



**i need
you,
to move**

The Youth Employment Pledge is a Mayors Taskforce for Jobs initiative that is proudly supported by the Tindall Foundation.



**Youth
employment
is an economic
and social issue
that requires
us all to take
action**

Work provides opportunity, stability and direction for young people

Getting young people into education,
employment or training benefits everyone.
Providing opportunity, direction and stability
is critical for the development of our youth.
The benefits feed directly into their
community and the wider economy.

How is youth employment addressed within New Zealand

1/3

YOUTH ACCOUNT FOR
OVER ONE-THIRD OF
TOTAL UNEMPLOYMENT
IN NEW ZEALAND.

Sometimes it can feel like youth and employers are living in parallel worlds – they can both have a completely different understanding of the same situation. There is a gap or disconnect between these two important groups that needs to be bridged. The aim of this document

is to start a movement. We want to initiate a major shift around how youth employment is addressed within New Zealand – to bring together youth and business in an ecosystem that benefits our people and our economy.

We have amazing people

New Zealand has amazing people who are making a difference for our youth. You may have seen them already – they work in stores, they drive trucks, run farms and coach our sports teams.

These people in your community have pledged to address youth employment – even if they don't know it yet.

Communities can help young people by: talking to them about the world of work early and often, helping them with their CV or providing work experience.

The Mayors Taskforce for Jobs & the Tindall Foundation are backing the Councils and Communities of New Zealand to take the pledge to see all young people in education, employment or training. We are here to help you bring your community together to take their own pledge.

Lets talk

Mayors and Councils can activate communities. We want to help you bring together youth and employers to help them understand each other.

We want to unify our communities to address youth employment, rather than try to tackle the challenge as isolated individuals.

If a Mayor, the Council and the wider community can bring together the worlds of business and youth then we all stand to benefit.

The first step is to engage and start talking, something the Council can do better than anyone.

THE OECD NATIONS THAT HAVE THE LOWEST YOUTH TO ADULT UNEMPLOYMENT RATIO ARE THOSE THAT HAVE PATHWAYS BETWEEN THE WORLDS OF EDUCATION AND EMPLOYMENT.

5X

YOUNG PEOPLE WHO HAVE FOUR OR MORE INTERACTIONS WITH EMPLOYERS WHILE AT SCHOOL ARE 5 TIMES LESS LIKELY TO BE A NEET

NEET: NOT IN EDUCATION, EMPLOYMENT, OR TRAINING

Building positive connections

By getting young people and business talking to each other we can create opportunities and understanding.

The MTFJ pledge can be used as a mechanism to link employers, educators, community groups and young people together.

Talking about the world of work from each others perspective makes a world of difference. Knowing what each party wants will:

- Build positive connections between young people and employers
- Improve the recruitment process for employers and young people
- Set out expectations for career progression, behaviors and opportunity.

A better understanding between young people and employers is essential if young people are to participate in the rapidly changing world of work.

The Pledge

THERE ARE OVER
.....
90,000
.....

NEETS IN NEW ZEALAND.
THAT IS A POPULATION
LARGER THAN THE CITY
OF PALMERSTON NORTH

According to the Household
Labour Force Survey

Our Pledge is about getting young people exposed to work in a way that benefits not only them, but employers and Council too. The more we know about each others worlds the more successfully we can interact.

The pledge is open to anyone, big or small. There is no minimum input. You don't have to have jobs available, you just have to be willing to help out where you can.

If you are committed to helping our young people, however you are able, then you can, and should, take the pledge.

We have listed examples of how you can get started at the back of the book, but don't let us limit you.

We want you to tap into your communities creative spirit.

The more people you can get involved, the more successful the pledge will be in your communities.

Making the commitment

The Pledge is asking employers to make a commitment now. The impacts of long term unemployment are well documented – if we do not act now, New Zealand and its local communities will pay later.

Despair and a lack of hope impacts many young people who cannot find a way to make their contribution and be rewarded. Employers, particularly those facing current and future skills gaps, suffer in terms of productivity and financial performance. Communities suffer from such damage to both their young people and employers. Councils are then asked to respond to the subsequent loss of social cohesion and economic wellbeing in their community. A multiplier effect takes place but it moves in the wrong direction – a downward spiral.

**BY INVESTING NOW,
WE CAN REVERSE THESE
NEGATIVE IMPACTS
IN OUR COMMUNITIES.**

Young People

Problem	Taking the Pledge	Outcome
Loss of confidence and motivation to take the initiative	→	Growing confidence and motivation to work, contribute to productivity, and add value to their employer and local economy
Emotional wellbeing and health challenged	→	Positive gains in personal confidence, resilience, welfare and health
Enforced dependence upon benefits	→	Reduced reliance upon welfare benefits
Increased propensity for criminal activity which in turn harms employability	→	Breaking any cycle of juvenile crime and the gaining of a subsequent criminal record; one that hinders future employment
Loss of connection to community	→	Strengthening community engagement
Outdated skills and contacts to re-join the labour market – the dangers associated with long term unemployment	→	Enjoying better networks that assist the young person to work, learn and respond to the changing demands of the labour market and economy
Less able to finance home purchase and achieve longer term stability	→	More likely to invest in a secure and stable household and career

Employers

Problem	Taking the Pledge	Outcome
Reduced numbers of work ready young people when a new opportunity for expansion occurs, or when the retirement of current workers creates vacancies – skills gap!	→	More young skilled and work ready entrants creating a seamless flow into the labour market
The lack of youthful energy and innovation in their enterprise especially with respect to technology	→	Technologically savvy young people adding value to their workplace and employer
The loss of young people as customers	→	Young people with greater purchasing power
Young adults who are engaged in the labour market will be the next generation of suppliers, so the supply chain may be adversely affected	→	Young adults who are engaged in the labour market will be the next generation of suppliers, so the supply chain may be adversely affected – reversed to – a more sustainable network of suppliers, including local young adult contractors/entrepreneurs

Community

Problem	Taking the Pledge	Outcome
Stress on local families and community networks (economic and social)	→	Resilient families and communities feeling stronger
Loss of young people and/or marginalised, and perhaps alienated young adults remaining in the community	→	Young people choosing to stay and to actively contribute to the life of the community
Demand for health, probation, welfare services increase	→	Less demand on some of these services, whilst more effective use is made of learning and development opportunities and resources
Concern about where, and how the next cadre of entrepreneurs and community leaders will emerge	→	A growing confidence in the community about creating the future by nurturing and engaging their young
Ageing population and stagnation	→	Young families, for the youth of today become effective parents of tomorrow's children, and active citizens

Council

Loss of a new generation of ratepayers and active citizens	→	The retention of young citizens in their community
Economic development performance retarded due to a lack of creative and innovative young adults presenting themselves	→	Improved economic development outcomes
Rising concerns about social cohesion – safety, intergenerational collaboration	→	A sense of hope and positive attitudes between citizens leading to a sustainable and more resilient community

Good for everyone

WHY SHOULD I MAKE THIS PLEDGE?

TO BUILD AND SUSTAIN MY COMMUNITY

To contribute to a community effort which develops and taps the potential of our young people.

To promote the spirit of enterprise and active citizenship in my community.

To make our community and my enterprise more productive and future ready.

To engage our young people in the economic and social life of our community – now and into the future.

To reinforce the higher goal of my enterprise contributing to my community – builds purpose, morale and motivation within my enterprise and for me!

TO ENSURE A FUTURE FOR MY ENTERPRISE

Tackle skill gaps and improve access to an informed, motivated and productive workforce – now and into the future.

Integrate youthful energy within my enterprise, and for my suppliers and customers upon whom I depend.

Tap into the technology savvy world of young people.

Strengthen my local customer base and supply chain.

Engaging young people in the local economy helps to sustain local services and amenities. E.g. banks, schools, community organisations, and this is good for business.

HOW CAN COUNCILS HELP?

Promote the pledge to business, young people and community groups.

Provide opportunities for workshops or discussions between young people and business.

Advertise projects and skills development opportunities for youth in Council.

Find out who is making a difference, who has already taken the pledge? Sign them up and get them talking.

Promote businesses who take the pledge.

Talk to MTFJ about how you are going, share your success & ask for help where needed.

**A commitment from the
Mayors Taskforce for Jobs**

Our member Councils and their Mayors are well placed to connect our local employers and young people through the pledge.

We see our pledge as a starting point; we will acknowledge and support employers and Councils who have taken the pledge.

Our Taskforce will monitor the progress of local connections between Councils, employers and young people.

We will document how existing connections have been strengthened and use this evidence to grow our vision.

Where connections are made we will document the stories of young people and employers and incorporate their feedback.

Your communities stories will inform our advocacy to government.



ABOUT THE MAYORS TASK FORCE FOR JOBS

The Mayors Taskforce For Jobs is a nationwide network of New Zealand's Mayors, working together to make a positive change to youth employment.

www.mayorstaskforceforjobs.co.nz

Mayors Taskforce for Jobs

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