

# Newsletter August 2011

Prepared by Mary Jensen WECA Co-ordinator



Mary Jensen, WECA Co-ordinator

**August has come around quickly and “Career” is on the minds of many young people as they think about their subject choices or whether they want to return to school next year.**

I “banged into” a few WECA members at the recent Hamilton Boys High Expo where I represented WECA. There was good interest in Engineering, but I must say there is plenty of competition out there in terms of career choices for our young talented teenagers.

I give the example of DairyNZ. Agriculture has struggled to attract people into the industry in the past – and so DairyNZ invested heavily in careers promotion. Their budget is over \$1million for all manner of strategies from connecting with kids in primary schools through a number of strategies, to offering prestigious scholarships for tertiary training. They currently have 60 top students on university scholarships. Their promotion is paying off with greater numbers in schools indicating to careers advisors that they wish to pursue a career in agriculture.

So where does this leave engineering? A little way behind I fear, but with a more engaging approach to young people portraying the benefits of a career in this industry I think we can turn things around. Generally engineering offers a Monday to Friday job (unless of course you own the company!) – leaving the employee to pursue their own interests in the weekend; it offers a great apprenticeship scheme and the potential to work ones own way into owning one’s own business.

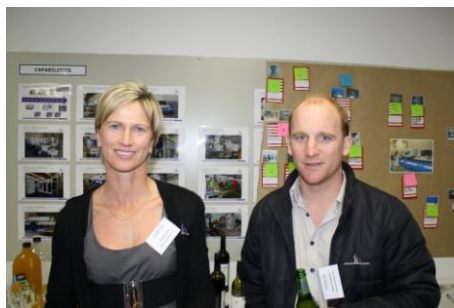
At the AGM I will tell you how we aim to bring the hidden world of engineering to life for our young people. That’s coming up on 20 October. Mark the date now!

Mary Jensen

**weca Event** – Mike Pohio -thanks for coming! This was a great turnout and thanks again to Steel & Tube and Stainless Design for picking up the tab.



1.



2.



3.



4.

1. John Cook, Mike Pohio and Roger Evans    2. Joanne Laurie, Derek Pinkerton

3. Rosemary Wyborn, Ken Edge, Mike Blake    4. Joe Koning, Liam Ryan



## Worldskills Waikato News Update

The NZ Team recently took part in a Global Skills Challenge in Australia, against 83 competitors from 11 countries. No medals were issued as this was a warm-up competition for London. The challenge provided valuable experience for the New Zealand Team. A closer relationship was established with Australian judges who expressed an interest in assisting at our New Zealand National Competitions.

Before leaving for Australia the Team attended a Reception at Government House in Auckland. The Right Honourable Sir Anand Satyanand, Governor-General of New Zealand, addressed the Tool Blacks Team, sponsors and invited guests. Mr Bruce Howat, WorldSkills NZ Board Chair, replied to His Excellency. Bruce Howat was a founding Board Member of WECA.

Competitor Brad Wood is undertaking comprehensive weekly training with his employer South Waikato Precision Engineering (SWPE) and a little help from Stainless Design and Mathew Pascoe with Roland Spirig.

A Fundraising Dinner is planned for 22<sup>nd</sup> September at the Wintec Hospitality Windows on Avalon Restaurant. Companies are invited to donate items for the Auction. Your donation and Company will be acknowledged at the event. Please contact Roland Spirig 834 8000 ext 8245 or [roland.spirig@wintec.ac.nz](mailto:roland.spirig@wintec.ac.nz),

Anyone who has not received a Dinner invitation please contact Doug Downs 07 849 4444 [doug.pua@gmail.com](mailto:doug.pua@gmail.com)

Doug Downs



## Membership Drive and coming events

WECA is serious about increasing membership and as such I will be beating down doors to sign up new engineering members and affiliate members. WECA's Mission is to

*"Provide Waikato employers with a sustainable flow of engineering trainees and job seekers that are skilled to meet the current and future needs of the engineering industry".*

Attracting young people to an industry is far more easily and cost effectively achieved by a collective industry approach such as WECA. As well as developing careers materials and attending careers events, WECA holds fun networking member meetings and provides this monthly newsletter. For the 2011/2012 year we have decided to only distribute this newsletter to members. Call me to sign up now if you aren't a member already and I'll come and see you. (We have discounted joining fees for a limited time – take up this great opportunity). [mary@weca.org.nz](mailto:mary@weca.org.nz) ph 021 2955951



## Coming Events:

1. Visit to Energy Products International, September 15<sup>th</sup>. 30 Gallagher Drive 5pm – 6.30pm. *Invitation will be emailed soon.*
2. WECA AGM: October 20 2011. Guest Speaker Noah Hickey, All White. Venue: Windows on Avalon.
3. WECA Members Business House Competition – in December – fun social event – watch this space

**Economic Linkages  
between New  
Zealand Cities: Final  
Report**  
May 2011  
Richard Paling, Kel  
Sanderson and John  
Williamson

As promised at the Mike Pohio WECA event recently, Sandra Perry of Opportunity Hamilton sent me this 162 page report on Economic Linkages between New Zealand Cities that I (foolishly!) offered to précis for WECA members.

I duly read the report written for the Ministry of Economic Development, Auckland Policy Office by Ascari Partners Ltd, Richard Paling Consulting and BERL and then asked someone else who'd read it what they thought of it. That person (who shall remain nameless) agreed with me that it didn't really turn up much that was of particularly note. It focused on identifying linkages between Auckland, Tauranga and Hamilton and concluded that other than freight movements there were no real apparent linkages. It then went on to recommend that any investment in economic development should happen in Auckland.

*Excerpts from the aforementioned report below:*

**1.4.1 Support focussed economic development in Auckland**

*Our analysis strongly suggests that initiatives which support the increased scale, economic diversity and reduced isolation (internationally) of Auckland will be likely to lead to the highest levels of economic output, both for the study area and for the country as a whole, when compared with initiatives which actively attract growth and economic activity away from Auckland. Examination of alternative growth scenarios for the AHT region confirms that in particular, increases in employment focussed in the centre of Auckland will have the potential to lead to a greater increases in output than the spreading of jobs either across the Auckland Region (as for example might be the outcome of a relaxation of the Metropolitan Urban Limits) or across the other two cities of Hamilton and Tauranga.*

**1.4.2 Support Hamilton and Tauranga as regional service centres**

*Although we have stressed the primacy of Auckland in the AHT region, Hamilton and Tauranga serve important roles as regional service centres. Hamilton is clearly better established in this role and also demonstrates a capacity to leverage off the provision of services to the dairy sector and expand into new sectors and markets, both domestically and internationally. Tauranga is much more a developing regional service centre, reflecting the more recent expansion of horticulture in the Bay of Plenty. Measures to concentrate regional employment in these centres will provide a stronger economic base within the regions and the potential to generate a wider set of value added activities to support local activities. This will also support the increasing national role of specific activities within these centres, such as agri-science and metals manufacturing in Hamilton. Encouraging accessibility within these two cities would help to support this in initiative. Improved connections with Auckland could allow better interactions and knowledge sharing with the higher-level service activities in Auckland and so help to support economic efficiency in the smaller centres. Improved broadband access might be one part of this in initiative.*

I thought this graph was interesting:

**Table 1.7: Forecast population growth and growth rates for Auckland Metro, Hamilton and Tauranga 2006-2041**

Area	Population		Average growth rate pa 2006 -2041
	2006	2041	
Auckland Metro	1,126,000	2,131,300	1.7%
Hamilton	129,000	232,500	1.6%
Tauranga	104,000	204,400	1.9%
Sub total	1,359,000	2,568,200	1.7%
<b>Total NZ</b>	4,028,000	6,459,750	<b>1.2%</b>
<b>3 cities per cent of NZ*</b>	34%	40%	

Source: Consultants Estimates \*(Refers to Auckland Metro area - see footnote page 30 for definition)

Thanks Sandra for sending through the report. It is good to keep up with the latest research.

Mary Jensen



**members – please send through your company profiles to me to put on the WECA website. If you need me to resend the template, please ask. Thanks, Mary**

PRINCIPAL FOR A DAY



SmartWaikatō  
EducationBusinessNetwork

## Principal for a Day

On the 10<sup>th</sup> August, I participated in Principal for a Day.

This initiative is run by Smart Waikato and Mary Jensen, with the objective being to look at ways business and schools can work together.

I was matched with Malcolm Cox, Principal of Raglan Area School with a roll of 420 students from Year 0 to Year 13.

On arrival at the school office, you are greeted by an amazing sculpture of a Tiki engineered from parts of VW cars (see photo). This was designed and built by students with input from a local artist. During the morning, I met with two class teachers and spoke to their students about engineering, and the possibilities that a trade based career can offer and told the Mainline story. I spent time with the principal and soon found we had quite a few things in common.

Malcolm's role as Principal is varied on a daily basis. Like many small business owners, a principal has to learn the skills required to manage people, work with budgets, meet compliance and much more.

The school is located on a point of land that is surrounded by harbour. Malcolm is leading a vision to restore the land between the school boundary and the waters edge for the community and school to enjoy.

I had a great day at Raglan Area School with the staff and students making me very welcome. A reciprocal visit is planned to teach the Principal to weld.

Trisha King, Chair WECA

*I would like to also thank the following WECA members who participated in Principal For a Day 2011 including Bart Engelsman who went to Piopio College, Roger Evans who went to St Johns' College, Sandra Perry who went to Huntly College and Chris Stuart who went to Fairfield Intermediate. Altogether there were 28 business and community leaders matched to 28 schools in the Waikato region. Put your hand up for it next year. Mary J.*

**Articles and photos welcome for September Newsletter.** Please email to [mary@weca.org.nz](mailto:mary@weca.org.nz)

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