



DRAFT REPORT
- COMPANY

SCREEN WORKFORCE SURVEY 2022



TOI MAI
Workforce
Development
Council



Te Tumu Whakaata Taonga

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Background

Toi Mai Workforce Development Council (Toi Mai) and the New Zealand Film Commission (NZFC) conducted the Screen Workforce Survey as part of a wider Workforce Capability and Development Plan for the screen sector. This Plan seeks better alignment between the Screen Industry (film, TV, and interactive media) and vocational training needs, with outcomes that will include a national, sector-informed workforce capability scan and advice to the Tertiary Education Commission regarding longer term investment in vocational education and training for careers in screen.

Methodology

Previously, the NZFC initiated the screen survey with SARA (Screen Audience Research Australia), until Toi Mai took over the survey's management and analysis this year. The company survey has the same methodology as the individual survey. The survey was conducted online with invitations to take part sent out by a number of guilds and organisations. As the NZFC had the main database of screen companies, they were mainly responsible for promoting and distributing the survey across its members, with support from Toi Mai.

The total sample achieved was n=60 companies. The fieldwork dates were from 11th of August to 23rd of September 2022.

- ▶ Production company: Film/television, Film and TV production are the main creative business sectors in which the respondents operate.
- ▶ Most respondents have a current business plan (70%) and consider employee/contractor training, education or skills development in the running of their business (87%). Just under six in ten respondents (58%) run or offer in-house training or education.
- ▶ Seven out of ten screen firms (70%) have experienced difficulty in hiring over the past twelve months. Production: Mid Level (3-7 years), Production accounting, Editorial picture, and Production department are the most common areas where respondents have experienced recruitment challenges.
- ▶ Fewer than three in five respondents (59%) are aware of gaps in their company's skill base or knowledge. Leadership skills, budgeting, and legal/contracting/deal making/rights negotiation skills have been identified as the training areas that may of interest to the respondents. Trainings in the workplace and intensive sessions during work hours are the most preferred means of training delivery.
- ▶ Some respondents have indicated they would contribute to Skills and Workforce funding (29%) and support levies on government funding for skills and workforce development in the screen industry (37%). Nearly two thirds (63%) would support levy on New Zealand productions while over eight out of ten respondents (84%) would support levy on International productions accessing the NZ Screen Production Grant for skills and workforce development.

- ▶ Four in ten screen companies think that apprenticeships are a useful training tool. Most respondents have engaged with NZFC-supported professional development training programmes.
- ▶ Respondents are aware of internships (17%) and mentorships (17%) as the types of professional development employees/contractors were supported to complete.
- ▶ Lack of funds is the main barrier to supporting employees in completing workforce development training or on-the-job placement. This is followed by training being not relevant to industry needs, lack of time, course outcomes being not of high enough quality and course content being not relevant.

Survey results

Creative business sector(s)



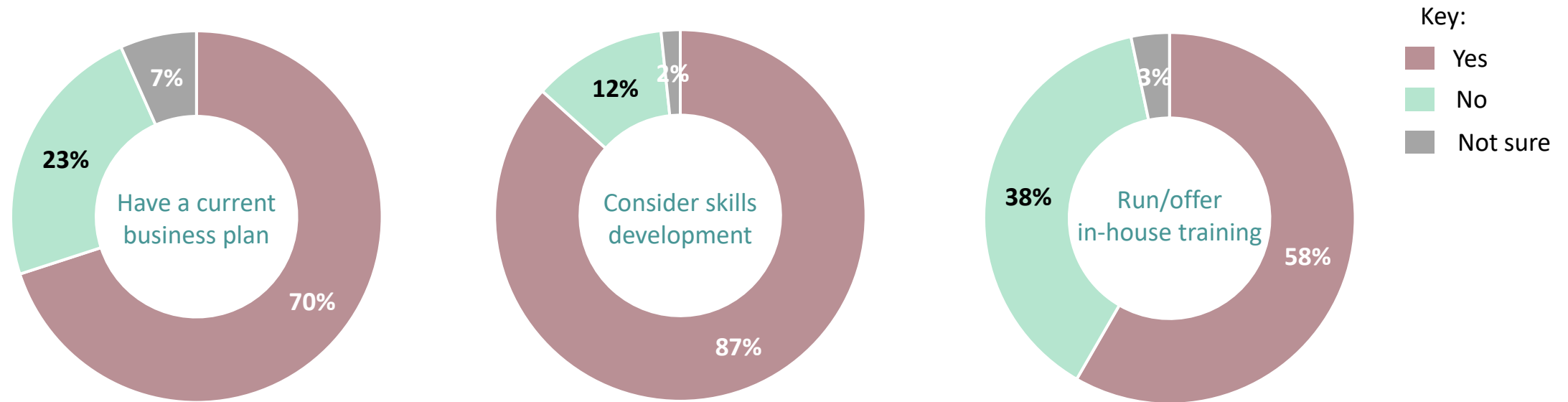
Almost two thirds of the respondents are Company owners/CEOs/Managing Directors/Founders/General Managers of the company they represent.

Production company: Film/television, Film and TV production are the three most common creative business sectors the respondents operate in.

Note(s):

1. Q-Please select the creative business sector(s) your company operates in, or that best describes your activity.

2. Sample n= 60

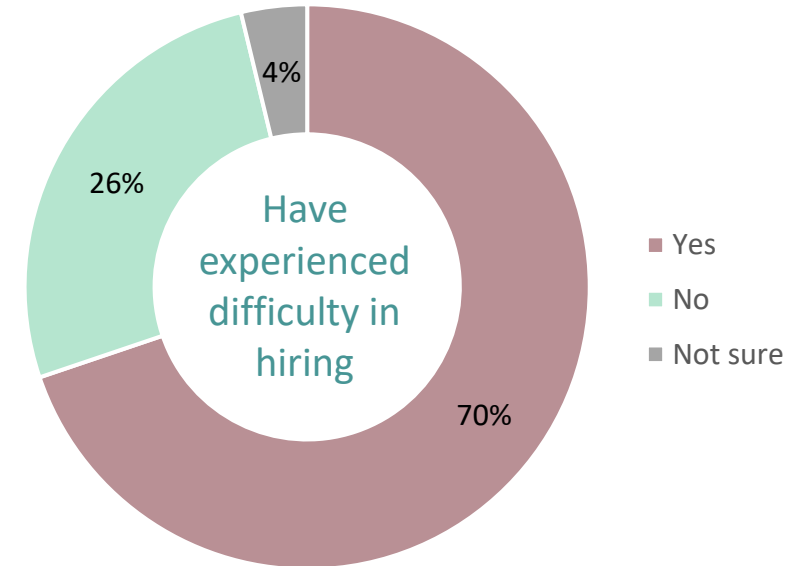


Most companies have a current business plan. Almost nine in ten companies consider training or developing the skills of their employees in the running of their business. More than half of the companies run or offer in-house training.

Note(s):
 1. Q-Does your company have a current business plan? Sample: Yes n=42
 2. Q-Does your company consider employee/contractor training, education, or skills development in the running of your business? Sample: Yes n=52
 3. Q-Does your company run/offer any in-house training/education? Sample: Yes n=35
 4. Sample n= 60

Most common in-house training areas offered

- | | |
|----------------------------------|-----------------------------|
| Diversity and Inclusion Training | Scheduling (Pre-production) |
| Budgeting | On set (Production) |
| Developing IP | Sustainability |
| Proposal Writing | Crewing |
| Cultural Advisors | Script/content development |
| Succession Planning | Production department |



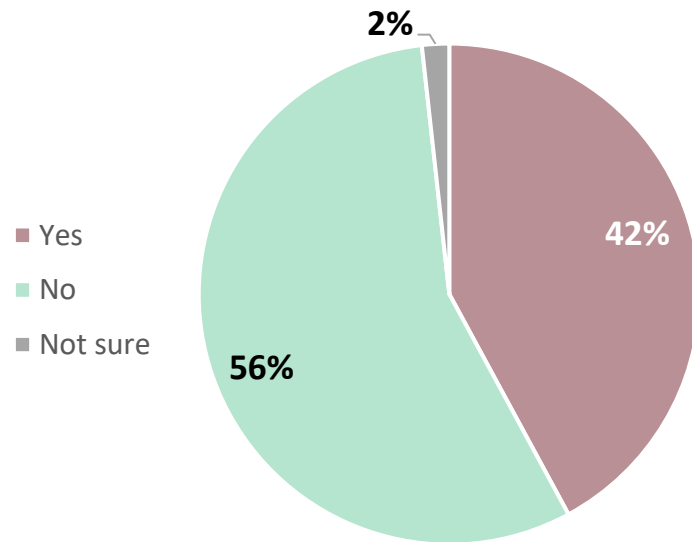
Diversity and inclusion training, Budgeting, and Developing IP are the top three most common training areas run or offered in-house by screen firms.

Seven in ten screen firms have experienced difficulty in hiring for a particular role or skillset over the past year. Some of the most common areas in which companies have difficulty in hiring are Production: Mid Level (3-7 years), Production accounting, Editorial picture, and Production department.

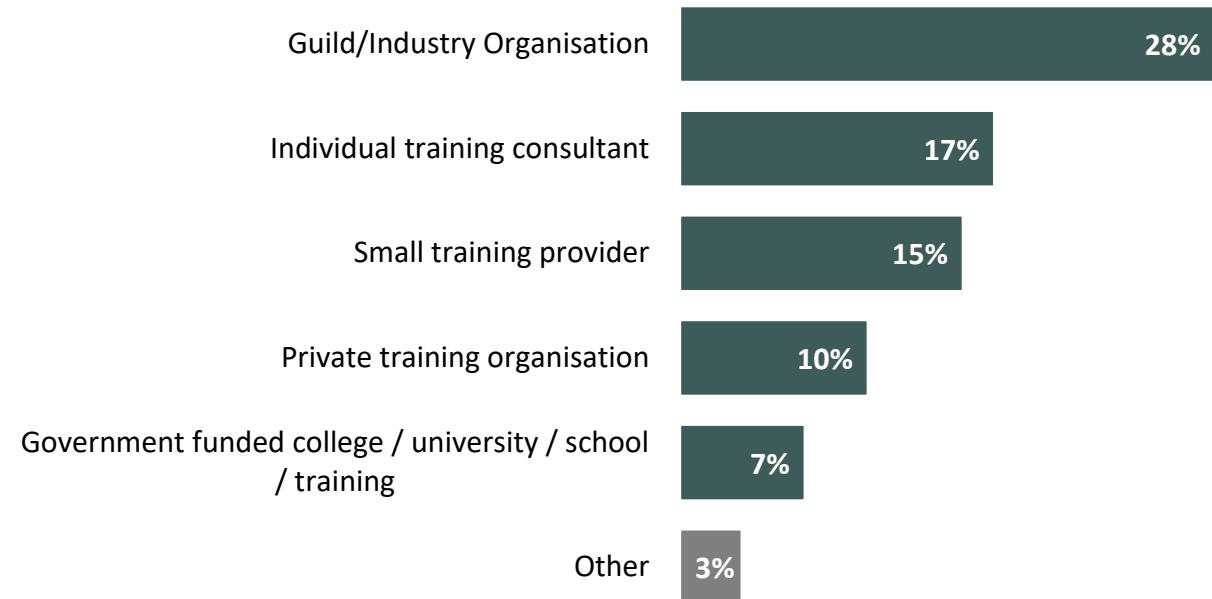
Note(s):

1. Q- In which of the following areas do you run/offer in-house training/education?
2. Q- Have you experienced difficulty in hiring for a particular role or skillset in your company or for your department in NZ over the past twelve months? Sample Yes n=37
3. Q- And in which areas do you have difficulty hiring for a role in your company or department?
4. Sample n= 60

Use external training organisations



External training organisations



Around two in five companies use external training organisations. Guilds/industry organisations are the most common external training organisations screen companies use.

Note(s):

1. Q-Does your company use external training organisations? Sample Yes n=24
2. Q-Which of the following external training organisations does your company use?
3. Sample n=60

59%

are aware of any gaps in their company's current skills base or knowledge

Just under three out of five respondents are aware of any skill or knowledge gaps in their company or department. Some companies have identified gaps in Te Reo Competency, Cultural Advisors, and Editorial Picture as areas in which there are skill gaps.

Most common areas in which there are skill gaps



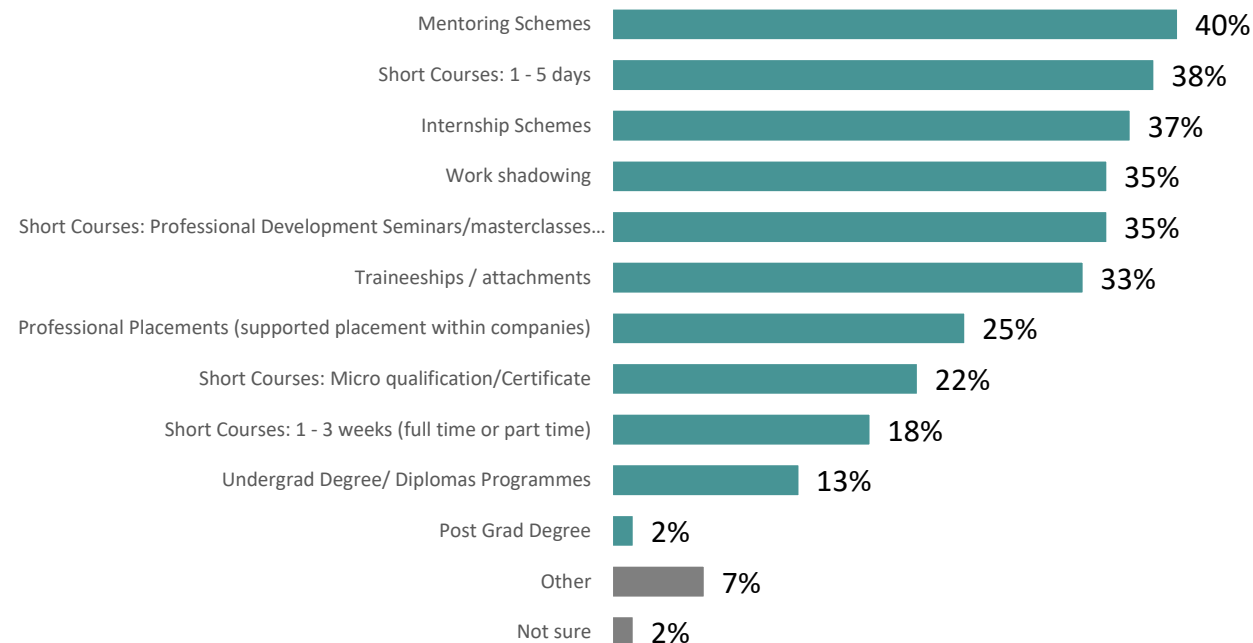
Note(s):

1. Q-Are you aware of any gaps in your company or department's current skill base or knowledge in NZ? Sample Yes n=33
2. Q-In which areas would you say there are gaps in your company or department's current skill base or knowledge?
3. Sample n=60

Top areas of relevant/applicable training

Areas of relevant/applicable training	%
Leadership Skills	23%
Budgeting	22%
Legal/Contracting/Deal Making/Rights Negotiation	22%
Building Culture	20%
Management and Employment	20%
Animation	18%
Cultural Competency (Diversity and Inclusion)	18%
Emerging Technologies	18%
Personal, Company or Project Brand Development/Marketing	18%
Business Planning	17%

Types of training best suited for employees/contractors

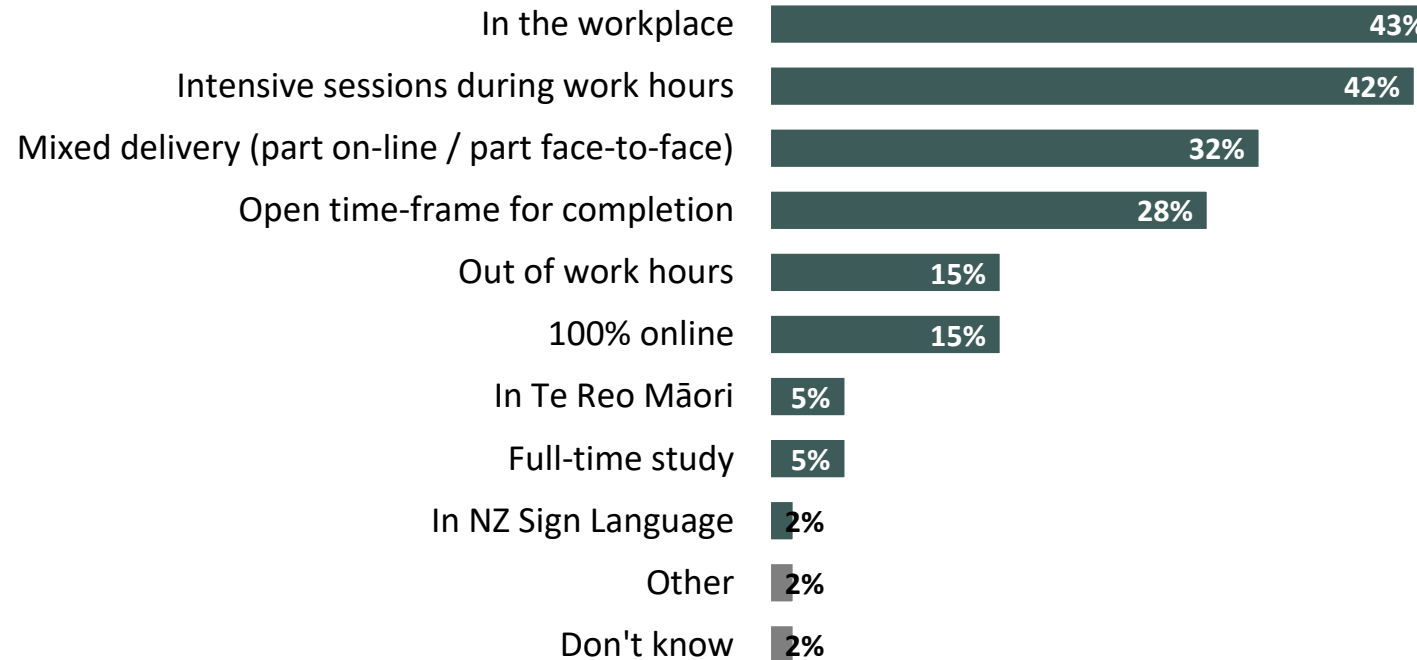


Business skills such as leadership skills, budgeting, and legal/contracting skills are among the key training areas, which may be most applicable or relevant to screen companies. Mentoring schemes are most favoured by the respondents as the type of training best suited for them.

Note(s):

1. Q-What other areas may be most applicable/relevant to your company or department? Please select any of the following areas of training and education that may be of interest to your company.
2. Q-What type of training / education experience do you feel is best suited for your company or department's employees/contractors?
3. Sample n=60

Preferred mode of training delivery

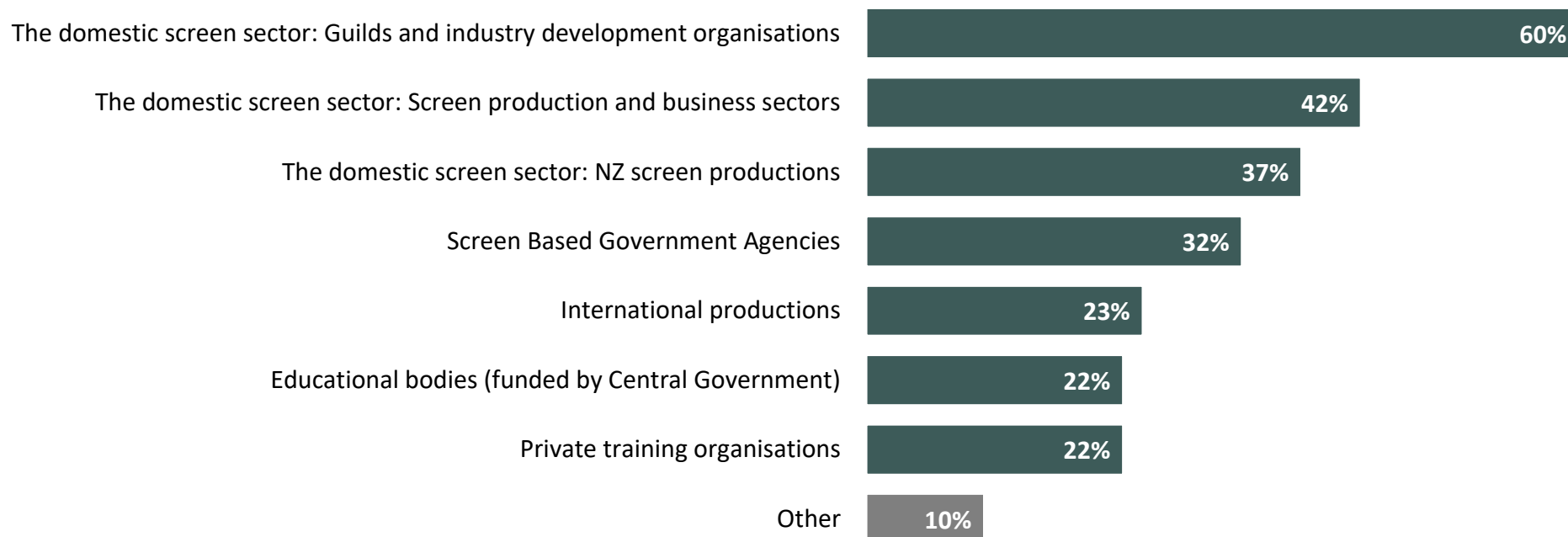


Trainings in the workplace and intensive sessions during work hours best suit the needs of about two in five respondents.

Note(s):

1. Q-How should this training be delivered to best suit your company or department's needs?
2. Sample n=60

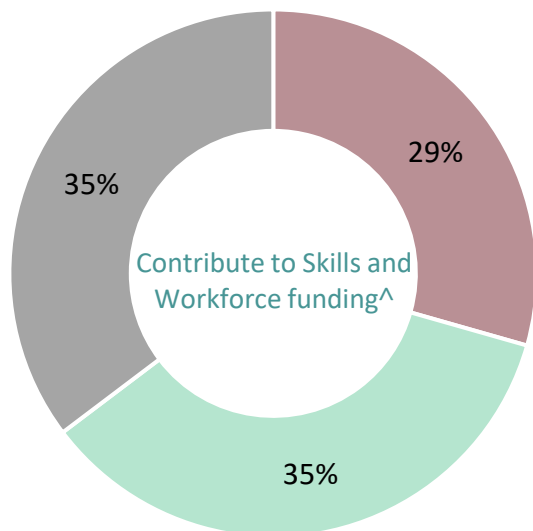
Organisation that should lead the provision of workforce development in the screen industry



The majority of the respondents think that Guilds and industry development organisations should take the lead in workforce development for the NZ screen industry.

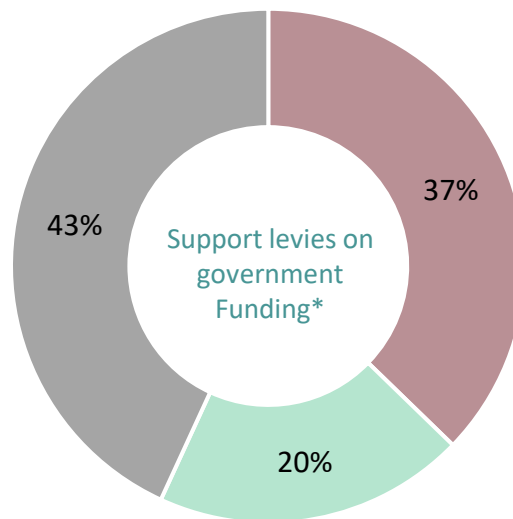
Note(s):

1. Q-In your opinion, which organisation or agency should lead the provision of workforce development for the NZ screen industry?
2. Sample n=60



■ Yes ■ No ■ Don't know

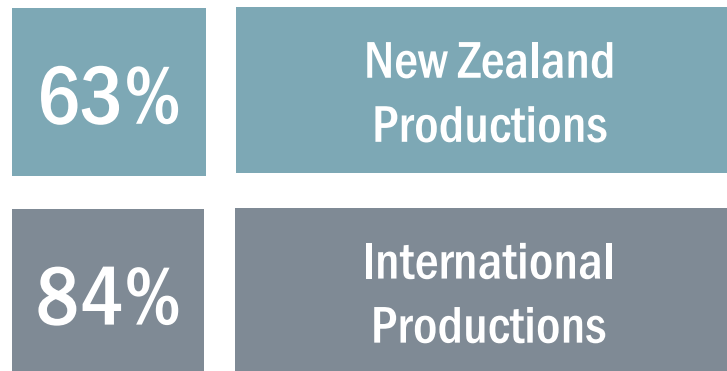
^Yes - 45%% if excl. DK



■ Yes ■ No ■ Don't know

**Yes - 66% if excl. DK*

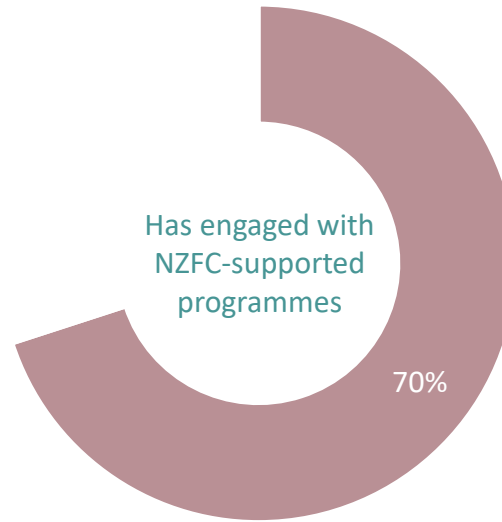
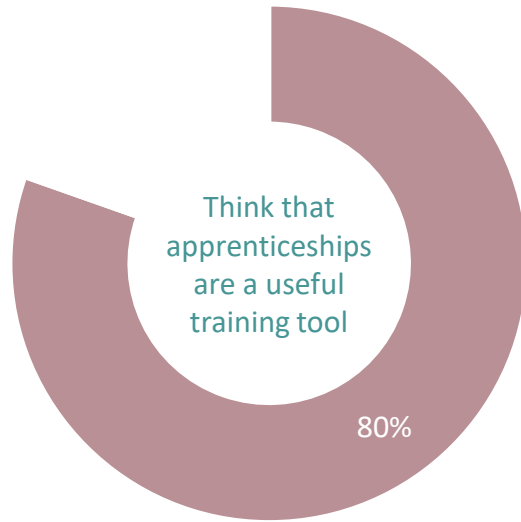
Support levy on productions accessing the NZ Screen Production Grant for skills and workforce development in the NZ screen industry



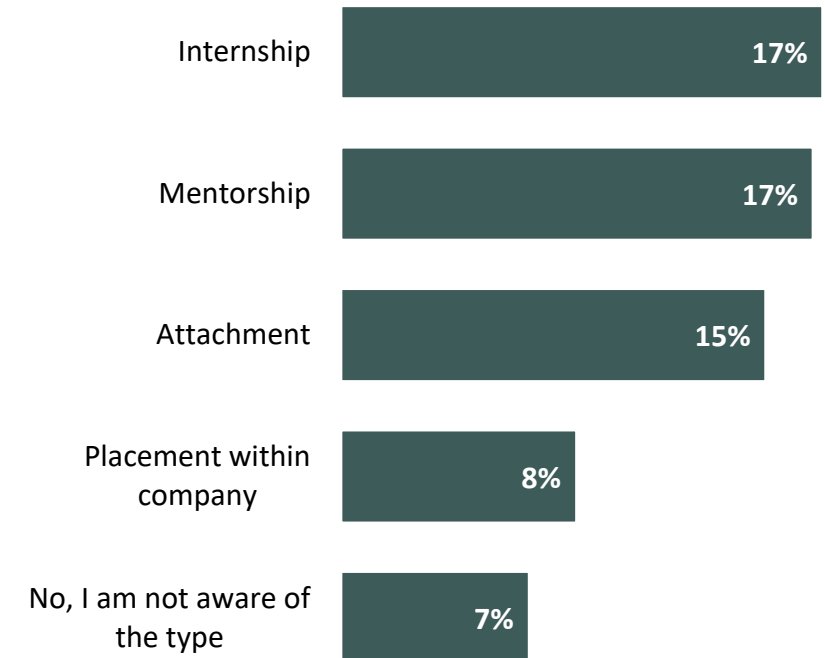
Close to three in ten respondents indicated that their company would contribute to Skills and Workforce funding while more than a third would support levies on government funding for skills and workforce development in the screen industry. Screen companies are more likely to support a levy on International productions than NZ productions in terms of access to the NZ Screen Production Grant.

Note(s):

1. Q-Would the company you represent contribute to Skills and Workforce funding? Sample Yes n=15
2. Q-Would you support levies on government funding for skills and workforce development in the screen industry? Sample Yes n=19
3. Q-Would you support a levy on productions accessing the New Zealand Screen Production Grant for skills and workforce development in the NZ screen industry? Sample NZ Productions Yes=12, International Productions Yes n=16



Type of professional development the employees/contractors were supported to complete

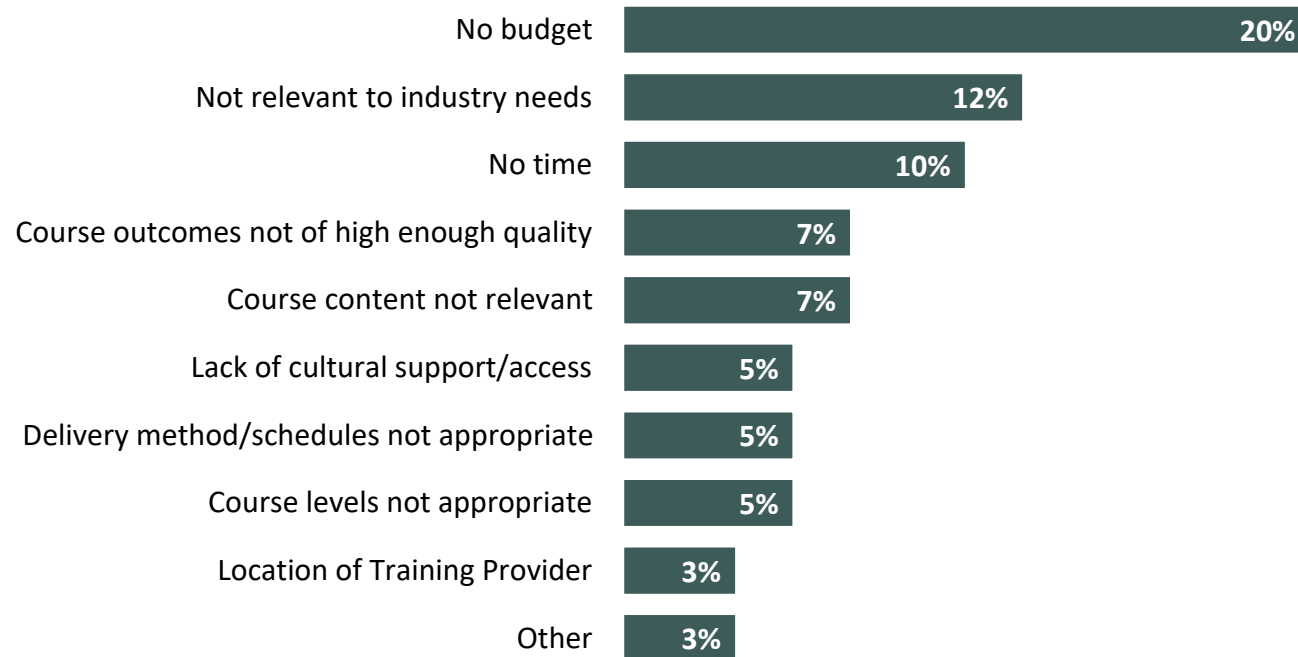


Most respondents see value in apprenticeships as a skills training tool. Seven in ten screen companies have engaged with NZFC-supported professional development programmes and opportunities. Internships, mentorships and attachment are the most common types of professional development screen employees were supported to undertake.

Note(s):

1. Q-Do you think that apprenticeships are a useful training/development tool in your area of the screen industry? Sample Yes n=41
2. Q-The NZFC supports a variety of professional development programmes and opportunities each year, e.g., on-the-job development, mentorships, workshops, etc. Has your company or production(s) engaged with these programmes? Sample Yes n=20
3. Q-Are you aware of the type of professional development the employees/contractors were supported to complete?
4. Sample n=60

Barriers



Comments about barriers

Lack of money for travel.

Nothing suitable.

The quality of the training and mentors is low.

Courses are not any kind of replacement for on-the-job training.

We are training our staff on new skills and there is no one teaching this.

The company does not have money to cover costs of any courses.

The top barriers preventing screen firms from supporting their employees to complete workforce development, training or on the job placement are lack of funds, training not relevant to industry needs and lack of time.

Note(s):

1. Q-Which of the following are preventing your company from supporting your employees to complete workforce development/training/on the job placement?

2. Sample n=60

Less degrees, more work based learning.

Have an actual real budget for H&S and then we could afford to have trainees. Have funding available for organisations such as ours to access to send crew on short courses or professional development programmes.

Education and Training is in our blood with hands on screen sector experience. We are willing and open to offer NZFC funded training programs. NZFC needs to fund programs that are contemporary and up-to-date with what the international market and the industry needs.

Just go about it the right way. It's a relatively cut and dry issue. Go halves with the industry on guaranteed training budgets? Like I said earlier, we don't mind contributing, but I'm not sitting around for 6 weeks waiting for a "yes" or "no" when it comes to someone's livelihood.

Possibly extending the capacity building funding to organisations focusing on "unique diverse" emerging creatives. Companies that have the experience (15 years +) with evidential ROI results.

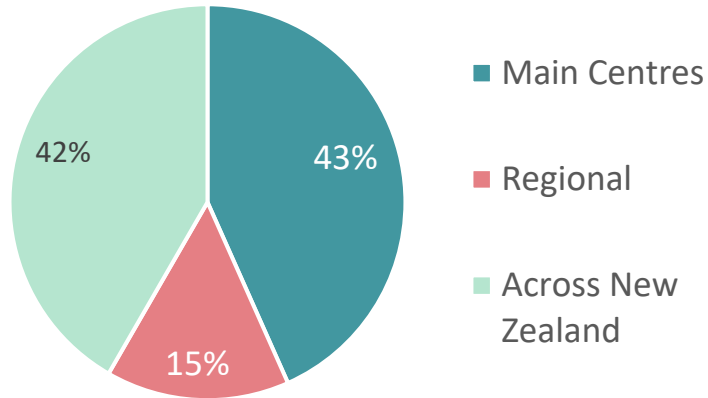
I believe firmly that we have exceptional facilities, industry skills and leadership in NZ that can be utilised to address the urgent skills gap in our sector. Working collectively as a country we have the ability to bring about a new level of well being and economic growth and recovery for our country.

From a Marlborough perspective there is zero opportunity to undergo any training for screen or related industries. I would welcome programmes in the region to educate & train people for jobs in the fledgling Marlborough Screen Industry.

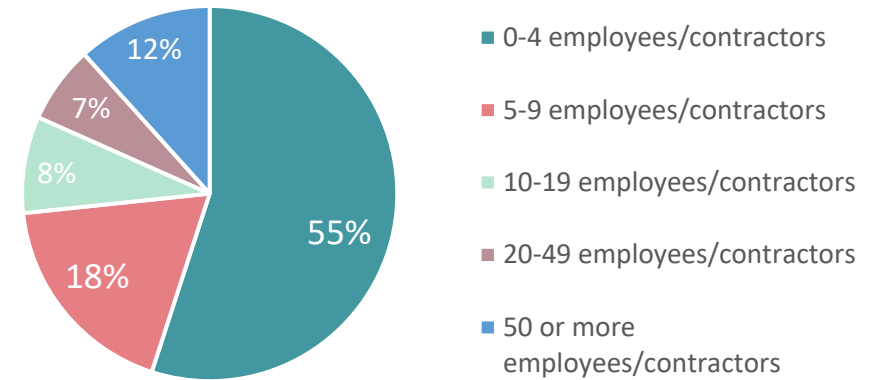
I'm a fan of on the job training in a real life production scenario where people learn to work to budgets and deadlines.

Sample profile

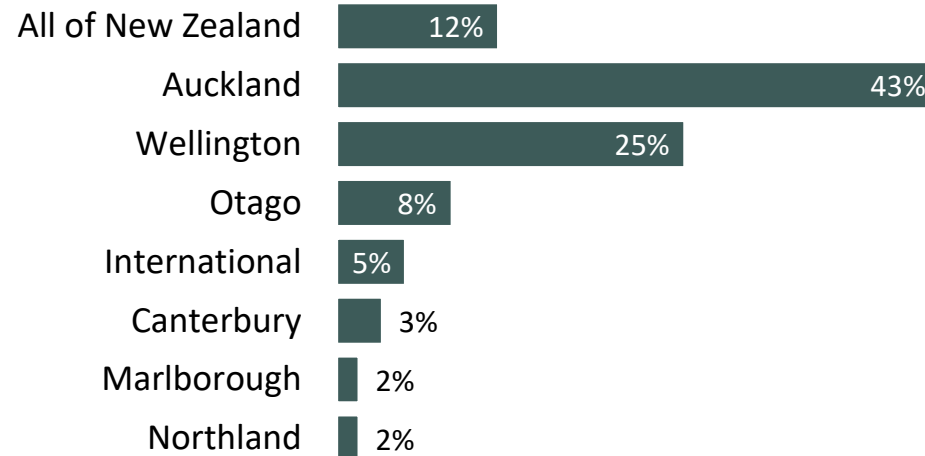
Area classification – Primary place of work



Number of employees



Company location



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