

<b>Officer responsible</b> CEO, CDC	<b>Author</b> Brigid Lenihan
Corporate Plan Output: Employment Advice to Council	

The purpose of this report is to update Strategy and Resources Committee on the Canterbury Development Corporation’s involvement in the Bertelsmann Cities of Tomorrow project.

The Cities of Tomorrow conference held in Phoenix, Arizona was attended by 80 people from:

- Hannover, Germany
- Essen, Germany
- Tilburg, Netherlands
- Delft, Holland
- Braintree, England
- Quebec, Canada
- Phoenix, America
- Farum, Denmark
- Mitaka, Japan
- Hameenlinna, Finland
- Christchurch, New Zealand (Brigid Lenihan)

**Cluster meetings were held on the following topics:**

- Senior Citizens
- Children and Youth (Christchurch Lead City)
- Employment

**Site visits were held at:**

- Bank of America Credit Card division
- Community Employment Centres - Friendly House
- STRIDE - Successful Training Resources Individual Development
- Phoenix enterprise Community
- Career Redevelopment Centre
- Indicators project
- Council Meeting
- Televised panel interview with Bertlesmann participants

Several of these projects/visits were of particular relevance to Christchurch. The information gained has been used to further develop services for job seekers in Christchurch.

**CAREER REDEVELOPMENT CENTRE**

Proposals have been put to the Strategy and Resources Committee to fund a Career Redevelopment Centre as seen in Phoenix. This service would provide support for those facing career changes but may not qualify for unemployment benefit and related services from WINZ. Others may not be able to afford consultancy costs for compiling

a CV - in fact, the lack of a computer to type and print a CV customised to a particular vacancy can be a real barrier to employment.

### **SOCIAL INDICATORS**

A meeting was held with Ryan Johnson from Arizona State University to get information on the development of the “What matters in Greater Phoenix” indicators project. Much of the information gathered in this meeting has been helpful in progressing the local indicators project.

Material from Phoenix was used to endorse an approach to The Press for sponsorship and support for an Indicators project for Canterbury. Ongoing liaison with Ryan Johnson will be useful during the community consultation process and other developmental stages of the project.

### **STRIDE/FRIENDLY HOUSE/PHOENIX ENTERPRISE COMMUNITY**

These were all examples of how the Phoenix Council worked in conjunction with federal government in providing employment services for their community. It was very useful to see the professionalism of the organisations and their pride in their work. Another striking aspect was the autonomy allowed in how programmes were delivered - the emphasis was on actual support and success on the movement of participants in to training or employment. This was in contrast to the prescribed approach which has tended to permeate central government programmes in New Zealand. Opportunities to discuss these issues with such a broad range of people attending Bertlesmann was validating of the approach Christchurch City Council takes in providing services relating to employment and economic development.

### **CDC IN THE INTERNATIONAL FORUM**

A particularly interesting aspect of my participation in the Conference was the Employment Cluster. There was considerable debate (made even more difficult by language difficulties) on how employment and economic development complemented each other. Eventually, the CDC model was put up as a suggestion and was adopted universally as the prototype for future development of the cluster. The great thing about this was the profiling of what CCC is doing in the area of employment and economic development and receiving recognition for its proactive approach.

### **Chairman's**

**Recommendation:** That the information be received.