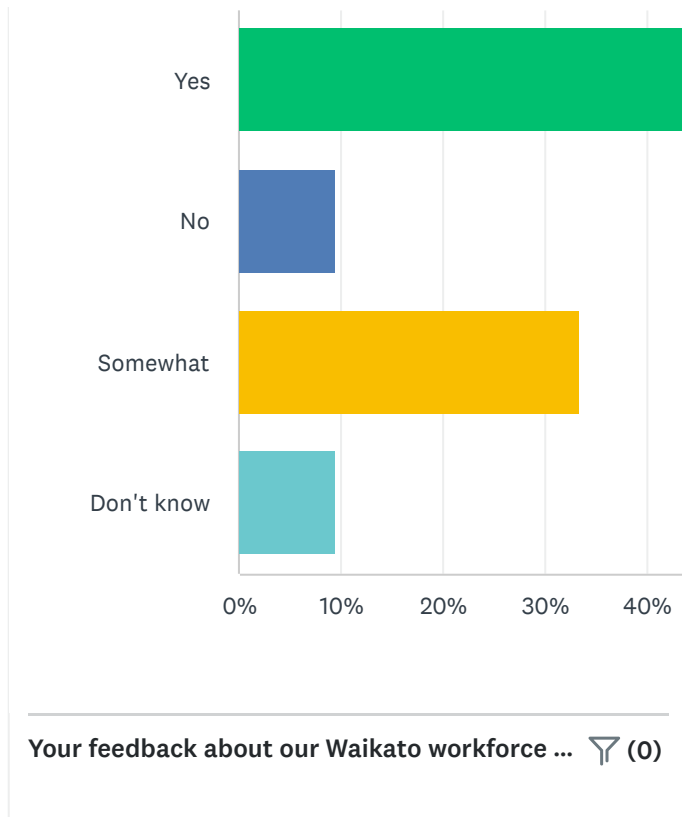
"Freight & Logistics is a low margin, non- tech-centric sector."

"We have a housing shortage. We need more infrastructure and houses for people. The biggest hurdle though seems to be more council appetite to grow as they have limited financial resources to build infrastructure fast. I'm not sure that labour is the key hurdle even though it is one hurdle."

"I think it will be important to really target women and gender minorities for trade apprenticeships and to make it clear to people who are older and wanting a career change that the trades are a viable option for them."

"Another important sector"

"Great areas to focus on with our high youth rates in the Waikato"



mean."
 "Not on its own, needs to be in conjunction with others programmes"
 "Driver licensing needs to be fixed at National level. Driving Change Network is working with MoT and NZTA and MSD and NZ Police and MoE to try to ensure it becomes part of school curriculum and anomalies are addressed. Progress is too slow. Construction - well-known jobs in this sector. Materials supply issues (buildings, not roads)."
 "Low margin, low wage industry"
 "If more people can access affordable good quality housing it will make for nicer communities to live in. Limited housing opportunities create many negative flow on effects of poverty, congestion and stress."
 "An opportunity to train people - the Waikato should aspire to be the training capital"

Are you aware of any existing or planned activities or programmes in our re...

Selected: 4

Yes, local freight and logistics group I am in, and private sector government groups on infrastructure strategy.

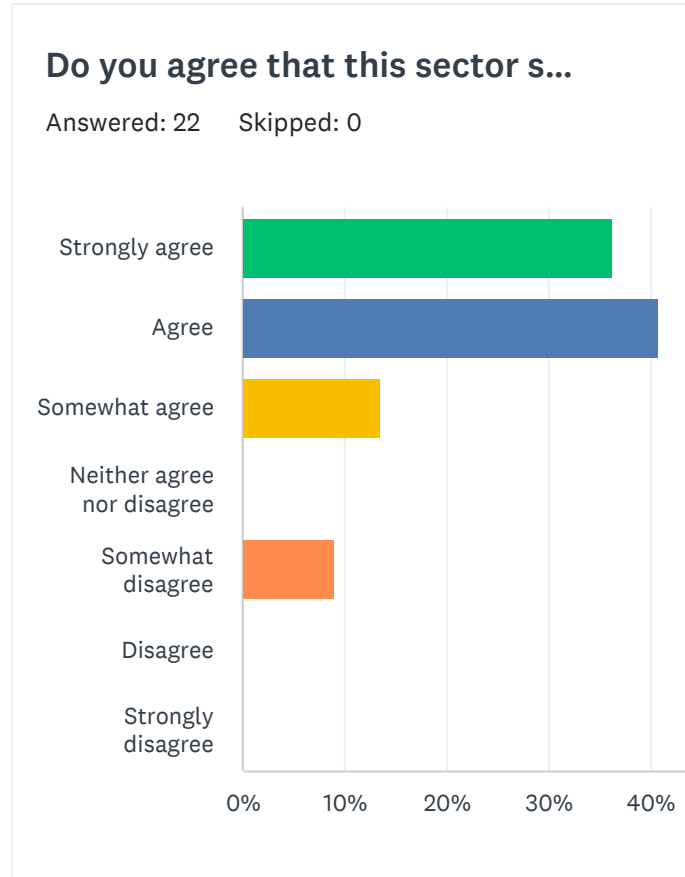
current apprenticeships

SSEP as per previous

Yes, Inland port in Horitiu north a good idea: close to rail, hi ways etc. Ruakura inland port in the wrong place, destroying valuable housing land. Already been subsidised by the Government

Your feedback about our Waikato workforce and skills needs, now and into the future (0)

Aspiration Five: Health & Care Sector



causes or things like mental health. For example on holistic health, in the waikato, we have a large population of gyms, yoga studios, sports centres, and spiritual advisors. Recommend that these wider holistic health centres to be added in to the scope of the skills programme."

"There are other regions in NZ where I think you are more likely to see critical mass build. That doesn't mean we shouldn't continue to seek staff here (of course we should), but Auckland and Otago are well placed for health initiatives."

"The wellness of a workforce has a direct impact on attendance and engagement, this works across all sectors maybe an innovative way of the health/care services supporting people in work environments."

"Clearly needed. Plenty of opportunity for iwi in this space. More Maaori and Pasifika need to stick with science at school though..."

"Appropriate training for new workers needs to be a critical component of any recruitment drive. Training in tikanga, language and body language etc are vital in order for this to be a success."

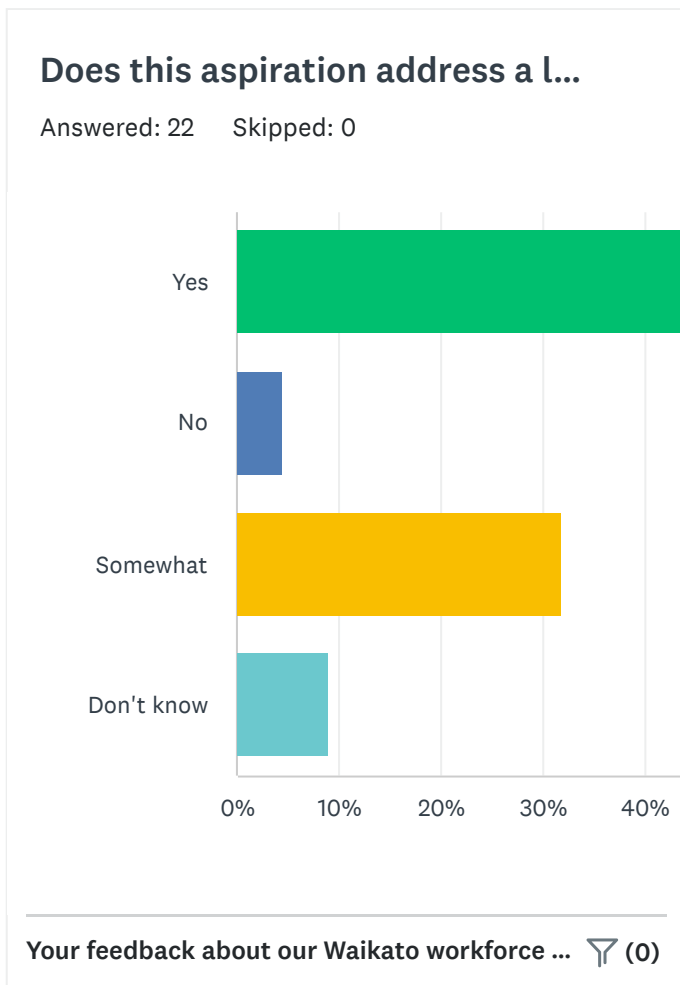
"Aging population a major concern. Cultural BS creating mediocrity in the sector."

"We seem to have been under resourced in this area for a long time."

"This working group needs to urge the government to subsidize or completely fund clinical psychology courses across all the universities that offer the degree."

"Should be factored into the significant health sector reforms and reflect the national picture/goals."

"The quality and availability of public health services is deteriorating rapidly. This aspiration is the most critical to all local communities in my opinion."



"Extend scope to the broader sense of holistic health, gyms, yoga centres, sports centres and so on. In public health, the limitations or constraints are often a result of the system, or the supply chain. Extend scope in to supply chain and logistics and planning services, and elated areas for robustness such as data systems management and cyber-security."

"Will be interesting to see the specifics. Like the idea of micro-credential training to help bridge the shortfall but would be ideal to find solutions to fix main problem."

"Could have a positive outcome for our workforce and team."

"as above - stick with science at school. Again, SSEP (Secondary School Employer Partnerships) at school helps young people understand why they need to stick with core subjects like science to get work in the health sector."

"low pay sector, employs a lot of people on minimum wage, limited value add opportunities"

"Again, this cannot be adequately solved by training alone. Immigration is absolutely essential to feed the public health svstem."

Are you aware of any existing or planned activities or programmes in our re...

Selected: 6

Yes, private sector consultancy

not in a centralised way, many services offered but often ad-hoc and employer lead.

University of Waikato did try and implement a rural GP training programme.....I think it may have hit "patch protection" issues from Otago and Auckland Universities.

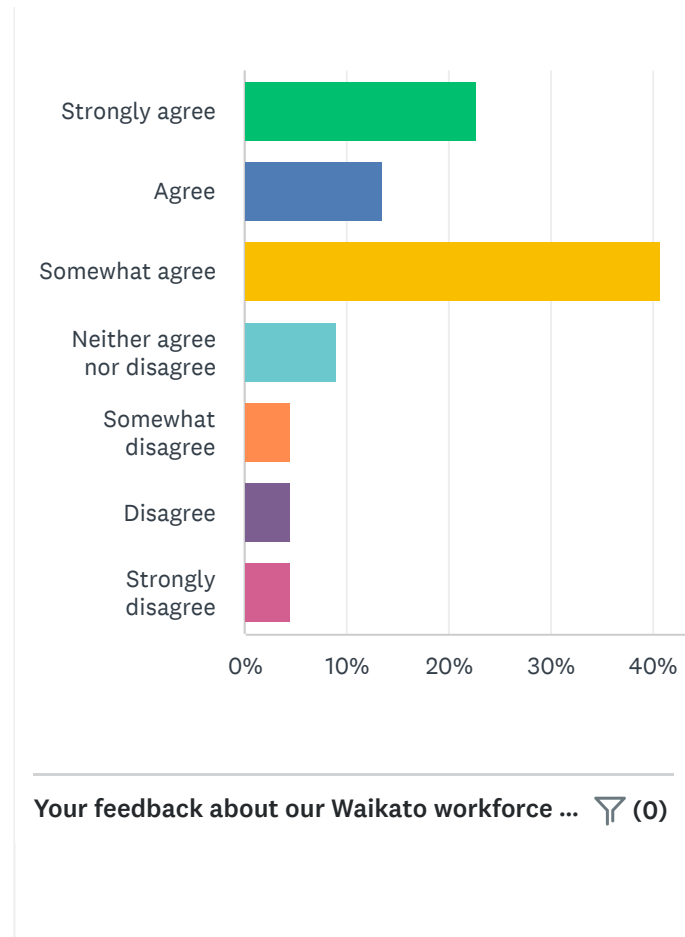
SSEP, STEP (Secondary Tertiary Employer Partnerships - Smart Waikato Trust).

Health NZ reform will have impact locally. Regional "Navigate" groups provide a collective voice for NGO Mental Health services, as part of the larger Platform national peak body. Waikato and NGO community should be collaborating/involved in mental health service design/response. Digital initiatives like Just a Thought should be considered, and the work of NZHIT or their targeted e-mental health group could offer alternative solutions.

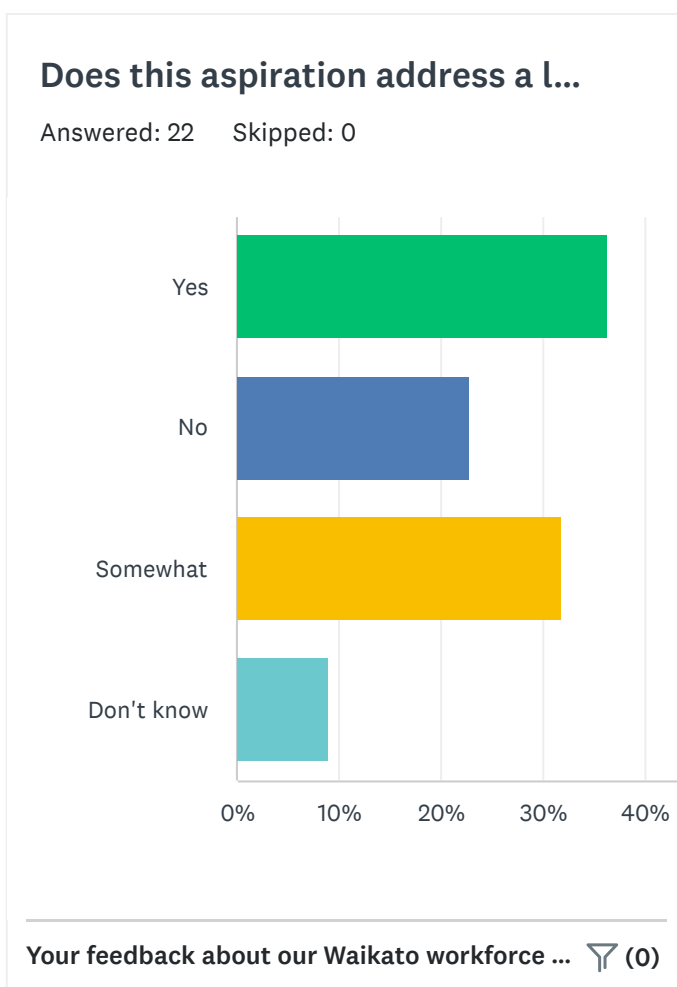
New Māori health authority

Your feedback about our Waikato workforce and skills needs, now and into the future (0)

SECTOR / TOURISM



"The skills requirements will largely depend on futures drivers and demand. Environmental factors will also be expected to have an increasing role to play."
 "Definitely a struggle in our area - especially in hospitality"
 "Services sector is huge. If tourism were the primary scope, I'd suggest there are other regions that would surely have front running, but we could aspire to build capability in niche services - perhaps focusing on high value services?"
 "Not a large sector in the Waikato (compared to others) but does allow for entry into work and transferable skills."
 "Good entry level roles available here. Agree that there need to be more quals developed. Lack of pathways and consequent lack of retention of staff due to unskilled, low pay nature of industry. This low retention results in employers investing too much time training staff who only stay short term - costing \$ to employer and resulting in poor skillsets in the industry."
 "Promotion of the Waikato Region as being a sustainable, ethical and great place to do business and also to promote as a tourist destination is essential."
 "Tourism should be targeted, not the freedom camper type or mass bus loads. Neither of these are good for the environment"
 "As a growing software business we have a growing demand for people to provide customer service."
 "Low value employment"
 "A non-dependence on international tourism has been a real strength for the Waikato during COVID. The Waikato cannot compete internationally in this space and it should not be a focus."
 "The Waikato has some strong foundations as an events hub which could be promoted and built."
 "Tourism is a valuable sector"
 "Limited opportunities post Covid"



"This sector is likely to change considerably and increasingly in terms of services required, and demand volume for each, therefore a dynamic futures model will need to be built in."
 "Tourism is a double edged sword, often destroying through excessive exploitation the very attraction that people came to see"
 "When we've hired for customer service people there are limited numbers of people trained in services. We have had good success with taking on students and developing them but it would be great if there was training in core customer services skills."

