

# COLAB23: A Call to Action

Industry  
Partnerships



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

# How can setting a Government target support employment?



*Government target to increase "OSM" by 10% year-on-year – OffsiteNZ*

- Pipeline of work helps create job security
- Supports career development opportunities
- Attracts those with transferable skills
- Attracts those who may not have considered a construction and/or manufacturing career



## How tough is it finding workers?

- 60% of businesses report it has been either 'extremely challenging' or 'very challenging' to recruit in the last 12 months
- Just 21% of employers report having a relationship with MSD for recruitment, 10% have recruited via MSD and 45% have not heard of our recruitment services
- 67% of businesses are reporting 'word of mouth' as one of their recruitment channels
- 57% of respondents have not heard of MSD's support for new employees and 53% have not heard that we can support with training and employment
- 52% of people expect recruitment to be a major challenge in the next 12 months – 34% responded 'retention' and 74% responded 'costs'

## Supporting the sector

### **MSD Total Work Exists for 2022: 105,930**

#### MSD Work Exists by Sector

- Construction 9,720
- Manufacturing 10,620

#### MSD Work Products applied

- Construction 1,317
- Manufacturing 1,140

#### Average Sector Turnover

- Construction 12.33%
- Manufacturing 10.61%

*Operational reporting and Integrated Data Infrastructure  
(Stats NZ) reporting. These are not official statistics*





# How can Government procurement support?

Broader Outcomes is a Government Procurement initiative to support “wider social, economic, cultural and environmental outcomes that go beyond the immediate purchase of goods and services”

While Broader Outcomes Procurement Rule 18 includes the upskilling of the workforce for all Construction projects \$9m or more (there are currently 1000+ contracts nationally), the key to positioning MSD is Procurement Rule 18A: Quality Employment Outcomes.

“When procuring goods, services or works, agencies must:

- Consider how they can create quality employment opportunities, particularly for displaced workers **and groups with traditionally high rates of unemployment or low labour force participation (specifically women, Māori, Pacific peoples, disabled people and youth)**.
- Have regard to guidance published by MBIE on how to create quality employment opportunities through government procurement activity.
- Conduct sufficient monitoring of government contracts to ensure that commitments relating to employment opportunities made in contracts are delivered and reported on.”



## How can MSD support active targeting?

### Attraction

- Support the OffSiteNZ government partnership
- Deliver MSD Offsite VR to Job Seekers nationally (including Employment Expos) to actively promote opportunities
- Link MSD Skills for Industry Pre-employment Providers to employers
- Support MSD engagement with employers locally, regionally and nationally





## How can MSD support active targeting?

### **Onboarding**

- Government agencies need to incentivise Targeted Employment
- Government agencies need to support the development of appropriate entry-level micro-credentials
- MSD needs to align products and services to employers to help offset costs associated with targeted employment

# How can MSD support active targeting?

Our employment service

## **Recruitment/Attraction services**

- Vacancy management
- Find a job website
- Job Connect social media
- Local work focussed events
- Virtual Reality
- Education to Employment Work Brokerage

## **Support for new employees**

- Flexi-Wage
- Mana in Mahi
- Apprenticeship Boost
- Transition to Work
- \$5k to Work
- Te Heke Mai

## **Redundancy support**





# Ngā Puna Pūkenga



*"The NPP partnership has been invaluable for Auckland Council in achieving, and even exceeding the targets that we set ourselves for quality targeted employment outcomes in our procurement activity. Without the help, dedication and collaboration with MSD, we would not have been able to achieve these amazing outcomes for Aucklanders and deliver against our sustainable procurement strategy. NPP is now fully integrated in all our procurement activities that target employment outcomes and the first port of call for our suppliers too"* Jazz Singh - Head of Auckland Council Procurement



**Questions?**

Visit us at Stall Number 18,  
next to the Foyer Entrance

**Thank you**

Amanda Nicolle, 029 650 0258  
[amanda.nicolle003@msd.govt.nz](mailto:amanda.nicolle003@msd.govt.nz)

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