

CAREERS EXPO 2017 REVIEW

The New Zealand Careers Expo - NZ's No1 careers expo for over 26 years

**AUCKLAND
HAMILTON
WELLINGTON
CHRISTCHURCH**

**WORLD
OF
WORK**

NEW ZEALAND
**careers
expo**

Careers Expo - 2017 Post Analysis Report /Review

The 2017 NZ Careers Expo completed another year with four successful events across the country. The Expo continues to provide an engaging, informative and interactive platform for over 35,000 + visitors to explore their future options.

2017 saw a continuation of the positive engagement from both schools and exhibitors across all 4 venues. Of note, was the quality of engagement by students attending with the added resources provided in advance, by way of the student passport, which was included in this year's edition of the expo magazine.

Our new media partner, NZME Educational Media, encompassing JET Magazine and 91ZM provided great onsite support and increased reach in the media via radio and social media channels.

2017 was the 26th anniversary of the NZ Careers Expo!



This document is a post analysis / review of the Career Expos held in Auckland, Hamilton, Wellington and Christchurch throughout the months of May and June, 2017.

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As an exhibitor at the careers expos in Auckland, Hamilton, Wellington and Christchurch, the Pacific International Hotel Management School (PIHMS) finds that they are the biggest expos of the whole year that we do. It's really important for us to be here. Education, for us, is a huge focus. The careers expo is a great event for us because we get to talk to students who will be the future of hospitality tourism and business and by sharing our story we are creating brand awareness. So many students ask us about possible careers in our industry. We will definitely attend in the future.

Trevor Todd, PIHMS

The World of Work

The World of Work Careers Hub has become an important feature of the Expo's, providing a marketplace framework for the both industry & training providers as well as visitors.

This hub featured in the centre of the hall has been designed to provide visitors an interesting and interactive way to absorb important careers information provided by our key stakeholders, The Ministry of Education - Vocational Pathways and the Ministry of Business, Innovation, and Employment - Occupation Outlook.

The World of Work provides a creative and engaging environment for training providers, educational providers, careers resource providers and employers to engage with young people to assist with the decision making processes as they move from school through training and then onto the world of work.

The World of Work hub features:

- Large display boards with essential careers information
- Interactive digital kiosks featuring video content from New Zealand employers and industry bodies
- DVD presentations of the 'Just The Job' television series that features young people finding out about jobs through first-hand experience
- Bright banners with inspirational quotes and informative career messages add to the attraction.
- A demonstration stage where exhibitors provided hands on demonstrations of their industry

The World of Work hub is always well utilised by visitors.

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Estimated attendance numbers

As this is a non-ticketed event, the Careers Expo visitor numbers can only ever be estimates. The estimates are based on the online registrations and magazine orders from schools across the country along with door counts where possible.

Online registrations continued to record solid support from schools and the community with similar numbers year on year. The late fall of Easter this year and the later commencement of term 2 saw a number of schools attending that did not register in advance. While impacting our "registered" totals, the numbers through the door were of similar levels as 2016.

Event	Estimated Schools	Estimated visitors
Auckland	68	13,050
Christchurch	54	10,120
Hamilton	44	7,200
Wellington	42	6,500

Building the expo community

The contribution of regional steering groups has proven to be of great value to the Expo, and ensures support and engagement in the local region. This has been achieved with the inclusion of the steering group in Wellington and the involvement in the CATE regional meetings and conference.

Our intention for 2018 is to increase this involvement with the support of more regional steering groups where possible.

Input will be sought on the growing numbers and diverse range of visitors across some regions to ensure the best outcome for all stakeholders in the 2018 expos.

Careers Expo Magazine

The Careers Expo magazine continues to be a sought after resource with 25,000 copies printed and distributed to pre-registered schools, and available at the expo.

Several exhibitors took the opportunity to promote their organisations to the readership in both advertorial and adverts. In addition to the many youth focussed articles sources from our media partner, Jetmag.

Student passports and preparation guides

Before and after Expo guides, together with student passports, were provided to assist teachers and students get the most out of their visit to the expo. 2017 saw the inclusion of the student passport in the body of the magazine. This passport encourages students to engage with exhibitors and build a careers profile. Proving beneficial to both students and exhibitors.

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2017 Exhibitors

2017 saw the majority of regular exhibitors return, with the representation of regional and industry groups continuing to grow. We also welcomed 13 new, first time, exhibitors.

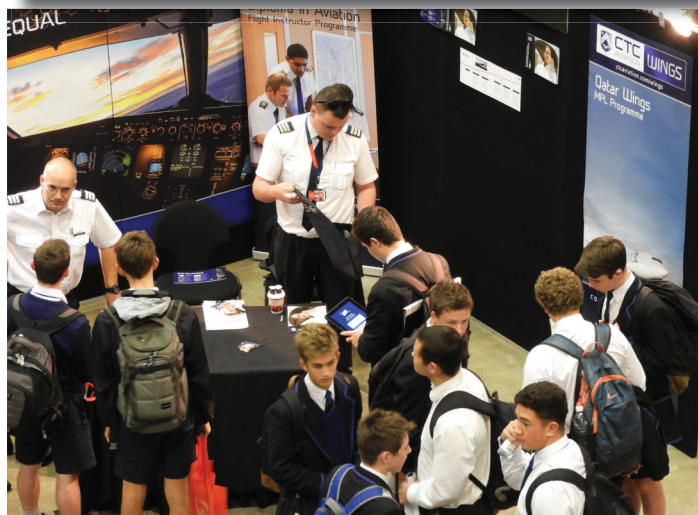
A new development in the line up of exhibitors included the "Wellington Regional Economic Development Agency" (WREDA) who were promoting Wellington as a destination for both study and work opportunities to young people and international students. Profiling not just careers, but "where" to study, work and play is a growing focus for the work of MBIE, with occupation outlook, and will most likely be an area of future development within the expo over coming years.

See the full exhibitor list included in this analysis.

Event / Number of exhibitors

Auckland	64	Christchurch	57
Hamilton	52	Wellington	48

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2017 Participating Exhibitors

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ACG New Education Group
(NZMA & Yoobee)

Affco

Air New Zealand

ANZCO Foods

ARA Institute of Canterbury

Arbonne International

Ardmore Flying School

ATT

Auckland Institute of Studies

Auckland Scuba

Auckland Transport

AUT

Avonmore Tertiary Institute

Capital & Coast DHB

CCUSA

Christchurch City Council

Computer Power Plus

Crimson Education

Cromwell College

Crown Institute of Studies

CTC Aviation

Dive HQ Christchurch

Dive HQ Wellington

Dive HQ Westhaven

Dive Zone Whitianga

Dominos

DreamAuPair

Electoral Commission/Enrolment Services
etco

Fairview Education

Garden City Helicopters (GHC Aviation)

Girl Boss

Griffith University

Growing New Zealand

Hagley College

Horizons Unlimited (GAP year experience)

Hospitality New Zealand

IEP New Zealand (Summer Camp USA)

Internal Affairs Real ME

International College of Management Sydney

International Working Holidays

Intueri Education New Zealand Ltd

IPU New Zealand

Laidlaw College

Le Cordon Bleu New Zealand

Lincoln University

Manukau Institute of Technology

Masterlink

MedEntry

Media Design School

MyBlueprint

New Zealand Institute of Sport

New Zealand Skydiving School

New Zealand College of Chiropractic

New Zealand IMLS

New Zealand Post

New Zealand Welding School

NZ College of Massage

NZ Defence Forces and Defence Careers

NZ Paramedic Education & Research

NZ Police

NZ School of Tourism

NZME Educational Media

Otago Polytechnic

Otago Polytechnic (Central Campus)

Pacific International Hotel Management
School

Property Institute of NZ

Queenstown Resort College

SAE

Southern Institute of Technology

Southseas Film & Television School

Sport Canterbury (UC Education Mud Run)

SRA Make-Up
– Samala Robinson Academy
Student Job Search

Studylink MSD (Auckland)

Studylink MSD (Christchurch)

Studylink MSD (Hamilton)

Studylink MSD (Wellington)

Swivel Careers (Advert only)

Tai Poutini Polytechnic & MAINZ

Talleys Deep-sea Career

Taratahi Agriculture

Te Wananga o Aotearoa

Toi Ohomai Institute of Technology

The World of Work Exhibit

UCOL

Unitec & NZ Institute of Surveyors

Unitec Institute of Technology

University of Auckland

University of Canterbury

University of Kentucky

University of Otago

University of Waikato

Vet Nurse Plus

Victoria University of Wellington

Vision College

Waikato Aviation

Waikato District Health Board

Wellington City Council

WELTEC

Whitecliffe College of Arts and Design

Whitireia

WINTERC - Auckland

WINTERC Hamilton

WREDA - Wellington Regional Economic
Development Agency

Youthline Wellington Inc

Marketing & PR

2017 saw NZME coming on as the new, official media partner for the Expo across the country. Encompassing Educational Media (JET Magazine), as well as a combined use of 91ZM, The Hits and Newstalk ZB, we achieved an increased media profile with radio and digital media supporting the local press and direct marketing campaigns. across the country

Radio - All regions

A comprehensive radio campaign running across Newstalk ZB, The Hits and 91ZM Including: Promotional trailers, local crosses, scheduled adverts and online support.

Press - Auckland

11 Auckland Suburban newspapers including:

North Shore Times / Western Leader / Manukau Courier / Central Leader
Auckland City Harbour News / Papakura Courier / Rodney Times / Market Place
Nor West News / Eastern Courier / East & Bays Courier

New Zealand Herald

- ¼ page - Weekend magazine Sat 20 May
- ¼ page - Weekend magazine Sat 27 May

Press - Hamilton

- Hamilton Press advertising feature
- Hamilton press - Run of paper advertisements
- Waikato Times - Run of paper advertisements

Press - Wellington

- Dominion Post - Front page solus (Monday12)
- Dominion Post - Run of paper advertising mid week.
- Dominion Post - Weekend edition
- The Wellingtonion - Run of paper advertising
- Hutt Valley News - Run of paper advertising

Press - Christchurch

- Christchurch Star - advertising feature
- Christchurch Star - Run of paper advertisements: 26 April - Sat13 May.
- Christchurch Suburban newspapers

PR Campaign

See <http://www.careersexpo.org.nz/visitors/media>

Schools

Ongoing direct marketing campaign to all schools .

Careers Expo Magazine

A 24 Page Expo magazine circulated to pre-registered schools and onsite at each event.



Planning for 2018

2018 will be the 27th anniversary of the NZ Careers Expo.

Our relationship with schools, exhibitors and all stakeholders is hugely valued. We welcome feedback and ideas as to how we can continue to grow and develop the Expo to meet the growing needs of the community.

2018 bookings will be open from 1 August 2017. As usual, these are available on a first come first serve basis.

2018 confirmed dates and venues are:

Location	Venue	Dates	
Christchurch	Horncastle Arena	Set-up day	Wednesday 9 May
		Expo open	Thursday 10 May
		Expo open	Friday 11 May
		Expo open	Saturday 12 May
Auckland	ASB Showgrounds	Set-up day	Wednesday 23 May
		Expo open	Thursday 24 May
		Expo open	Friday 25 May
		Expo open	Saturday 26 May
Hamilton	Claudeland's	Set-up day	Saturday 9 June
		Expo open	Sunday 10 June
		Expo open	Monday 11 June
Wellington	TSB Arena	Set-up day	Thursday 21 June
		Expo open	Friday 22 June
		Expo open	Saturday 23 June

Note: Wellington is a week later than 2017, thus avoiding the clash with Field Days in Hamilton.

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