



TOI MAI
Workforce
Development
Council

Toi Mai Workforce Development Plan (summary)

2022

Te rautaki whakawhanake o Toi Mai

Toi Mai's first Workforce Development Plan (WDP) for the creative, cultural, recreation and technology (CCRT) sectors, articulates each sector's workforce requirements to meet their strategic ambitions, with a particular focus on the role of vocational education and training.

This is a chance for our partners – industry, businesses, training providers, iwi, Māori businesses, public sector organisations and learners – to see our emergent thinking. We welcome your feedback to help shape our direction over the coming years.

Who are we?

Toi Mai's purpose is to ensure the CCRT sectors are supported by a thriving and skilled workforce, and other industries are supported to access the creative and technological skills they need for the future of work.

Our role and values are summarised in the diagram to the right.





Te 2022-25 Rautaki i tētehi whārangi Strategy 2022-25 on a page

Te Whāinga matua o Toi Mai | Toi Mai's Purpose: To ensure Aotearoa's CCRT sectors are supported by a skilled workforce, and other industries are supported to access the creative and technological skills they need for the future of work.

Te ono o Toi Mai Toi Mai's six sectors

TOI MĀŌRI

Practitioners specialising in the creation of taonga works (for example, weavers, carvers, tohunga tā moko, writers, musicians, mōteatea, kapa haka composers and choreographers, visual artists, designers, waka and wharenui designers and builders)

TOI ORA

SPORTS RECREATION AND CULTURAL ORGANISATIONS

Activities, places and technologies that foster the wellbeing of New Zealand — social, physical and mental. This includes sport and recreation organisations, as well as cultural organisations that welcome visitors and share, or conserve, our natural environment and culture (parks, zoos, galleries, libraries, archives and museums).

TOI PUAKI EXPRESSIVE ARTS

Expressive art forms and technologies in music, stage and theatre.

TOI-A-RINGA ART AND DESIGN

Hands-on (haptic/tactile) art and design, hairdressing, beauty, fashion, advertising, visual media and communication.

TOI WHĀNUI ENABLING TECHNOLOGIES

Innovative technology platforms, products and services for industry and end-users, including emerging technologies like Artificial Intelligence, Cyber Security, Virtual Reality, and Software as a Service (SaaS).

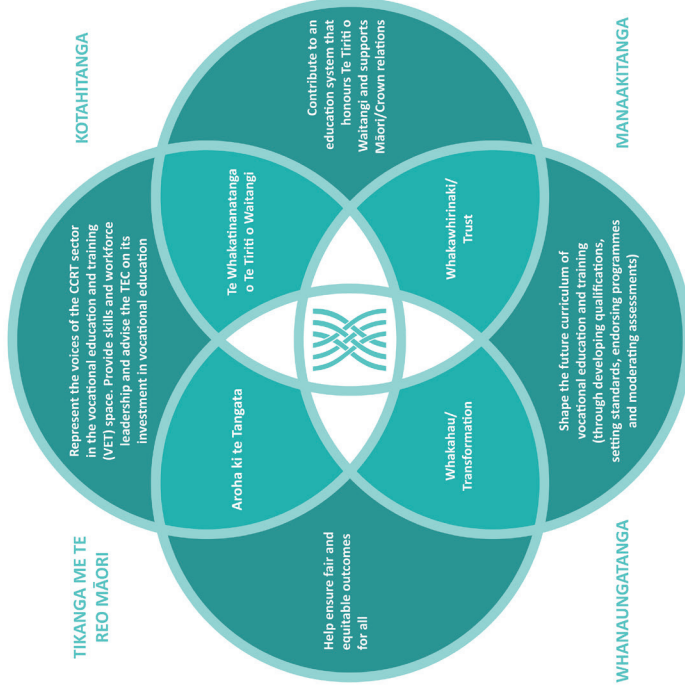
TOI PĀHO BROADCAST AND SCREEN

Film, radio, television and online interactive media, which includes advertising and the gaming industry.

Goal: Sustainable careers

Goal: Accelerate Growth

Ā mātou mahi me te Pūtake What we do & why



Ngā hua hei 2025 Impacts by 2025

Industry recognises Toi Mai's contribution and leadership.

A proven methodology for projects that empower iwi Māori to meet their own aspirations.

Increased proportion of vocational graduates from priority groups including, tangata whai kaha (disabilities), high potential, Māori & Pacific peoples, rainbow community, neurodiverse and women in tech.

Qualifications and standards meet industry needs, learners have a better understanding of CCRT career opportunities.

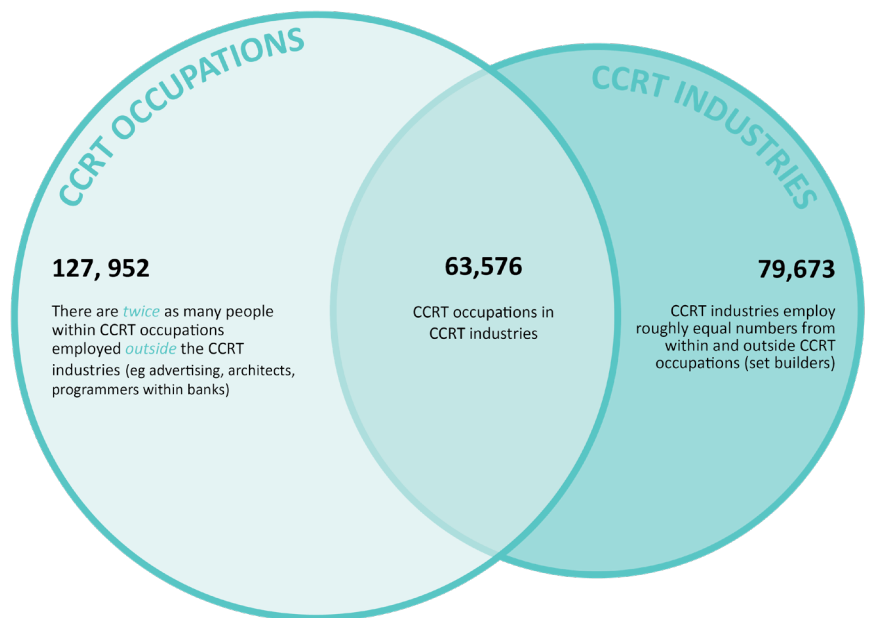
This summarises Toi Mai's strategic objectives, pou/priorities and values through overlapping qualities.

Key facts

The full WDP is based on the latest evidence and insights on the CCRT sectors, including:

1.

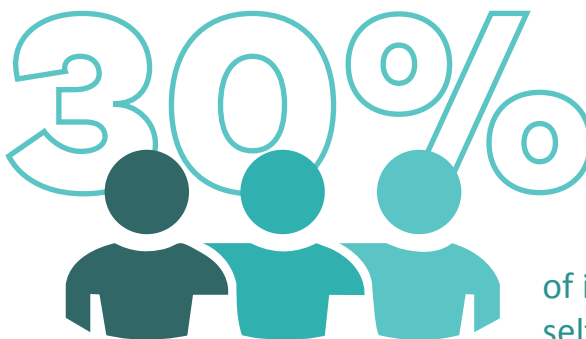
The majority of the CCRT workforce works outside the CCRT industries (such as software developers in the Agritech and Fintech sectors) as illustrated in the diagram to the right.



2.

COVID-19 has significantly impacted some sectors through border closures and cancellation of events while propelling the growth of other sectors, such as streaming services and online gaming.

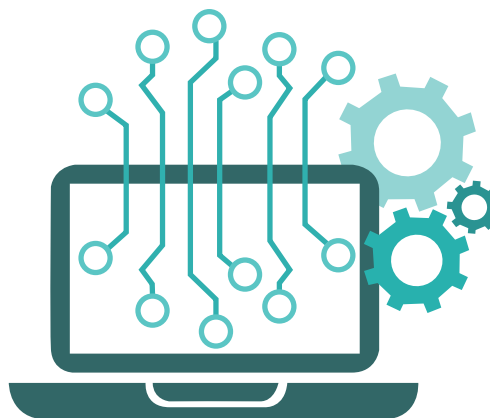
3. The creative and cultural sector is highly skilled, gig-oriented, and entrepreneurial with over



Low rates of physical activity costs New Zealand \$2.3 billion per year (in health costs and lost wages)

4.

\$2.3 billion



The technology sector has a skills mismatch. There is a need to accelerate digital skills training and support is needed for more work-integrated learning opportunities.

5.

Toi Mai's objectives

1.

Hei reo whai hua mō ngā ahumahi o Toi Mai *An effective voice for the CCRT sectors*

For Toi Mai to become an effective voice for our sectors, we must combine the latest data and evidence with intelligence from industry on the ground to create meaningful insights. This work will be underpinned by our Research Plan and Engagement Plan.

2.

Ko te rautaki whakamāui mai i te KOWHEORI-19 *COVID-19 recovery*

COVID-19 has hit many of the CCRT sectors hard, and it will take many years to recover. Toi Mai is undertaking a series of projects to help to support this recovery process.

3.

Kia honoa paitia te mātauranga ahumahi ki ngā hiahia o te ahumahi, o te kaiwhakawhiwhi mahi hoki *Vocational education meets industry/ employer needs*

This is a theme of both the Reform of Vocational Education (RoVE) and industry feedback. It will be central to our work reviewing qualifications and endorsing programmes. Transferable skills are a key challenge.



4. **Kia poua te Tiriti o Waitangi** *Embed Te Tiriti o Waitangi*

If vocational education works for Māori, it will work for everyone.

5. **Kia whakapai ake te toronga kanorau puta noa ahumahi o Toi Mai** *Improved diversity across CCRT sectors*

Improved diversity is good for reducing inequality and good for industry by bringing in new perspectives. The biggest challenge is the tech sector where there are relatively few disabled, women, Māori and Pacific peoples.

6. **Hei kōwhiringa ara umanga e kite pai ai** *Clearer career pathways*

Many of Toi Mai's sectors have not historically had Industry Training Organisation (ITO) coverage. As a result, there is often a lack of clear career pathways or appreciation of how people's existing transferable skills can help them shift between industries.

7. **Ko tā te wawata kei ngā ahumahi o Toi Mai: Ko te toitūtanga ā-umanga** *Creative, cultural and recreation sector objective: sustainable careers*

These sectors are vital to Aotearoa's wellbeing, however they struggle to retain experienced workers. One key challenge is ensuring people can develop their business skills.

8.

Ko te wawata o te ahumahi hangarau: Whakatupuranga

Technology sector objective: growth

The tech sector is growing rapidly and has traditionally relied on immigration to provide workers. How can we ensure New Zealanders have the skills to access these high value jobs?



Future Workforce Development Plans

The first WDP plan sets out Toi Mai's immediate objectives, outcomes and actions, covering all of our sectors. Over the next two years, we intend to update these actions through a series of more detailed and targeted sector-specific WDPs. Based on analysis and a prioritization process, we are proposing the following categories and order for this work:



TOI PUAKI EXPRESSIVE ARTS

Expressive art forms and technologies in music, stage and theatre. Toi Puaki, as part of one of the creative sectors, applies the creative process to show, reveal and give testimony (Puaki) to ideas and thoughts through artistic and performance skills. This sector has the highest rate of self-employment and was one of the most impacted by COVID-19 with the widespread closure of venues.



TOI WHĀNUI ENABLING TECHNOLOGIES

Innovative technology platforms, products and services for industry and end-users, including emerging technologies like Artificial Intelligence, Cyber Security, Virtual Reality, and Software as a Service (SaaS), Toi Whānui involves inventions that are applied to improve user capabilities. This is the largest of Toi Mai's sectors and has historically been growing rapidly (largely through migration), but has relatively low employment of Māori, Pacific people and women.



TOI PĀHO

BROADCAST AND SCREEN

Content delivered through broadcast and screen media: film, radio, television and online interactive media, which includes advertising and the gaming industry. Toi Pāho is the sector that creates engaging screen-based, moving image and sound content for wide distribution (Pāho). Of Toi Mai's sectors, this has the highest proportion of self-employed that are Māori and coped the best with the COVID-19 pandemic.



TOI ORA

RECREATION AND CULTURAL ORGANISATIONS

Activities, places and technologies that foster wellbeing: socially, physically and mentally. This includes recreation and sport organisations, as well as cultural organisations that welcome visitors and share, or conserve, our natural environment and culture (parks, zoos, galleries, libraries, archives and museums). Toi Ora is the sector that provides places and facilities for New Zealanders and visitors to engage with activities for relaxation, education, research, conservation, wellbeing and human connection. Of all Toi Mai's sectors this has the highest rate of Māori employment and the greatest regional presence.



TOI-A-RINGA

ART AND DESIGN

Hands-on art, design (haptic and tactile), and beauty; hairdressing, fashion, advertising, visual media and communication. Toi-a-Ringa uses a range of tools, materials and systems to shape creative outputs. Almost three in four people in this sector are women, and hairdressing is the largest of the occupations under Toi Mai's umbrella.



TOI MĀORI

Practitioners specialising in the creation of taonga works (for example, weavers, carvers, tohunga tā moko, writers, musicians, mōteatea, kapa haka composers and choreographers, visual artists, designers, waka and whareniui designers and builders)

Talk to us!

This initial Workforce Development Plan is a chance for our partners – industry, businesses, training providers, iwi, Māori businesses, public sector organisations and learners – to see our emergent thinking. We welcome your feedback to help shape our direction over the coming years.

This document is a conversation starter; the first step on a longer journey we want to take with our partners to transform vocational education in the CCRT sector. You can access the full Workforce Development Plan on our [website](#).

We kindly ask that you send any feedback and/or queries in relation to the Workforce Development Plan to feedback@toimai.nz





www.toimai.nz