

HAURAKI COROMANDEL

2010 - 2013 LABOUR MARKET STRATEGY



Better work - working better

Contents

1. INTRODUCTION	3
1.1 The Hauraki Coromandel Labour Market Forum	3
<i>Where we have been</i>	3
<i>Where we want to go</i>	5
<i>Better Work, Working Better</i>	6
2. HAURAKI COROMANDEL LABOUR MARKET	7
2.1 The Population of the region	7
<i>Where People Live and Work 2006</i>	9
<i>What do these statistics tell us?</i>	10
2.2 Labour Force Participation, Employment and Unemployment	11
<i>The Hauraki Coromandel Labour Market Survey</i>	13
3. THE STRATEGIC RESPONSE	15
3.1 Summary of key labour market issues for the region	15
<i>Labour Market Outcomes Action Tables</i>	15
Outcome 1: To increase the awareness of and use of labour market information ...	16
<i>Description</i>	16
<i>Background</i>	16
<i>Current environment and recent trends</i>	16
<i>Proposed actions</i>	17
Outcome 2: To develop local skill capability to enhance productivity	18
<i>Description</i>	18
<i>Background</i>	18
<i>Current environment and recent trends</i>	18
<i>Education in the Region</i>	22
<i>Tertiary Education in the Region</i>	25
<i>Current Industry Sector Position</i>	25
<i>Tourism Opportunities</i>	26
<i>Current Industry Projects</i>	27
<i>Proposed actions</i>	30
Outcome 3: To ensure a clear awareness of the housing sector in relation to the labour market	31
<i>Description</i>	31
<i>Background</i>	31
<i>Current environment and recent trends</i>	31
<i>Home ownership and affordability</i>	33
<i>Proposed actions</i>	36
Outcome 4: To support transport and infrastructure initiatives where relevant to the regional labour market	37
<i>Description</i>	37
<i>Background</i>	37
<i>Current environment and recent trends</i>	37
<i>Regional Broadband</i>	37
<i>Proposed actions</i>	38
References and Bibliography	39

1. INTRODUCTION

The New Zealand labour market has undergone a significant transformation over the past decade. In 2007, the labour market faced challenges such as skill shortages at the national, regional, and local labour market levels, of which hindered economic transformation and prosperity. Now in 2010, the labour market has evolved into an area of uncertainty, where labour reduction or redundancy is frequent, following the effects of the economic recession of 2009.

The Hauraki Coromandel sub-region faces labour market challenges similar to those experienced at a national level, but there are also unique characteristics of the region that create opportunities for growth, and also pose some difficulties. The intent of this strategy is to identify the issues impacting on the labour market in Hauraki Coromandel and to develop solutions that are timely, effective, and encourage collaborative action across stakeholders in the region. A well functioning labour market in the region will be a significant contributor to social wellbeing and economic success for all.

1.1 The Hauraki Coromandel Labour Market Forum

Where we have been

The Hauraki Coromandel Labour Market Forum was established in March 2006 by invitation of Ministry of Social Development and Department of Labour to provide a forum on local labour market issues. The forum was to focus on the dissemination of labour market information and the facilitation of discussions around community labour market development issues in an effort to inform and create effective agency responses to labour market opportunities and needs. The non-exclusive membership was initially established by invitation, and the invitations were extended to organisations and networks that play a key role in the social and economic development of the Hauraki Coromandel region. Members currently represent local and central government, Iwi, social, health, educational and training organisations, economic development and community agencies.

In February 2007 an Advisory Group was established as a sub-group of the forum. The group members represent central and local government, as well as educational, social and economic agencies who meet monthly as a smaller working party to maintain an effective overview of the local labour market and to drive the development and implementation of this strategy. Created to work in a collaborative and proactive way, Advisory Group members are able to share information, identify emerging issues, opportunities and to provide information and feedback to the wider forum.

The establishment of the Labour Market Forum happened at a time when unemployment was at a low level not seen since the early 1980's, and participation rates were at record highs. However, in 2009 the Hauraki Coromandel area felt the effects of the economic recession. The rest of the world felt the affects of a global financial crisis which stemmed from the United States - a crisis of which was apparently a long time coming. Although the Hauraki Coromandel area was not as hard hit as the likes of Auckland, business restructuring, reduced hours, and redundancies were all evident across the two districts. As a result of the recession or not, the timing of major business closures such as the Carter Holt Harvey timber processing mill at Kopu and Wallace Meats at Thames, resulted in hundreds of jobs being lost at a time that was difficult for everyone. On the whole, local industries have scaled back and most are trading carefully in 2010, as although there is optimism in the new year, the effects of the recession are still lingering as the local economy slowly recovers from such challenging times.

A range of actions have already been undertaken in the region prior to, and as a result of, the 2007 Labour Market Strategy. These include:

- Two surveys of the labour market needs of regional businesses.
- Four productivity workshops were jointly run by the Hauraki Enterprise Agency and the Department of Labour in the region.
- Participation in the regional facilitation process for the tertiary sector and provided feedback.
- A regional stocktake of education providers.
- The establishment of a whole of Waikato initiative aimed at attracting skilled migrants to the region under the Enterprise Central Network banner (2008).
- “Careers Month” and the Get A Life campaign was initiated across the region in 2008 and 2009.
- A joint venture to establish a Tertiary Education Campus in Waihi (Wintec and Hauraki Enterprise Agency and other partners), as a direct response to Labour Market survey and regional facilitation review.
- The development of the Hauraki Coromandel careers website www.haurakicoromandel.co.nz
- The production of newsletters and a wiki distributed to the wider networks in the region.
- Hauraki Enterprise Agency holds capability management workshops for small businesses.
- Discussions with large companies relating to Numeracy and Literacy issues in the workforce.
- The Labour Market Advisory Group held two wider forum meetings - the strategy launch and the follow up in 2009.
- As a result of the wider forum meetings, the group provided information and contact details for industry groups interested in labour market issues.
- Continued provision of networking opportunities and the sharing of industry knowledge.
- Advocacy in support of local employment and local business.
- Raised the awareness and profile of local industry and issues surrounding local employment.
- The group being informed via presentations on the aquaculture industry and transport issues for the region.

It is of note that the Hauraki, Thames, Coromandel Sub-Regional Economic Development Strategy was completed in early 2007 for the Hauraki Coromandel Development Group. The intention of the Labour Market Forum and subsequently the strategy is to support the strategic goals of the Hauraki, Thames, Coromandel Sub-Regional Economic Development Strategy and to work alongside Hauraki Coromandel Development Group where appropriate to progress the Labour Market Strategy.

Initial work is also underway at present on a Waikato Regional Economic Development Strategy based on Environment Waikato boundaries.

The Waikato Regional Economic Development Strategy was prepared in April 2009 and encompasses the development work carried out in each of the territorial authority areas in the Waikato, including Hauraki and Thames-Coromandel District Councils. The vision of the strategy is “to add diversity to the larger, more significant economic drivers in the region to enhance sustainability of our economic growth”.

The strategy process helps to create jobs and foster economic growth. It provides a mechanism for co-ordinating the efforts of individuals, organisations, local government and private industry

concerned with economic development. The Waikato Regional Economic Development Strategy includes information on the seven economic platforms for the region as a whole:

- Tourism and international events
- ICT/Digital
- Energy
- Specialised manufacturing
- Food and beverage – Aquaculture, Horticulture and specialty food products
- Logistics e.g. transport, broadband etc
- Leadership

The Hauraki Coromandel Labour Market forum has very common links with many of the key platforms and industry sectors highlighted in the Waikato Regional Strategy and it is anticipated that this will create some future economic drivers for the benefit of the Hauraki Coromandel region.

Where we want to go

Strategically the direction the Forum has not changed significantly since the initial development of the Strategy in 2007.

The aims of the forum are to:

- 1 Provide a forum for organisations across all sectors to share labour market information about the Hauraki Coromandel region.
- 2 Inform the development and maintenance of the Hauraki Coromandel Regional Labour Market Plan.
- 3 To participate in strategic discussion around the reduction in labour market disparity for Hauraki Coromandel priority groups – i.e. Maori, Pacific, refugee and migrant, sickness and invalid beneficiaries.
- 4 Promote co-ordination, shared outcomes and prevent duplication.

The general principles of the forum are:

- To have a Hauraki Coromandel regional focus.
- To recognise and plan for the cross-over in both labour demand and supply that occurs across the greater Hauraki Coromandel region.
- To create opportunities to maximise the dissemination and sharing of labour market information through partnership and co-operation between members.
- To work in partnership with other agencies to ensure strategic cooperation around the funding for labour market outcomes
- To build and maintain an overview of labour market activity in the region.
- To create opportunities to network and exchange experience between members across a broad range of activities.

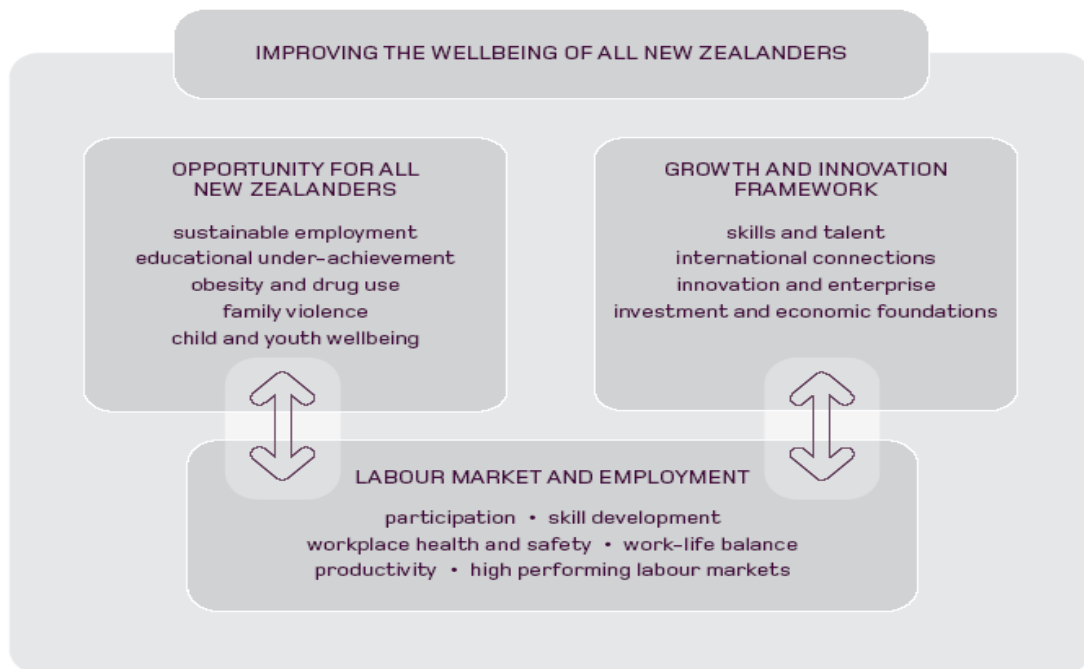
However, the recent review of the Strategy has highlighted it is time to invest effort into working collaboratively to achieve some greater goals for the Hauraki/Coromandel areas. A full review of the actions and the subsequent commitment to progressing these actions is a positive step for the two districts. An example of the proposed actions committed to are on pages 17, 30, 36 & 38.

Better Work, Working Better

The forum is also guided by the principles of Better Work, Working Better – the New Zealand Labour Market and Employment Strategy. This was first adopted in 2005 and was signed up to by Central Government, Business New Zealand, the New Zealand Council of Trade Unions, the New Zealand Chambers of Commerce and Industry, and Mayors Taskforce for Jobs.

The illustration below shows key linkages between the labour market and social and economic development, and is extracted from the Better Work, Working Better strategy.

Table 1: Improving the wellbeing of all New Zealanders



2. HAURAKI COROMANDEL LABOUR MARKET

The population of Hauraki and Thames/Coromandel as at June 2009 was estimated to be 51,000, or 1.0% of New Zealand's total population.

Of all industries, Mining was most focused on Hauraki and Thames/Coromandel. It accounted for a disproportionately higher slice of employment in Hauraki and Thames/Coromandel than it did nationwide, employing 2.2% of local workers, compared with 0.3% of workers countrywide. The Accommodation and Food Services industry and the Agriculture, Forestry and Fishing industry also showed a greater focus locally than nationally. How these industries perform is likely to disproportionately affect the labour market fortunes of Hauraki and Thames/Coromandel.

According to business demography data, the Mining industry employed 335 workers in 2009 in Hauraki and Thames/Coromandel, the Accommodation and Food Services industry employed 1,580 workers, and the Agriculture, Forestry and Fishing industry employed 1,260 workers. There are a total of 9,625 workers in Hauraki and Thames/Coromandel.

Source: Department of Labour, 2009.

2.1 The Population of the region

At the time of the 2006 Population Census, there were a total of 43,131 people who resided in Thames-Coromandel and Hauraki. Table 2 and Table 3 provide a further breakdown of these numbers for each district.

Table 2: Census Night Usually Resident Population Counts for the Hauraki District and Thames Coromandel District

Area Unit	1996 Census Usually Resident Population Count	2001 Census Usually Resident Population Count	2006 Census Usually Resident Population Count
Hauraki District	17,322	16,764	17,190
Thames Coromandel District	24,822	25,176	25,941
Total	42,144	41,940	43,131

Table 3: Census Night Usually Resident Population Counts for the Hauraki District

Area Unit	1996 Census Usually Resident Population Count	2001 Census Usually Resident Population Count	2006 Census Usually Resident Population Count
Ngatea	999	1,071	1,164
Hauraki Plains	2,550	2,424	2,541
Turua	1,308	1,317	1,335
Kerepehi	504	501	510
Ohinemuri	3,153	3,045	3,156
Paeroa	4,062	3,879	3,975
Waihi	4,743	4,524	4,500
Total	17,322	16,764	17,190

Note: This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.

Table 4: Census Night Usually Resident Population Figures for the Thames Coromandel District

	1996 Census Usually Resident Population Count	2001 Census Usually Resident Population Count	2006 Census Usually Resident Population Count
Cooks Beach	258	327	318
Coromandel	1,662	1,608	1,782
Matarangi	408	396	249
Pauanui	627	678	723
Tairua	1,470	1,515	1,296
Thames	7,341	7,269	7,542
Whangamata	3,708	3,855	3,567
Whitianga	2,994	3,078	3,768
Total	24,822	25,176	25,941

Note: This data is based on Census 2006 information. However, the area units used by Statistics New Zealand are different to the settlement boundaries used by Thames Coromandel District Council. Therefore, the above results have been adjusted to more accurately reflect the settlements as identified by Thames-Coromandel District Council.

Table 5: Population trends 1996 to 2026

	Growth rates				Share of population	
	1991 - 96	1996 - 01	2001 - 06	2001 - 26	2006	2026
New Zealand	7%	3%	8%	27%		
Waikato Region	6%	2%	7%	19%	10%	9%
Thames-Coromandel District	14%	1%	3%	24%	7%	8%
Hauraki District	2%	-3%	3%	-10%	5%	4%
Waikato District	5%	2%	10%	15%	12%	11%
Matamata-Piako District	-1%	-1%	3%	-4%	8%	7%
Hamilton City	9%	6%	12%	41%	36%	40%
Waipa District	6%	4%	5%	19%	12%	12%
Otorohanga District	6%	-4%	-2%	-6%	3%	2%
South Waikato District	-5%	-6%	-4%	-19%	6%	5%
Waitomo District	-4%	-3%	0%	-8%	3%	2%
Taupo District	10%	3%	3%	16%	9%	9%

Source: Census 1991, 1996, 2001 and 2006 and population estimates and projections

Table 6: Population by age in 2006 and 2026

	Population composition (%) in 2006				Population composition (%) in 2026			
	0 - 14	15 - 39	40 - 64	65+	0 - 14	15 - 39	40 - 64	65+
New Zealand	22%	35%	32%	12%	17%	31%	32%	20%
Waikato Region	23%	33%	31%	12%	18%	31%	30%	21%
Thames-Coromandel District	18%	24%	38%	21%	14%	21%	33%	32%
Hauraki District	22%	26%	35%	17%	17%	23%	29%	31%
Waikato District	25%	31%	33%	10%	20%	28%	32%	21%
Matamata-Piako District	23%	30%	31%	16%	18%	27%	29%	26%
Hamilton City	22%	41%	27%	10%	18%	38%	28%	16%
Waipa District	23%	30%	33%	14%	19%	27%	31%	23%
Otorohanga District	24%	33%	32%	10%	21%	31%	31%	17%
South Waikato District	27%	30%	30%	13%	21%	29%	28%	22%
Waitomo District	26%	31%	32%	11%	21%	26%	30%	23%
Taupo District	22%	31%	33%	14%	17%	26%	32%	25%

Source: 1996, 2001 and 2006 Census and Statistics New Zealand population estimates and projections

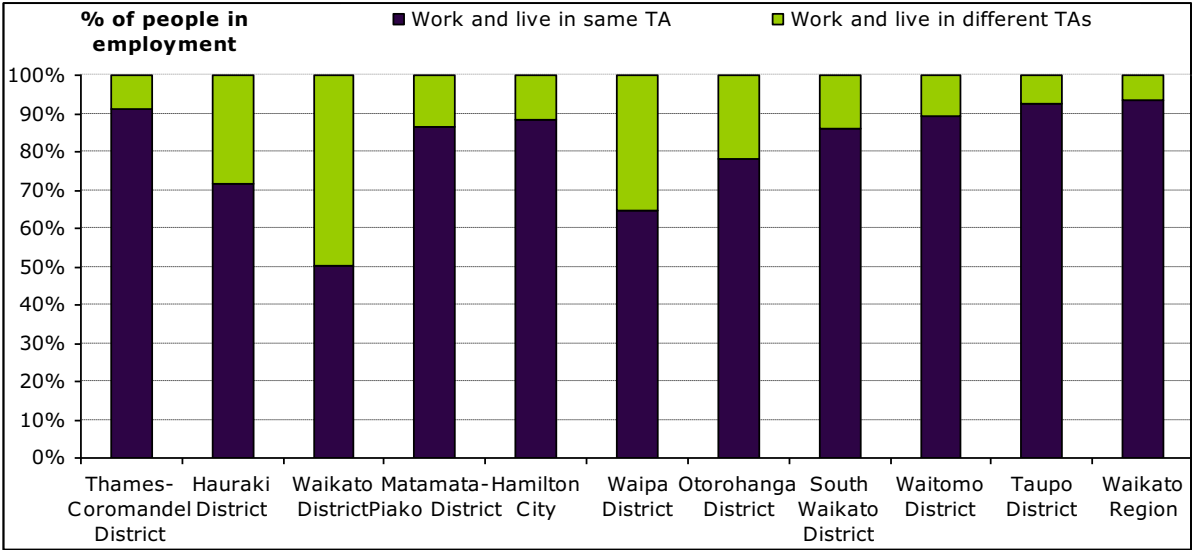
The Thames-Coromandel District Council conducts a Peak Population study every three years as of 2009/10. Results from the 2007/08 Peak Population Study indicated that the district population over the summer holiday period peaked at approximately 137,700 people on New Years Eve 2007. This was five times the usually resident population of 26,000 people (2006 Census). This information informs Council decision making regarding provision of infrastructure and services, both current and in the future. This information also helps businesses plan appropriately for the increased demand for their goods and services over the summer peak period, including adequate staffing levels to cope at this busy time. The results of the 2009/10 Peak Population Study are currently being collated and should be available in June 2010.

Where People Live and Work 2006

Thames-Coromandel is a relatively self-contained labour market. As illustrated in Table 7 (below), 91.7% of people who have a residential address in Thames-Coromandel also have their place of work in the district. This is the second highest in the Waikato region.

By contrast, nearly 30% of the workforce in Hauraki District has a workplace address outside of the district.

Table 7: Waikato Commuting Patterns by Territorial Authority.



Of the relatively few people who do work outside of the Thames-Coromandel District, Hauraki District and Auckland are the most popular destinations (Table 8).

Table 8: Where people from Thames-Coromandel work

Districts with 1% or more of the Thames-Coromandel workforce	
Thames - Coromandel District	91.7%
Hauraki District	2.6%
Auckland City	1.1%

For those with a residential address in Hauraki, Thames-Coromandel is by far the most popular workplace destination at 14.1% (Table 9). Matamata-Piako, Western Bay of Plenty and Hamilton City also attract a significant number of commuters.

Table 9: Where people from Hauraki work

Districts with 1% or more of the Hauraki workforce	
Hauraki District	71.9%
Thames Coromandel District	14.1%
Matamata-Piako District	3.4%
Western Bay of Plenty District	2.9%
Hamilton City	1.4%

What do these statistics tell us?

A snapshot of population trends in Table 5 shows marginal growth from 2001 - 2006 in both the Hauraki and Thames-Coromandel Districts. 2001 – 2026 population projections from Statistics New Zealand predict significant population growth (24%) in Thames-Coromandel. However, for Hauraki District, Statistics NZ predict a decrease in population of 10%.

The ageing population in both districts has some significant implications for future workforce development. However, further development of health care and other services will also need to be considered as business opportunities. The workforce participation rate is likely to fall as a result of the aging population, so initiatives to retain youth in the area and to enhance current labour force participation rates are essential. Both districts are likely to have significantly greater numbers of older residents in 20 years time than at present - with declining numbers for all other age groups.

Table 10: Population composition 2006 - 2026

	Population composition (%) in 2006				Population composition (%) in 2026			
	0 - 14	15 - 39	40 - 64	65+	0 - 14	15 - 39	40 - 64	65+
New Zealand	22%	35%	32%	12%	17%	31%	32%	20%
Waikato Region	23%	33%	31%	12%	18%	31%	30%	21%
Thames-Coromandel District	18%	24%	38%	21%	14%	21%	33%	32%
Hauraki District	22%	26%	35%	17%	17%	23%	29%	31%
Waikato District	25%	31%	33%	10%	20%	28%	32%	21%
Matamata-Piako District	23%	30%	31%	16%	18%	27%	29%	26%
Hamilton City	22%	41%	27%	10%	18%	38%	28%	16%
Waipa District	23%	30%	33%	14%	19%	27%	31%	23%
Otorohanga District	24%	33%	32%	10%	21%	31%	31%	17%
South Waikato District	27%	30%	30%	13%	21%	29%	28%	22%
Waitomo District	26%	31%	32%	11%	21%	26%	30%	23%
Taupo District	22%	31%	33%	14%	17%	26%	32%	25%

2.2 Labour Force Participation, Employment and Unemployment.

Labour force participation rates across most of the Waikato region rose between 2001 and 2006, most notably in Thames-Coromandel, Taupo and Otorohanga Districts. Combined with increased working-age populations over the same period, rises in labour force participation have led to significant increases in the size of the labour force in Thames-Coromandel, Taupo and Otorohanga districts. In South Waikato District, the decline in the Working Age population has been exceeded by the decline in the Labour Force, causing the labour force participation rate to decline (one of the relatively few instances of this in New Zealand between 2001 and 2006).

From the 2006 census, participation rates remain relatively low in Thames-Coromandel and Hauraki Districts. This is mainly due to both districts having relatively older populations. Elsewhere in the Waikato, participation rates are close to the national average. In Waikato District, Waipa District, Taupo District, Otorohanga District and Waitomo District they topped 70% in 2006. With current participation rates now higher than the national average (which itself is historically high) it is questionable how much higher participation rates in these sub-regions can rise in future.

It's likely that the labour force in several of Waikato's TAs will continue to grow in the coming two decades. Recent growth has been driven by growth in the working-age population and, strong growth is projected to continue in Thames-Coromandel District, Waikato District, Hamilton City, Waipa District and Taupo District. In the TAs where the population is projected to decline, the workforce could well start to shrink. Participation rates, the other driver of labour force growth, are at relatively high levels across the region.

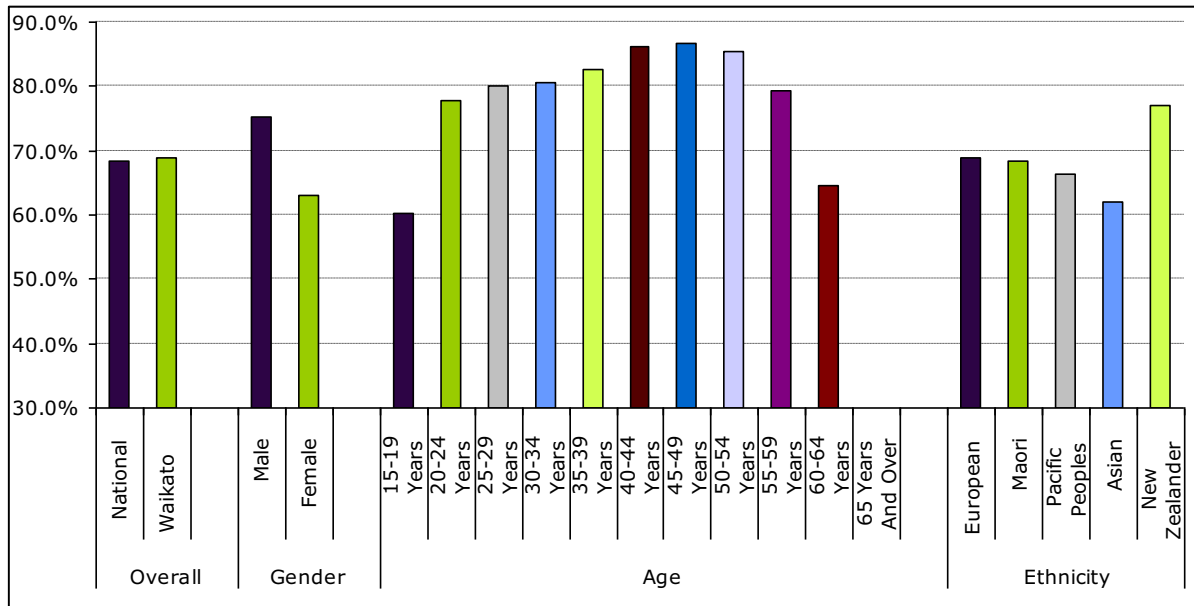
The unemployment rate for Hauraki and Thames/Coromandel fell by 3.6 percentage points from 2001 and 2006, while the labour force participation rate grew by 1.9 points. The participation rate for youth in Hauraki and Thames/Coromandel, at 70.7%, was higher than the national rate for youth of 66.4%.

Table 11: Change in the regional labour force 1996 to 2006

	Change in the Working Age Population (2001-2006)	Participation Rate (%)			Change in the Labour Force (2001-2006)
		1996	2001	2006	
New Zealand	9.4%	65.4%	66.7%	68.5%	12.1%
Waikato Region	9.1%	66.0%	67.4%	69.0%	10.7%
Thames-Coromandel District	5.4%	54.6%	57.1%	60.7%	13.1%
Hauraki District	6.8%	62.6%	63.4%	62.7%	5.9%
Waikato District	12.4%	66.8%	69.1%	71.0%	13.0%
Matamata-Piako District	6.0%	67.9%	68.1%	68.8%	6.7%
Hamilton City	13.5%	66.5%	67.7%	69.4%	14.4%
Waipa District	7.9%	67.0%	68.8%	70.5%	10.1%
Otorohanga District	0.2%	68.0%	68.2%	70.7%	4.8%
South Waikato District	-0.6%	65.8%	65.8%	64.9%	-4.1%
Waitomo District	0.3%	68.3%	70.7%	71.5%	0.6%
Taupo District	5.9%	66.2%	66.9%	70.1%	10.7%

Source: 1996, 2001 and 2006 census

Table 12: Labour Force Participation in the Waikato Region by Age, Ethnicity and Gender 2006

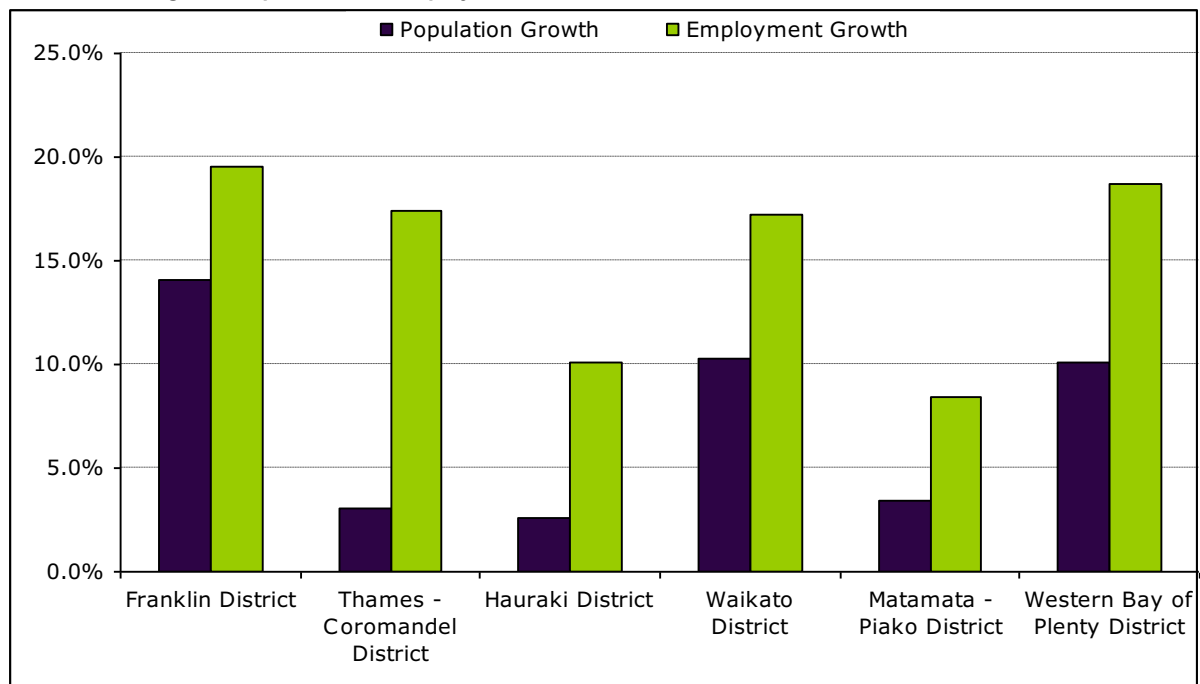


Source: DOL Waikato Regional Labour Market and AIDR Report 2006.

Note: Participation rate for Waikato residents aged 65 and over was 19.2% at the time of the Population Census in 2006

Table 13 shows the significant employment growth in Thames Coromandel District of 17.4% (1,800 extra employees in 2006 compared to 2001) and in Hauraki of 10.1% (700 extra employees in 2006 compared to 2001). Labour force participation in the Hauraki and Thames-Coromandel districts is also relatively low compared to the national average, in part due to the higher than average proportion of older residents in the districts. However, for employment growth to continue at such high rates in the future, increased labour force participation is only part of the answer. Retention of the working age population and the attraction of new migrants will be crucial, along with further education and maintaining a low rate of unemployment.

Table 13: Sub-regional Population and Employment Growth



Over the 2005 to 2009 period, there was a reasonably steady 3.4% annual growth in employment and 0.8% growth in the number of businesses in the Hauraki District. Employment growth compared favourably to the national annual growth rate of 0.9%, while the growth in the number of firms was below the national average of 2.0% annual growth. Employment growth in Hauraki from 2005-09 was focused in Mining and Administrative and Support Services, while the biggest drop in employment was in the Electricity, Gas, Water and Waster Services industry.

On a similar basis, Thames Coromandel District recorded an annual average decline of 0.3% in employment and a 1.6% increase in the number of businesses. Major recent growth in employment has been in Electricity, Gas, Water and Waste Services, and Mining. However, both are small industries in the district, accounting for only 1.7% of total employment. Among the more significant industries, Other Services and Public Administration and Safety saw the biggest annual average growth in the 2005-09 period.

The combined region has a total of 6,793 business units of which 37% are in the Hauraki District and 63% are in the Thames Coromandel District. There are a total of 15,020 people employed in these businesses, of whom 36% are located in the Hauraki District and 64% are in the Thames Coromandel District.

In 2009 however, the combined total business units for the two Districts was 6,793 of which 4266 (63%) are in the Thames-Coromandel District and 2527 (37%) in the Hauraki District. This total shows an increase of (approximately) 33% between 2006 and 2009. The two Districts also had a combined total of 15007 people employed in these business units - with 9625 being employed in the Thames-Coromandel District and 5382 employed in the Hauraki District.

The Hauraki Coromandel Labour Market Survey

On behalf of the Labour Market Forum and as part of the identification of drivers for this strategy, Hauraki Enterprise Agency conducted two surveys, initially with a range of industry sectors and, secondly with small to medium businesses in the region during the period from November 2006 to February 2007. A total of 136 surveys were sent to a broad selection of sectors throughout the region (excluding schools). The 38% response rate received was a positive confirmation from business owners that they were interested in labour market research. This information provided a snapshot of key factors influencing the labour market from an industry and employer perspective. A summary of key issues and findings is provided here.

Significant issues that affect business in the Hauraki Coromandel region:

- 51% of respondents commented high transport costs for staff were significant
- 32% commented that high staff turnover affected their business operations
- Seasonality of demand affected 48% of the businesses surveyed.
- High rental costs or purchase prices of homes for staff, was raised as an issue by employers.
- Lack of available accommodation for staff members or potential employees, particularly in the SME market, affected 44% of business in some way.
- 69% of respondents stated they would need additional staff in the next 12 months and over 50% had difficulty hiring staff in the past 12 months.

Staff and skills needed:

- 69% of employers stated that they would require additional staff in the next 12 months ranging from 2 additional staff members to 40. Over 200 positions were estimated as being required to be filled in the next 12 months.
- Skills required would include computer skills, technology, facilitation/people skills, hospitality, registered nurses, specialist professionals, HR, planners, change & people management aptitude, trade skills, "attitude".
- Main industries these would be sought in were Tourism, Forestry/Wood Processing, Aquaculture, local body / government

Training provided by employers:

- Training offered by employers included a wide range of apprenticeships, cadetships, onsite and internal training, scholarships; NZQA and ITO related courses and programmes. These were mainly available in trade related industries. Smaller firms and businesses trained staff internally.

Future growth industries identified by Hauraki Coromandel employers:

- 90% of respondents' highlighted tourism, including eco tourism, adventure tourism, heritage related tourism, hospitality and related businesses as the future growth industry sector which they believe would drive the local economy.
- Other industries that were identified as having growth potential included aged care, building and construction, and aquaculture.

Overall, business owners from a wide cross section of industry sectors commented that training in information technology and computer skills was a priority for all employees. There was significant demand for customer service training expressed by employers who recognise the value of such skills in a high tourism and general hospitality orientated region. However, some employers do not regard investment in their staff, particularly seasonal/casual, as a priority.

Trades training in building and construction and associated skilled trades were offered by some employers but could be more widely utilised in the region. Specialised skills, for example nursing, aged care and additional highly qualified staff, were required by government departments, local bodies and larger firms in specific growth sectors.

Skill shortages are also a feature of the national and regional labour markets. Less than half (48%) of all trades worker vacancies included in the 2006 Survey of Employers who have Recently Advertised (SERA), were filled within ten weeks of advertising - indicating that this occupational group is in severe shortage across New Zealand. Likewise, plant and machine operators and assemblers (54%), technicians and associate professionals (54%) and professionals (56%) were also in severe shortage

3.0 THE STRATEGIC RESPONSE

3.1 Summary of key labour market issues for the region

The 2007 Labour Market Strategy identified seven key themes directly relating to the labour market of the Hauraki Coromandel region. These themes were representative and inclusive of the strengths, opportunities and challenges faced by most employees and employers, and the strategy of 2007 was developed to respond to these factors. The themes were identified through consultation with key stakeholders as well as via thorough research of the labour market in the region by Massey University, Hauraki Enterprise Agency, Department of Labour (DoL), the Ministry of Social Development (MSD), Hauraki District Council (HDC), Thames-Coromandel District Council (TCDC), and Statistics New Zealand.

The seven key themes in 2007 were:

- Education and Workforce Development
- Business and Industry
- Housing
- Seasonality
- Transport and Infrastructure
- Cultural and Social Issues
- Health

For the 2010 strategy however, these themes have been reviewed. Although the themes approach was relevant, it was not outcome focussed and for this reason the Labour Market Advisory Group found it challenging to produce results in line with these themes. The 2010 strategy will be more specific in what the group aims to achieve, using measurable outcomes as its mandate for progressing with labour market work in the future, in place of the themes.

The outcomes proposed for the Wider Labour Market Forum to work towards over the coming three year period are:

1. To increase the awareness of and use of labour market information
2. To develop local skill capability to enhance productivity
3. To ensure a clear awareness of the housing sector in relation to the labour market
4. To support transport and infrastructure initiatives where relevant to the regional labour market

The themes as mentioned above have been reshaped into the four outcomes.

Outcome 1 incorporates aspects of all themes - as an overarching and encompassing objective. A similar principle is applied for outcome 2, however more specifically incorporating aspects of the seasonality, health, education and workforce development, business and industry themes as well as the issue of unemployment. Outcomes 3 and 4 look at the sectors of housing and transport (respectively) and related factors affecting the labour market.

The cultural and social issues theme has been deemed by the Advisory Group to be an overarching factor for consideration at all times and across all labour market work, discussion and initiatives.

Labour Market Outcomes Action Tables

For each of the outcomes sought by the group, an action table lists the actions the Labour Market Advisory Group will seek to achieve in order to progress this strategy. In the action tables the lead partners and timeframes associated with that action are listed. Each action also has measurements of success so that in the future the progress of the strategy can be demonstrated.

Outcome 1:

To increase the awareness of and use of labour market information

Description

The purpose of this outcome is to focus the efforts of the Labour Market forum on educating interested stakeholders and the public on the labour market in the Hauraki and Thames Coromandel Districts; to advocate on behalf of the wider labour market forum to achieve positive local labour market results and to ensure strong monitoring and communication takes place within the wider Labour Market Forum and beyond.

Background

As the Advisory Group is a subset of the Wider Labour Market Forum, reporting back to the wider group has always been an important aspect of the Advisory Group and the success of the communication channels used is integral to the ongoing relationship between the sub group and the wider group.

The Advisory Group has prepared a quarterly newsletter, engaged with the wider forum as well as the community and other agencies annually at wider forum meetings and also most recently developed a website as a tool for communicating with both the wider members of the group and the community.

Current environment and recent trends

For collaborative projects involving numerous agencies communication is key to achieving the necessary project outcomes, however this can be difficult. Staff of such agencies and project members often change, organisational priorities change, resources vary at different times, so it is not an easy task to ensure that information is collated, disseminated and understood by all those targeted.

However good practice has demonstrated that for wide forums one mechanism is not necessarily the most effective, and local agencies such as Thames Coromandel District Council and Hauraki District Council have found regular engagement specific to the forum's audiences is the most effective means of communication.

Both Thames Coromandel and Hauraki District Councils are regularly required to engage with large groups within their community on council matters. For Thames Coromandel District Council, the most successful mechanisms are those that are the most preferred by the target audience i.e. people are most likely to communicate with you if you give them the opportunity to do so in a style that they are most comfortable with. For this reason, Council have found it beneficial to employ several communication/engagement methods to capture the widest variety of people and its various target audiences. Some methods that are often used by council include regular information updates to increase awareness (e.g. through rates newsletters, newspaper publications), distributing feedback forms - providing the opportunity for people to communicate their views on a topic; surveying - using a random sample of resident and non-resident ratepayers; informal open days and/or workshops (for example, TCDC's Coffee with the Mayor sessions) - this has proven to be a successful mechanism for gauging people's thoughts on a given topic in a relaxed and informal setting.

For Hauraki District Council, regular communication is considered the most effective. Weekly newspaper publications are favourable among the recipients. In terms of two-way communication, targeted stakeholder focus groups are useful as the interested parties are the ones involved.

Summarised, these examples are applicable in a similar context to the labour market stakeholders. Regular communication delivered via a range of methods, with opportunity for two-way communication is felt to be the most preferred approach to enhance the communication with labour market stakeholders.

The labour market advisory group's stakeholders include, but are not limited to, government agencies, local councils, regional council, the business and industry sector, network groups, iwi, education and training organisations and community agencies involved in the social and health sectors.

Proposed actions

Action	Lead agencies	Measure of success	Timetable
Communicate annually the progress of the Labour Market Advisory group to the Wider Labour Market Forum	All members of the Advisory Group	Hold Annual Labour Market Forum	Annually, July/August.
Obtain and assess labour market information, highlighting challenges and issues.	HEA, and all members of the Group.	Measured by number of relevant contributions to the website and newsletters	Quarterly - period ending September, December, March, June.
Three items for the website provided per year by each agency.	HEA, with contributions from all members.	Website updated quarterly.	Quarterly - period ending September, December, March, June.
Regularly distribute newsletters to wider Labour Market Forum (including noting successes and current issues in market)	HEA	Distribute 2 newsletters per annum to Wider Labour Market Forum (one of which at annual event)	Six monthly, June and December.
Liaise with external agencies on labour market issues	All members of the Advisory Group	Update Labour Market Advisory Group at regular forums monthly	Monthly.
Encourage participation in labour market industry activities	Collective feedback via all Advisory Group representatives	Anecdotal evidence at monthly Advisory Group meetings, recorded by secretary.	Monthly.
Advocate for the promotion of local employment opportunities	All members of the Advisory Group	Via media releases, website, liaison with appropriate people depending on issue.	On-going.
Educate stakeholders and the public on particular labour market weaknesses for the Hauraki-Coromandel area	Directed by the Chair as appropriate.	Media release, newsletter, website.	As necessary (minimum six monthly).
Encourage and support existing business and industry to grow, diversify and add value to existing operations.	HEA, HCDG and all members of advisory group.	Publicise learning opportunities, support networks available.	On-going.
Collate an Annual Monitoring Report on the progress of the Labour Market Forum against the Labour Market Strategy for the period 1 st July to 30 th June.	HEA, TCDC and HDC with contributions from all members	Report prepared and approved by Labour Market Forum Chairperson by November each year.	Annually, June.

Outcome 2: To develop local skill capability to enhance productivity

Description

Key labour market issues for the Hauraki and Thames Coromandel Districts are addressing the employment opportunities of emerging sectors, and addressing numeracy and literacy issues and productivity.

Background

From 2001 to 2006, employment increased by 14.4% in Hauraki and Thames/Coromandel, compared with a rise in employment nationally of 15.0%. In this period, 2,514 more people in Hauraki and Thames/Coromandel were in employment and 597 fewer people were unemployed.

Table 14: Labour market indicators

Census Year	Hauraki & Thames/Coromandel		Waikato Region		New Zealand	
	2001	2006	2001	2006	2001	2006
Labour Force Participation Rate (%)	59.5	61.4	67.4	69.0	66.7	68.5
Unemployment Rate (%)	8.0	4.4	8.0	5.2	7.5	5.1
Employment Rate (%)	54.7	58.7	62.0	65.3	61.7	65.0
Employed	17,412	19,926	162,963	185,688	1,727,268	1,985,778
Unemployed	1,518	921	14,124	10,260	139,908	106,500

Source: Statistics New Zealand, Census of Population and Dwellings

Current environment and recent trends

Important local industries

Industry sectors that are relatively key to the regional economy are minerals, agriculture, in particular dairying, commercial fishing (including aquaculture), wood processing, metal product manufacturing, construction, engineering type manufacturing, agricultural services, education, tourism including retail, cafes, restaurants and accommodation, transport and storage and community services.

The aquaculture and minerals sectors have been identified by the Hauraki Coromandel Development Group as significant future growth industries for the region. Key labour market players will need to work closely with these industries and the Hauraki Coromandel Development Group to ensure that an effective supply of skilled labour is available to ensure their future growth and prosperity for the regional economy.

The agriculture and tourism sectors are industries that are of significant value to the region and are also expected to be areas of continued growth. On-going work with these sectors to address their labour market needs is required, with particular attention to issues of seasonality and training provision. Working with small businesses to grow their capability and strengths to enhance their quality management and create employment opportunities in the region is the key focus for agencies such as Hauraki Enterprise Agency who delivers programs across the Hauraki Coromandel region for small business owners.

Seasonality

Up-skilling of staff in seasonal industries such as tourism can be critical to adding economic value and increasing labour productivity in the region. However, it will require an approach to training delivery that is cost-effective and available just-in-time for business to be successful.

Finding skilled staff at peak times of seasonal demand will be an on-going issue for regional businesses given the labour market constraints currently combined with national and regional population projections. There is a need to improve the quality and attractiveness of local seasonal jobs in the agriculture, aqua and horticulture industries, as well as the tourism and hospitality sectors.

Better modelling of seasonal labour flows is recommended, with a specific focus on including the region in seasonal worker trails, and potential seasonal labour co-ordination. Several models are under development in the horticulture and viticulture sectors nationally that could be adapted to the Hauraki Coromandel region.

Two labour market areas are recommended for action relating to seasonality:

- Training for staff in seasonal industries
- Understanding seasonal work flows, research and skill identification.

Health

Liaison with the District Health Board and other health providers around their skilled labour needs is recommended - their ability to attract key staff has a significant impact on the health of the regional population as a whole. This can be undertaken by advocating the health of the community by facilitating cohesive delivery of health providers.

The region also needs to work with people who have had health issues that either have prevented them from working, or are impacting on their current work. This is likely to be particularly focused on sickness beneficiaries, educational courses and age care.

Appropriate, productive involvement in work can often be an effective form of therapy, benefiting the individual, the business community, and the wider regional economy in the process.

With an ageing population regionally and nationally, it has never been more economically critical to identify and address barriers to participation in the workforce. In order to effectively explore potential labour market opportunities consideration must be given to the changing demographic.

It is vital that labour market players develop strong links with tangata whenua to ensure that iwi needs are understood and issues addressed. It is also important that the Hauraki Coromandel area support the local community integration of migrant groups. These relationships will support development of integrated strategies across the four outcomes. Greater provision and appropriate delivery of career education and understanding the role of career and life decision making will be one method of addressing this.

Recent unemployment factors

As reported by Work & Income, Paeroa and Waihi, significant impacts from the 2008 drought, have resulted in the meat industry being quieter than usual with longer layoffs than expected at the end of the last season. A meat processing plant in Thames reportedly shed up to 70 staff mid 2009 with the buyout/closure of this employer. Also the closure of a large timber company created redundancies in 2008/2009.

In terms of the dairy industry however, 2009/10 had commenced with consistent rainfall but by the end of 2009 the Waikato was officially in drought.

From a Work & Income perspective, the building and associated industries were the first to feel the impact of the 2009 recession with noticeable layoffs of staff. This also resulted in a high proportion of self employed businesses not having sufficient work to be able to work their way out of the recession. Several apprentices lost their apprenticeships locally and some have struggled to gain work in their field. All associated sub contractors have also had significant impacts. Retail and manufacturing have also suffered in the recession with some staff layoffs across the district which has subsequently increased the Unemployment Benefit numbers for not only this area but the wider Waikato region.

It was not a good year for the first Mayoral Taskforce partnership initiative for Mechanical Engineering with this industry also suffering the effects of decreasing sales to both local and national economies. This resulted in the young people who did finish not being able to access work in their chosen field. It has however positioned these people into a labour market that when it does take off will mean they can then be further up skilled by employers who have identified a need for trained staff.

During 2009 Waihi and Paeroa experienced a dramatic decline in jobs for those unemployed who would have normally been employed in seasonal employment (Kiwifruit) in Katikati. Four of the largest employers in this industry advised they were fully staffed by locals without any need to externally recruit. Some seasonal employers continue to use immigrant workers, which creates local impacts on employment.

Not only are employers failing to employ, it has been noticeably difficult to find opportunities locally for Work & Income placements and for work experience with Salvation Army Employment Plus.

The Ministry of Social Development (MSD) is increasingly moving towards a new approach that takes a much wider view of the people and families who use social services in New Zealand. The essence of this new approach is the facilitation of a co-ordinated delivery of a range of social service agencies and programmes in one place in a way that is effective, meaningful and efficient for people, their families, the community and MSD staff. The physical location, interior design and IT will support these principles, but are not the means to an end.

Thames & Paeroa Community Links will put people in the driving seat. The Community Link approach recognises people who seek help often have a range of complex and interconnected individual circumstances that together contribute to their need for support. These circumstances could include unemployment, ill health, family violence, debt and no or low qualifications.

The traditional service centre model will be adapted to meet the inclusive Community Link approach. The Community Link approach includes:

- Integrated case management which seamlessly wraps packages of support from various agencies around clients and their families.
- Converting Work & Income service centres to places where public sector agencies, non-government organisations and community groups work together to support people to achieve their goals in a way which is effective and efficient.
- Being adaptable and responsive to the community's needs – this could mean facilitating virtual services and centres or mobile services.

As well as housing Work & Income it provides a variety of services and programmes from a variety of agencies and acts as a focal point for the community. Despite their different services,

the agencies share the same broad vision and purpose; to understand and meet the needs of people, enabling them to get on with or change their lives. The agencies and community partners don't just share a roof – they share their specialist sector knowledge, experience and networks, culminating in an integrated service for the client, whatever the underlying need or issue. The building's design offers a relaxed, neutral and comfortable atmosphere for people and their families.

Thames & Paeroa Community Links intend to adapt to meet the needs of the community and those who use it over time. While centres may have the same look and feel nationally, ultimately the local communities who will determine the extent and type of services housed.

Education and Workforce Development

Three major focus points are recommended for the education and workforce development sectors:

- ◆ Increased awareness and use of labour market information to inform secondary and tertiary education planning
- ◆ A focus on developing the skills capacity of local business, including SME's, through the provision of targeted tertiary education and training
- ◆ Further embedding the provision of career information, advice and guidance in schools and the wider community

Ensuring that schools, the tertiary sector and the wider community are all fully informed about local labour market trends, opportunities and issues that will support sound decision making regarding both the development and uptake of appropriate education and training opportunities. This has particular relevance as changes within Tertiary education funding and outcomes will necessitate a broader community approach to ensure that the investment in capability development equals the demand in that community. Regional Facilitation is one process which can help drive wider social and economic development objectives if it is sufficiently embedded within the community, and is used to target and address regional tertiary education needs and priorities.

It is also proposed that secondary and tertiary education providers work together with the four key industry sectors around their shared education, training and development interests. Examples of collaboration toward shared educational, labour market and workforce development objectives have been established, but it is expected that more will emerge and eventually become commonplace. Wintec's Regional Development Unit (Wintec@Thames, Waihi, Te Kuiti and Otorohanga) is tasked with drafting a strategy which matches the needs of industry and business in the regions.

Enhanced career education also provides individuals/whanau with career management skills. This assists with effective choices in study and work, which will improve the transitions between school, to work and study throughout their lifelong learning. By having a deeper understanding about their role in the labour market, individuals will become more engaged in education and work, thereby making a more fuller contribution to the region as well as nationally.

Therefore the provision of effective career education in schools and post school community based delivery of career information, advice and guidance will raise awareness of the value of informed career decision making and its relevance to the labour market. It is recommended that careers delivery raises particular awareness around the value of lifelong learning and attends to the specific needs of youth, Maori, mid career changers, those returning to work and older workers. Vocational training is at the heart of Tertiary education and students are made aware of career pathways and expectations, alongside course content. However, the increasing demand for a versatile and flexible workforce does necessitate timely and effective workplace training provision, responsive to these needs.

The geographical challenges combined with a lack of public transport and affordable accessible connectivity, has resulted in the development of innovative and transportable methods of tertiary education and career service provision. Career Services has developed an integrated service delivery model which provides dispersed populations with streamlined access to technology assisted services. Web, chat, text, phone and face to face services work together to raise awareness of career decision making and planning and provide multiple entry points for receiving support. Wintec has mobile computer units which are moved around townships of the Wider Waikato region, as well as relationships with local schools and other providers as sites of delivery.

Education in the region

There are a range of education providers operating in the region as summarised by Table 15. These include Wintec's tertiary campuses; Work & Income contracted service providers, Modern Apprenticeships, Enterprise Training, PTE's and school programs.

Table 15: Education and Training in the Region

Education and Training in the Region				
Provider and location		Courses	Level of Qualification	Students
Modern Apprenticeships	Delivered by individual employers via Modern Apprenticeships, and ITO specific e.g. MITO, BCITO, ETITO, etc	Agriculture	The level of qualification varies between the industry sectors and is often onsite, practical combined with theory and academic study.	1,415
		Construction		
		Civil, Mechanical Engineering		
		Forestry, Hospitality		
		Electrical and other trades		
		Seafood		
	Skills4Work	Engineering	Apprentices	7
Work & Income Training Providers and Private Training Organisations				
	- Action Plus Limited	General placement, mentoring, monitoring and IWS	2	60
	- Employment Choices	General placement and IWS		180
	- Employment Choices	Placement and IWS for Sole parents		20
	- Hauraki District Council	Pre-engineering course (MTFJ)		24
	- Hauraki Enterprise Agency	Employment Projects, Self Employment and BYOB skills PACE (Pathway in Art and cultural Enterprise)		40
	- Job Quick Limited	12 months plus registered placement and IWS		60
	- Te Kupenga O Ngati Hako	General placement, mentoring, monitoring and IWS		68
	- V.E.T.E.L.	12 months plus registered placement		68

		and IWS		
- Workwise Employment Limited		General placement, mentoring, monitoring and IWS		30 60
Graceland's Insight	Paeroa	Top Course Optionz+ NZ in Employment Skills	(TOP) 1	8
		NZ in Educational Achievement	1 & 2	
		Intensive Literacy		
Te Wananga o Aotearoa	Regional Delivery to Paeroa, Thames, Waihi and Coromandel	-Language & Business (16yrs + NZ resident) - Te Ara Reo Maori - Certificate in Small Business - Certificate in Money - Home based programmes (18+ & NZ resident) - Mahi Ora - Mauri Ora	4	135
Career Services ongoing schools support work	Regional Delivery	All secondary and area schools in the region	All schools are required to provide career education programmes to meet the needs of students facing the eventual transition from school to work. STAR programs are part of this and also link to Gateway	Paeroa College and Coromandel Area School - all students likely to benefit.
Career Services – Intensive support program involving in-depth support. This service is by request	All secondary and area schools in the region	Career Education	Participating schools – Waihi College, Thames High School, Whangamata Area School & Mercury Bay Area School	All secondary school students
Gateway - Wintec		Student work experience, places students within employment environments to experience work in chosen fields of interest.	Based on experience in the work place.	Approximately 250 students currently engaged in Gateway program throughout the 7 area schools and colleges.
	Thames High School	Floristry Online		1
		Tasters general		2
	Paeroa College	U/Stds – Agri		64
		U/Stds – Auto		20

		Tasters general		2
		Group Taster Day		65
	Coromandel Area Sch	U/Stdts – Tourism (online)		22
		U/Stdts – Agri		32
	Waihi College	U/Stdts – Auto		73
	Whangamata Area Sc	U/Stdts – Tourism (online)		8
		Tasters general		15
Wintec@Waihi				
Servicing the Hauraki Plains and Southern Coromandel	Computing Skills	2-3		
	Maori Language	2-3		
	Trade training	2		
Wintec@Thames				
Thames campus servicing the Coromandel Peninsula and Hauraki Plains	Adult Teaching	5 & 6		
	Hospitality	2		
	Computing Skills	2-3		
	Social Services	4		
	Maori Language	2-4		
	Mental Health Support	4		
	Apprentice support			
	Business Admin Computing	2-3		
	Community Support Services	2		
	Foundation Skills			
Hauraki Enterprise Agency				
Hauraki/ Coromandel Regional Delivery	Business skills Management training	Training to enhance management capability for SME owners and managers. 1-1 and workshops. Qualifications applicable to individuals.	900 participants per annum	
	Tourism and Hospitality			
	Customer Service/ HR			
	A range of management workshops and 1-1 services			

Footnote: Annual changes may occur in this area in relation to all programs and providers.

Regional High School Roll Numbers

With reference to Table 15 above, the CPaBL and Gateway programs are listed, many students will currently be participating in either or both of these career education programs.

Table 16: High School Roll Numbers

School Name	Total School Roll at 1 July 2006	Roll at April 2010	Decile	Y10	Y11	Y12	Y13/14/15/ Adults
Hauraki Plains College	641	675	6	152	149	133	104
Thames High School	619	643	6	141	147	126	84
Paeroa College	285	318	2	65	78	50	40
Waihi College	823	765	3	112	122	113	82
Coromandel Area School	317	266	3	15	22	18	11
Mercury Bay Area School	719	799	6	76	81	57	59
Whangamata Area School	442	420	4	35	45	44	25

Tertiary Education in the Region

As the primary funder of New Zealand's Tertiary Education, the Tertiary Education Commission's Strategy 2010 to 2015, takes account of the global economic downturn that occurred during 2009 and focuses on ensuring that New Zealand's tertiary system performance is both effective and efficient within a tight fiscal regime. It clarifies the role of ITP's as being deliverers of applied vocational training that leads to employment, undertaking applied research to support this vocational learning and assisting progression to higher levels of learning or work.

The Government's tertiary education priorities for the next three to five years:

- To increase the number of young people (aged under 25) achieving qualifications above NQF level four, particularly degrees
- Assisting Maori and Pasifika people to achieve at higher levels
- Increasing the number of young people successfully transitioning from school to tertiary education
- Continuing to assist adult learners to gain the literacy, language and numeracy skills required for higher level study or skilled employment
- Improving the educational and financial performance of providers
- Strengthening research outcomes of providers.

Wintec

Wintec's role is to support the development of our regional economy through the provision of vocational education, taking account of the local environment, Government policy, and national trends such as sustainability and technology transfer.

Wintec@Thames is developing strong functional relationships with communities in the region. Qualifications will be closely aligned to industry and community demand and that the provision of quality tertiary education will be accessible to all communities. Furthermore, to ensure that communities are not disadvantaged in accessing tertiary education opportunities, efforts are underway to look at a variety of delivery methods.

Current Industry Sector Position

The following statistics have been provided by the Hauraki Coromandel Development Group as a snapshot of the regional economy for the 2008/09 year.

- Tourism (sourced from Tourism Coromandel)
 - 2008 visitor numbers were 2.78 million. Of these 344,300 are international visitors and 2.43 million are domestic visitors.
 - The 2007/8 visitor spend was \$360 million. This total figure is an increase from \$341 million in 2006/07.
 - Currently the Tourism industry employs directly 350 plus full-time staff, with additional part-time and casual staff all of whom are employed by SME's
 - New ventures in the region include the Waihi Gold Discovery Centre, a major regional initiative, The Lost Spring, The Whitianga Hotel redevelopment, the Karangahake Gorge developments, all of which will provide excellent visitor attraction, accommodation and employment opportunities.
 - There will also be regional Rugby World Cup initiatives.
 - Potential for further growth with new projects.
- Aquaculture (sourced from Ben Dunbar Smith, Aquaculture Project Manager, 2009).
 - Currently employs 380 plus staff
 - Produces \$50 million and 20,000 tonnes per annum

- Potential to add further 30,000 tonnes
- Potential for fish farming
- Agriculture/Dairying
 - Value approximately \$350 million based on \$6.20kg milk solids payout. This is on comparison to the approximately \$203 million based on \$3.50 kg milk solids payout for the 2005/06 year.
 - Employs 1500 staff including owner operators
- Extractive Industries- aggregates, gold and silver
 - Employs 300 staff
 - Generates \$110 million
 - Known resource \$20 billion
- Horticulture
 - Employs large numbers of part time and casual workers
 - Generates \$8 million
- Manufacturing
 - Employs 2000 staff
 - Generates \$120 million
- Retail & Services
 - Employs 7000 staff
 - Generates \$400 million plus

Note: There has not been a noticeable change in the statistics on the horticulture, manufacturing and retail and services industry.

Tourism opportunities

Tourism is a key driver of economic growth in the region and a large employment sector. Overall growth in visitor arrivals is in line with the sustainability objectives of Tourism Coromandel's strategic plan, Towards 2020. This plan has an emphasis on increasing visitor expenditure and length of stay and summarises the region's aspirations for tourism as follows:

"To develop the visitor industry as a source of economic growth and community enhancement with minimal impacts on the special values of the Coromandel's natural environment and lifestyle"

Despite the challenges of the recent global recession, arrivals to The Coromandel region have continued to increase over the past 18 months and are tracking above the national averages. This is primarily due to the marketing of the region over many years to the mid to high end Free Independent Traveler (FIT). With less involvement and reliance on the Group market business, there has been less exposure to sector fluctuations as a result of tight economic times.

Total visitor arrivals to the region in 2008 were 2.78m with a total expenditure of \$371m. Visitor expenditure is linked to job creation with approx 350 FTE's (full time equivalents) positions currently provided through the region's tourism sector.

Commercial accommodation sector in the region is reasonably static and reflects a low level of new capital investment. There are two hotel developments currently being considered within the region, if either proceeds this could increase labour demand substantially.

It's worth noting the increase of Bed & Breakfast type properties (approx 50) within the region over recent years. These operations are staffed by proprietors and would generate around 1 FTE per property.

New developments such as The Lost Spring are creating new employment opportunities (16 FTE's) and demonstrating the impact tourism sector has on the labour market.

The high quality tourism development in Waihi that utilizes the gold industry to tell a distinctive Coromandel story intended to compliment other regional products and add to the overall New Zealand visitor proposition, has recently received resource consent approval. The project is supported by central government, local body and private partners. The Waihi Gold Discovery Centre will be developed as a world class visitor experience, which will in turn create further employment opportunities in the tourism sector.

Table 17: Summary of Tourism Forecasts for Tourism Coromandel

Summary of Tourism Forecasts for Coromandel RTO			
Year	Total Visits ('000s)	Visitor Nights ('000s)	Total Spend (\$NZm)
2005	2,467	3,771	330
2006	2,427	3,507	341
2007	2,592	3,634	360
2008	2,779	3,678	371
2009f	2,539	3,652	379
2010f	2,573	3,699	393
2011f	2,617	3,758	409
2012f	2,647	3,804	423
2013f	2,685	3,861	439

Source: New Zealand Regional Tourism Forecasts 2007-2013 Coromandel RTO

Current Industry Projects

Aquaculture

The aquaculture industry in the Hauraki Coromandel directly employs approx 250 FTEs (full-time equivalent) and while the work is seasonal, most are employed for 10 months of the year. In addition there are a further 100 people engaged in downstream activities associated with aquaculture. The majority of these people are based in Coromandel and Whitianga. The only remaining processing plant is in Whitianga.

With the anticipated growth in mussel farming, further staff will be required for on water activity and the initial increase in production will be processed in Tauranga. It is expected that a new factory will be built in the region and this is likely to be mechanised, therefore will employ only skilled staff. Numbers are estimated at between 50 to 70 and will probably be Thames based.

In Coromandel at least 50% of the households will have an association with the aquaculture industry - possibly higher.

The industry expansion will probably have more impact on Thames than Hauraki; it is likely that there is housing available for purchase in the area.

It is unlikely however that there would be lower end workers moving into the area for work but rather skilled persons for higher level jobs. The lower end work would probably be taken up by existing residents.

The impact on transport will be minimal.

There will however be further work for local businesses associated with the industry with regards to maintenance.

A lot of what happens will depend upon:

- Commodity prices
- Exchange rates
- Funding for new port facilities and other on-land structures
- The ability of the industry to work together to achieve the anticipated growth.

Kopu Bridge Upgrade

The Kopu Bridge project involves the construction of a new two lane bridge alongside the old, historical bridge still currently in use. The \$47 million project was launched by Prime Minister John Key in July 2009, with the contract being awarded to HEB Construction.

Currently nearly 40 people are directly employed on the Kopu Bridge project. Most full-time staff are from HEB; some of whom are based permanently on site, with others involved in services such as manufacturing for example, based off site and working on site as necessary. However the project has also provided jobs for local workers for a range of other services. As construction continues over the next two years, it is anticipated that at least 10 more people will be employed full-time on site, with another 100 downstream, supplying materials and providing supporting services.

The effects of the project on local housing is not great, with the workforce involved comprising a combination of commuters - some from as far away as Tauranga, and others residing in Thames, as well as a number residing outside the immediate area. However, the company has rented three properties in the area for the project. It is not possible to ascertain the exact implications on the housing market, either rental or private ownership, but the effects of the project on housing appear to be minimal at present, with little change in the next few years.

Hauraki Rail Trail Cycleway

In 2009, the National Government announced the development of a New Zealand Cycleway project which could potentially assist with generating revenue and employment opportunities in New Zealand. The Hauraki Plains Trail Cycleway was one of seven 'kick start' initiatives that Government pre-approved which involves a cycleway from Kaiua to Thames, Thames to Paeroa and Paeroa to Waihi. It is expected that the development of the cycleway will see job creation through the design, construction and maintenance stages of the cycle network; the provision of a high quality tourism asset that will enhance Hauraki's competitiveness as a tourism destination; the provision of ongoing employment and economic development opportunities for the local economy and the enhancing of a range of recreation and health opportunities for visitors and locals. The timing for this has been delayed as the project will cost far more than the Govt. funding allocation. HDC are committed to it and are currently looking at alternatives.

Table 18: Detailed Industry Breakdown for Hauraki and Thames-Coromandel Districts - ANZSIC (2006)

Number of business units and employees in the Thames Coromandel and Hauraki Districts										
	2005		2006		2007		2008		2009	
	Units	Emp.	Units	Emp.	Units	Emp.	Units	Emp.	Units	Emp.
Agriculture, Forestry and Fishing	760	560	743	520	734	530	701	470	692	510
	1103	740	1106	670	1086	780	1026	760	1019	750
Mining	4	15	2	18	4	30	4	30	3	25
	9	140	11	150	12	260	12	290	12	310
Manufacturing	199	1460	191	1360	202	1240	201	1270	189	1020
	101	490	102	440	110	450	116	480	107	400
Electricity, Gas, Water and Waste Services	10	35	11	30	11	60	13	120	14	130
	8	25	9	25	8	30	7	30	7	12
Construction	591	750	644	820	688	800	712	880	697	780
	181	400	199	450	210	420	208	460	207	460
Wholesale Trade	77	230	81	230	80	240	80	280	82	260
	48	150	50	130	48	130	51	140	47	170
Retail Trade	319	1690	324	1780	331	1830	329	1720	321	1680
	132	620	136	620	133	640	126	650	125	650
Accommodation and Food Services	287	1240	294	1300	308	1420	309	1350	306	1280
	77	310	78	280	83	330	84	350	81	300
Transport, Postal and Warehousing	114	560	118	550	117	560	122	560	128	470
	73	160	71	140	69	130	73	140	78	150
Information Media and Telecomm's.	24	100	29	95	23	100	23	95	20	90
	8	50	9	35	11	35	11	35	12	35
Financial and Insurance Services	102	140	125	150	141	160	161	150	165	150
	30	65	32	75	45	65	54	65	60	60
Rental, Hiring and Real Estate Services	719	170	754	180	781	190	822	230	796	200
	330	55	333	55	344	50	391	75	393	80
Professional, Scientific and Technical Services	210	240	211	240	210	240	211	230	228	260
	76	170	85	200	88	220	90	250	88	260
Administrative and Support Services	105	180	109	200	118	210	116	150	120	130
	33	55	37	95	43	65	38	120	37	100
Public Administration and Safety	46	290	48	310	48	290	49	330	44	350
	24	130	24	140	24	180	25	150	27	160
Education and Training	67	680	66	670	68	750	70	760	72	750
	44	530	41	480	42	560	40	550	42	550
Health Care and Social Assistance	112	930	118	940	122	970	131	1020	127	970
	49	420	55	470	53	410	54	570	56	730
Arts and Recreation Services	82	210	84	220	80	230	89	240	90	230
	39	75	39	70	38	85	43	95	42	55
Other Services	170	280	168	300	173	330	170	330	172	340
	82	140	81	130	91	160	87	160	87	150
Total	6445	14485	6618	14568	6777	15180	6849	15585	6793	15007

Key:

Data for Thames-Coromandel District
 Units : Number of business units
 Data for Hauraki District
 Emp : Number of employees

Proposed actions

Action	Lead agencies	Measure of success	Timetable
Identify solutions to address industry training needs	Career Services, Wintec, and all members	Report back to the group at monthly Labour Market Advisory Group meetings.	Monthly - as appropriate.
Promote and participate in employment/labour market events.	All members of the Advisory Group	Via the Annual Report.	On-going participation as appropriate. Report annually.
Promote and be involved in Get a Life annually	All members of the Advisory Group	Report back to the next Labour Market Advisory Group meeting on involvement. Include such information in the annual report.	Annually - May/June.
Address numeracy and literacy issues	Wintec, Career Services and HEA	Statistical information showing initiatives, numbers engaged and success rates (if applicable) for inclusion in the Annual Report.	Annually.
Advocate for local initiatives to give consideration to the creation of local employment opportunities	All members of the Advisory Group	Number of advocacy opportunities recorded and reported to the group monthly, also for inclusion in the Annual Report.	Monthly and annually. - June Report
Advocate and promote transition programmes.	Wintec and Career Services	Number of advocacy opportunities recorded and reported to the Group monthly, also for inclusion in the annual report.	Monthly and annually - June Report.
Liaise with the District Councils on expected demographic issues for the region.	TCDC and HDC	Report to the group.	On-going as appropriate.
Develop a process of collating community training demands, and where required, dissemination of this data to local training providers	All Members	Increase of training needs data, and evidence of provision – suitable for feeding into a regional/community training plan	On-going
Quarterly updates provided on regional telecommunications initiatives.	HEA, HCEDG, Wintec	Report to the group, and upload on website (publicly available information only).	Quarterly - period ending September, December, March, June.

Outcome 3:

To ensure a clear awareness of the housing sector in relation to the labour market

Description

Housing provision has a direct link to a successful labour market. The affordability of both owning a home and rental accommodation continues to be a factor of labour supply. There is a need for increased awareness of the housing situation, as well as advocacy and facilitation for the affordability and accessibility of both private and publicly funding housing in the region.

Background

The availability of affordable housing is a significant issue for the regional labour market. The region does have a number of competitive advantages such as beautiful beaches, temperate climate, slower pace of life, natural recreation environments and being relatively close to New Zealand's largest urban area while in terms of its cost of living, housing costs are slightly lower than the national average.

A review of the local real estate market in preparations for the 2007 Labour Market Strategy revealed several trends in the market were occurring. In the period from June 2004 – June 2007 there were similarities around the region in most of the smaller coastal communities. Property values remained at peak levels, with median prices rising by \$30,000 – \$90,000 in some areas. A marked decline in the volume of property sales in all areas was experienced by 2007; a 40% decline in volume (not price) appeared during this time.

In last strategy:

- Work with emergency housing and social service organisations to review housing situation
- Invite housing organisations to forum to discuss housing issues
- Discuss what is available with existing rental companies
- Investigate further opportunities to support existing businesses to grow or new businesses to be development in property rental market.
- Review current state of housing market and ownership patterns.
- Inform housing organisation of current lack of accommodation
- Inform social service organisations of lack of accommodation
- Consider impact on individuals and communities re housing affordability

Current environment and recent trends

Property Overview

Nationally property values have increased. The average sales price has also increased marginally in January 2010, up from December 2009. However the average sales prices are a less reliable measure of value change. Overall activity was lower than expected throughout the country, although the valuers from QV Valuations are seeing increases in some sectors and decreases in others.

There are also signs of increasing indecision in the market, fuelled by uncertainty over interest rates, employment, which direction property prices are likely to move, and the recently announced tax working group recommendations.

The majority of the market activity, particularly in the main centres, is being driven by existing home buyers rather than investors. Those currently entering the market appear to be taking a cautious approach.

There is increasing debate around the likely impact of the options proposed by the Tax Working Group, but movements in the property market are driven by a combination of factors, and while any tax changes implemented will have an impact, that change will be alongside other market factors such as interest rates, employment security and bank lending policies prevalent at the time any of the tax changes come into effect.

Values in main centres have fluctuated in recent months but still remain above 2009 by 3.5% in Hamilton, 0.6% in Tauranga and Auckland 7.3% up on last year.

The Property Value Map provides an estimate of the change in residential property values over the past year (2009). In comparison to the larger centres, the smaller provisional and rural area of Thames-Coromandel is down by -4%; Hauraki down by -6.9%, and Matamata-Piako down by -2.1%.

Housing New Zealand

Housing New Zealand Corporation currently administers a total of 382 houses in the Hauraki/Thames Coromandel area. Around 200 of these are in Thames township and the remainder situated mainly in Waihi, Paeroa and Te Aroha, with a scattering in the smaller villages around the Peninsula. Thames is the only area with a waiting list and very few of these applicants have presented with serious housing need. In the towns of Paeroa and Te Aroha it has been difficult at times to fill vacant properties due to lack of demand. At this stage, Housing New Zealand does not intend to increase its portfolio in the region, although this may change in the future depending on economic, employment and population factors.

Housing New Zealand this year, increased emphasis in helping mid-to-low income earners into home-ownership, with increased promotion of the First Steps Welcome Home Loan and associated home-ownership education programme and the introduction of the Sale of State Houses to Tenants initiative. Housing New Zealand is currently working in partnership with several community entities to facilitate access to decent housing for disadvantaged families or individuals and working with other agencies in community initiatives that result in positive housing outcomes.

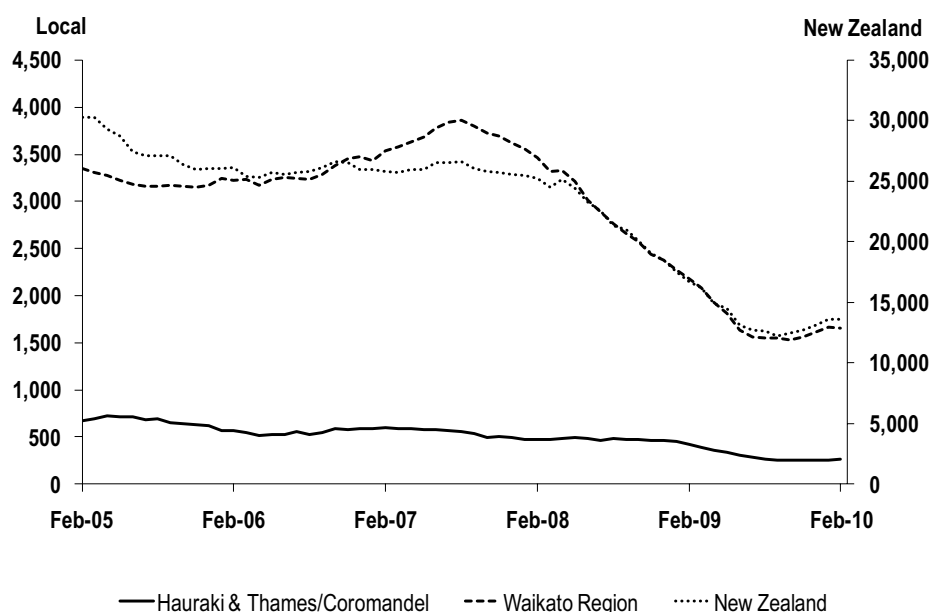
Government Assisted Housing could have a reduced presence in the Hauraki and other rural areas in the immediate future because:

- On a national level the local waiting list is not significant either in numbers or priority applicants.
- Other types of assistance are available to help those with "moderate" housing issues into home ownership or sustainable private rental.
- There could be direction to centralise some functions currently administered by local offices.
- There is increased focus on disposing of stock surplus to needs (areas without waiting lists, like Paeroa, Te Aroha, Morrinsville).
- The purpose of the existence of state housing has reviewed and may result in changes that limit the service to those who have serious housing need. Hauraki Coromandel Labour Market Strategy 2010

Recent economic trends - Housing construction

A useful indicator of business confidence is the number of consents issued for new building construction. Building consents for new dwellings in Hauraki and Thames/Coromandel for the year ending February 2010 comprised 16% of the Waikato Region's total for the period. From February 2005 to February 2010, annual new dwelling consents for Hauraki and Thames/Coromandel dropped from 674 to 262. In the wider Waikato Region, annual new dwelling consents dropped from 3,350 to 1,655. Nationwide, consents dropped from 30,265 to 13,596 in the same period.

Table 19: Building consents for new dwellings



Source: Statistics New Zealand, annualised data. Right-hand axis is for national consents only.

Note: The information provided may not only include dwelling consents, and could include other consented constructions such as sheds for example. The information shown could also include consents that did not result in a dwelling being constructed.

Home ownership and Affordability

The Occupied Dwelling Count for area units in the Hauraki District, has seen a 7% increase in the number of occupied dwellings between 2001 and 2006. This figure has increased from 6219 dwellings in 2001 to 6762 dwellings in 2006.

The Thames-Coromandel District had a total occupied dwelling count of 11,052 in 2001 and 11,547 in 2006 - an increase of 4.3% (according to Statistics New Zealand Census results).

A report written by Thames-Coromandel District Council in 2007, *The Ability of Households to Purchase a Home*, outlines some of the housing affordability issues of the Thames-Coromandel District, some of which are detailed below:

In Thames Coromandel District, home ownership levels have remained fairly constant. Of those residents which declared the tenure of their home in 2006:

- 66% of residents live in a house owned by them or a family trust – similar to 2001 (65%)
- 29% of residents live in a house not owned by them (including rentals) – slightly increased from 27% in 2001.

- Both house sale and rental prices continue to rise, for example,
 - The median rental for a three bedroom house increased from \$150 to \$250 per week between 2001 and 2007 (a 60% increase). Lower quartile rentals were \$200 for a 2 bedroom and \$230 for a 3 bedroom
 - House sale prices have increased substantially in all the district's main settlements between 2001 and 2006. Median house sale prices for 2-3 bedroom dwellings increased the most in Pauanui (by \$260,000) (Note that this information is based on 2-3 bedroom homes and therefore excludes the larger and more exclusive homes)
 - Of the urban settlements, the most modestly priced (lower quartile) houses of 2006 were sold in Thames, Coromandel followed by Whitianga. The most expensive lower quartile houses were sold in Pauanui, Tairua followed by Whangamata.

- The District faces increased affordability issues:
 - National guidelines suggest that for housing to be considered affordable, lower income households should not spend any more than 30% of their annual income on housing costs. Housing New Zealand research assumes that an affordability threshold is based on a 3:1 mortgage to income ratio, and an assumed 10% deposit.
 - The average lower quartile priced house (2-3 bedroom) costs **15.9 times** the average wage for resident households within the lower quartile income bracket in 2006. This compares to **8.3** across the District in 2001. This data is indicative only, as it does not distinguish between retiree or working households, nor between households which already have significant financial assets and those which do not.

Note that the statistics informing the above was from the 2006 Census. Any updates in the future will include information from the upcoming Census in 2011.

Mortgagee Sales

Table 20: Mortgagee Sales Statistics

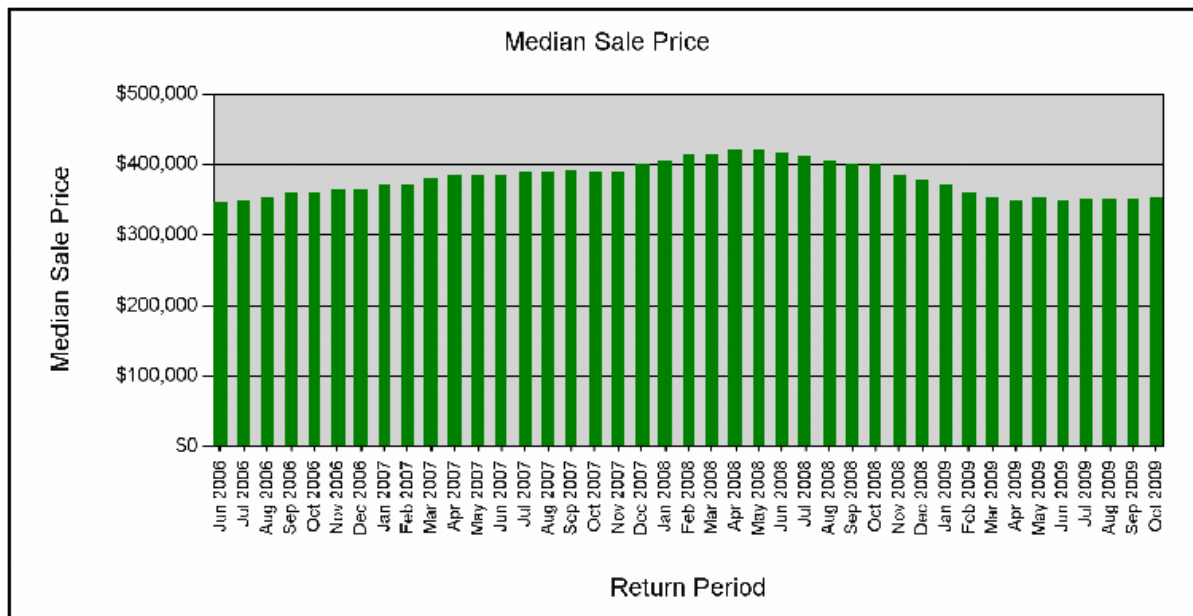
Region	Territorial Authority	2007	2008	2009
Waikato	Hamilton City	8	51	75
	South Waikato District	3	13	38
	Taupo District	9	24	35
	Thames-Coromandel District	7	30	41
	Waikato District	3	21	41
	Waipa District	10	12	20
	Hauraki District		7	15
	Waitomo District		5	13
	Matamata-Piako District	2	3	5
	Otorohanga District		2	3
Waikato Total		42	168	286

Source: Terralink New Zealand.

Property sales

The median sale price for properties in the Thames-Coromandel District is shown below, according to the Real Estate Institute. This information was not available for the Hauraki District.

Table 21: Median Sale Price



Absentee ratepayers

The Thames-Coromandel District has an approximate 50/50 permanent/holiday home split. The District also has a significant peak population, of which over the 2009/10 holiday period swelled to around four and a half times the usually resident population.

Although there was a decrease in the number of people staying in the district, the traffic movements were very similar to the previous study and significantly higher than the study done in 2003/04. This may indicate that more people visited the Peninsula for the day but did not stay overnight in accommodation. The 2009/10 study also indicated that while there were less people staying at residential properties, occupancy in campgrounds was higher than previous studies and guest nights in commercial accommodation had increased.

Table 22: Peak Population

Holiday period	2003/04	2007/08	2009/2010
Estimated peak population	142,375	137,700	120,900

Currently 13.5% of Hauraki District Council properties are owned by absentee ratepayers. In 2004 the figure was 12.8%, therefore a marginal increase exists.

Community and Affordable Housing Project

Waihi

Waihi Social Development Group in association with Newmont Waihi Gold have entered into discussions relating to community social housing. To date, one home has been made available to a family who meet the criteria and this is working well. It is hoped that this project will continue to attain further homes for families in need. The third partner in this project is Housing New Zealand who have joined forces with the Waihi Social Development Group to offer education around home ownership and building on multiple owned Maori land.

The recent Otago University study of social statistics, the NZ Deprivation Index, rated Waihi as having the highest level of deprivation in New Zealand. This is a compilation of a range of statistics including benefit levels, housing and family circumstances. It is therefore appropriate that industry and communities work together in an attempt to assist and resolve some of these very profound social circumstances.

Coromandel

In November 2002 the Coromandel Colville Community Board approached the Coromandel Independent Living Trust (CILT) to begin consultation with Thames-Coromandel District Council (TCDC) around CILT acquiring the seven TCDC owned pensioner flats in Coromandel.

In January 2008 CILT took over management of the flats from TCDC. Through the use of the Housing Innovation Fund from Housing New Zealand Corporation CILT has purchased the flats with plans to retro fit them and has funding to build seven new flats.

Concept plans for the new flats have been submitted for resource consent. The plans have also been submitted to the Lifetime Design Foundation for assessment to achieve the Lifemark standard.

The hearing for the Resource Consent was held 14th December 2009.

There is continually an identified need in the wider Coromandel community for quality, affordable housing, not only for older people but also those with disabilities and on low incomes.

The basic criteria for eligibility for a pensioner flat is: need, over sixty years of age, assets less than \$15,000 single/\$20,000 couple, NZ residency and ability to live without supported care.

Proposed actions

Action	Lead agencies	Measure of success	Timetable
Identify properties for reasonable rent or short term lease - communicate via labour market website	HNZ, and all members	Report back to the group at monthly Labour Market Advisory Group meetings and record for Annual Report	Monthly as appropriate and annually.
Monitor and communicate key trends and relevant information	HNZ, and all members	Quarterly updates to the website and include in the Annual Report	Quarterly and annually - June Report.
Facilitation and advocacy as appropriate on housing issues affecting the labour market - in particular affordability.	HNZ	Record and report facilitation and advocacy opportunities monthly to the group and include in the Annual Report.	Monthly and annually - June Report.
Produce and maintain an up-to-date key contact list	HNZ and all members	Produce list for the labour market website	Updated as necessary.
Ensure the group has appropriate representation and information from key agencies	Councils and HNZ	Updates from both Councils and HNZ quarterly as well as inviting presentations from others with key information to share.	Quarterly - periods ending September, December, March, June.

Outcome 4:

To support transport and infrastructure initiatives, where relevant to the regional labour market.

Description

The ability to access and/or maintain employment can be hindered by a lack of access to transport and infrastructure, for example broadband, particularly given the geographic nature of the Hauraki/Coromandel.

Background

The actions as identified in the 2007 strategy were:

- Identify the extent to which transport issues impact on the regional labour market
- Encourage the use and development of existing public transport options
- To address infrastructural issues including those existing with electricity and broadband

The ability to access employment can be hindered by a lack of access to transport, particularly given the geographic nature of the Coromandel. An understanding of the full impact of this on the regional labour market is required. Use of existing public transport options should also be encouraged and assisted for development and coordination where appropriate.

Current Environment and Recent Trends

For an area such as Hauraki/Coromandel the use of existing public transport options should be encouraged and assisted for development and co-ordination where appropriate. This approach is considered generally more feasible than introducing a new service, unless demand for a particular industry/town is strong enough, however, an understanding of the full impact of this specifically on the regional labour market is required.

Currently, as far as is understood by the Labour Market Forum, work being carried out through the Regional Land Transport Committee is the main work being done to address public transport issues in the two Districts. Through the East Waikato Cluster Community Co-ordinated Health Transport report, it has been identified there are 65 volunteer drivers who belong to various small community groups throughout the two Districts. The Regional Land Transport Committee have appointed a Co-ordinator to look to address the duplication in services and the current gaps regarding public transport in Thames and Hauraki District, with a focus on health for one year. If the project is successful there may be an opportunity to include other avenues such as addressing labour market issues in the future.

Regional Broadband

The Hauraki Coromandel sub region currently has a fibre backbone installed by Telecom. Current access to broadband is via the copper lines and ungraded exchanges.

Direct access to the fibre line for businesses will depend upon funding arrangements and Telecom's infrastructure works programme being carried out by Chorus.

Chorus have a Works Programme that includes the installation of cabinets that will link to the exchanges and provide improved broadband speed in Paeroa, Waihi and Ngatea over the next 12 months (2010-2011).

Proposed Actions

Action	Lead agencies	Measure of success	Timetable
Group to support where possible the co-ordination of transportation around the region	HDC, EW, DHB, TCDC	Number of supporting actions undertaken, reported to the group quarterly.	Quarterly - period ending September, December, March, June.
Group to input into Regional Transport Strategy - and any other plans or strategies relevant to transport or infrastructure.	HDC, TCDC, EW Co-ordinator	Group input / submissions co-ordinated to capture the interests of the Hauraki/Coromandel labour market, and included in Annual Report	Input as appropriate and annually.
Seek feedback on the usage of transport initiatives	Members & EW Co-ordinator	The number of people using co-ordinated transport and less cancellations of appointments within the health sector	Six monthly - June and December.
Representation from the group on the Waikato Region Rural Transport Forum	Sherryl Fitzpatrick or Co-ordinator	At least one representation per meeting - to report back to the group as appropriate.	As appropriate
Regular presentations from EW on transport and infrastructure - for the group's information and advocacy opportunities	EW, HDC (JT)	Group is kept informed at least six monthly of initiatives and work in the areas of transportation and infrastructure. Advocacy opportunities are identified and actioned as appropriate. All for inclusion in the Annual Report.	At least six monthly, and annually - June Report.

REFERENCES AND BIBLIOGRAPHY

APR Consultants – Hauraki Coromandel Development Group (2006) *Regional Economic Development Strategy (2006) and reference to all bibliography contained in that research*
<http://www.hauraki-dc.govt.nz>

Careers Services – Ministry of Educations CPaBL Project – *Creating Pathways and Building Lives 2006* <http://www.moe.govt.nz>

Department of Labour. (2007). *Annual In-Depth Regional report – Waikato:*
<http://www.dol.govt.nz/publications/lmr/regional/indepth/waikato/index.asp>

Department of Labour. (2007). *Major Occupation Group – Occupations in shortage in New Zealand in 2006* SERA data 2005: ITF Buy Make Fix 2006
http://www.dol.govt.nz/publications/jvm/shortage2006/shortage2006_02.asp

Hauraki District Council (2006-2016) – *Annual Plan, Hauraki Community Report, Choosing Futures, Local Services Mapping (2006)*
<http://www.familyservices.govt.nz/>

Hauraki Coromandel Labour Market Forum & Advisory Group (2005-2007) – *Reports and consultation through Labour Market Forum Group meetings.*

Hauraki Enterprise Agency, Department of Labour, Ministry of Social Development (2006) – *Hauraki Coromandel Labour Market Surveys (2006)*

Ministry of Social Development (2007) *Leading Social development in Waikato 2007. Work & Income data sets*
<http://www.msd.govt.nz> <http://www.workandincome.govt.nz>

Statistics New Zealand 2001 – 2006 *Census data, tourism, accommodation monitor, demographic technical notes, NZ Occupational &, Industry classifications.*
<http://www.stats.govt.nz>

Thames Coromandel District Council - *Community Outcomes Monitoring Report 2009; The Ability of Households to Purchase a Home, 2007; Peak Population Study Summary, 2009/10;*
<http://www.tcdc.govt.nz>

Tourism Coromandel – *Towards 2020 A Strategic Plans for Tourism in the Coromandel to 2020 – Tourism Coromandel Strategic Plan 2007*
<http://www.thecoromandel.com>

Wintec & Tertiary Education Committee – *Waikato Regional Facilitation Report 2007*
<http://www.wintec.ac.nz> <http://www.tec.govt.nz>