

## QUALIFICATION DETAILS

<b>Qualification number/Te nama o te tohu mātauranga</b>			
<b>English title/Taitara Ingarihi</b>	New Zealand Diploma in Creative Production and Strategy (Level 5)		
<b>Māori title/Taitara Māori</b>			
<b>Version number/Te putanga</b>	1	<b>Qualification type/Te momo tohu</b>	Diploma
<b>Level/Te kaupae</b>	5	<b>Credits/Ngā whiwhinga</b>	120
<b>NZSCED/Whakaraupapa</b>			
<b>Qualification developer/Te kaihangā tohu</b>	Toi Mai Workforce Development Council		
<b>Review Date /Te rā arotake</b>			

## OUTCOME STATEMENT/TE TAUĀKI Ā-HUA

<b>Strategic Purpose statement/ Te rautaki o te tohu</b>
<p>This qualification is intended for individuals who wish to develop skills in creative production and strategy to resource, develop, promote and deliver creative projects.</p> <p>Graduates of this qualification will be able to demonstrate creative strategic, business, technical and professional skills to contribute to the growth and sustainability of the creative industries including performing arts, gaming, screen or visual arts.</p>

<b>Graduate Profile/Ngā hua o te tohu</b>
<p>Graduates of this qualification will be able to:</p> <ul style="list-style-type: none"> <li>• Develop and implement funding and resourcing strategies for a creative project.</li> <li>• Apply technical and operational skills to plan, develop, and execute a creative project using appropriate tools and production techniques.</li> <li>• Develop and execute a marketing strategy to promote and deliver a creative project.</li> <li>• Communicate effectively using a range of communication methods to support the</li> </ul>

realisation of a creative project.

- Apply relevant legislation to ensure ethical and legal protection of creative works.
- Assemble and lead a team to deliver a creative project by identifying project needs, assigning roles, and applying effective communication and collaboration strategies.

### **Education Pathway/ Ngā huarahi mātauranga**

This qualification may provide a pathway from:

New Zealand Certificate in Creative Production/Promotion (Level 3) [Ref: XXXX]

New Zealand Certificate in Creativity (Level 4) [Ref: 2869]

New Zealand Certificate in Art and Design (Level 4) [Ref:2627]

New Zealand Certificate in Digital Media and Design (Level 4) [Ref: 26293420]

New Zealand Certificate in Performing Arts (Level 4) [Ref: 3420]

This qualification may provide a pathway to higher level qualifications in arts management or creative production.

### **Employment, Cultural, Community Pathway/ Ko ngā huarahi ā-mahi, ā-ahurea, ā-whānau, ā-hapū, ā-iwi, ā-hapori anō hoki**

This qualification is intended to provide a pathway to employment.

Graduates will have transferrable strategic, business, technical and professional skills that may be applied across a range of related creative industries and/or in community based creative enterprises.

These may include:

- Game production
- Performing arts production
- Screen production
- Visual arts production

### **QUALIFICATION SPECIFICATIONS/ NGĀ TAUWHĀITITANGA O TE TOHU**

Qualification Award/ Te whakawhiwhinga o te tohu	This qualification may be awarded by any education organisation with an approved programme or accreditation to deliver an approved programme leading to this qualification.
Evidence requirements for assuring consistency/ Ngā taunaki hei whakaū i te tauritenga	Evidence may include: <ul style="list-style-type: none"><li>• An overview of the mapping of the programme learning outcomes and assessments to the graduate profile outcomes.</li></ul>

	<ul style="list-style-type: none"> <li>• Effective internal and external moderation systems and processes, including analysis of results relating to graduate outcomes.</li> <li>• Analysis of graduate destination data, and actions taken or proposed from results and feedback. This includes consultation with graduates, employers, stakeholders, and next tutors to obtain destination information and end-user feedback specifically assessing the graduates against the graduate profile outcomes of the qualification.</li> </ul>
Minimum standard of achievement and standards for grade endorsements/ Te pae o raro e tutuki ai, ngā paerewa hoki hei whakaatu i te taumata o te whakatutukinga	Achieved.
Other requirements for the qualification (including regulatory body or legislative requirements)/ Kō ētahi atu here o te tohu (tae atu hoki ki ngā here ā-hinonga whakamarumarū, ki ngā here ā-ture rānei)	N/A
General conditions for programme/ Ngā tikanga whānui o te hōtaka	<p><b>Programme entry</b></p> <p><b>Practical experience</b></p> <p>Programmes must ensure learners are given the opportunity to practice and demonstrate competence within real or realistic industry settings</p> <p><b>Diversity and inclusion</b></p> <p>Programmes leading to this qualification must:</p> <ul style="list-style-type: none"> <li>• influence equitable outcomes for all learners;</li> <li>• consider the needs of a wide range of learners' physical and cognitive abilities;</li> <li>• honour ngā kaupapa o te Tiriti o Waitangi (the principles of the Treaty of Waitangi);</li> <li>• value Māori traditional knowledge; perspectives of Pacific communities, and cultural and educational needs as identified by ākonga/learners;</li> <li>• support/promote learning that exposes ākonga/learners to a range of cultural values and perspectives that include diverse world views.</li> </ul> <p><b>Programme guidance</b></p> <p>Programmes must reflect industry best practice and include ongoing engagement with industry.</p>

	<p>The programme design and delivery mechanisms, including assessment, must reflect current screen industry practice and the interconnectedness of the graduate outcomes in an authentic industry environment.</p> <p><b>Legislation</b></p> <p>Programmes leading to this qualification must maintain currency with amendments to, and replacement of, relevant legislation, regulations, rules and Australian/New Zealand Standards.</p> <p>All learning and assessment within a programme leading to this qualification must be carried out in accordance with the following as relevant:</p> <ul style="list-style-type: none"> <li>• legislation including <a href="#">Health and Safety at Work Act 2015</a> and subsequent amendments;</li> <li>• <a href="#">Copyright Act 1994</a> and subsequent amendments</li> </ul>
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**CONDITIONS RELATING TO THE GRADUATE PROFILE /NGĀ TIKANGA E HĀNGAI ANA KI  
NGA HUA O TE TOHU**

Qualification outcomes/ Ngā hua		Credits/Ngā whiwhinga	Conditions/Ng ā tikanga
1	Develop and implement funding and resourcing strategies for a creative project.	20	
2	Apply technical and operational skills to plan, develop, and execute creative productions using appropriate tools and production techniques.	30	
3	Develop and apply a marketing strategy to promote creative works.	20	
4	Communicate effectively using a range of communication methods to support the realisation of a creative project development and execution.	10	
5	Apply relevant legislation to ensure ethical and legal protection of creative works.	10	
6	Assemble and lead a team to deliver a creative project by identifying project needs, assigning roles, and applying effective communication and collaboration strategies.	10	

## TRANSITION INFORMATION/ HE KŌRERO WHAKAWHITI

Replacement information/ He kōrero mō te whakakapi	N/A
Additional transition information/ Kō ētahi atu kōrero mō te whakakapi	<p>This qualification was listed in XXX 2025. Please refer to <a href="#">Qualifications and Assessment Standards Approvals</a> for further information.</p> <p>Toi Mai Workforce Development Council PO Box 445 Wellington 6140</p> <p>Email: <a href="mailto:qualifications@toimai.nz">qualifications@toimai.nz</a> Web: <a href="http://toimai.nz">toimai.nz</a> Phone: 04 909 0316</p>