



**EDUCATION AND  
SOCIAL WORK**

# **Young People's Perspectives on Youth Employment in Franklin, Auckland**

**Scoping Research  
for  
Auckland Council**

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## Executive Summary

Rising youth unemployment coupled with the need to generate more local employment opportunities have been key issues for the Franklin Local Board. A gap in local knowledge towards developing sustainable solutions to these issues was identified and the perspectives of local young people sought regarding:

- barriers in the local employment sector
- opportunities in the local employment sector
- thoughts on being ‘work ready’
- preparing young people for employment
- preparing local employers to employ young people

A survey exploring these five issues was undertaken by 110 young people (aged 16-19 years) from Waiuku College, Pukekohe High School, Clevedon Presbyterian Church, Waiuku Youth Group, and Pukekohe Youth Centre in June and July 2015.

Survey findings indicate that in terms of *barriers*, the majority of participants did not have any paid work, and felt finding local paid employment difficult. This was partly attributed to not enough work being available and ‘unsuitable’ employment – i.e. work opportunities did not match a young person’s skill set, and/or hours they were available to work, and/or were not accessible. With regards to *opportunities*, most survey participants indicated a wide interest in jobs - especially those which increased their skills and were linked to career prospects. Managing the challenge of non-flexible work hours was noted amongst many survey responses. *Work readiness*: the majority of participants felt confident to ‘start’ a job, but ‘finding’ a job seemed difficult. In being *prepared for paid work*, participants saw the importance of having work experiences and skills, a driver’s licence and getting timely information about available jobs. With regards to *preparing local employers* to employ more young people, participants suggested more flexible hours, opportunities for increasing skills and a friendlier attitude towards young employees. There were some indications of participants potentially failing to see the benefits of obtaining work experience to build towards future employment opportunities, and of compromising on their out of school activities or the types of part-time jobs in an attempt to secure employment.

The following recommendations can be made based on these findings:

- offer job opportunities that will increase young people's skills for future career prospects. This may include pathways from school to further education and/or vocational training for young people around key industries in Franklin; making the links between part-time jobs and career prospects clearer; and/or establishing a better career connection between local schools and local employers.
- offer contracts with flexible hours in industries where this is possible. This may be advanced through better public transport and/or more young people obtaining a driver's licence, although this is naturally an expensive and longer-term solution.
- realigning young people's expectations of work with the value of obtaining work experience.
- establish a system where available jobs are advertised more widely, and increasingly promote existing services like Youth Connections and Gateway.
- help young people to increase their communication skills with employers and colleagues (i.e., adults); to win job interviews; and to develop their curriculum vitae.

The findings show that young people in Franklin were considering jobs in the context of their future employment. They were realistic in their perceptions of what it takes to be employed, but constrained by pragmatics. The perceived friendliness and approachability of employers in the Franklin area provides a good platform for future engagement about youth employment matters.

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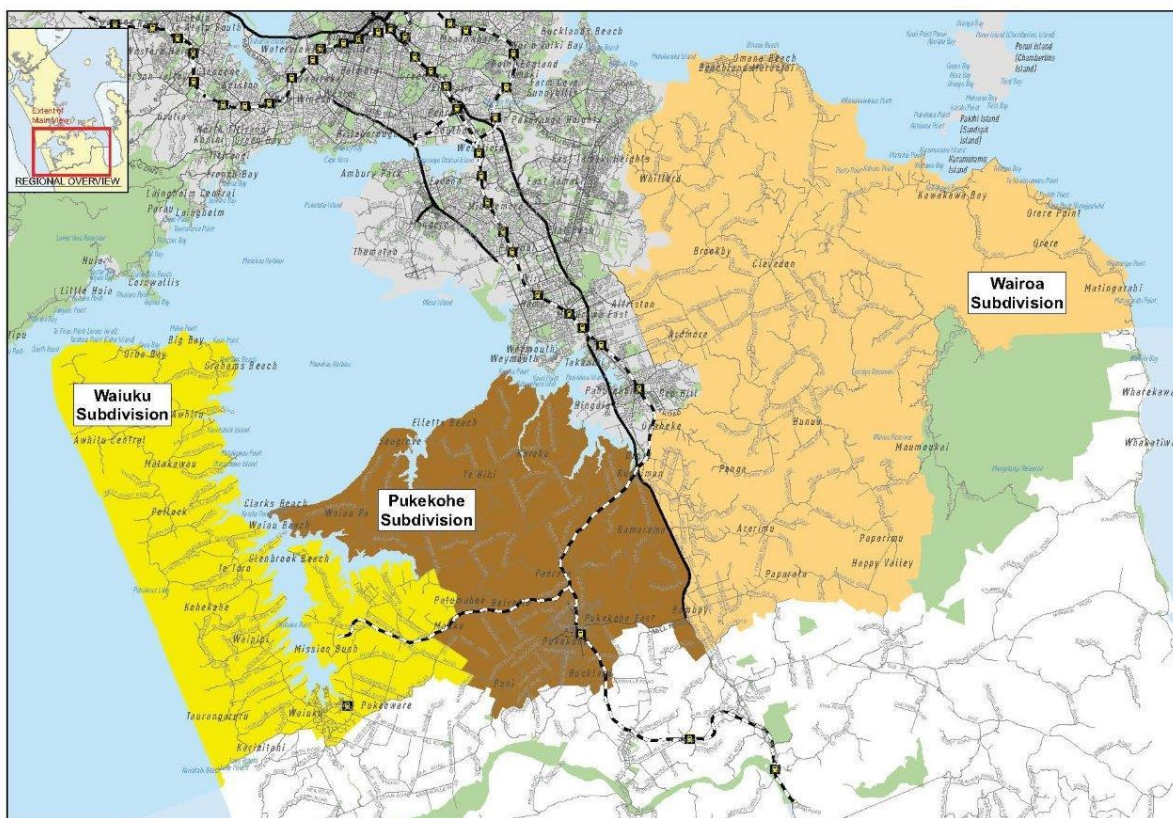
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## Background to the project

### Profile of Franklin District

The Franklin District is predominantly rural and comprises three main subdivisions – Pukekohe, Waiuku and Wairoa. The District area spans the eastern coast of the Hauraki Gulf to the western coast of the Manukau Harbour. It includes a number of inland and coastal settlements.



**Figure 1: Franklin Local Board and Subdivisions**

Franklin District has a wide range of established production and service industries, including manufacturing, agriculture, horticulture, forestry, fishing, construction and retail (Auckland Council, 2014), while health and education are also significant employment sectors. The Franklin Local Board Plan includes goals to provide more high-value employment choices for residents in order to ensure residents remain in the area for work and their retained spending power will help to grow the local economy. Currently, many residents travel to work outside of Franklin (Auckland Council, 2014).

The following sectors and industries were identified as growth sectors and high-value industries in Franklin (COMET Auckland, 2015):

- Engineering
- Digital and Information Communication Technology skills
- Food
- Advanced materials
- Technologies (including science and health)
- Screen production
- Marine
- Professional

In 2013, 65,550 people lived in Franklin – 4.6% of Auckland’s population. Population in the area has been growing steadily in recent years (Statistics New Zealand, 2013). Between 2006 and 2013, census figures show the population of Franklin increased 12%, compared with an 8.5 % increase for the Auckland region (Statistics New Zealand, 2006; Statistics New Zealand, 2013) .

Pukekohe is identified in the Auckland Plan as a priority satellite town for major population and employment growth. It is projected to double in size, reaching a population of 50,000 and needing 9,000 new jobs over the next 30 years. The population of Beachlands and Maraetai is also projected to grow; from 6,700 in 2013 to over 11,000 by 2031 (Auckland Council, 2014).

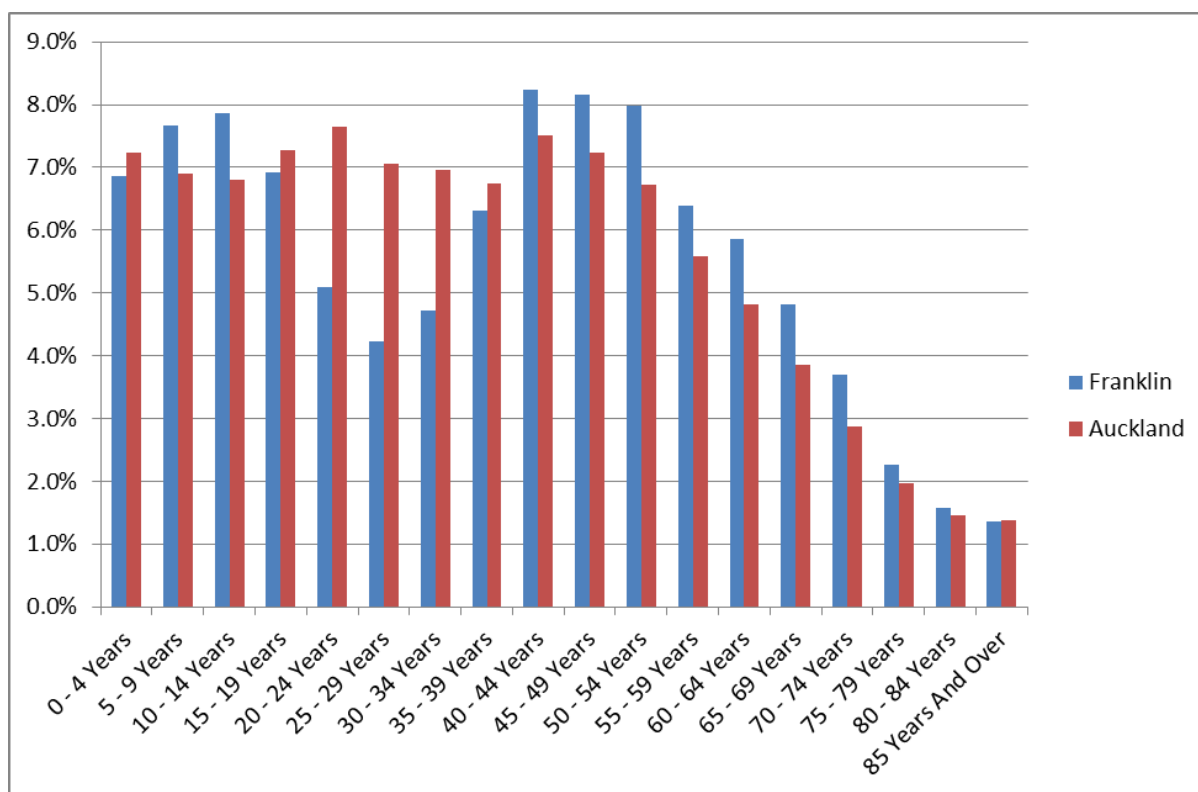
The median income for the Franklin area (\$87,800) is 11.7% higher than across Auckland (\$78,600) (COMET Auckland, 2015, p.2). The majority of the population in Franklin is New Zealand European (85%) followed by Maori (13.2%), Pasifika (4.2%) and Asian (6%). This is a very different ethnic population profile than for the greater Auckland area where New Zealand European are 59.3% of the population, followed by Asian (23.1%), Pasifika (14.6%) and Maori (10.7 %) (COMET Auckland, 2015).

### **Profile of Young People in Franklin District**

In 2013, 34.4% of the total population in Franklin was under 25 years of age, compared to 35.9% across Auckland (Statistics New Zealand, 2013). A total of 15,834 (24.2%) of the Franklin population were aged 0-15, a higher proportion than across Auckland (22% or



317,133). However, in the case of 16-19 years old, there was a total of 3,561 (5.4%), a slightly lower portion than across Auckland (5.9 % or 84,561). There were an even lower proportion of people in their twenties (9.4% or 6,132) in Franklin than across Auckland (14.9% or 213,471). This is likely to imply that a proportion of this age group move out of Franklin for work and/or education.



**Figure 2: Population by Age of Franklin District, Auckland in 2013**

(Statistics New Zealand, 2013)

Statistics show that between 2006 and 2013, the unemployment rate for young people (aged 15 to 24) in Franklin rose from 10% to 17%. Hence, the Franklin Local Board advocates that secondary schools be part of the Ministry of Education's Youth Guarantee scheme to provide pathways from school to further education and/or vocational training for young people around key industries in Franklin. It is hoped to retain young people and grow the local economy at the same time. It will also help employers to draw locally on skills they need and encourage young people to train, study and move into local employment (Auckland Council, 2014).

## **Strategic context of this project**

In April and May in 2015, the south-based Community Development and Safety team (CDS) at Auckland Council completed a scoping exercise in the Franklin Local Board area to find out what was happening in the area of youth employment, education and training, with a view to co-ordinating a Youth Employment Expo. The trigger for this was an approach by a Franklin based company who identified it needed to recruit staff of all ages from outside of Franklin due to a lack of applications from within the Franklin area. Based on the findings from the scoping exercise the Franklin Local Board commissioned this small-scaled study with a particular focus on youth employment in the area to add value to decision making and planning for the Franklin area in relation to youth employment.

## **Data Collection**

### **Questionnaire**

The purpose of this project was to seek the perspective of young people aged 16-19 in Franklin regarding local paid employment. There were five areas to be explored:

- barriers in the local employment sector
- opportunities in the local employment sector
- thoughts on being ‘work ready’
- preparing young people for employment
- preparing local employers to employ young people

A survey was administered in July 2015. There were 16 questions in the questionnaire to cover these 5 areas, including five demographic questions. Once the data was collected, computer-assisted data analysis software, Qualtrics and NVivo were used to analyse the data.

### **Ethical Consideration**

Ethics approval to undertake this research was obtained from the University of Auckland Human Participants and Ethics Committee in June 2015. A Participant Information Sheet (Appendix 1) and Consent Form (Appendix 2) for youth leaders and organisers were developed. A flyer / advertisement (Appendix 3) were developed for participants. Survey participants could discuss the purpose of the survey directly with the researchers, and participant anonymity was guaranteed through collapsing any findings which could

potentially identify an individual. All participants could stop filling in the survey and/or choose not to answer any question. The survey took approximately 10 minutes to complete.

## Participants

Young people aged 16-19 years old who were living in Franklin were invited to participate in the project. In partnership with Auckland Council staff, youth groups and sites where young people in Franklin could be recruited, were identified. The Participant Information Sheet and Consent Form were made available to the leaders and on consenting they were requested to make the flyer/advertisement about the research available to young people. A time was then negotiated for researchers to attend a meeting of the youth group/school. Data were collected from five different sites during 25 June and 9 July 2015. The meeting sites and number of completed questionnaires collected are summarised in Table 1. A total of 110 young people<sup>1</sup> responded, which comprised slightly more male (51%) than female (47%) participants, as is clear from figure 3. The geographic spread of the data is limited due to the time frame of the project and accessibility to some areas at the time of data collection. Given the lack of responses from the east of the district, subsequent interpretations are limited.

**Table 1: Data Collection Sites**

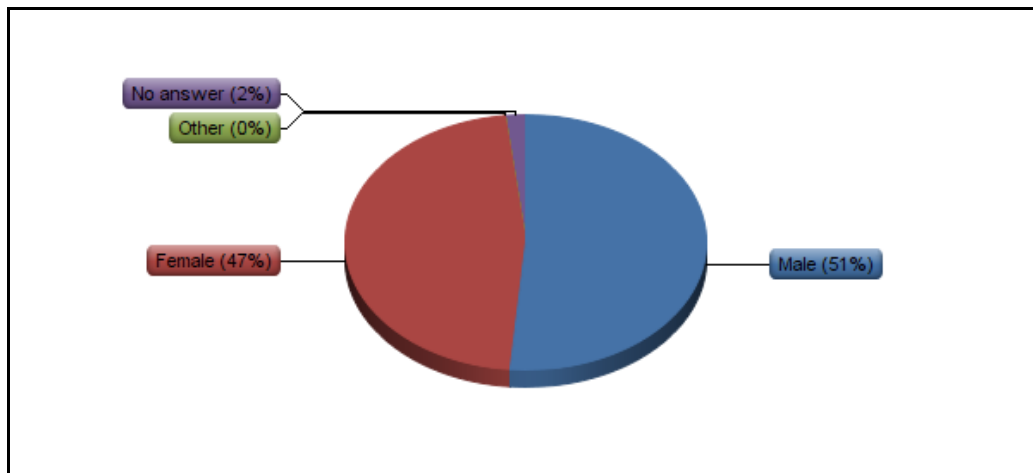
<b>Name of Meeting Sites</b>	<b>Number of questionnaires</b>
Waiuku College	46
Pukekohe High School	49
Clevedon Youth Group <sup>2</sup>	5
Waiuku Youth <sup>3</sup>	7
Pukekohe Youth Centre <sup>4</sup>	3
<i>Total (N=110)</i>	<i>110</i>

<sup>1</sup> A total of 3,561 were aged 16-19 in Franklin in 2013.

<sup>2</sup> This group is a Christian youth group based at Clevedon Presbyterian Church.

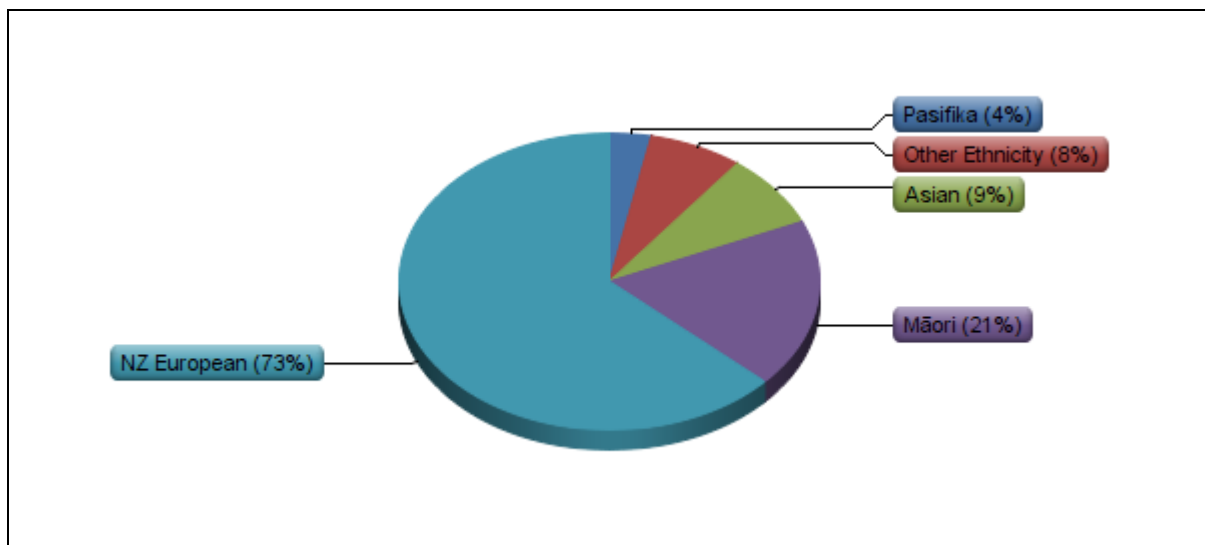
<sup>3</sup> This group meet in Hamilton Estate Community Hall in Waiuku.

<sup>4</sup> Young people in this centre come from the Pukekohe North area.



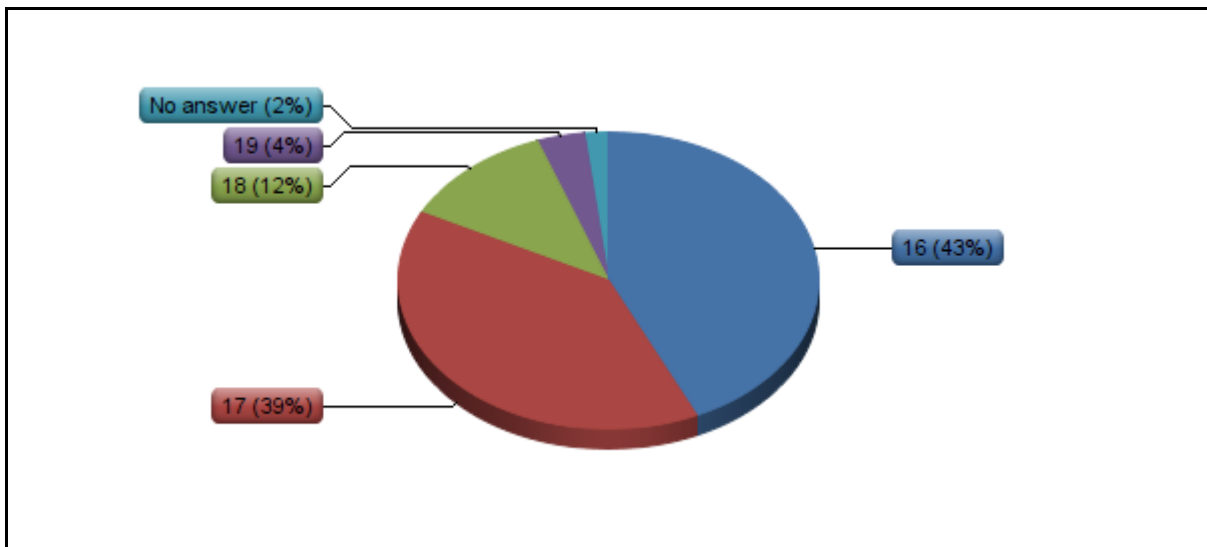
**Figure 3: Gender of Participants**

The majority of population in Franklin is European (85%) followed by Maori (13.2%), Asian (6%) and Pasifika (4.2%). Participants in the survey broadly represented the composition of the general Franklin population.



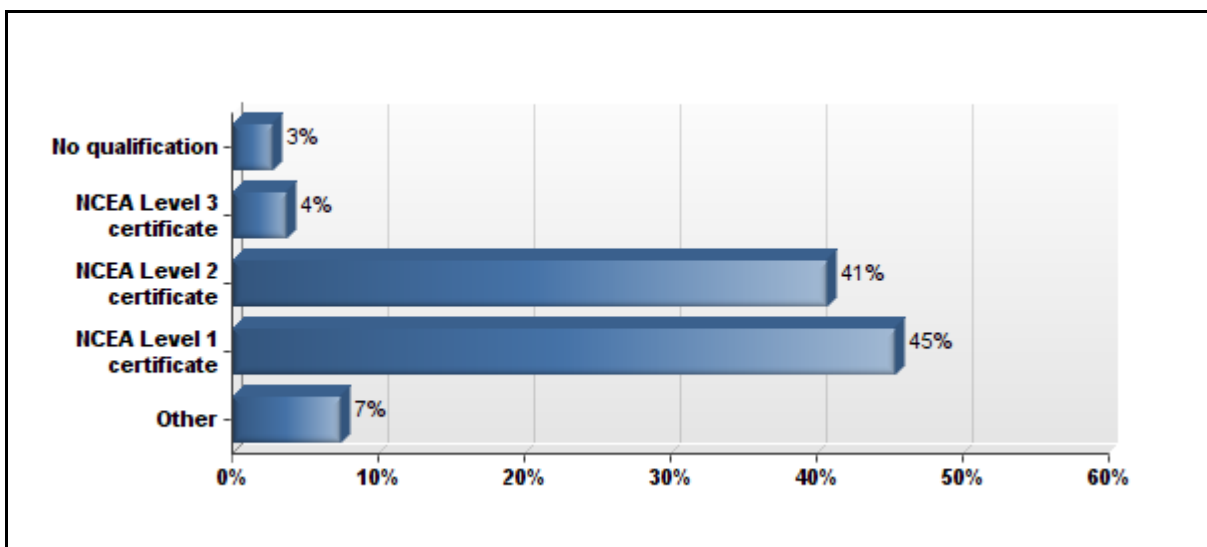
**Figure 4: Ethnicity of Participants**

The majority of participants were 16 (43%) and 17 years of age (39%), and only a small number of 18 (12%) and 19 years old (4%) participated (see Figure 5). This was expected as data were mainly collected in two high schools.



**Figure 5: Age of Participants**

As can be expected from participants mostly aged 16 and 17, the highest qualifications were NCEA Level 1 (45%) and NCEA Level 2 (41%) (see Figure 6). Other qualifications reported by participants included Advanced First Aid Level 3; New Zealand Fire certificate; Maori Performing Arts; IGCSE<sup>5</sup> Level 1; CIE<sup>6</sup> AS Level, Diploma of Graphic Design; and an Australian High School certificate. Only three percent of survey respondents had no qualification.

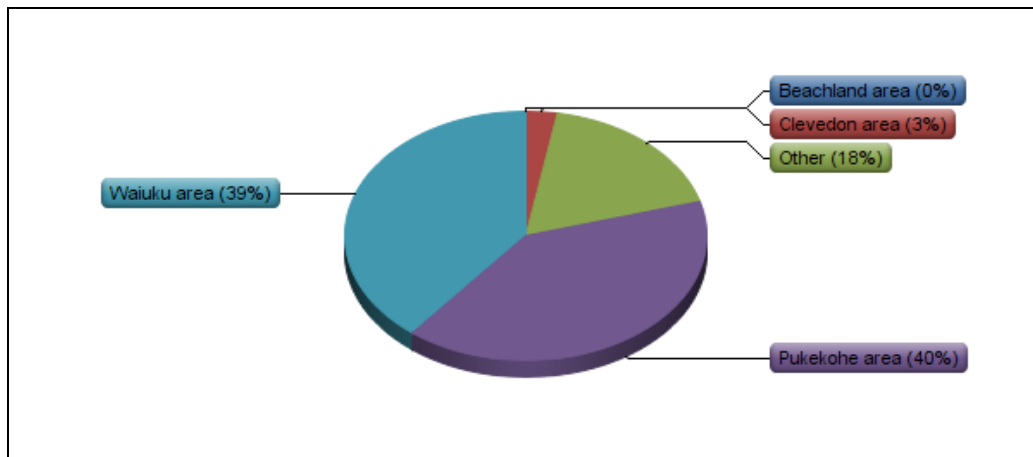


**Figure 6: Highest Qualification of Participants**

<sup>5</sup> Cambridge International General Certificate of Secondary Education

<sup>6</sup> Cambridge International Examinations

The majority of participants lived in Pukekohe (40%) and Waiuku (39%). A small number of participants (3%) lived in Clevedon. Other areas (18%) included small numbers from Glenbrook beach, Pokeno, Patumahoe, Otatau, Bombay, Tuakau, Paerata, Waiiau Pa, Clarks Beach, Mauku, Karaka, Ararimu and Papakura.



**Figure 7: Area of Residence**

## Findings

### Hours of paid work per week

Approximately half of the participants did no paid work. Where respondents did work, the proportion of hours worked varied slightly for each location (see Table 3): the majority of participants (74%) in Waiuku did not work or did less than 5 hours paid work each week. In Pukekohe, 53% of participants did not work or worked less than 5 hours a week. More females than males were in paid work (Table 4). There was no obvious difference in hours worked by participants' age, although the low responses for 18 and 19 year olds make it difficult to draw conclusions about their paid employment status. There was no obvious difference in hours worked by ethnicity.

**Table 2: Hours of paid work per week**

Response Options	Frequency	%
none	56	<b>51%</b>
1-5 hours	18	16%
6-10 hours	16	15%
11-20 hours	17	15%
21-30 hours	1	1%
31-40 hours	2	2%
40+ hours	0	0%
<i>Total (N=110)</i>	<i>110</i>	<i>100%</i>

**Table 3: Hours of paid work in each area<sup>7</sup>**

Response options	Clevedon area	Pukekohe area	Waiuku area	Other
none	2	19	24	9
1-5 hours	0	4	7	6
6-10 hours	0	8	5	3
11-20 hours	0	11	5	1
21-30 hours	1	0	0	0
31-40 hours	0	1	1	0
40+ hours	0	0	0	0
<i>Total (N=107)</i>	<i>3</i>	<i>43</i>	<i>42</i>	<i>19</i>

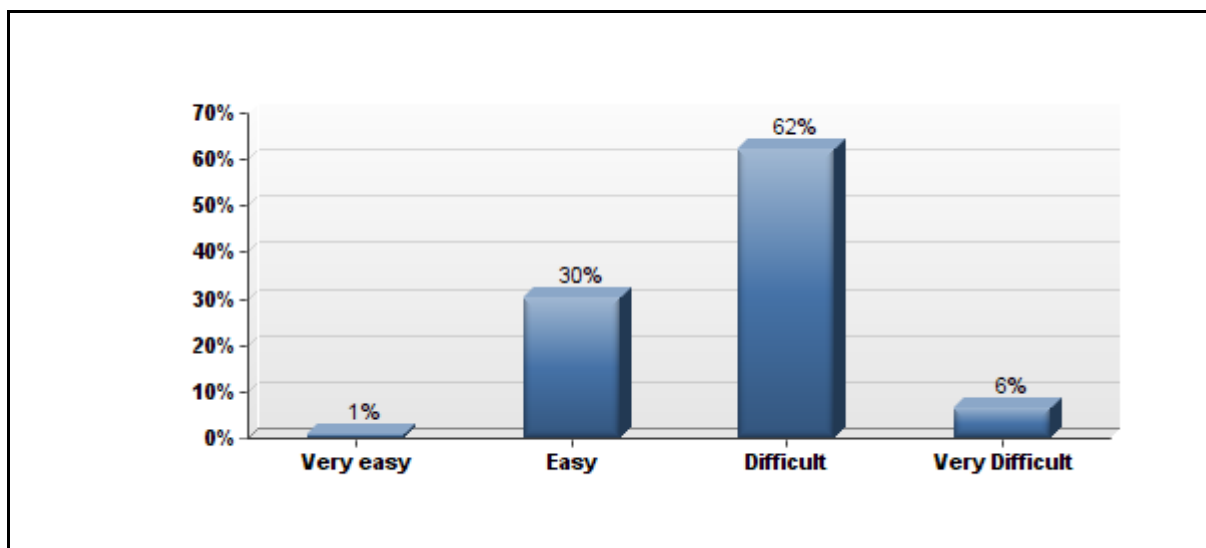
<sup>7</sup> Percentages not reported due to small number of responses in some categories

**Table 4: Hours of paid work by gender**

<b>Response options</b>	<b>Male response</b>	<b>%</b>	<b>Female response</b>	<b>%</b>
none	33	<b>59%</b>	21	<b>41%</b>
1-5 hours	7	13%	10	20%
6-10 hours	7	13%	9	18%
11-20 hours	7	13%	10	20%
21-30 hours	1	2%	0	0%
31-40 hours	1	2%	1	2%
40+ hours	0	0%	0	0%
<i>Total (N=107)</i>	<i>56</i>	<i>100%</i>	<i>51</i>	<i>100%</i>

### **Finding a local paid job**

The majority of participants (68%) felt finding paid work ‘difficult’ or ‘very difficult’ (see Figure 8) whilst 31% indicated that it was ‘easy’ or ‘very easy’ to find a paid job (see Table 5). New Zealand European and Maori participants reported more difficulties in finding a job than participants of other ethnicity (see Table 6).

**Figure 8: Finding a local paid job**



**Table 5: Finding local paid job by age<sup>8</sup>**

<b>Response options</b>	<b>16yrs</b>	<b>17yrs</b>	<b>18-19yrs</b>
Very easy	0	1	0
Easy	14	15	3
Difficult	32	22	12
Very Difficult	1	5	1
<i>Total (N=106)</i>	<i>47</i>	<i>43</i>	<i>16</i>

**Table 6: Finding local paid job by ethnicity<sup>9</sup>**

<b>Answer</b>	<b>Māori</b>	<b>NZ European</b>	<b>Other Ethnicity<sup>10</sup></b>
Very easy	0	1	0
Easy	3	22	<b>11</b>
Difficult	<b>18</b>	<b>50</b>	10
Very Difficult	2	5	2
<i>Total (N=106)</i>	<i>23</i>	<i>78</i>	<i>23</i>

### **Participants' perceptions of reasons preventing young people from obtaining paid employment**

Participants were asked to indicate up to three reasons preventing them from finding or looking for a local paid job and 327 responses were received (see Table 7). The top three reasons offered by participants were 'not enough work available in Franklin', 'no suitable work that I want available in Franklin', and 'lack skills or experience'. 'Transport problems' was a close fourth reason. There was no difference in responses by participants' ethnicity.

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<sup>8</sup> Percentage not reported due to small number of responses.

<sup>9</sup> Percentage not reported due to small number of responses.

<sup>10</sup> Due the low responses from Pasifika and Asian participants, they are included in the category of 'other ethnicity' for ethnic cross tabulation in this report.

**Table 7: Reasons preventing young people from obtaining a local paid job**

<b>Response options</b>	<b>Frequency</b>	<b>%</b>
<b>Not enough work available in Franklin</b>	<b>63</b>	<b>19%</b>
<b>No suitable work that I want available in Franklin</b>	<b>51</b>	<b>16%</b>
<b>Lack skills or experience</b>	<b>48</b>	<b>15%</b>
<b>Transport problems</b>	<b>44</b>	<b>13%</b>
Lack qualifications	24	7%
Young people don't get paid enough	20	6%
Not enough careers information	15	5%
Personal or family responsibilities	16	5%
Other commitment (study or sport)	15	5%
Don't want to stay in the area.	10	3%
Discrimination against young people	6	2%
Working hours don't match	6	2%
Lack CV and interview skills	3	1%
Don't need to work or not allowed to work	3	1%
I have an illness, injury or disability	3	1%
<i>Total (N=327)</i>	<i>327</i>	<i>100%</i>

### **Local paid jobs already available that interest participants**

Participants were asked to choose as many of the options of possible jobs on the list that interested them. A total of 238 responses were received. Four main choices were selected: 'accommodation and hospitality'; 'retail and administration'; 'manufacturing'; and 'education and training (see Table 8). The 'other' category comprised a range of jobs, including 'accounting and business', 'mechanical - engineering', 'arts and music', 'information technology' and 'media and acting', 'equine', 'defence force', 'marine engineering', 'maths', 'science', and 'transport'. This can indicate that young people are either unrealistic expectations of a part-time job, or that this question was misunderstood and that some participants listed jobs that interested them as a future career. Hence, some of these are not immediately relevant to their current age, qualifications or experiences. There was some difference in the responses by participants' ethnicity (see Table 9).

**Table 8: Local paid jobs that interest young people**

<b>Response options</b>	<b>Frequency</b>	<b>%</b>
<b>Accommodation and hospitality</b>	<b>50</b>	<b>21%</b>
<b>Retail and administration (i.e. sales assistant, receptionist)</b>	<b>49</b>	<b>21%</b>
<b>Manufacturing (i.e. steel, equipment, food production)</b>	<b>32</b>	<b>13%</b>
<b>Education and training (i.e. preschool, child care, school)</b>	<b>30</b>	<b>13%</b>
Construction	22	9%
Other	21	9%
Agriculture, forestry, fishing	19	8%
Health care and social assistance	15	6%
<i>Total (N=238)</i>	<i>238</i>	<i>100%</i>

**Table 9: Local paid jobs that interest young people by ethnicity<sup>11</sup>**

<b>Answer</b>	<b>Māori</b>	<b>NZ European</b>	<b>Other Ethnicity</b>
Accommodation and hospitality	13	33	10
Agriculture, forestry, fishing	4	13	4
Construction	8	13	5
Education and training	6	19	4
Health care and social assistance	4	10	2
Manufacturing	10	21	4
Other	4	17	4
Retail and administration	10	34	10
<i>Total (N=238)</i>	<i>59</i>	<i>160</i>	<i>47</i>

### **Participants' choice of paid work they would like to do**

This question allowed participants to state any paid work they would like to do. A wide range of jobs were mentioned, with some participants listing more than one preferred option. A total of 122 responses were received. The four leading choices replicated jobs that interested participants (reported in Table 8). It is to be noted that in this section some participants listed jobs that they would like for a part-time job as a student, however, survey respondents also

<sup>11</sup> Percentage not reported due to small number of responses.

identified what they would like to do as a future career. All these options are included in Table 10, and when added together, equate to almost half the respondents (43%) listing work that may link to career prospects.

**Table 10: Participants' choice of paid work**

<b>Response options</b>	<b>Frequency</b>	<b>%</b>
<b>Retail and administration (i.e. sales assistant, receptionist)</b>	<b>20</b>	<b>16%</b>
<b>Accommodation and hospitality (i.e. cafe, restaurant, take away)</b>	<b>19</b>	<b>16%</b>
<b>Manufacturing (i.e. steel, equipment, food production)</b>	<b>16</b>	<b>13%</b>
<b>Education and training (i.e. preschool, child care, school)</b>	<b>15</b>	<b>12%</b>
Health care and social assistance	9	7%
Journalism, media, acting	7	6%
Anything	6	5%
Agriculture, forestry, fishing	5	4%
Engineering	5	4%
Construction	4	3%
Work with animals	3	2%
Accounting	2	2%
Defence force	2	2%
Information computer technology	2	2%
Music	2	2%
Science	2	2%
Design	1	1%
Electrician	1	1%
Fighting/wrestling	1	1%
<i>Total (N=122)</i>	<i>122</i>	<i>100%</i>

### **Participants' perceptions on the most important thing to start paid work**

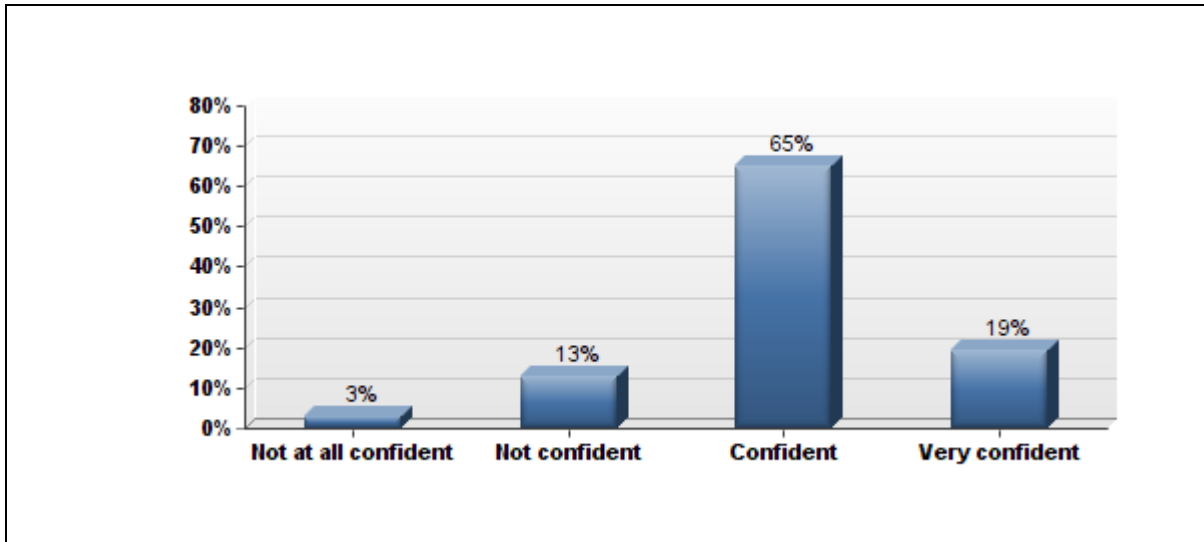
As can be seen from Table 11, participants selected 'more work experience and skills' and having a 'driver's licence' as the most important things to be able to start paid work. The third most important thing was 'more information about available jobs', with 'further education and training' a close fourth option. Some participants listed more than one preferred option. There was no obvious difference in this category by ethnicity.

**Table 11: Perceptions of the most important thing needed to start paid work**

<b>Response options</b>	<b>Response</b>	<b>%</b>
<b>More work experience and skills</b>	<b>42</b>	<b>29%</b>
<b>Driver's licence</b>	<b>29</b>	<b>20%</b>
<b>More information about available jobs</b>	<b>15</b>	<b>10%</b>
<b>Further education or training</b>	<b>13</b>	<b>9%</b>
Learn more about the specific employment area I am interested in	10	7%
Better career connection between school and possible employers	9	6%
How to communicate with work mates and/or employers	8	6%
Interview skills	6	4%
Other	6	4%
I need a buddy/mentor	5	3%
<i>Total (N=143*) *Some participants listed more than one option</i>	<i>143</i>	<i>100%</i>

**Confidence to start paid work**

The majority of participants (84% in total) felt 'confident (65%)' or 'very confident (19%)' to start paid work; sixteen percent of participants felt 'not confident or 'not at all confident' (see Figure 9). There was no obvious difference in this category by ethnicity. It is important to note though, this level of confidence may reflect on the findings that half of the participants were reportedly already in paid work.



**Figure 9: Confidence to start a paid job**

When compared across age groups, participants reported relative confident (see Table 12). The number of responses from 18 and 19 year old participants are too small to be sensibly analysed.

**Table 12: Confidence to start a paid job by age<sup>12</sup>**

Response option	16yrs	17yrs
Not at all confident	2	1
Not confident	3	6
Confident	33	27
Very confident	9	9
<i>Total (N=90)</i>	<i>47</i>	<i>43</i>

When compared across areas (see Table 13), participants across the different geographical areas felt relatively confident to start a paid job. Of the 43 participants in Pukekohe, 35 felt ‘confident’ or ‘very confident’, with 36 of the 42 participants in Waiuku offering similar responses.

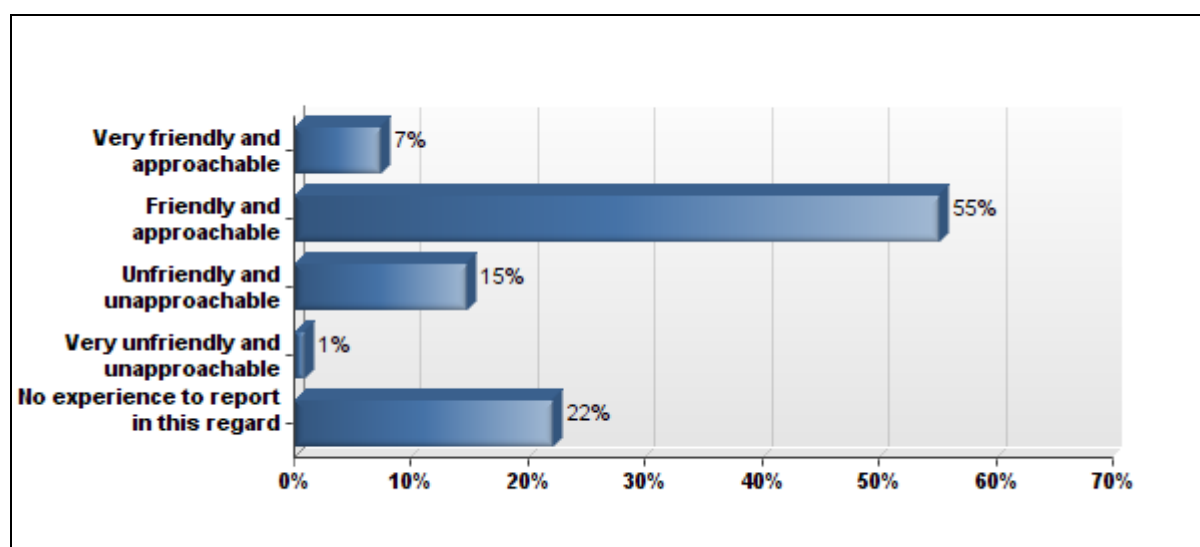
<sup>12</sup> Percentages not reported due to small number of responses in some categories.

**Table 13: Confidence for starting a paid job by area<sup>13</sup>**

<b>Response options</b>	<b>Pukekohe area</b>	<b>Waiuku area</b>	<b>Others</b>
Not at all confident	3	0	0
Not confident	5	6	2
Confident	29	27	14
Very confident	6	9	6
<i>Total (N=107)</i>	<i>43</i>	<i>42</i>	<i>22</i>

### **Attitudes of local employers towards young employees**

The majority of participants (62%) felt local employers were (very) ‘friendly and approachable’ (Figure 10). Smaller numbers of respondents felt that employers were ‘unfriendly and unapproachable’ (15%) or ‘very unfriendly and unapproachable’ (1%). 22% of participants had no experience to report in this category. There was some difference of response in this category by ethnicity (see Table 14).

**Figure 10: Attitudes of local employers toward young employees**

<sup>13</sup> Percentages not reported due to small number of responses in some categories.

**Table 14: Attitudes of local employers toward young employees by ethnicity<sup>14</sup>**

<b>Answer</b>	<b>Māori</b>	<b>NZ European</b>	<b>Other Ethnicity</b>
Very friendly and approachable	3	6	<b>0</b>
Friendly and approachable	10	42	14
Unfriendly and unapproachable	5	13	2
Very unfriendly and unapproachable	1	0	0
No experience to report in this regard	4	17	7
<i>Total (N=124)</i>	<i>23</i>	<i>78</i>	<i>23</i>

**Perceptions of reasons why employers do not employ more young people**

Participants were asked to report the most important reason why they thought local employers do not employ more local young people. The top four reasons were ‘lack of work experience’; employers think local young people are unreliable’; ‘there aren’t enough jobs available’; and ‘lack of qualification or skills’ (Table 15). When compared by location (Table 16), all areas ranked ‘lack of work experience’ and ‘employers think young people are unreliable’ highly. Participants in Waiuku regarded ‘there aren’t enough jobs in the area’, as a main reason. Participants in Pukekohe perceived ‘lack of skills and qualifications’ as an important reason. There was no obvious difference in this category by ethnicity.

**Table 15: Perceived reasons why local employers do not employ local young people**

<b>Response options</b>	<b>Frequency</b>	<b>%</b>
<b>Lack of work experience</b>	<b>36</b>	<b>31%</b>
<b>Employers think local young people are unreliable</b>	<b>31</b>	<b>27%</b>
<b>There aren’t enough jobs available</b>	<b>22</b>	<b>19%</b>
<b>Lack of qualifications or skills</b>	<b>20</b>	<b>17%</b>
Young people do not have a driver's license	4	3%
Other	2	2%
<i>Total (N=115*) *some participants listed more than one preferred option</i>	<i>115</i>	<i>100%</i>

<sup>14</sup> Percentage not reported due to small number of responses.



**Table 16: Perceived reasons by area why employers do not employ local young people<sup>15</sup>**

<b>Response options</b>	<b>Pukekohe area</b>	<b>Waiuku area</b>	<b>Other (including Clevedon)</b>	<b>Total frequency</b>
Lack of work experience	<b>15</b>	<b>8</b>	<b>9</b>	32
Employers think local young people are unreliable	<b>12</b>	<b>11</b>	<b>7</b>	31
There aren't enough jobs available	3	<b>16</b>	2	22
Lack of qualifications or skills	<b>8</b>	5	<b>3</b>	16
Other	5	1	1	7
Young people do not have a driver's license	0	1	0	1
<i>Total (N=107)</i>	<i>43</i>	<i>42</i>	<i>22</i>	<i>107</i>

### **Things that local employers can do to attract more young workers**

Three main areas arose when participants indicated the most important thing that employers could do to attract more young workers (see Table 17): 'more flexible hours' (31%); 'opportunities for increasing skills' (21%); and 'a more friendly attitude towards young employees' (21%). The latter finding is higher than the previously identified 16% of respondents who felt that employers were unfriendly and unapproachable, as reported in Figure 10. Ten percent of respondents identified higher wages as being necessary to attract young workers. There was no obvious difference in this category by participants' ethnicity.

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<sup>15</sup> Percentages not reported due to small number of responses in some categories.

**Table 17: Things local employers can do to attract more young people**

<b>Response options</b>	<b>Frequency</b>	<b>%</b>
<b>More flexible hours (i.e. for my family, training, education)</b>	<b>34</b>	<b>31%</b>
<b>Opportunities for increasing skills</b>	<b>23</b>	<b>21%</b>
<b>More friendly attitude towards young employees (i.e. kindness, understanding, trust)</b>	<b>23</b>	<b>21%</b>
Higher wages	11	10%
Other	5	5%
Opportunities for further study or work toward qualifications	4	4%
Better work environment	3	3%
Employers support young people's career hopes and dreams	3	3%
Employers offer different career opportunities	1	1%
<i>Total (N=107)</i>	<i>107</i>	<i>100%</i>

The issue of more flexible work hours also attracted a number of comments in the open responses question:

*“People need to juggle work between schooling and sporting commitments and (this) can be difficult ...when there is no transport available for the majority of 16 year olds who live out of town”.*

*“...working hours of young people do not always match the employer’s preferences. It is important that there are part-time jobs out there for college students that are flexible, so that the students are able to come in and work after college, weekends, or in their free periods”.*

Some participants’ comments in the open response question provided additional insights as follows:

*“A lot of jobs require 'experience'. It is quite hard to get experience when you need experience”.*

*“Young (job) seekers are actually great workers but we never get the chance to prove how good of a worker we are. We are more capable (but) the problem is no one is willing to take that risk in regards of business achievement”.*

*“A lot of employers are only willing to hire workers who have previous work experience. But not many people are willing to provide work experience”.*

## **Discussion**

The purpose of this research was to seek the perspectives of young people aged 16-19 in Franklin regarding:

- barriers in the local employment sector
- opportunities in the local employment sector
- thoughts on being ‘work ready’
- preparing young people for employment
- preparing local employers to employ young people

In terms of barriers, about half of the participants reportedly did not have any paid work, and felt finding local paid (part-time or full-time) employment difficult. This level of employment is high compared to the official statistics for Auckland<sup>16</sup>. This was partly attributed to not enough work being available, although it seems from other responses that this was mainly linked to ‘unsuitable’ employment – i.e. that opportunities did not match a skill set, hours available to work, or were not accessible.

Participants in Pukekohe reported fewer problems with transport and relatively more young people in this area worked in comparison to other areas. Whilst the low responses for 19 years olds make it difficult to draw conclusions, it is noticeable that all 19 year old participants indicated difficulties in finding a job, with their ‘lack skills or experiences’ and ‘transport problems’ as being key employment barriers.

With regards to opportunities, most participants indicated a wide interest in jobs, ranging from retail and administration, accommodation and hospitality to manufacturing. In the survey responses, some of the participants indicated an interest in jobs for a future career rather than part-time jobs. This may point to unrealistic expectations, however, there was a strong theme overall, that participants were interested in work that allowed opportunities for increasing their skills and/or which are linked to career prospects. When the responses in

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<sup>16</sup> 26 % of population aged 15-19 was in employment (part-time or full-time) in the greater Auckland.

Table 17 to ‘opportunities for increasing skills’ (21%) are considered alongside the additional 4% of participants who indicated ‘opportunities for further study or work toward qualifications’ as important, and the 3% who opted for ‘supporting young people's career hopes and dreams’ as things employers can do to attract more young people, a total 29% of participants can be seen as interested in more than just paid part-time employment. This was also highlighted in Table 10 where almost half of the respondents indicated that work linked to career prospects would interest local young people.

It can be inferred from the responses that some participants potentially fail to see the benefit of obtaining work experience of any kind, in building towards future employment opportunities. Similarly, they potentially fail to see the need to compromise on their out of school activities or the types of part-time jobs they could expect. There is a need to communicate to young people that, irrespective of the type of work, any work experience is a strong indicator to employers that someone is ready and willing to work and that any work experience on a curriculum vitae is valuable in advancing future career prospects.

The majority of participants felt confident to start paid work. Participants reportedly felt confident to ‘start’ a job, but to ‘find’ a job seems to be difficult. Participants identified the importance of having work experiences and skills, as employers were unlikely to hire new job seekers without work experience. They also saw the necessity of a driver’s licence and getting information about available jobs. Holding a driver’s licence was key for accessing work in more remote areas across Franklin. These findings are consistent with a Local Board Snapshot of education, learning and skills in Franklin (COMET Auckland, 2015), highlighting qualifications, communication skills, a driver licence, and connections from families, community, sport, church, and culture groups as requirement for young people to start their first job.

Participants suggested more flexible working hours, opportunities for increasing skills and a friendlier attitude towards young employees as ways which local employers could employ more young people. These are consistent with the unaccommodating work hours and lack or mismatch of skills to opportunities which had previously been perceived as employment barriers.

There were some differences in responses by participants' ethnicity. New Zealand European and Maori participants reported more difficulties in finding a job than other groups. Participants of other ethnicity (including Asian and Pasifika) rated 'construction' as the 3<sup>rd</sup> choice of job that interested them, which no other groups included in their first three choices. Some of the Maori and New Zealand European participants reported employers to be 'very friendly and approachable'. Due to low responses in some categories, it is recommended that some of these themes be explored in more depth through individual or groups interviews.

The issues highlighted above cannot be fully resolved by either young people's individual efforts or solely by employers. It indicates the importance of an effective partnership to support both young job seekers and local employers within Franklin. The following main recommendation can be made based on the findings:

- offer job opportunities that will increase young people's skills for career prospects. This may include pathways from school to further education and/or vocational training for young people around key industries in Franklin; making the links between part-time jobs and career prospects clearer; and/or establishing a better career connection between local schools and local employers. Wide use of service like Youth Connections<sup>17</sup> and Gateway<sup>18</sup> will be beneficial to supporting young people into jobs.
- offer contracts with flexible hours in industries where this is possible. This may be advanced through better public transport and/or more young people obtaining a driver's licence, although this is naturally and expensive and longer-term solution.
- realigning young people's expectations of work with the value of obtaining work experience.

Even though the following did not develop into strong themes, a few respondents reported passionately about the need for young people to be supported to obtain employment. Two recommendations can be offered in this regard from a few related responses:

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<sup>17</sup> Young Connections connect young Aucklanders with local opportunities including jobs.

<http://www.youthconnections.co.nz/>

<sup>18</sup> Gateway is a programme funded by the Tertiary Education Commission (TEC) that enables secondary school students to experience real workplaces. <http://www.attto.org.nz/in-the-workplace/employers/gateway>

- establish an (online?) system where available jobs are advertised more widely, and increasingly promote existing services like Youth Connections and Gateway.
- help young people to increase their communication skills with employers and colleagues (i.e., adults); to win job interviews; and to develop their curriculum vitae.

The findings show that Franklin young people were thinking about jobs that enabled access to money, and were considering jobs in the context of their future employment. Similarly, they were realistic in their perceptions of what it takes to get employed, but constrained by pragmatics, such as juggling other commitments with employment, as well as managing transportation. The perceived friendliness and approachability of employers in the Franklin area provides a good platform for future engagement about youth employment matters.

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## **Appendix 1: Participants Information Sheet (PIS) for Youth Leaders**

### **PARTICIPANT INFORMATION SHEET**

(Youth leaders / event organisers)

**Project title:** Youth Employment Scoping Research in Franklin, Auckland

**Researchers:** Associate Professor Christa Fouché and Dr Hyeun Kim

Christa and Hyeun are from the University of Auckland. They are interested in understanding young people's experiences of employment, and have worked with young people for a number of years.

#### **Invitation:**

You have been identified by staff at the Auckland Council as a youth leader or organiser of a youth meeting/event. We request your consent and support to approach members of your youth group aged between 16 and 19, to participate in a 10 minute online survey on paid jobs in Franklin.

#### **What are the aims and benefits of the research?**

The aim of this research is to explore young people's experiences on barriers and opportunities in seeking local paid jobs, their views on local employers and their attitudes, and their needs and hopes for becoming well prepared for employment of their choice. The results will provide helpful guidance to the Franklin Local Board in their decision making and planning towards local youth employment.

#### **What is your role as youth leader/organiser?**

Donna Dick (Community Development Facilitator South, Auckland Council) has contacted you and made this Participant Information Sheet (PIS) and Consent Form (CF) available to you. We request your consent to allow researchers from the University of Auckland to attend a meeting, inform young people about this research, and invite them to participate in a survey. Our researchers will attend at a mutually convenient time and set up 10 iPads at each site to enable young people to complete the online survey. You are requested to help facilitate this process. You may withdraw your consent at any time.

#### **What is expected of young people?**

It is totally voluntary (their choice) to participate in the survey and information will be anonymous – no identifying information will be recorded. The questionnaire will likely take around 10 minutes to



complete on an iPad that we will provide. Young people will be given an opportunity to ask some questions to our researchers about the research and questionnaire before participating. As a voluntary participant, they have the right to stop at any time or refuse to answer questions.

**What happens to the information young people share in the interview?**

Once data is gathered, the researchers will analyse the data and report the findings to the Auckland Council. Answers from the questionnaire will be stored electronically for six years. Young people will not have the opportunity to view or edit the information that they provided, as all information will be anonymous.

**What should I do next?**

Please contact Hyeun or Donna if you are willing to participate, so that they can make the necessary arrangements with you. If you have any questions, please contact either Christa on 09 623 8899 ext. 48648 or [c.fouche@auckland.ac.nz](mailto:c.fouche@auckland.ac.nz). Or contact Hyeun on [hyeeun.kim@auckland.ac.nz](mailto:hyeeun.kim@auckland.ac.nz). For any queries regarding ethical concerns, you may contact the Chair, The University of Auckland Human Participants Ethics Committee, Private Bag 92019, Auckland 1142 or phone 09 373-7599 extn. 83711.

APPROVED BY THE UNIVERSITY OF AUCKLAND HUMAN PARTICIPANTS ETHICS  
COMMITTEE ON 16/6/15 FOR 3 YEARS, REFERENCE NUMBER 015125

## Appendix 2. Consent Form (CF) for Youth Leaders

### CONSENT FORM (Youth leaders / organisers)

**Project title:** Youth Employment Scoping Research in Franklin, Auckland

**Researchers:** Associate Professor Christa Fouché and Dr Hyeun Kim

- I have read the Participant Information Sheet, had the opportunity to ask questions and have them answered to my satisfaction.
- I agree to facilitate the attendance of researchers at a youth group meeting / event to invite young people to participate in a survey.
- I understand that I may withdraw my consent at any time
- I understand that the information shared by members of my group will be reported to the Franklin Local Board in their decision making and planning towards local youth employment
- I understand that electronic data and this consent form will be kept separately in a secure storage at the University of Auckland archives for 6 years, after which they will be destroyed.

Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_\_

APPROVED BY THE UNIVERSITY OF AUCKLAND HUMAN PARTICIPANTS ETHICS  
COMMITTEE ON 16/6/15 FOR 3 YEARS, REFERENCE NUMBER 015125

**Appendix 3: Advertisement / Flyer for recruiting participants**

**Youth Employment Scoping Research in Franklin, Auckland**

*Would you like you to participate in a  
10 minute survey  
to make your opinions about employment  
known to the Auckland Council?*

*We are inviting young people aged between 16 and 19, who live in the Franklin area of Auckland to share their experiences of paid work or job seeking. The results of the survey will provide helpful guidance to the Council in their decision-making about local young people's employment.*

*It is totally voluntary (your choice) to participate in the survey. You won't be asked to write you name on the survey, and can stop anytime or refuse to answer questions. You will complete the survey on an iPad that we will provide.*

*Yeah, it's that easy!*

*If you have any question about this, please talk to your leader/organiser, the researchers at the youth meeting or contact Hyeun (pronounced Hae-en) from University of Auckland on [hyeun.kim@auckland.ac.nz](mailto:hyeun.kim@auckland.ac.nz).*

APPROVED BY THE UNIVERSITY OF AUCKLAND HUMAN PARTICIPANTS ETHICS COMMITTEE ON 16/6/15 FOR 3 YEARS, REFERENCE NUMBER 015125

## Appendix 4: Questionnaire

Thank you for your willingness to consider participating in this research. We are inviting young people aged between **16 and 19**, who live in the Franklin Local Board area of Auckland to share their **experiences of work or job seeking**. It will take around **10 minutes** to complete. Please click the answer each time that is most relevant to your experience. Thank you very much for your time.

By participating in this survey, you agree that:

- you understand the purpose of the research
- you have had the opportunity to ask questions and have them answered to your satisfaction
- taking part in this research is voluntary (your choice)
- you can stop the survey at any time or choose not to answer a question
- you understand that you will not be asked to provide your name or any identifying information and nobody will be able to link the responses to you. As such, you will not have the opportunity to view or edit the information you provide
- the information you share will be reported to the Franklin Local Board (Auckland Council) and used in decision making and planning in relation to youth employment
- data from the questionnaire will be kept at the University of Auckland for 6 years

1. How many hours paid work do you do per week?

- none
- 1-5 hours
- 6-10 hours
- 11-20 hours
- 21-30 hours
- 31-40 hours
- 40+ hours

2. How easy is it for young people to find a local paid job?

- Very easy
- Easy
- Difficult
- Very Difficult

3. What are the three main reasons that stop you from getting or looking for a local paid job? (Tick any three options)

- Not enough work available in Franklin
- No suitable work that I want available in Franklin
- Don't want to stay in the area.
- Lack qualifications
- Lack skills or experience
- Transport problems
- Not enough careers information
- Young people don't get paid enough
- Personal or family responsibilities (i.e. looking after siblings, children)
- I have an illness, injury or disability
- Other \_\_\_\_\_

4. There are local paid jobs already available in Franklin (listed below). What interests you? (Tick as many on this list that applies)

- Manufacturing (i.e. steel, equipment, food production)
- Agriculture, forestry, fishing (i.e. farming, vegetable growing)
- Retail and administration (i.e. sales assistant, receptionist)
- Education and training (i.e. preschool, child care, school)
- Construction (i.e. building)
- Health care and social assistance (i.e. residential care, welfare support worker)
- Accommodation and hospitality (i.e. café, restaurant, take away)
- Other \_\_\_\_\_

5. What paid work would you like to do? Write any from the above list or your own choices.

(Can be more than one)

6. What is the most important thing that you need to start paid work?

(Tick only one from these options, but add any additional views to 'other')

- More work experience and skills
- Further education or training
- Driver's licence
- Interview skills
- I need a buddy/mentor
- Learn more about the specific employment area I am interested in
- Better career connection between school and possible employers
- More information about available jobs
- How to communicate with work mates and/or employers
- Other \_\_\_\_\_

7. How confident are you of starting a paid job?

- Not at all confident
- Not confident
- Confident
- Very confident

8. The attitudes of local employers towards young employees/job seekers are...

- Very friendly and approachable
- Friendly and approachable
- Unfriendly and unapproachable
- Very unfriendly and unapproachable
- No experience to report in this regard

9. What is the most important reason in your view why local employers do not employ more local young people? (Choose only one of these options)

- Lack of work experience
- Lack of qualifications or skills
- Young people do not have a driver's license
- There aren't enough jobs available
- Employers think local young people are unreliable
- Other \_\_\_\_\_

10. What is the most important thing in your view that local employers can do to attract more young workers? (Choose only one of these options)

- Better work environment
- More friendly attitude towards young employees (i.e. kindness, understanding, trust)
- Opportunities for increasing skills
- Employers support young people's career hopes and dreams
- Employers offer different career opportunities
- Opportunities for further study or work toward qualifications
- More flexible hours (i.e. for my family, training, education)
- Higher wages
- Other

11. Please provide any information that you think is important about work or job seeking for young people in the Franklin area that we have not asked above.

12. What is your age?

- 16
- 17
- 18
- 19

13. What is your gender?

- Male
- Female
- Other \_\_\_\_\_

14. Where do you live?

- Clevedon area
- Pukekohe area
- Waiuku area
- Beachland area
- Other \_\_\_\_\_

15. What is the highest qualification that you have completed?

- No qualification
- NCEA Level 3 certificate
- NCEA Level 2 certificate
- NCEA Level 1 certificate
- Other \_\_\_\_\_

16. What is your ethnicity? (Tick as many you need)

- Māori
- NZ European
- Pacifica
- Asian
- Middle Eastern/Latin American/African
- Other Ethnicity \_\_\_\_\_