



TUESDAY 17 MAY 2011

COMPANY PLANNING GUIDE

: COMPANY RESOURCE MATERIAL

This information is designed to provide you with greater detail that will assist you in planning for Workchoice Day. It should be used in conjunction with the [Planning Coordinator Planning Sheets](#).

: WORKCHOICE DAY: BACKGROUND AND OBJECTIVES

The Workchoice Day Programme has been designed to give Year 12 (Sixth Form) Students career exposure. Students visit two different organisations in one day and are able to learn about the range of jobs within that organisation.

The objective of the programme is not about work shadowing or work experience but is designed to come before such programmes. Workchoice gives students a valuable chance to visit new environments, ask questions and see jobs in action before they narrow down their career options and start work experience programmes such as Gateway.

It is also an opportunity for a wide range of organisations to have more contact with schools and may be helpful in building school/industry links. The ongoing development of the [Workchoice website](#) seeks to further facilitate such links.

: WHO WILL BE VISITING YOU ON WORKCHOICE DAY?

You will be hosting two groups of twenty students (or groups of ten in some regions). Each group will be from a different school. The students are Year 12 (Sixth Form – approximately 16 years old) and will be accompanied by a supervisor from the school.

TIMETABLE:

10.00am – 11.45am	Visit One
11.45am – 12.15pm	Host first group for lunch*
12.15pm – 12.45pm	Travel time
12.45pm – 2.30pm	Visit Two

*REMEMBER: You need to provide lunch for the first group. An extra 30 minutes has been added to the session to allow for this. Staying to the timetable is important so each group can arrive and depart on time.

: HOW ARE THE STUDENTS SELECTED?

Students select the industries they are most interested in visiting and the schools arrange the groups based around these choices. The subjects students are studying is also taken into consideration.

: COMPANY VISIT PROFILE

Companies are also required to complete a Company Visit Profile online (login information will also be sent to you). Schools will use the information you provide in this as the basis for selecting student groups, so please be as specific as possible. The more information you can provide about jobs that will be profiled, the better the school can select the students. If you have completed this information previously, you will simply need to update it to reflect this year's visit. There is also a public profile on the website that can be viewed by the general public, allowing you to give more information about your company and specific information to school students who are looking at careers in your industry. This information will also reach students who may not get the opportunity to visit your company on Workchoice Day.

: WHEN WILL YOU KNOW WHO IS COMING?

Information about the school groups visiting your company will be provided to you shortly. You will be able to login to the website and access a School Profile about the visiting schools. This profile contains contact information and also general information about the school. This information will give you some insight into the students visiting so you can cater to this in the presentations.

: SUGGESTIONS FOR STRUCTURING THE DAY

Have your Chief Executive, Managing Director or senior representative available to greet each group. S/He should welcome the students to your organisation and explain what the organisation is and does. If your company is hosting nationwide, you should speak to your head office to see if a general company profile is available.

After this general introduction, students should be organised as per the following recommended options:

- (a) Break the group into two smaller groups of ten and introduce them to different work roles in the work environment or
- (b) Break the group into smaller groups (five per group) and rotate them around a wider range of functions or
- (c) Keep the group together and bring in different company representatives to discuss their job roles, qualifications, backgrounds etc. **If this option is chosen, it is important to include a tour of the business and some type of hands on activity.**

NOTE: Students are more likely to feel comfortable asking questions and remain more attentive in smaller groups so the first two options are preferable. The third option should be used only if safety or confidentiality could be a problem.

To ensure maximum interest and participation, your presentation should be varied. We suggest:

- # A tour of your premises (remember, what may seem ordinary to you is all new to our students!).
- # An overview of your organisation's activities.
- # A wide variety of employees to meet.
- # Wherever possible, a little 'hands-on' activity. While it might seem hard to come up with something interactive in some environments, students will respond well to something as simple as the "speed dating" approach. Break students into groups of two or three and give them two-four minutes with different staff members. In that time, students should ask that staff member as many questions as they can.
- # 'Question Time' (students can be slow to take the initiative so you may want to prepare some questions for them).

: WHO SHOULD REPRESENT YOUR ORGANISATION?

JOB ROLES: A mixture of those jobs which are distinctive to your type of organisation and those that are more general. You may wish to discuss this with your visiting schools. If you are highlighting a particular area with skill shortages, this should be highlighted in advance – although there is still room to show the complimentary jobs within the organisation.

For example, in one organisation a student may meet:

- # CEO / General Manager - Introduction
- # Receptionist
- # Sales/Marketing Representative
- # Technician
- # Accounts Clerk
- # Secretary
- # Computer Administrator
- # Mentor (if your company has a mentor for the Workchoice online forum)
- # Other representatives:
 - o The youngest member of staff (e.g. how did they get their job?)
 - o Staff members of different ethnic background

: HOW SHOULD YOUR REPRESENTATIVES PREPARE?

Again, the focus is on careers and on individual personal experiences. **Remember to use simple language and avoid jargon.**

THE STUDENTS WILL BE INTERESTED IN:

- # What does each job involve?
 - o What do they do?
 - o Who do they work with?
 - o Duties, functions, tools, materials.
- # What the person does/doesn't like about the job?
- # Why did the person choose this job?
- # How did they get it?
- # What qualifications did they require/do they hold?
- # What other training have they undertaken?
- # What might this job lead to?
- # What jobs are available in your organisation?
- # What skills are needed for these jobs?

The students will have worksheets that include prompts for questions along these lines. You may also provide handouts.

SOME OF THE QUESTIONS THE STUDENTS COULD BE THINKING:

- # What is the size of the organisation?
- # Is it local, national or international?
- # Does the organisation have any competitors?
- # How does the organisation market itself?
- # What plans does the organisation have for the future?
- # What are the hours of work?
- # What prospects are there for promotion?
- # How does the organisation recruit people?

NOTE: Students may ask questions about salaries. Please make your representatives aware of this.

: NEED FOR CAREFUL SUPERVISION

Please remember that the students are inexperienced and they will not be familiar with any hazards on your premises. They will not be aware of the damage that could be done to your equipment/processes by inappropriate actions. It is important for you to supervise the students closely while they are on your premises. If you have particular hazards or safety concerns, these should be discussed with the school in advance so that students can be properly prepared.

: MAKING THE MOST OF WORKCHOICE DAY IN YOUR ORGANISATION

We know that students benefit from spending time with you during Workchoice Day. It should also be a positive experience for your own staff. Many of them will support the programme, perhaps as parents or through their own experience in making career choices.

Below, we have a few suggestions to help you to make the most of this opportunity.

- # Internal communication – use in-house newsletters, memos, email, notice board to advise staff of the visits.
- # Hold a briefing session – involve just the staff who are speaking to students, or broaden it to include all staff.
- # Staff and students interact over lunch – involve your staff at lunchtime (not just those participating in the programme).
- # Company information samples – appropriate handouts or samples may be offered.
- # Brainstorm your visit with a wide range of employees.

: BEYOND WORKCHOICE DAY

Many companies comment that they invest a lot of time for just one day. But Workchoice can extend beyond just one day.

To begin with, capture students' attention before they even go out on Workchoice Day. The Workchoice student website, www.choicestudents.co.nz enables companies to provide company and job profiles in written or video format. Students last year in particular commented on wanting to see more job profiles. If you have any content that would be suitable, we would welcome it.

Further, in the lead up to Workchoice Day, students participate in the 10 Days of Workchoice. Each day is sponsored by a different company, with their company profile playing on the homepage video, along with written content about career opportunities at that company. This gives companies the opportunity to put their brand in front of many more students than they can reach on Workchoice Day. If you are interested in learning more about any aspect of the student website, please do contact us.

Workchoice Day itself is a big day for students. They take in a lot of information in one day and are often overwhelmed by everything they see. Quiet students do not equal bored students. Schools often report that the stereotypical light bulb only lights up sometime after the day. Make the most of this and contact students after the day. Get students email addresses before they leave (only a few don't have one) and send them an email newsletter after the event.

If you do spot a particularly keen student on the day, touch base with his/her Careers Advisor and see if there is room to establish a Gateway relationship with the student. If not, perhaps you have some kind of part time employment opportunity (after schools/weekends/busy season) that you could offer to the student.

If you have a more general part-time/after school/holiday job that would suit a secondary school student, you can also contact Workchoice. The Workchoice student website has a student jobs section and we are able to load jobs for you. Sponsored by heraldjobs.co.nz, students can apply online directly to you.

Even if students have been inspired by what they've seen on Workchoice Day, they often won't make contact with a company due to fear of rejection/appearing stupid/shyness. Students will often take the safer option and won't put their hand up and say 'pick me'. By keeping in touch with them after Workchoice Day, you could really impact on their career planning.

If you are interested in taking the relationship a step further, we do have opportunities for mentors. Please contact us to discuss further.

: MORE QUESTIONS?

The Workchoice Trust is running planning workshops in various regions throughout March. These are attended by both company and school representatives and as such, are a valuable way for you to sound out your ideas to those who know students best. To find out about workshop times and locations, please [click here](#). If you are unable to attend a workshop but would like to talk over your ideas, please don't hesitate to contact your Workchoice contact.

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