

# Strategy Document 2022-24

## Our Vision

Talent Central brings talent together for the benefit of the region.

## Our Purpose

To prepare young people for the world of work in the Manawatū/Whanganui region, in particular relating to the three pillars of the Trust:

- (a) To strengthen vocational relevance of student learning and career choices,
- (b) To develop and extend leadership skills,
- (c) To promote and support practical innovation, knowledge and experience.

## Our Mission

Our region has enormously talented people, ready to apply their skills and ambition within businesses. Equally, the region has incredibly talented businesspeople, delivering market-leading products and services locally, nationally and internationally. We know that success across the region depends on those talented people coming together: which is what Talent Central is all about!

- We inspire
- We create
- We provide
- We connect

## What we currently do

We provide bespoke visits to industry and employers to inspire students about their future opportunities.

We create opportunities for students to experience workplace activities and real-life work experience.

We provide learning opportunities through the WorkReady Course and the WorkReady Programme, driving lessons, forklift licencing and one-to-one support for engaging with employers.

We connect business to students and schools, facilitating the transition from school to work.

*Talent Central – Preparing young people for the world of work*

## Our Strategy

### The problem

- A changed local employment market created from the Covid pandemic
- Regional high employment rates
- Limited employment opportunities for school leavers
- Limited access to school students due to educational priorities

### How we will solve the problem

- Provide guidance and tools to support businesses to be ready to employ youth
- Create increased opportunities for students to be visible to employers
- Connect students to “youth-ready” employers
- Provide driving lessons and industry visits to encourage schools to release students

### Target market

- Year 10 to 13 students in local and regional schools
- Talented students looking for sustainable employment and career pathways
- Small to medium sized businesses capable of employing a school student

### Our competitors

- Schools and Gateway programmes and CATE teachers

### How we are different

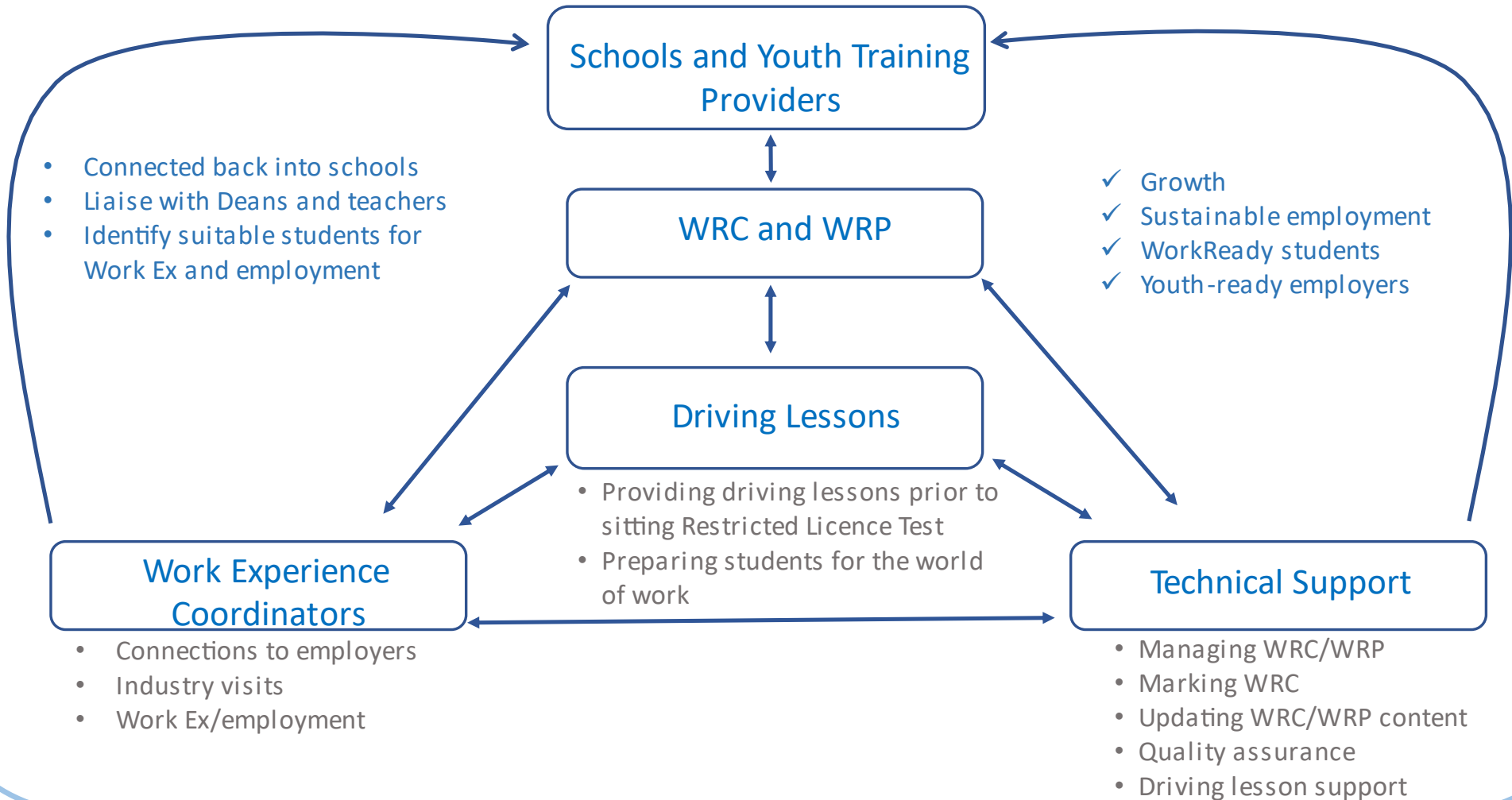
- WorkReady Course and the WorkReady Programme prepares students for the world of work
- We provide bespoke industry visits, work experience, work placement, forklift licencing and driving lessons

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## Marketing activities

- Promoting Talent Central to new schools
  - Growing existing businesses and contacts
  - Requests from schools
  - Identifying “willing” businesses that want to engage with school students
  - Attend business networking events
  - Connecting with “youth-ready” businesses through the Central Skills Hub
  - Cold calling
  - Website
  - Newsletter
  - Social media
  - B2B/Word of Mouth
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# WRC and WRP Workflow



# Creating Sustainable Engagement with Schools

## *Utilise available funding to support engagement with schools*

- Connect to:
  - The Principal and the CATE Teacher
  - The appropriate person in the school (WRC Driving Lessons)
  - Teachers/Deans - to provide bespoke industry visits to businesses identified by schools
- Ensure students are connected to the WRC or WRP before engaging in activities
- Build relationships across year levels
- Understand the availability and restrictions of student availability throughout the school year
- Find Youth-Ready businesses to connect to
- Be flexible when booking industry visits
- Connect the right school to the right business/employer to avoid conflict

## **Challenges**

- Needs a willing person/people within the school
- Connecting and engaging students with WRC or WRP
- School staff providing support for students engaged in the WRP or WRC
- Marking of the WRC and providing feedback for students to follow up with
- Absenteeism (no shows)
- NCEA is a priority in terms 3 and 4
- Student availability

# Creating Sustainable Engagement with Employers

## *Identifying and connecting to “Youth-Ready” employers*

- Understand what a youth-ready employer is
- Ensure have all the processes and supports in place to offer a school student employment
- Identify industries/employers' affiliations to particular schools
- Build on existing relationships that industries/employers have with a school
- Follow up on requests from a school to visit an industry to ascertain their suitability for Work Ex or employment
- Follow up with the industry after a visit to ascertain what went well and what could be improved and identify a date for the next visit
- Follow up with industries/ employers who have engaged students for Work Ex or employment
- Presenting the right calibre of students to employers
- Maintain a register of vacancies identifying who requires apprentices

## **Challenges**

- Identifying Youth-Ready employers
- Schools cancelling visits at short notice
- Students getting to Work Ex or work