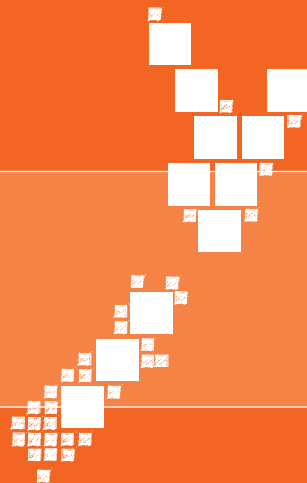


# Labour Market Development news



## Taste of North Africa

LOVE OF COOKING AND HELP FROM AN ENTERPRISE ALLOWANCE LEADS TO A SUCCESSFUL OWN BUSINESS.

Wandering into the Marrakech Café in Hataitai, Wellington, you would never know that husband-and-wife team Abdelghani (Abdel) and Zahra only took over ownership of the restaurant less than a year ago.

With assistance through an Enterprise Allowance, Abdel and Zahra have both come a long way since starting their business. Marrakech was recently endorsed by Dominion Post's David Burton, who praised the authenticity of their menu.

Abdel's love of cooking began at age seven when his mother, who was a chef, would let him help out in the kitchen. He made cooking his career, working in Italy, Greece, and Australia before arriving in New Zealand. He has completed a City and Guilds Diploma at Weltec and worked in several Wellington restaurants, including Medina and Le Metropolitan.

Cooking forms a strong part of Zahra's history too. She comes from a family of cooks, and her mum currently makes some of the sweets that are sold in the café. Zahra helps out with the cooking but spends

most of her time front-of-house, graciously welcoming patrons and making sure they are happy with their food.

When Abdel and Zahra saw an opportunity to take over the restaurant they approached their local Work and Income Service Centre. They were referred to the Capital Development Agency, who gave them one-on-one assistance with writing the business plan needed for their Enterprise Allowance application.

Capital Development Agency continues to mentor Abdel and Zahra, and has arranged for Zahra to get some extra help with managing the books.

"It was quite a bit of work but it has definitely been worthwhile," says Zahra.

Joy Sipeli of the Greater Wellington Regional Council has also taken an interest in the local café through the Refugee and Migrant Recruitment and Self-Employment project. Joy recently promoted the café by organising an event there. The many attendees remarked on the memorable delicious Moroccan cuisine.



Abdel at work in the Marrakech Café, Wellington

Capital Development Agency assists start-up businesses through training, advice, mentoring and other services.

Like Abdel and Zahra, some of the Agency's clients are funded through Work and Income's Enterprise Allowance. To find out more, visit: <http://cdanz.com/resources.html>

or the Work and Income website:

<http://www.workandincome.govt.nz/individuals/a-z-benefits/enterprise-allowance.html>

The Refugee and Migrant Recruitment and Self-Employment project was a local pilot initiative, offered by the Greater Wellington Regional Council and the Ministry of Social Development.



**Work and Income**  
Te Hiranga Tangata

A service of the Ministry of Social Development

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# Helping school leavers into work

**MORE THAN HALF OF THE 100 CADETS WHO TOOK PART IN THE CADET MAX PROGRAMME IN COUNTIES MANUKAU IN 2008 HAVE SECURED PERMANENT JOBS.**

The Cadet MAX programme, launched in February 2008, is a partnership between the Ministry of Social Development and the Auckland Chamber of Commerce. It is designed to help school leavers aged 16 to 19, with few or no qualifications, into work.

Cadets on the programme start with a motivational induction course which includes numeracy and literacy, workplace readiness and career counselling. Then they are helped into work-experience opportunities with members of the Chamber of Commerce.

The first 24 cadets for the 2009 intake graduated from a two-week induction course on Friday 27 February.

Ministry of Social Development Account Manager, Corporate, Chris Denly, says several induction courses will be run in 2009, and 150 cadets will eventually be part of the programme this year. "Cadet MAX gives these young people so many opportunities. A huge benefit is the on-the-job experience. It helps them to decide on the type of career they want to follow."



The first graduating cadets for 2009 were presented with certificates by the Minister for Social Development and Employment, Hon Paula Bennett. The Minister attended the ceremony with Auckland Chamber of Commerce Chief Executive, Michael Barnett, and Ministry of Social Development managers.

Leah Gates, the Auckland Chamber of Commerce's Cadet MAX programme manager, says 17 of the cadets had completed work experience by the middle of March. "They get to experience a wide range of industries, including motor mechanics, freight forwarding and sales," she says.

Once cadets have finished work experience and secured employment, the Chamber continues to provide

advice and guidance for a further nine months. The cadets are visited at work and receive mentoring as they transition into employment.

Chris says the cadets graduating on 27 February were delighted to meet the Minister and hear her speech. "It is great the Minister was able to attend because it shows the support for the Cadet MAX programme," says Chris.

## A Better Picture...

**REGIONAL AGENCIES COME TOGETHER TO SHARE INFORMATION.**

Having good quality information from reliable sources at your fingertips helps to improve productivity and create meaningful employment for people, and that is the number one priority for the Ministry of Social Development's Central Region Labour Market Team and the four Economic Development Agencies in the region.

"In this challenging and changing economic climate, knowing and understanding what is going on in our

business communities is vital for us to respond and react quickly," says Toni Seanoa, the Ministry's Regional Labour Market Manager.

Working closely with the Economic Development Agencies is one way of helping to stimulate local economies.

The Ministry has funded Vision Manawatu, Nature Coast Enterprise, and Wairarapa Workforce Development Trust to develop and implement Labour Market Plans which will improve the coordination of services. The plans will result in better employment outcomes for people looking for work.

To keep everyone informed, representatives meet regularly to start joint initiatives, and to change and implement new strategies.

"Having strong working relationships with the Economic Development Agencies is invaluable in terms of their networks and the wealth of knowledge they have. We are working together to find practical solutions in being able to support employers and employees during this period of slow economic growth," says Penny Rounthwaite, Regional Commissioner for the Ministry of Social Development.

# Job Support Scheme

As readers will be aware, significant risk was identified at the Prime Minister's Job Summit that many large employers can't afford to maintain their existing workforce in the short term. A time-limited programme has been developed to help businesses retain workers (and workers retain jobs) while riding out the current economic climate.

The Job Support Scheme (formerly the '9-day fortnight') is:

- aimed at helping businesses keep workers and minimise the number of redundancies
- currently targeted at businesses with 50 or more staff (see exceptions on the links below) which are fundamentally sound, but experiencing a temporary downturn
- voluntary and must be negotiated with workers (and unions)
- available to full-time workers only.

## What does it mean for employers?

The scheme will pay employers an allowance of \$12.50 (plus GST) per hour for up to five hours per fortnight for each participating worker.

The employer must pay the allowance in full, less any levies and tax payable, to the workers who voluntarily agree to participate in the Scheme.

The employer must commit to not making any participating workers redundant during the time they are part of the Scheme (otherwise it ends for all workers involved).

## What does it mean for employees?

Workers may face a pay cut but participation in the scheme is a way to avoid being made redundant, at least in the short term.

Employers can participate in the scheme once only, and for a maximum of six months. It may be possible for

normal conditions to be reinstated at the end of the period, but some employers might have to consider other options.

## What's happening now?

The scheme was rolled out on 27 March 2009 for those employing more than 100 staff, and from 27 April 2009 for those with 50-100 employees. Already employers who have expressed an interest in the scheme are fully supported through Work and Income, who will meet with employers directly to help them sign up to the scheme.

For further information, phone the Employer Line, 0800 778 008, or visit: <http://www.workandincome.govt.nz/business/a-z-services/job-support-scheme.html>

For other redundancy support services for employers, visit:

<http://www.workandincome.govt.nz/business/a-z-services/redundancy-support.html>



Working together for better outcomes for people looking for work are, from back row left to right: Andrew Powrie, CE Vision Manawatu, Glen O'Brien, CE Nature Coast Enterprise, Martin Vernazoni, Workforce Development Nature Coast Enterprise and Toni Seanoa, Regional Labour Market Manager.

Front row left to right: Veronica Storey, Wairarapa Workforce Development Trust and Penny Rounthwaite, Ministry of Social Development Regional Commissioner.

# Mainstream gives new job opportunity for Liz

Liz Narit's teenage daughter is justifiably very proud of her mum. In November Liz started work for Work and Income in the Hastings West office as a Support Assistant under the Mainstream Employment Programme.

Not only is it her first office job, it's also the first time Liz has worked since 1995, so securing her job has been quite an achievement.

Liz says the stutter which she has had since her teenage years made it difficult for her to get a job that suited her. "My last job was working in a pack-house, so the whole office thing was a bit scary at first," says Liz. "Everyone here has made me feel really welcome and Paulette Boyd, my supervisor, is a great trainer. I love it here."

Liz works in the office for three days a week. On the other two days a week, she is completing an office administration course with Success Maker Education in Hastings, funded by Mainstream.

Paulette knows first-hand how the Mainstream Employment Programme works. She also started on a Mainstream placement when she joined the New Zealand Employment Service in Hastings in 1998. She has left

hemiplegia caused by brain damage following a major car crash. It took only six months on the programme before she was employed with the Service in her own right.

Like Liz, Paulette worked in an office support role, the job that she still holds today. "Mainstream was a big help to me and gave me a great opportunity. It's neat to see Liz given the same chance. She is doing really well," says Paulette. "Liz will eventually be able to provide admin back-up for me when I am away."



Liz Narit, pictured right, gets some technical training from her supervisor, Administration Officer Paulette Boyd.

Mainstream is a supported employment programme based at the Ministry of Social Development. The programme provides employment opportunities in selected State Services for people who are significantly disadvantaged by disability. It provides subsidies to employers and helps fund personalised training and installation of specialist equipment.

Eligible State Service employers receive a 100% salary subsidy for the first year of employment and 50% for the second year. After two years, it is expected that the employees will have gained the knowledge, skills, and experience necessary to compete for employment on their own merit. Research shows that over 60% of Mainstream participants are still in employment up to five years after the completion of their Mainstream placements.

For further information on Mainstream, visit:

<http://www.msd.govt.nz/what-we-can-do/disability-services/mainstream/index.html>

## Re-integration pays dividends

CHRISTMAS ON THE OUTSIDE FOR LJ THANKS TO TARGET COMMUNITY.

Christmas 2008 was the first that 40-year-old LJ has spent outside of prison in a long time. For many of the years since he turned seventeen, he has been in prison for burglary and other charges.

During this time he received very few visits or support of any kind from 'outside'.

The situation began to change in 2006, when LJ joined the Faith Based Unit at Rimutaka Prison. He became a Christian at this time, and was also able to join a mentoring programme known as Target Community, in which prisoners are matched with volunteers from the community. The volunteers visit the prisoners while they serve

their sentences, and continue to support them after their release.

In LJ's case, temporary releases from prison, to accompany his mentors when they went to their churches, were granted, and he spent time with their respective family and friends, thereby extending his own social network.

Continued on page 5...

# Curio Bay Natural Heritage Centre

CREATING JOBS AND A CHANCE TO SEE ENDANGERED ANIMALS.

With the help of Enterprising Communities funding, the isolated rural community of The Catlins, Southland, is going Jurassic. By 2011 the Curio Bay Natural Heritage Centre will be ready to open its doors on a Jurassic Petrified Forest and an opportunity to see rare and endangered wildlife.

“The Centre aims to safeguard and present the history of Curio Bay in a fun and interactive way,” says Nikki Cunningham, Enterprising Communities Advisor, Work and Income. “It’s a place where tourists will be wowed by the natural wonders on display as well as the state-of-the-art facilities, such as a multi-sensory theatre.”

Visitors will also be able to enjoy a café, shopping and camping facilities.

Already 100,000 people visit Curio Bay each year and numbers continue to rise. Left unmanaged, the site and its wildlife are hugely at risk.

“The Catlins area is an emerging tourist destination, and at this stage there is very little in the way of tourism infrastructure,” says Nikki Cunningham. “With eco-tourism and sustainability central to its design, the centre will meet this new tourism demand. While some areas are finding it tough, this project can be seen as a catalyst for further tourism and economic growth in the Catlins.”

As well as enchanting visitors, the project will ensure the management and protection of the site, create jobs for local people, and increase awareness and business growth in the area.

Jobs available will range from construction roles during the building process, through to tour guide in the new Centre.

For more information and updates, visit: [www.curio bay.org](http://www.curio bay.org)

For more on Enterprising Communities, visit:

<http://www.workandincome.govt.nz/community/a-z-grants-and-other-help/enterprising-communities-grant.html>



The yellow-eyed penguin, or hoiho, made famous in a Mainland cheese advertising campaign, is a local resident of the Catlins. The bird and its habitat will be protected by the new Centre project.

... continued from page 4

Assisted by the Target Community programme, he applied for a local pre-employment scheme and is now working towards his New Zealand Qualification in Employment Skills. Research shows that employment is a major factor in helping former prisoners make a successful return to the community.

Since July 2008 the Restorative Restoration Project, which targets prisoners like LJ, has placed 16 ex-prisoners into the community mentoring service. Currently eight of the 16 men are engaged in full-time employment, and during the eight-month period there has been only one recall into prison for breach of probation (the normal rate is 33%).

The project is run under the auspices of Prison Fellowship New Zealand, using Enterprising Communities funding.

Basil Wakelin, the National Director of the Fellowship, is very encouraged by the results so far. “While communities want to assist with reintegration and mentoring they are often a bit nervous about it because they simply don’t know what to do,” he says. “This project equips the community with the background, knowledge and skills so that they feel comfortable – and safe – to participate in the reintegration of prisoners. It is both community and individual empowerment.”

As for LJ, he appreciates the encouragement, trust and prayers

he has received. He is grateful for the practical help, and that he has a ‘sounding board’ when issues arise – which is often on a daily basis. LJ is keen to repay the favour, and hopes that one day he’ll be able to mentor other prisoners.

Prison Fellowship New Zealand is a long-standing organisation with a reputation for providing quality support services and pastoral care to prisoners and their families to address recidivism at a regional and national level.

To contact the Fellowship, visit:

<http://www.pfnz.org.nz>

# Self-sustaining in record time

KAIWHENUA ORGANICS CHARITABLE TRUST SUPPORTS WORKERS AND RAGLAN COMMUNITY.



John Hartman, Kaiwaka Riki and Jordan Price busy weeding one of the gardens at Kaiwhenua Organics Charitable Trust.

From 1 May this year the Kaiwhenua Organics Charitable Trust will be self-sustaining, employing five people to work in the organic gardens. And this is only its third year of funding.

Kaiwhenua Organics is based on a 150-acre land block in Raglan and has been operating for five years. The trust is part of a group of organic gardeners in the Raglan area who work co-operatively to provide organic vegetables to shops and restaurants in Raglan and Hamilton.

Over the past two years the trust has trained 48 people, and a number of them have found employment in the organic horticulture or related industries.

Kaiwaka Riki, a trustee and a mentor at the trust, says that financial support from Work and Income has given them the means to expand

their operations. But, he says, it is not only about producing more vegetables. The Trust is also about being involved in the community, by helping people change their lives and get back into the labour market.

Two of the students, John Hartman and Jordan Price, are now working at the trust and it has changed their lives. They see this employment as a way of expanding their options for future jobs.

John Hartman started work with the Trust in November 2007 and since February 2008 he has been employed by the Trust. John was referred to the trust by his family, to give him an opportunity to change his life around and make a fresh start.

John wants to gain new skills and sees this job as a chance to achieve his goals. He says that in the past he

has had seasonal jobs like working during the ski season. Now he has a job with a guaranteed income, he feels part of the 'family', and is enjoying the work.

Jordan Price was fruit picking and working in fish factories during the season but no job was ever secure. He had to go back onto the benefit quite often when there was no work. Jordan's brothers worked at the Trust and moved on to other jobs. At that time, Jordan says he was not working, wasting his time sleeping all day, and not achieving anything.

When Jordan saw what his brothers were achieving, he started working at the trust in December 2007. Most important for Jordan is that he is now earning money to buy things he has always wanted.