



Our Vision

Marlborough supports a future-facing and sustainable economy with opportunities for all, where employment, training, mentoring and innovative career pathways reflect a strong connection between industry, community and education.

Background

Smart+Connected is Marlborough's regional economic development programme. Support is given to both communities and industries to strengthen collaboration through:

Being smart – Thinking strategically – becoming more efficient, creating new solutions, and leveraging those solutions to create new opportunities.

Being connected – Acting collaboratively – staying informed, and supporting each other locally, nationally and internationally.

The Smart+Connected Labour & Skills initiative was established in 2018 to respond to an increasing labour and skills shortage in the Marlborough region. It is a coordinated, multi industry, cross-sector approach.

The programme was refreshed in November 2020. The Steering Group of representatives from industry, education and training, youth development and Council are overseeing a number of new projects that will achieve the programme's priorities.

Shared Priorities

2020 – 2021



Engaged Youth:

Increase support for youth in understanding and securing local education, training and employment opportunities.



55+:

Maximise opportunities for the 55+'s to transfer their skills, knowledge and experience to help fill shortages.



Regional Skills and Employment Initiatives:

Leverage regional skills and employment initiatives for the benefit of Marlborough.



Employers Support:

Employers to create a workplace and a culture that is attractive to employees and beneficial to the business now and in the future.



Māori and Pasifika:

Engage Māori and Pasifika people to create culturally appropriate labour and skills initiatives.

Collaborative Projects

2020 – 2021

PRIMARY INDUSTRY PERCEPTION:

Identify and address the reasons behind the negative perception of the primary industry as a career choice.

EMPLOYMENT SKILLS READY TRAINING:

Achieve the right mix of school-based and tertiary vocational training to ensure Marlborough's young people have the skills and readiness for employment.

MARLBOROUGH SKILLS CENTRE:

Create a physical place for jobs and skills promotion and training in Blenheim's town centre.

REGIONAL EMPLOYMENT COMMUNICATIONS STRATEGY:

Create a regional industry communications strategy to make it easy for people to share information about employment initiatives and opportunities.

UNCONVENTIONAL EMPLOYMENT OPPORTUNITIES INCLUDING FOR PEOPLE OVER 55:

Support employers to implement flexible and unconventional working arrangements through job crafting and using the expertise of 55+ people.

EMPLOYMENT FORTNIGHT:

Create a region-wide approach to career promotion over an agreed fortnight to better connect the various existing initiatives.

FUTURE OF WORK INDUSTRY EVENT:

Connect up discussions about the Future of Work across the region through an inspirational event.

"It's fantastic to be part of a group of industries from right across Marlborough all banding together to solve our labour and skills challenges. Council have shown great leadership, and with the support of schools, training organisations and government there's a lot we can achieve working together" - **Vance Kerlake, Wine Marlborough.**