

# GROW – Growing Regional Opportunities through Work

Around 21% of Northland's 15-24 year olds are not in education, employment or training.

Tackling the under-employment of young people is one way of growing the skilled workforce in the region.

Part of the GROW programme is about starting to shift that 21% in to employment in growing industries in Northland – many of which are primary industries.

In fact, by 2025, New Zealand needs 50,000 more skilled workers in the primary industries, nationally.

Being employed has many positive flow on effects for individuals and communities. These include physical and mental health, life satisfaction, social contact and a sense of identity.

The programme connects young people in Kaikohe with employment opportunities and supports Northland businesses to walk alongside them as they progress their careers.

## How it works:

- The 12 month GROW programme builds on and develops existing education, training and employment initiatives already underway in Kaikohe.
- An initial group of Kaikohe youth will embark on a four week pre-employment programme focused on transitioning them in to their career pathways.

- They will then be connected with employers who are offered the opportunity to employ motivated young people committed to learning.
- Employers involved in the programme will have their businesses strengthened through being linked to essential business development advice and support.
- The four week programme is just the beginning of the journey for our young people. They will then be supported for 12 months through a Pathway Coordinator as they work through their individual pathway plans.
- GROW will be implemented through partnerships with employers and the Kaikohe Social Sector Trial and will be supported by Ministry for Primary Industries, Ministry for Social Development, Te Puni Kokiri, Ministry of Education, Ministry of Business, Innovation and Employment and the Tertiary Education Commission.

