

## futureintechambassadorskickoff

Futureintech Ambassadors have started work in local classrooms, helping out on practical projects and talking to students.

### Reaching the next generation

Ambassadors are young professionals working in technology, engineering and science who have volunteered to work with local schools. This can be as simple as answering questions from students via email and phone, making the occasional visit to the classroom to help on a project, or talking to students about their jobs.

The long term aim is to excite and inspire more students to study technology, engineering and science. Research shows that young people don't like marketing hype or lectures, but do respond to hands-on involvement with young people closer to their own age.

Some projects worked on include designing basic playground equipment and seats; baking and selling cookies; small-scale electronics projects, and even just improving health and safety processes.

### Ambassadors in the community

Already in Wellington Ambassadors have spoken at various careers events and are investigating a playground development with an inner-city school. Derrick Lauchlan from Windsor Engineering Group spoke to students at Tawa College recently and was hugely impressed by the experience.

"Honestly, I wasn't expecting much interest from the kids and I expected to be quite frankly bored. However, I

found the total opposite – I was busy talking to people for two hours and they asked some excellent questions! The kids were very responsive and we found a lot of kids that were genuinely interested in pursuing an engineering career."

The first priority for Ambassadors, though, is always their employment. Schools understand that Ambassadors have very limited time and can say 'no' to anything that is too demanding or distracting from their work. Futureintech Facilitators will not ask Ambassadors to undertake anything that could be detrimental to them or their employers.

A big thank you to all our Ambassadors and their employers for letting them take some time out of their busy schedules.

If your company wants to be involved please contact us at:

[enquiries@futureintech.org.nz](mailto:enquiries@futureintech.org.nz)

Futureintech is funded by Government to help lift enrolments in tertiary study in technology, engineering and science over the medium to long term. **enewsforindustry** keeps technology-based industries in touch with Futureintech's latest activities.

More about the classroom projects Ambassadors are working on

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## futureintech's classroom projects

To inspire the next generation of skilled professionals Futureintech is supporting practical projects in classrooms. They have a proven record of success, and many students have won awards, travelled overseas, or started tertiary study as a direct result.

Our Facilitators in Auckland, Wellington and Christchurch are working to match Ambassadors with schools to help with these and other similar programmes.



Engineers New Zealand

### Neighbourhood Engineers Award

([www.ipenz.org.nz/ipenz/careersed/neiheng/neawards.cfm](http://www.ipenz.org.nz/ipenz/careersed/neiheng/neawards.cfm))

The Neighbourhood Engineers Award is a class project and competition – the Institution of Professional Engineers (IPENZ) judges the reports submitted and awards prizes of up to \$2000.

The emphasis is on 'neighbourhood' – on practical, close-to-home projects that impact appreciably on the school or local community. Teams consisting of teacher, students and volunteer engineer are challenged to carry out technological practice to meet an identified need or exploit an opportunity in their school or community.



Part of the aim of the programme is to give the community a better idea of what it is exactly that engineers do, and to raise their profile in the community.



### CREST ([www.crest.org.nz](http://www.crest.org.nz))

CREST is an international awards scheme designed to encourage creative and practical student projects. It gives students opportunities to be innovative and creative, and to solve problems.



Students can enter as individuals or teams, and there are four levels – First, Bronze, Silver and Gold. The use of an outside consultant (i.e. a Futureintech Ambassador) is recommended to help students with advice and support and to keep their project manageable.

Students can enter their CREST projects into regional Science and Technology Fairs and other competitions, and can also have it assessed for NCEA credit. Emphasis is placed on the processes used, not just the final result.



### ETITO Bright Sparks

([www.brightsparks.org.nz](http://www.brightsparks.org.nz))

The Bright Sparks programme has the goal of attracting students into hi-tech careers. It aims to identify and mentor young people into computing, electronics and bio-tech careers.

Bright Sparks offers an electronics programme as a full subject at senior school; there is a web- and email-based club, which encourages interaction and discussion, and industry links are encouraged through school and workplace visits, mentoring, competitions and prizes.

Bright Sparks also offers scholarships to talented university students and has the support of many industries in the electrical, technology and computing fields.



## futureintech's new partners

Futureintech will only succeed through the partnerships it forges with technology-based organisations. The project works in close collaboration with a growing number of industry groups. Each has agreed to work with Futureintech by showing leadership; influencing other organisations; supporting related initiatives; or offering scholarships for studies in technology, engineering and science.

### Broadcast Communications Limited

BCL are one of New Zealand's most experienced and respected IT service providers and OEM computer assemblers. BCL is working with Futureintech to promote technology, engineering and science careers in the computer industry.

### Electrotechnology Industry Training Organisation

ETITO provides human capability solutions to eleven New Zealand industry sectors. A not-for-profit organisation, ETITO undertakes a range of industry support activities. Futureintech promotes ETITO's Bright Sparks programme.

### Lincoln Technology

Part of Lincoln Ventures, Lincoln Technology undertakes environmental monitoring, research and development of sensors, biosensors, moisture monitor, and amperometric biosensors. Lincoln Technology has been profiled and a staff member is a Futureintech Ambassador.

### Talbot Plastics Limited

Manufacturer of technical mouldings and assemblies for electronics, appliances, furniture, agricultural, cable, and other elaborate transformation manufacturers world-wide. Talbot Plastics has been case studied and staff members profiled.

### Waikato Engineering Careers Association

WECA is an association formed in response to a shortage of young people entering engineering apprenticeships. Lou Ewington facilitates links between schools, tertiary institutions and Waikato's engineering industry.

## Existing partners

Ancor Flexibles  
 Association of Consulting Engineers of New Zealand  
 Canterbury Manufacturers' Association  
 Economic Development Association of New Zealand  
 Enterprise North Shore  
 Genesis Research and Development Corporation  
 Information Technology Association of New Zealand  
 iTouch Business Mobility  
 New Zealand Association of Radio Transmitters  
 New Zealand Association of Science Educators  
 New Zealand Computer Society  
 New Zealand Institute of Food Science and Technology  
 New Zealand Post Primary Teachers' Association  
 Plastics New Zealand  
 Royal Society of New Zealand  
 Tait Electronics Ltd  
 Technology Education New Zealand  
 Transpower New Zealand Ltd  
 URS New Zealand Limited



## Facilitator contact details

Futureintech's first three full-time Regional Facilitators have been set up in Auckland, Wellington and Christchurch to engage industry support and work with classroom teachers, careers advisors, students and their caregivers. Help us to promote careers in your industry – become a Futureintech Partner, encourage staff to become Ambassadors and be profiled in our publications.

Contact us:

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## futureintechnews

The Futureintech team has been hard at work building up links between industry and education. Here are some of the latest projects we've been working on.

### VIP Scheme launched

Futureintech is providing funding for senior professionals from technology, engineering and science-based industries to spend up to three weeks in a tertiary institution. Their role can be teaching, advising on research, or a mixture of both.

The purpose of the VIP Scheme is to encourage ongoing partnerships between industry and education. Having top professionals sharing their industry expertise with tertiary students and staff is expected to have many benefits.

Academic staff will learn about developments in the private sector – knowledge which could help improve teaching and research programmes. Students will be given a sense of what to expect in the workforce once they graduate, and information on what skills employers are looking for.

And tertiary staff will become more knowledgeable of, and stronger advocates for, careers in technology, engineering and science.

Find out more at:

<http://www.futureintech.org.nz/VIP.cfm>

### Futureintech and the Growth and Innovation Framework (GIF)

The GIF Sector Taskforces (particularly ICT) identified the need for more secondary students to be informed about and prepared for tertiary study and careers in GIF priority technology areas. They recommended providing additional support for the secondary schools technology curriculum and established the Cross-Sector Initiative: Increased Support for the

Technology/Hangarau Curriculum in the Senior Secondary School.

(Source [http://www.med.govt.nz/irdev/econ\\_dev/growth-innovation/ict/fact-sheets/tech-curriculum.html](http://www.med.govt.nz/irdev/econ_dev/growth-innovation/ict/fact-sheets/tech-curriculum.html))

As part of this initiative Futureintech is working with the Ministry of Education to increase support for the technology curriculum in secondary schools. A reference group has been established by the Ministry to guide work towards increasing student participation in technology, improving the quality of courses and teaching, and improving links between education sectors and industry. The programme includes a focus on innovation and entrepreneurship, and fits in with Futureintech's goal of supporting technology education.

### ICT Canterbury Growth pilot

Futureintech is also participating in the ICT in Canterbury Growth pilot. An objective of the Growth Pilot is to address skills shortages in the ICT sector. Research is under way to identify what careers in the industry offer and what kinds of skills and personalities people need to do well in the field. Current methods of promoting ICT careers will be identified and evaluated and outcomes used to inform the design of future promotional initiatives.

### Next issue — PR and scholarships

Futureintech has carried out research and case studies on the benefits of PR and scholarships for technology, engineering and science companies. The next issue of **enewsforindustry** will have more information on how these methods can promote your industry and attract talented staff.



PR in action – how to achieve good media coverage for your company

How to find out more . . .

### Contact us:

Futureintech is always looking for more industry partners, and young professionals to be profiled and/or work as Ambassadors. Help us to help the future of your industry.

### Futureintech:

[enquiries@futureintech.org.nz](mailto:enquiries@futureintech.org.nz)

tel 04 473 2023

fax 04 474 8933

[www.futureintech.org.nz](http://www.futureintech.org.nz)

Don't forget to visit the Futureintech website and check out the profiles of young professionals and the companies they work for, along with information about different career paths and scholarships.