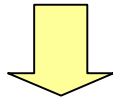


Migrants

Entering the workforce is the greatest concern of working age migrants, skilled & semi-skilled

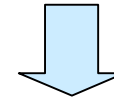


Biggest Barriers for Migrants

- Lack of experience & skill recognition
- Inability to get a foot in the door

Employers

Shortage of skilled workers impeding economic growth in the Auckland region



Biggest Barriers for SMEs

Capacity to manage real or perceived risk re: employing migrants

The Context

- Increasing reliance on migrants
- 38% population employed by SMES of 20 and fewer people
- 28% working population employed by SMEs of 20 -100 people
- Over 65% migrants settle in Auckland

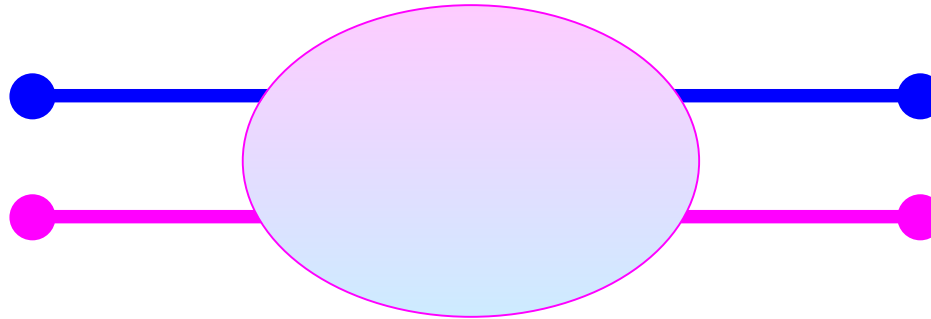
EMPLOYERS

Strategy
Focus



Insufficient
Capacity

Sufficient
Capacity



Minimum

Motivation/Openness

Maximum

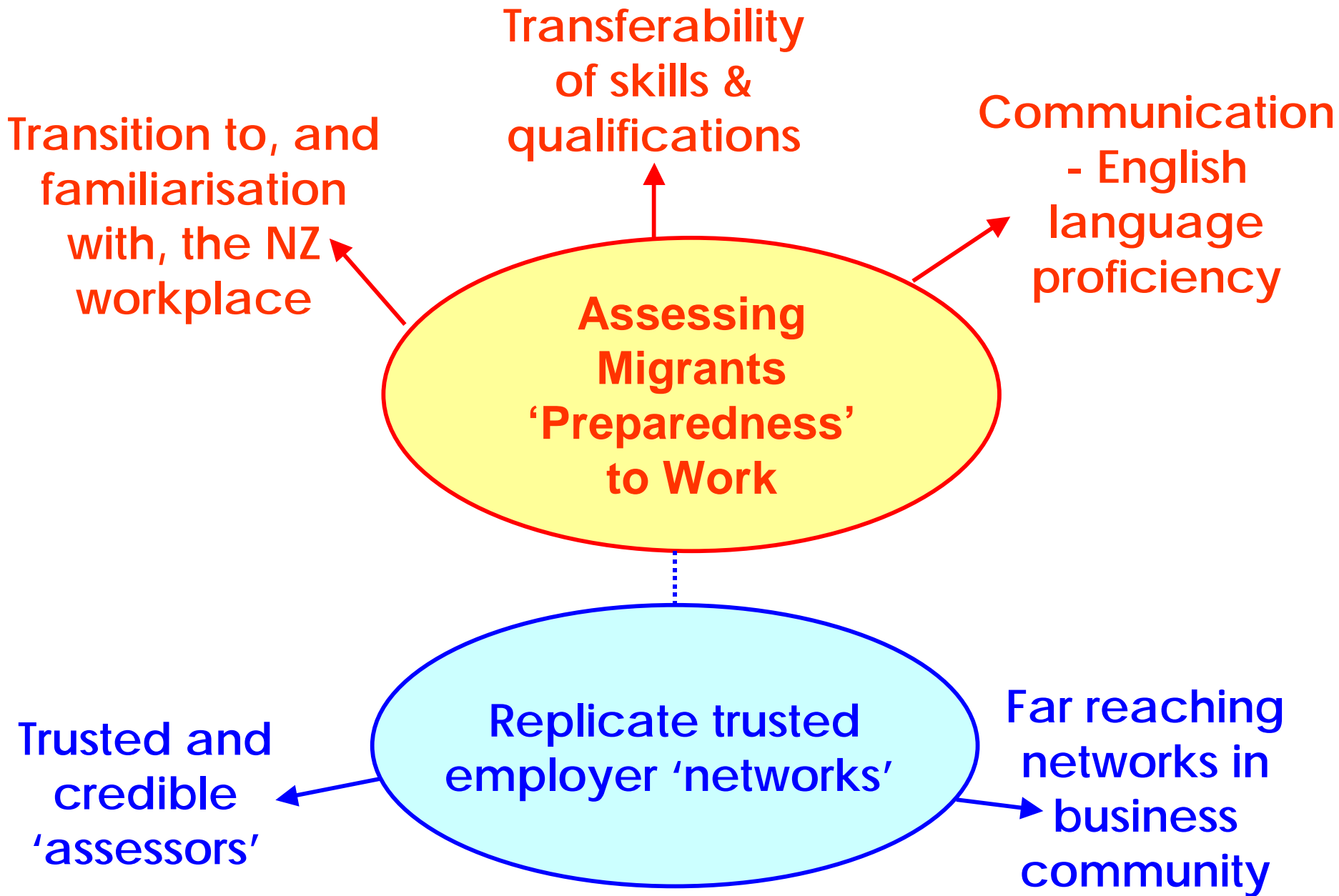
Motivation/Openness

Reducing Risks

Assessing
migrants
'preparedness'
to work

Positive stereotyping
'migrants are good for
business'

Replicate trusted
employer 'networks'



**Demonstrate
clear economic
advantages
– increasing
profitability**

**A pragmatic, not
a moral, issue**

**With low UE,
migrants can
support business
survival**

**Positive stereotyping
'migrants are good for
business'**

**Identify
influencers
– visible and
recognisable
role models**

**Profile 'good
luck' stories**

**Use Employer
Champions –
known business
people to support
migrant
employment**