Impact Measures Survey

The first question is from TEC and is required for Toi Mai to include in its Annual Report.

21 people responded to the survey

Agreed methodology for calculating results:

TEC Reporting Purposes

To calculate number of positive responses: Count the top 2 responses (e.g. strongly agree / agree or extremely confident / confident) to generate number to then convert to percentage

To calculate percentage: Number generated above divided by the Total number of responses (Only count number of respondents). NB: Total number **includes** counting the don't knows/neutrals but **excludes** the "not applicable")

Addition of Top 2 responses
Total number of respondents (includes "don't knows/neutral" but excludes the "not applicable")

Preamble:
"Please indicate your confidence regarding the following statements:"

Scale for Q1a and Q1b:
No confidence 1 >> Extremely Confident 5

Will also include 'Not Applicable' as a standalone response

Q1a.
How confident are you that your industries' priorities are understood by Toi Mai?

76% responded positively

Q1b.
How confident are you that Toi Mai effectively communicates your industries' priorities to the right people?

62% responded positively

Do you have any additional comments? (Optional)

- The team we have worked with have been top researchers and analysts and have been very engaged with a dialogue with our industry. However they need more ability to make changes based on that feedback.

- Toi Mai are providing a vital resource to ensure the economic and social prosperity of the creative industries, and are recommending vocational education solutions to grow a sustainable creative workforce for the future.

- It is good when they engage with kaiako / teachers who are supporting the initial pathways into these industries.

- Toi Mai are a huge asset to our tech industry. They see the big picture and connect the dots like no-one else. We'd be collectively that much poorer without their mahi.

- [Mataherehere] is very helpful and understands our industry well

- We have had to do a lot of contextualizing of our sectors experiences and needs to Toi Mai. we have also done a lot of educating of Toi Mai staff around the nuanced and intersecting impacts for our sector. We have had many similar conversations with Toi Mai staff and there doesn't appear to be a internal process for sharing information.

- We appreciate that there are limitations to how effective Toi Mai can be at communicating (and getting action on) our industry tertiary training priorities, in particular when it comes to influencing a Minister and other government agencies with fixed operating systems and their own approaches to determining priorities.

- I think Toi Mai has a lot of potential as a agency that bridges Industry with Tertiary providers. However, I do not fully understand their function. As tertiary providers we connect with our industries and other agencies in our regions. Te Pukenga was an exciting prospect because it started programmes of study work together on a national level. Now that looks like that is being rolled back Toi Mai may well fill that gap.

- we feel well informed of issues that affect our industry and are asked for input and feedback to assist changes

- The priorities are complex and varied, so there is a good approach to understanding and articulating those things, and Toi Mai seems to regularly engage in meaningful sector conversations to understand these things.

- Toi Mai have worked incredibly hard to engage the Screen Sector and understand what is required to make it a more sustainable and clear pathway to a career.

The next questions are on the Reform of Vocational Education (RoVE). These are general questions about skills and are broad in nature.

Q2a.
How confident are you that recent graduates **have** the relevant skills to meet the needs of your sector?

Scale:
No confidence 1 >> Extremely Confident 5

Will also include 'Not Applicable' as a standalone response

48% responded positively, with two "not applicable" excluded

Q2b. [optional]
What are the reasons for your level of confidence?

- As a past teacher of 17 years and a fulltime artist, I know that art schools cut and paste art processes from the past. Māori artists of today don't really operate in the real world like how the art school is teaching. The art school has become a business.

- Successive governments have extremely low knowledge of technology needs and the technology industry despite it being the 2nd largest industry after dairy. The money and attention never gets put where it is really needed. We need rapid upskilling of elected officials.

- I maintain a positive view.

- We have had the privilege of giving guest lectures in tertiary education settings and have noticed that students are not learning about accessibility as a core part of their studies. This seems to be included only when the lecturer has a particular interest. We are grateful to work with these lecturers and students but don't have confidence that accessible ways of working are being prioritized in learning outcomes.

- Dedication of teachers

- The screen workforce largely learns on the job. Tertiary and vocational courses are generally theoretical, with graduates still having to start from the bottom when/if they get into the industry. There are very few tertiary courses that prepare them for the workforce.

- The programmes that I manage are in Performing arts and the structure of their courses are aligned with industry and our kaimahi are working in industry.

- The graduates that we are seeing now are the result of the previous education system. we wont see the outcomes of the last 2years for another year yet.

- The needs are changing and complex, so it is clear that there are relevant skills, but the need to embed curiosity, resilience, and an understanding of a diversity of approaches can be hard to specifically design. However the core value of art and creative education is aligned to transferable outcomes.

- Providers not focusing on people skills (and business).

- There has been a lot of work in building skills and capability within our graduates to meet a diverse range of skills and capabilities needed in the IT Industry.

- Need to increase in work learning to develop soft skills and to also encourage employers to consider graduates

- At present providers are teaching an overall approach to the sector and providing on set training or connecting with the industry. Because of this many young film or screen graduates are coming into the industry with unrealistic expectations or lack of knowledge into how the industry works

Q3a.
How confident are you that graduates **will have** the relevant skills to meet the needs of your sector?

Scale:
No confidence 1 >> Extremely Confident 5

60% responded positively, with one "not applicable"

Q3b. [optional]
What are the reasons for your level of confidence?

- It's in the statistics. There needs to be an honest discussion about the amount of students who leave art school and who are participating in the creative sector.

- Digital skills are not being taught to children, teachers have low skills in tech,

- as long as the opportunities remain available, have integrity and are valued the skills are relevant.

- These new standards are starting to address acknowledged issues.

- We have more confidence that recent graduates are learning about accessibility once they enter the arts sector because the arts sector is making progress toward being more accessible. It would be a huge advantage for graduates to be learning about accessible ways of working while still in a learning environment.

- Inclusive dance and accessibility not been addressed yet

- There needs go be fundamental change to the tertiary and vocational screen offerings to make them relevant, otherwise on the job learning via micro credentials, as recommended by Toi Mai, is the way to go.

- Workforce training

- the new Toi Mai are well onto what needs to be done. HITO no longer leads so I see this as a good thing.

- If we work together we can fix it.

- See previous answer.

- Tech sector needs more advanced experience and skills than typically produced by vocational learning sector

- We have worked closely to engage the screen industry guilds, key organisations and individuals who have been delivering or working within the industry. Toi Mai has taken the time to work through particular areas of micro-credentials and develop NZQA qualifications that will enable individuals to understand a pathway into the industry and work on set to build skills, experiences and connections.

Do you have any additional comments? (Optional)

- The work Toi Mai does is imperative so that we have a current state of play, but we need more regional focussed data and responses/treatments/ solutions that need to be coordinated regionally.

- The political landscape is one of distrust and uncertainty. I trust and remain positive that Toi will maintain it's position and will continue to thrive.

- We believe accessibility needs to be considered across tertiary education for the arts sector, to increase access for Deaf and disabled people (as learners, artists and audiences). Arts Access Aotearoa is available to support this work.

- We know that Toi Mai needs to build understanding of our industry over time and also that, in an industry that is highly digital, the pace of change and innovation is challenging to stay in front of in order to develop fit for purpose training

- Toi Mai's screen workforce plans are a shining example of a government organisation that really understands our industry.

- Industry is often a challenging space for the Performing/Design Arts. I say this because often they will follow trends and not necessarily interested in best practice. This is where the tertiary sector, ITP can be part of educating our Akonga to lead/ challenge industry . Now Te Pūkenga is not on the table. Toi Mai can possibly fill that space by connecting regions and developing those conversations.

- Toi Mai has collated a broad range of evaluative data that has informed the next steps of supporting the Screen Industry to become better. It has engaged a broad range of key stakeholders and worked to find productions willing to support the kaupapa.

What sector / industry are you from?

- Toi Māori, fulltime artists, leader of kaupapa in the public sector, consultant and teacher.
- Technology
- Creative sector alliance/music
- Tertiary - Education
- Education
- Tech
- Fitness
- Arts / disability / accessibility
- Creative
- Dance
- Screen
- Performing arts, visual arts
- Advertising
- Performing Arts and Art & Design
- Local government
- hairdressing and barbering
- The broader creative ecosystem (serving performing arts, music, visual arts, film, etc)
- Exercise
- Educational / Polytechnic
- Tech
- Screen Industry

The final section is for Toi Mai. These are not part of our Annual Reporting for TEC but will be used internally to help inform us of our direction.

Q4a

How confident are you that Toi Mai is working on the right things?

Scale:
Wrong direction 1 >> Right direction 5

76% responded positively

Q4b. [optional]

What are the reasons for your level of confidence?

- Mildly confident due to the passion within Toi Mai. My lack of confidence is within the country's perception of art.

- Inclusion and equity - the team really live these values

- Toi Mai are working hard to understand the needs of both industry and learners, and are developing valuable data-sets and insights into the sustainable future of work in our sector.

- A big The invitation to engage in the wānanga for this incredibly important kaupapa. The opportunity to know that Toi Mai is to advocate and improve the outcomes for Toi Māori is invaluable.

- The people I have engaged with are passionate about similar things I am, especially about getting it right in the secondary education space.

- We are confident Toi Mai is working on access and the representation of minority communities because of their engagement with us.

- The level of engagement with the industry and the data-informed approach that Toi Mai is taking

- Professionalism and openness to engage with the sector

- The quality of their workforce development plans are evidence that they are working on the right things.

- I have only started interacting with Toi Mai in 2024. I see potential and looking for what that structure can look like for the future.

- I have close contact with the team at Toi Mai and they keep me well informed of changes and ask for feedback on how things could be done better.

- I have been impressed by the approach and engagement being undertaken by Toi Mai. There is a lot to unpack across this broad area of the sector - also acknowledging that their area of work is even broader. So it seems there are some really useful deep dives to support insights, advocacy and development.

- Great engagement with industry, their team has the right skills and background.

- I am really impressed with the people in Toi Mai and with the research they are putting into the needs of the industry and the graduates entering the industry. I however feel more work is needed on Toi Mai understanding the challenges of constructing educational programmes that pathway students well throughout their learning journey. I do not feel their priorities are considering the needs of the learning pathway well.

- Finding pathways that improve diversity are critical. As is the need to find pathways that encourage employers to engage in taking some responsibility through in work learning. This is the key challenge.

- I have been working alongside the Toi Mai Team and industry professional to develop the curriculum and engage the screen industry in the process

Q5a

How confident are you in the level of engagement by Toi Mai with industry?

Scale:
Wrong direction 1 >> Right direction 5

86% responded positively

Q5b. [optional]
What are the reasons for your level of confidence?

- It's a hard space to navigate. The best example at present is Te Pati Māori's work with Te Matatini funding. That's the level required.

- I have had good contact and ability to feed in.

- I have frequent contact with Toi Mai team members and have facilitated many industry connections for them.

- Because Toi Mai has many different teams and priorities it's not easy to see the level to which they are engaging with industry.

- Experience

- I think Toi Mai are working hard to establish those connections. I think by setting up a structure where the tertiary sector works in a more structured manner with Toi Mai will only help with developing the relationship with Industry

- we have a hard industry to engage with. we like face to face but this cant always be done.

- It has always been useful and insightful to engage with Toi Mai from an industry perspective.

- Lots of engagement from the start as well as ongoing updates

- I feel that Toi Mai seek to engage well and make themselves approachable.

- Good engagement with industry bodies AND direct with key employers

- From the reports created, to zoom conversations and hui's around the direction in which Toi Mai and partnering organisations are engaging.

Q6a

How confident are you in the level of qualifications and products developed by Toi Mai for industry?

Scale:
Wrong direction 1 >> Right direction 5

60% responded positively with one "not applicable" excluded

Q6b. [optional]
What are the reasons for your level of confidence?

- The staff represent a high level with sustained commitment to the arts and Māori culture.

- Haven't seen any qualifications that hasn't been my engagement - I haven't seen any technology apprenticeship scheme yet.

- Feedback from industry and providers.

- It is great when we are looking at Achieved, Merit, and Excellence
- The wider systems that Toi Mai operates inside of seem to cause restraints around impact.

- Thoughtful and gone through robust discussion process

- The screen micro credential matched exactly what the major studios and production companies are telling us is needed.

- Still learning about this and their function in the developing of qualifications. It needs to be about relationships.

- consultation process has been great

- Good industry lead process.

- I feel there is good work of bringing in new qualifications that provide more opportunity. However, I think there needs to be more work on enhancing existing qualifications and modes of learning to support on-campus products.

- Yet to see them. Main focus to date has been workforce planning research.

- Very. They have been robustly created and worked through from a balanced approach. Toi Mai has worked hard to understand the needs of the industry and the Industry has worked with Toi Mai to develop the screen skill standards.

Q7a

How confident are you in the level of data and insights developed by Toi Mai for industry?

Scale:
Wrong direction 1 >> Right direction 5

75% responded positively with one "not applicable" excluded

Q7b. [optional]
What are the reasons for your level of confidence?

- High level of confidence due to the staff.

- I've read high quality research papers by the team.

- These have been exceptionally useful in the absence of fit for purpose data on our sector.

- Toi Mai has taken a data-driven approach from Day One and, when data is not available (as is often the case with digital industries and occupations) is clear about why this is

- No data set is ever perfect but Toi Mai seems to understand our industry very well through the data they are gathering.

- again my relationship with Toi Mai is new. from the working groups I have been part of I see potential in gathering useful data and insights.

- data usually has to come from stats NZ and census with have limited and unreliable information. When direct data from the industry is requested there is little uptake so results might be unreliable.

- They are approached with great care and sector understanding. There is always more to uncover, but in general the approach seems solid.

- Some data cant be obtained (like how many people end up working win the industry).

- Good data and insights. Though I feel sometimes the course of actions chosen from that data and insights need thought through more.

- The data and insights are robust and show a broad range of engagement.

Other:
Do you have any additional comments?
[NB: Don't limit response / Free txt size]

- Keep up the good work.

- Toi Mai play a vital role in the continued growth of NZ's $16.3bn creative sector. There had not previously been an ITO for this sector and Toi Mai's ever-deepening understanding of, and response to, both the real life requirements of industry and learners has been much-needed.

- I feel Toi Mai has a positive intent for our industry. I just wonder if they will be hindered from delivering anything at pace due to bureaucracy

- It would be great if different ropū within Toi Mai could engage with communities strategically across their mahi to streamline engagement.

- I think the rolling back of Te Pūkenga is a mistake. during the initial roll out of TP our Polytech institutions started to meet regularly and the element of competition started to change and a more collaborative space started to emerge. I worry that this will be lost and that individual polytechs will start to go back to protecting their own patch. This where Toi Mai could be a important partner in ensuring that we continue to work together as ITP's and build that connection with industry across a national platform. We are only a country of 5 million. Thank you for the opportunity to submit my thoughts

- The work that Toi Mai has done is far superior than what HITO did. Toi mai are inclusive and ask for information from all of industry. HITO only cared about what was happening in salons that had apprentices, which is a small part of industry, but this is where their funding came from. Toi Mai provides a safe environment to express any concerns and are genuinely interested in hearing issues and helping to create positive change.

- I am impressed with the people in Toi Mai and their desire to support and improve our sector.