



Toi Mai submission on the Stats NZ review of the New Zealand Standard Industrial Classification system.

Toi Mai is the Workforce Development Council (WDC/Ohu Ahumahi) for ngā Peka o Toi, the creative, cultural, recreation and technology industries of Aotearoa. Our aim is to support our industries to thrive by growing the skills that will lead to:

- tens of thousands of new, well-paid jobs in some of New Zealand's fastest growing export sectors
- a pipeline of talent and opportunity for rangatahi, and
- exciting work and training opportunities for underserved learners and mid-career changers.

This submission outlines how Toi Mai currently utilises ANZSIC data, the current limitations of the system and opportunities for improvement that we have identified.

Toi Mai recommends that Stats NZ develops an alternative industry classification system

Toi Mai recognises the number of users of ANZSIC data and that WDCs are not the only groups or agencies that rely on a classification system that is fit for the purpose of their business activities. While there is benefit in the wider economic sense of aligning industrial classifications internationally, for the purposes of supporting local workforce development, Toi Mai supports an alternative classification system that ensures domestic cultural and contextual relevance to the data.

Toi Mai considers that a locally-based industry classification system would better enable policymakers and organisations such as Toi Mai to accurately identify national industry trends, analyse labour market dynamics, and allocate resources effectively for workforce development purposes. An alternative industry classification system, particularly tailored to the unique needs and characteristics of Aotearoa's emerging local industries, could offer greater insight regarding the development of the domestic workforce and better inform education and training initiatives.

Toi Mai supports any attempt to represent and identify Toi Māori occupations in a future industry classification system. This should be designed in consultation with iwi, Māori businesses and industry. This could ensure Toi Māori industry data is accurately captured and given greater visibility. Toi Mai considers that iwi and Māori businesses are best placed and mandated to offer solutions in this area. Toi Mai strongly supports the inclusion of an alternative Toi Māori industry classification, in order to give greater visibility to these occupations.

An alternative industry classification system would allow for a more focused and nuanced representation of Aotearoa's specific industries and economic landscape. As a Workforce Development Council, we are most concerned with understanding and supporting our local workforce and believe that there would be huge benefit in capturing the intricacies of emerging sectors that may not be adequately reflected in broader, shared classifications such as the current ANZSIC classification system.

Toi Mai recommends that Stats NZ consider an alternative classification system that is more closely aligned to the industry split of the Workforce Development Councils. This would allow for accurate data capture and aggregation for the agencies that are legislated to serve and support Aotearoa's workforce.

Ngā Peka o Toi

The Baseline Data and Engagement project funded by TEC's COVID-19 Response Project Fund in December 2021 enabled Toi Mai to develop a six-sector segmentation of our industries based on shared purpose and function rather than the ANZSIC and ANZSCO codes. Each sector segmentation is a peka (tree branch) and part of the greater ngahere of Te Wao Nui o Toi. The six Peka are:

- Toi Pāho (Broadcast and Screen)
- Toi Puaki (Expressive Arts)
- Toi Whānui (Enabling Technologies)
- Toi Māori (Practitioners specialising in the creation of taonga works and the oral arts)
- Toi ā-Ringa (Art and Design)
- Toi Ora (Sport, Recreation and Cultural Organisations).

The definition of the six Peka can be found on our website <https://toimai.nz/>.

Toi Mai experience of the current ANZSIC system

Toi Mai relies on the ANZSIC system for aggregated quantitative data which guides our research, engagements, and qualification review and development.

Toi Mai utilises the ANZSIC data to develop detailed insights on workforce size, demographics, income and attrition rates of the industries that we are responsible for. Data quality and industry classifications directly impacts our ability to develop informed advice to improve education and training outcomes for our industries.

ANZSIC provides a shared industry classification system with several benefits in the context of economic collaboration between New Zealand and Australia. However, Toi Mai relies on the accurate capture of local workforce data for the purposes of strengthening our workforces and industries here in Aotearoa.

Toi Mai considers that a locally-based industry classification system would better enable policymakers and organisations such as Toi Mai to accurately identify national industry trends, analyse labour market dynamics, and allocate resources effectively for workforce development purposes.

A separate industry classification system, particularly tailored to the unique needs and characteristics of Aotearoa's emerging local industries, could offer greater insight regarding the development of the domestic workforce and better inform education and training initiatives.

Resolving ANZSIC and WDC Industry Classifications

The ANZSIC review documents request feedback on the limitations and challenges that ANZSIC users experience in the current system. The ANZSIC industry classifications and the WDC industry groupings are unaligned. The WDC industries are currently separated across different ANZSIC codes, making it difficult to have aggregated industry data for each WDC.

The ANZSIC code definitions at Level 4 can be too broad causing industry data being captured by Toi Mai and other WDCs simultaneously. For example, Class 9511 covers Hairdressing and Beauty Services inclusive of hairdressing, barbering, make up and nail care services. The occupations within Class 9511 are split between Hair and Barbering for Toi Mai and the general beauty services occupations which sit with Ringa Hora WDC.

There are two main industries within Toi Mai that experience difficulties in this space, namely Toi Māori and Toi Puaki as outlined below.

Lack of Visibility for Toi Māori Industry

Toi Mai serves the industries that make up Toi Māori - practitioners specialising in the creation of taonga works and the oral arts. There is currently no representation of these occupations in our industrial classifications, and we therefore have very limited data in relation to this particular workforce.

The Toi Mai definition for Toi Māori is: *practitioners specialising in the creation and composition of taonga works and the oral arts, such as weavers, carvers, tohunga tā moko, writers, musicians, mōteatea and kapa haka performers, composers and choreographers, visual artists, designers, waka and wharenui designers and builders.*

The current structure of the ANSZIC system means that Toi Māori practitioners are captured within and across a number of different industries.

Low quantitative data makes it challenging to assess Toi Māori employment as we are unable to ascertain the extent of the workforce and have no quantitative evidence by which to frame the barriers and opportunities facing this industry. While qualitative insights can be gained through industry engagements, we risk losing the bigger picture of how this sector can be better supported through education and training. Through our engagements with Toi Māori, we know that these occupations are very different to their mainstream counterparts and therefore recommend the development of a separate classification system to support greater visibility and understanding of this sector.

It is currently not possible to identify Toi Māori practitioners from their broader categories as ethnicity data cannot fully account for who is working in the Toi Māori sector. This makes Toi Māori practitioners almost invisible in workforce data. For example, under the current ANZSIC system:

- a tāmoko artist is classified as a general tattoo artist.
- a kairāanga, or traditional weaver, is classified as a craft artist.
- a kaiwhakairo, or traditional carver, is classified as a general carver.

Toi Mai recommends that Stats NZ adapts the NZSIC to accurately capture Toi Māori occupations and industry data to give greater visibility within a new industry classification system. We believe that iwi and Māori businesses are best placed and mandated to offer solutions in this area but we strongly support the inclusion of a separate Toi Māori industry classification, in order to give greater visibility to these occupations.

Classification of Toi Puaki Industries - Performing Arts

Toi Mai is responsible for the Performing Arts industries, which are defined by Toi Mai as being a part of Toi Puaki: *expressive art forms and technologies in music, stage, theatre, events, dance and creative writing*. Sitting under the broad Arts and Recreation Services code, the specific needs and characteristics of Toi Puaki are often obscured.

Toi Puaki encompasses a wide range of roles and occupations, including performers, directors, producers, technicians, educators, and administrators. Within ANZSIC, Toi Puaki are aggregated with other cultural and recreational activities, resulting in a lack of granularity in the classification and difficulties in capturing the entirety of the workforce.

Toi Puaki is characterised by a high self-employment rate and often involves a mix of full-time, part-time, freelance, and project-based work arrangements. Much of the work in the Performing Arts, especially for emerging artists and small-scale productions may also occur in informal or non-standard employment arrangements.

ANZSIC does not adequately capture this variability in employment patterns, making it difficult to represent the workforce and its needs. The ANZSIC classification also primarily captures formalised and/or institutionalised employment activities, which overlooks the contributions and needs of individuals engaged in informal work within the industry.

A more nuanced approach to classifying and analysing the Performing Arts industry within the context of workforce development is required. Toi Mai considers that there should be a separation of the Arts and Recreation Services within the new industrial classification system, in order for workforce data to accurately reflect and represent the industry.

Appendix 1: Toi Mai Workforce Development Council (WDC) functions are governed by legislation

The functions of Toi Mai WDC, in relation to the industries covered by it, are outlined under [section 366 of the Education and Training Act 2020](#). In summary, these are to:

1. Provide leadership:
 - engage with industries, tertiary education organisations, and other organisations in the system to ensure vocational education graduates have the skills industries are looking for.
 - drive actions across the system to ensure the skills and workforce development needs of your industries are met.
2. Develop and set standards, capstone assessments, and qualifications:
 - review and develop qualifications and credentials that meet employer expectations and national industry standards.
3. Endorse programmes and moderate assessments:
 - work with providers to update existing programmes and develop new ones in line with the curriculum and the needs of industry.
 - undertake moderation activities to ensure learners have met the required standard when they are awarded a skill standard, qualification or credential. This includes:
 - confirming that assessment materials developed by providers are fit for purpose and that assessment decisions are fair, valid and consistent with the national standard.
 - proactively managing any poor assessment practices that undermine the validity of learner credentials.
4. Provide advisory services and represent industry:
 - provide employers with brokerage and advisory services approved by TEC.
 - provide advice and insights to TEC on the skills and workforce needs of their industries, which in turn can influence investment decisions made by TEC.
 - inform TEC's career services.