

WORK WITH US TO ACHIEVE THE GOVERNMENT GOAL OF INCREASING ENGINEERING GRADUATES BY 500+ PER ANNUM

IN THIS ISSUE... *we look at the Engineering Week in Wellington in August and give a quick update on Engineering E2E activities and the media performance of the Make the World campaign in May*

WE'RE DELIGHTED at the response to the Make the World campaign and the activity that's happening to support it around the country.

*In May, the numbers of visitors to **maketheworld.nz** and video views were very strong at 10,000 and 108,000 respectively.*

I'd like to take this opportunity to sincerely thank the six engineers who are the stars of the campaign.

Sapoa Rimoni, Suzanne Naylor, Levi Martin, Tristan McCallum, Hannah Klein and Poini Palu have given freely of their time and are bringing engineering alive for thousands of New Zealanders. In doing so, they have made a significant contribution to their profession.

Their stories allow us to illustrate the tremendous opportunities available in engineering and the contribution engineers make to society. Engineers make the world.

SIR NEVILLE JORDAN

CHAIR, ENGINEERING E2E STEERING GROUP

Initiatives undertaken through the Engineering E2E programme contribute directly to the achievement of the Government's Business Growth Agenda priority of building a more productive and competitive economy.



Engineering Week in August – a great lead for others to follow

An excellent example of an integrated industry-led joint initiative promoting engineering to students and the public will be held in Wellington over the first week of August.

Led by engineering consultancy firms Beca, Opus, AECOM and MWH, and supported by Engineering E2E, IPENZ and ACENZ, the one-week initiative comprises:

- a series of one-day workshops for secondary students with an interest in STEM education on the career options available through engineering
- a public open day on how engineering affects people's lives
- other complementary initiatives.

"Our discussions on the initiative with the wider engineering community and stakeholders have been entirely positive," says Project Manager Eliza Sutton (Opus).

"Marketing will be complementary to the work already undertaken through

Engineering E2E's Make the World campaign."

ONE-DAY WORKSHOPS FOR STUDENTS

1-5 August 2016, Beca Offices

85 Molesworth Street, Wellington

Workshops for Year 11-13 students from throughout the Wellington region, as far north as Palmerston North

The programme will include:

- presentations of a 'day in the life' by recent graduates drawn from the four consultancies and Futureintech Ambassadors
- an opportunity to plan, design and build a project (based on a project brief) with the support of engineers
- site visits to nearby local workplaces, including manufacturing plants, worksite and/or testing facilities.

EXTRA FUNDING FOR ENGINEERING E2E

The Government's 2016 Budget, announced on 30 May, allocates \$1.6 million in additional funding over four years to Engineering E2E. Encouraging more students into a career in engineering – a field which is central to growing a modern economy and to New Zealand's future success – is a priority of the Government's Business Growth Agenda.

NEW CODE OF CONDUCT FOR ENGINEERS

A new Code of Ethical Conduct comes into force on 1 July 2016. This code is the backbone of what it means to be a professional engineer in New Zealand.

The new code sets out professional engineers' duty to the public and to each other. IPENZ has spent three years developing and consulting on the new code and it has support from the wider engineering profession.

- Read the [Code of Ethical Conduct](#)
- Download a [Printable version of the Code \(349KB\)](#)

PUBLIC OPEN DAY

Saturday 6 August 2016, Wharewaka, Wellington Waterfront

This will involve a wide cross section of clients, contractors, designers, manufacturers and tertiary education providers, and includes interactive stalls from different sectors of the engineering community (transport, 3 waters, telecommunications, R&D etc), Engineers Without Borders, the NZ Defence Force and a history of engineering in New Zealand, plus a series of design/build challenges.

FIND OUT MORE

Progress reports will be posted on our website – see www.engineeringe2e.org.nz/Progress

ENGINEERING E2E WORK UPDATE

DEVELOPING A GRADUATE CAPABILITY FRAMEWORK

Otago Polytechnic has started this work with employers, TEOs and Professor Geoff Scott, Emeritus Professor, University of Western Sydney and leader of the UN-endorsed Regional Centre of Expertise in Education for Sustainable Development.

GROWTH THROUGH DIVERSITY

An initial meeting has been held between the Tertiary Education Commission (TEC), Business NZ, NZQA, Te Puni Kōkiri and the Ministry for Women. There is a lot of work going on in this area and some very good initiatives. TEC is compiling a stocktake and will report to the Steering Group on proposed actions.

ENGINEERING SECONDARY-TERTIARY PATHWAYS

The call for proposals closed on Friday 27 May. There were 17 applications for funding for collaborations between tertiary providers and secondary schools to build better pathways into engineering study. A particular focus was on growing the participation of Māori, Pasifika and women. A panel will assess the proposals in the coming weeks.

DEVELOPING DEGREE APPRENTICESHIPS

The Tertiary Education Commission has briefed Minister Joyce on Degree Apprenticeships, including work through the Engineering E2E programme. Professor Jane Goodyer, co-author of the E2E report *Stepping into each other's world*, is keen to be involved in developing pilot programmes and TEC will enter into discussions with her soon.

TEACHING EXCELLENCE IN ENGINEERING EDUCATION

Research was undertaken by Ako Aotearoa to “explore what excellent engineering education looks like in practice”. TEC will consider the report's recommendations in the coming weeks.

INCREASING INVESTMENT

TEC has started working with tertiary education providers for this year's funding round to purchase more engineering places, especially at Levels 6 and 7.

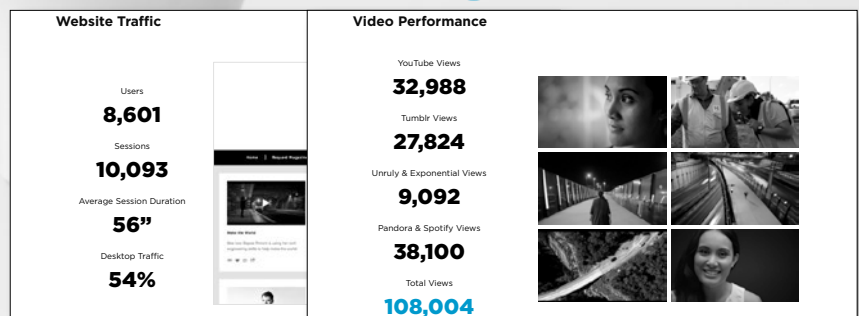
MORE...

Progress reports on all Engineering E2E initiatives can be found at www.engineeringe2e.org.nz/Progress

MAY MEDIA PERFORMANCE

MAKE THE WORLD

The first month of the campaign saw a strong online performance. The website received 10,093 visits, often via online banners or videos (Sapoa's video was viewed over 108,000 times – see maketheworld.nz). Visitors averaged almost a minute on the site – well above industry benchmarks. Homepage takeovers on nzherald.co.nz and stuff.co.nz were displayed 3.7 million times to generate strong initial campaign awareness.



IF YOU HAVE ANY ENQUIRIES, PLEASE CONTACT US: ENGINEERING E2E PROGRAMME TEAM
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