

12 September 2024

2024 Redesign of the vocational education and training system
Ministry of Education—Te Tāhuhu o te Mātauranga

By email: VocationalEducation.Reforms@education.govt.nz

Tēnā koutou katoa

Submission to: Ministry of Education—Te Tāhuhu o te Mātauranga
Subject: **Submission on the Government’s proposed redesign of the vocational education and training system**
From: Arts Council of New Zealand Toi Aotearoa (Creative New Zealand)

Introduction

1. Creative New Zealand welcomes the opportunity to submit on the Government’s proposals to redesign the vocational education and training system.
2. It is **crucial that arts, creative, cultural, ngā toi Māori and Pacific arts workers, creators, sectors and industries remain represented and supported** in this system, to continue to contribute to Aotearoa New Zealand’s wellbeing, productivity and economic growth.
3. In lieu of completing the consultation feedback form, we offer some general feedback on the proposals that relate to Creative New Zealand’s role and legislative purpose *‘to encourage, promote, and support the arts in New Zealand for the benefit of all New Zealanders’*.
4. The key contact person for matters relating to this submission is:
Name: Aroha Rangi
Position: Co-Manager, Māori Policy & Performance—Kaiwhakahaere, Kaupapa Here, Arotake Hoki
Contact: aroha.rangi@creativenz.govt.nz



Key points

5. Aotearoa New Zealand needs a **skilled, sustainable and productive arts, creative, cultural and ngā toi Māori workforce** to deliver on our potential, now and in the future.
6. The proposed vocational education and training reforms look to be based on traditional sectors, legacy industries and employer/employee training models and **do not adequately represent the arts, culture, creative and ngā toi Māori sectors and emergent industries** needed to meet the government's economic and export goals.
7. The arts and creative sector contributed **\$14.9 billion** to Aotearoa New Zealand's economy in 2022 (4.2 percent of Gross Domestic Product, GDP). The arts and creative sector GDP contribution **grew at almost twice the rate** of the rest of our economy in 2022/23, with over 35,900 businesses and 115,000 people in primary employment in the sector.
8. Thirty-two percent of those with primary jobs in the arts and culture sector are **self-employed** – twice that of the total economy (16.2 percent).¹ This has significant implications for these sectors in a vocational education context. It means there are limited opportunities for work-based training and there is a higher burden on practitioners to manage the business side of their practice. This is compounded by the lack of training within core qualifications on the business skills required for self-employment.
9. Creative New Zealand has undertaken significant work since 2019 looking at the sustainability of arts sector careers, including developing a Remuneration Policy for Artists and Arts Practitioners.² We have identified a lack of career sustainability and low wages as key strategic issues facing the sector.
10. Recognising the attributes of the arts, culture, creative and ngā toi Māori sectors, and the long-entrenched issues of career sustainability and income insufficiency, it is essential that these sectors are adequately represented in any future vocational education system.
11. Creative New Zealand supports the key points raised in the submission of **Toi Mai**, the Workforce Development Council, including the critical need for:
 - (a) the **creative, cultural, recreation and technology industries to remain represented in the vocational education and training system** – given these sectors will be essential for jobs and exports in the next decade and beyond
 - (b) a **dedicated standard-setting entity** for the creative, cultural, recreation and technology industries following these reforms
 - (c) a continued focus on **improving outcomes for the Māori workforce** to uphold the Crown's responsibility under Te Tiriti o Waitangi and to **Māori and Pacific workforces as taxpayers of the future.**

¹ Infometrics Arts and Creative Sector Profile 2022: <https://www.mch.govt.nz/sites/default/files/2023-11/Infometrics-report-draft-2023-11-09.pdf>

² Remuneration Policy for Artists and Arts Practitioners: <https://creativenz.govt.nz/about-creative-nz/corporate-documents/remuneration-policy-for-artists-and-arts-practitioners-2022-ko-te-mahere-utu-ma-nga-kaitoi-kaiwaihanga-toi>

12. Creative New Zealand **does not agree** that the disestablishment of the workforce development councils will lead to *‘a more efficient system focused on the functions that industry find most valuable and with greater industry ownership and involvement’*.
13. Any change to New Zealand’s vocational education and training system must ensure that the new system:
- provides **high quality work-ready skills**, developed through **responsive and meaningful qualifications and training** (that **match industry demand** and recognise the needs of a predominantly self-employed creative sector with limited spare capacity), to enable thriving arts, culture, creative and ngā toi Māori jobs, businesses and workforces
 - **meets the needs of a demographically diverse and evolving workforce**, identifying current and future workforce needs informed by data and insights from robust research and strong relationships with arts, culture, creative and ngā toi Māori businesses, the sector and industry
 - keeps up with the **rapid pace of technological development**
 - works collaboratively across all industry sectors to **ensure access and increase participation, opportunities and success for Deaf and disabled, tāngata whaikaha**, Māori, Pacific and other priority workers
 - **gathers, uses and disseminates data and insights into occupations and skills** that will be in demand in the future, that all providers, industries and government can use in their planning
 - **works with Māori businesses to raise the profile and value of their skills and mahi** to the economy and **meets the skills and workforce needs of iwi, hapū** and the Māori and non-Māori economies
 - is **responsive to different regional workforce needs** with regionally appropriate training (that may or may not be apprenticeships)
 - **supports businesses to lift their cultural competence** to help them employ a diverse workforce
 - maps and promotes visible **career pathways** for mid-career changes as well as school leavers.
14. Since its establishment in October 2021, Toi Mai has:
- provided valuable **research, evidence and insights** on the sectors it covers, which were previously unavailable
 - produced clear, robust **workforce and industry development plans** for Art & Design Performing arts (including music), Screen and Digital Technology, Ngā Toi Māori and others, in consultation with arts, cultural, creative, ngā toi Māori, Pacific and tāngata whaikaha, Deaf and disabled sector and industry leaders and employers
 - developed and maintained strong, trusted relationships with industry and sectors, enabling Toi Mai to understand and address needs not attended to in the previous system.
15. If workforce development councils are not retained, then Creative New Zealand would support Toi Mai’s recommendation to establish **Jobs and Skills Councils**.

16. In Australia, Jobs and Skills Councils are responsible for the following functions:
 - workforce planning
 - training product development
 - implementation, promotion and monitoring
 - industry stewardship.
17. We support Toi Mai's recommendation that Aotearoa Jobs and Skills Councils be developed with similar functions to the Australian Jobs and Skills Councils but with an additional focus on supporting **Māori outcomes** and **Priority learners** (such as Māori, Pacific and Whaikaha/Deaf and disabled learners).

Background on Creative New Zealand

18. Creative New Zealand is the national arts development agency of Aotearoa New Zealand, responsible for delivering government support for the arts. We're an autonomous Crown entity, first established as the Queen Elizabeth II Arts Council in 1964 and continued under the [Arts Council of New Zealand Toi Aotearoa Act 2014](#).
19. Creative New Zealand receives funding through the New Zealand Lottery Grants Board Te Puna Tahua and Vote Arts, Culture and Heritage. In 2023/24, Creative New Zealand **invested \$70 million in the arts**, supporting the sector through our funding, capability building, advocacy, leadership and partnering initiatives.
20. Our long-term strategic direction to 2029, set out in our [Statement of Intent 2022–2026](#), identifies the outcomes we're seeking to achieve on behalf of all New Zealanders.
 - **Stronger arts**, as shown by:
 - High-quality New Zealand art is developed
 - New Zealand arts gain international success.
 - **Greater public engagement with the arts**, as shown by:
 - New Zealanders participate in the arts
 - New Zealanders experience high-quality arts.
 - **Stronger arts sector**, as shown by:
 - New Zealand's arts sector is resilient
 - New Zealand arts are valued and supported.
21. We contribute to achieving our outcomes and create value for New Zealanders, by delivering programmes in the following areas.
 - **Investing in the arts**, including providing funding to artists, arts practitioners and arts organisations.
 - **Developing the arts** through our capability building programme for artists, arts practitioners and arts organisations.
 - **Advocating for the arts**, to promote the value of the arts and empower the arts sector to make the case for the arts.

- **Leadership in the arts**, to ensure the arts sector is well positioned collectively to respond to **change**.
- **Partnering for the arts**, to develop reciprocal relationships and partnerships that increase the impact of our collective work for the arts.

Please feel free to contact us if you have any questions or if you wish to meet to discuss this submission further.

Ngā mihi nui ki a koutou katoa, nā

David Pannett
Senior Manager, Strategy & Engagement
Pou Whakahaere Matua, Rautaki me te Tūhono

