

MĀORI AND INDUSTRY TRAINING:

2006 UPDATE



DECEMBER 2006

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Foreword

Industry Training has continued to grow since the early 1990s, increasing in scale, confidence and sophistication. Within general trends, it is important to understand how different groups access and succeed in Industry Training. The Industry Training Federation is interested in the success of Māori industry trainees because of the current and future importance of Māori to industry.

This is the second report the Industry Training Federation has prepared on trends in Māori participation in Industry Training. Consistent with the findings of the first report, Māori continue to be well represented, with 11% of employed Māori participating in Industry Training, compared with 6% of the total employed population. Some of this participation relates to the areas of the economy where Māori are highly represented, but it also reflects on the work Industry Training Organisations do to support the needs of Māori learners.

The updates on the case studies and analysis of profiles illustrate the wide range of ITO activities aimed at engaging Māori. ITOs' interaction with Māori communities, businesses and workers is not just about increasing participation of Māori in training: quite different responses are developed to meet the aspirations of Māori in different industry contexts. These activities provide a good basis for the continuing participation and success of Māori in Industry Training, and are likely to make a significant positive contribution to one of the goals of the Māori Tertiary Education Framework:

Māori as active citizens who participate in the economy and whose position is enriched through participation in tertiary education

It is with great pleasure that this publication is available in English and Te Reo Māori.



Jeremy Baker
ITF Executive Director

Summary

In February 2005 the ITF published a report on trends in Māori participation in training. This report provides an update, adding data from 2004 and 2005.

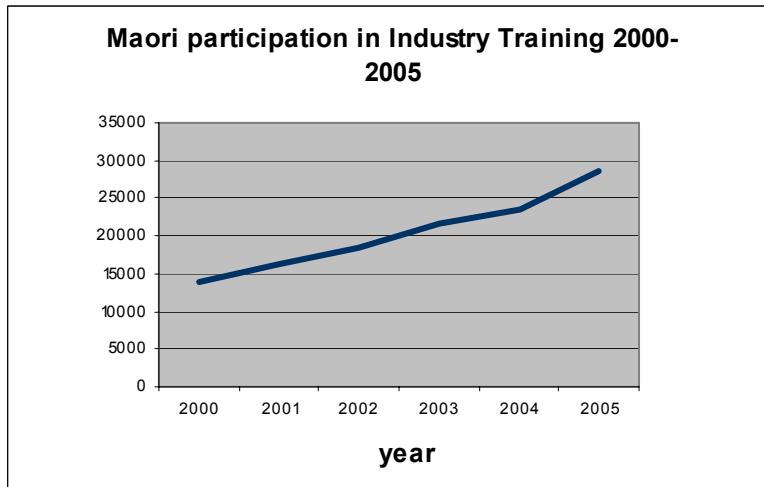
Since the Industry Training Federation reported on Māori and Industry Training in early 2005, Māori participation and success in Industry Training has continued at similar levels. Some highlights:

- Māori participation in Industry Training remained high at 17% in 2004 and 18% in 2005, continuing to keep pace with overall growth in industry trainees. This is in the context of increasing participation of Māori in the workforce, and lower unemployment.
- The proportion of Māori women in Industry Training has increased from 27% in 2001 to 30% in 2005 and continues to be slightly higher than the proportion of all women in Industry Training.
- The proportion of Māori entering Industry Training with no previous qualifications is decreasing (from 41% in 2001 to 36% in 2005), but is still higher than the total proportion of trainees entering with no qualifications (26%).
- In 2005, just under 40% of Māori in Industry Training completed qualifications at level 4, up from 33% in 2004.
- The proportion of Māori trainees registered with ATTTO (aviation, tourism, travel), NZITO (dairy, meat processing) and the Hairdressing, Opportunity (power crane), Joinery and Fire Rescue Services ITOs has increased by more than 5% in the past 5 years.
- Māori participation in training by industry is similar to total participation by industry.

Māori participation in Industry Training

Māori have been, and continue to be well represented in Industry Training, with 18% of Industry Training participants identifying as Māori in 2005. This compares favourably with the percentage of the population who identify as Māori (15%), and Māori as a percentage of the workforce (9%). Of the 161,676 people participating in Industry Training in 2005, 28,636 were Māori. In 2005, 9,686 more Māori were participating in Industry Training than in 2001.

The proportion of Māori as a percentage of all trainees has stayed around the same (increasing slightly from 2000-2005 from 17% to 18%). This is in the context of huge growth in Industry Training - during this time the number of people participating each year doubled. Growth in Māori participation kept pace with, and in 2005 exceeded, total participation increases.

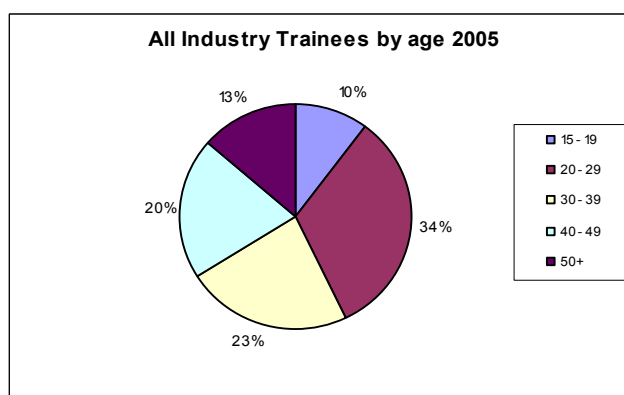
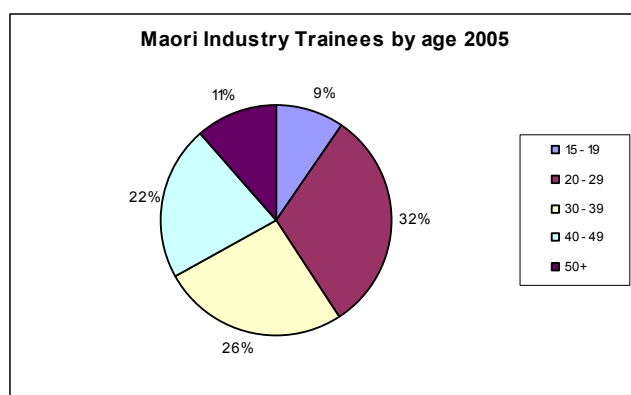


Gender and Age

Women are under-represented in Industry Training compared to both their proportion of the population and as a percentage of the workforce. This reflects, in part, the lower proportions of women working in industries and occupations participating in Industry Training. However, women's participation has increased over the past six years, with women making up an increasing proportion of Industry Training participants. Women's participation in Industry Training went from 22% in 2001 to 27% in 2005. Māori women are represented in larger proportions than women in total, with women making up 30% of the total numbers of Māori participants in 2005. Twenty percent of the total number of women in Industry Training were Māori in 2005.

	Māori % Male	Māori % Female	Total % Male	Total % Female
2001	73%	27%	78%	22%
2002	74%	26%	77%	23%
2003	73%	27%	76%	24%
2004	72%	28%	75%	25%
2005	70%	30%	73%	27%

Māori participation by age is similar to that of all participants, although Māori are slightly over-represented in the 30-39 and 40-49 age groups. The proportion of Māori in the 15-19 age group has increased slightly from 2004 to 2005, from 8.6% to 9.4% respectively.



Previous qualifications, levels of study and completions

The number of Māori Industry Training participants with no previous qualifications at 36% is higher than that for all Industry Training participants at 26%, but has decreased from 41% in 2000. The higher number of Māori with no qualifications in Industry Training is likely to be associated with the higher proportion of Māori leaving school each year with little or no formal attainment. The proportion of Māori school leavers with no qualifications decreased from 32% in 2000 to 25% in 2004. (Ministry of Education, *School leavers with no qualifications*)

Sixty-five percent of Māori participating in Industry Training were involved in programmes at level 3 or higher of the NQF in 2005, compared with 71% of all trainees. This represents a decrease from 67% and 73% respectively in 2004.

Completion of qualifications also reflects a trend for higher proportions of Māori participating at slightly lower levels of the framework, but there appears to be a shift occurring. Around 11% of Māori participants completed qualifications at level 1 in 2005, compared to around 6% for all participants. Just under 40% of Māori participants completed qualifications at level 4, up from 33% in 2004, but still behind overall completions at around 45% for all participants.

The number of Māori completing qualifications as a proportion of total completions was 13% in 2004, lower than the Māori participation rate of 17%.¹

¹ This figure should be treated with caution as the number of people completing qualifications in any given year does not match up with the number participating.

Participation by Industry Training Organisation

9 of the 10 ITOs with the largest **numbers** of trainees also had the largest number of Māori trainees.

	% of Māori trainees in Industry Training 2005	% of all trainees in Industry Training 2005
Forestry	22.4%	10.4%
Competenz	8.8%	11.1%
NZITO	8.6%	10.0%
Agriculture	6.4%	4.8%
Road Transport	5.4%	4.5%
Electrotechnology	4.8%	6.4%
Hospitality Standards	4.6%	7.3%
Community Support	3.8%	4.8%
Building	3.6%	6.7%
Electricity Supply	3.3%	2.9%
Total	71.8%	68.9%

In contrast, the following table represents the ITOs who had the highest **proportion** of Māori trainees as a percentage of their total number of trainees in 2005.

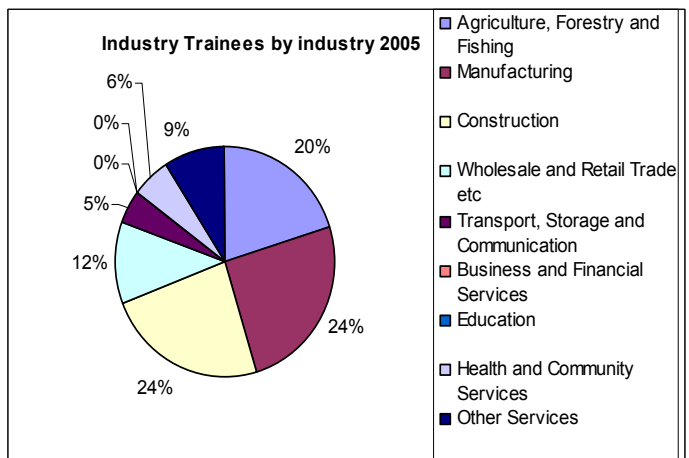
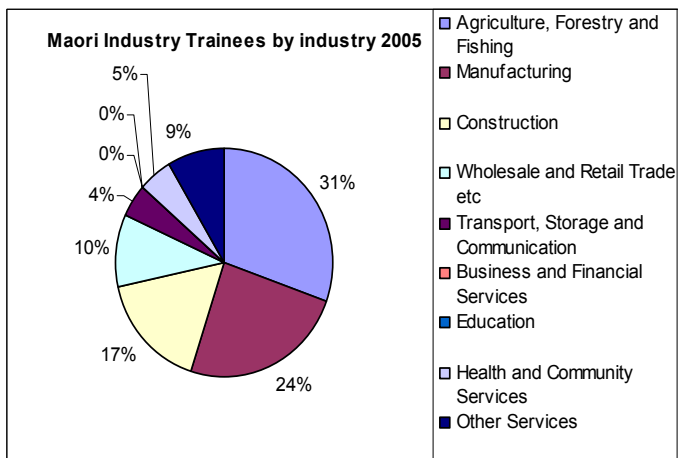
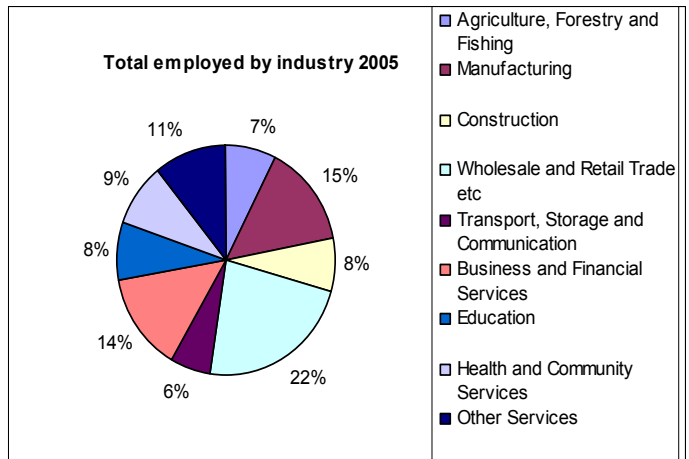
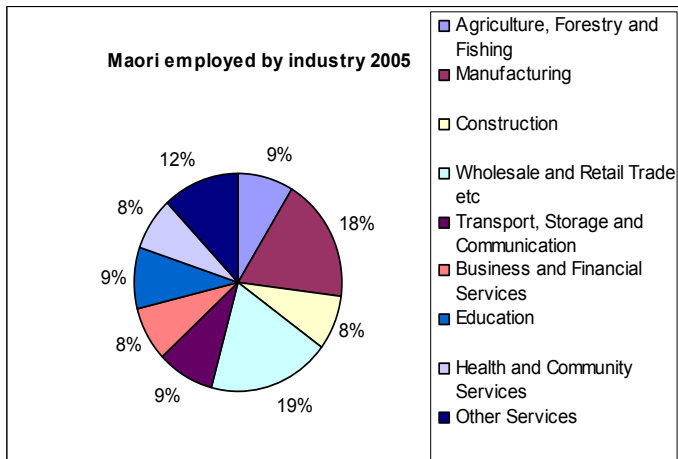
	% of Māori trainees 2005	Number of Māori trainees 2005
Te Kaiawhina Ahumahi	51%	319
Forestry	33%	4,081
Seafood	24%	670
NZITO	23%	2,688
Infratrains	21%	459
Public Sector	21%	694
Building Service Contractors	21%	99
Power Crane	20%	132
Agriculture	19%	1,090
Retail Meat	19%	73
Total average	18%	553

Aviation, Tourism and Travel Training Organisation (ATTTO), NZITO (Dairy, meat processing), Hairdressing ITO, Opportunity ITO (Power Crane), Joinery ITO and Fire Rescue Services ITO all increased the proportion of Māori trainees by 5% or more between 2001 and 2005. Te Kaiawhina Ahumahi and Sports Fitness & Recreation ITO have both experienced decreases of 6% in their proportions of Māori trainees between 2001 and 2005.

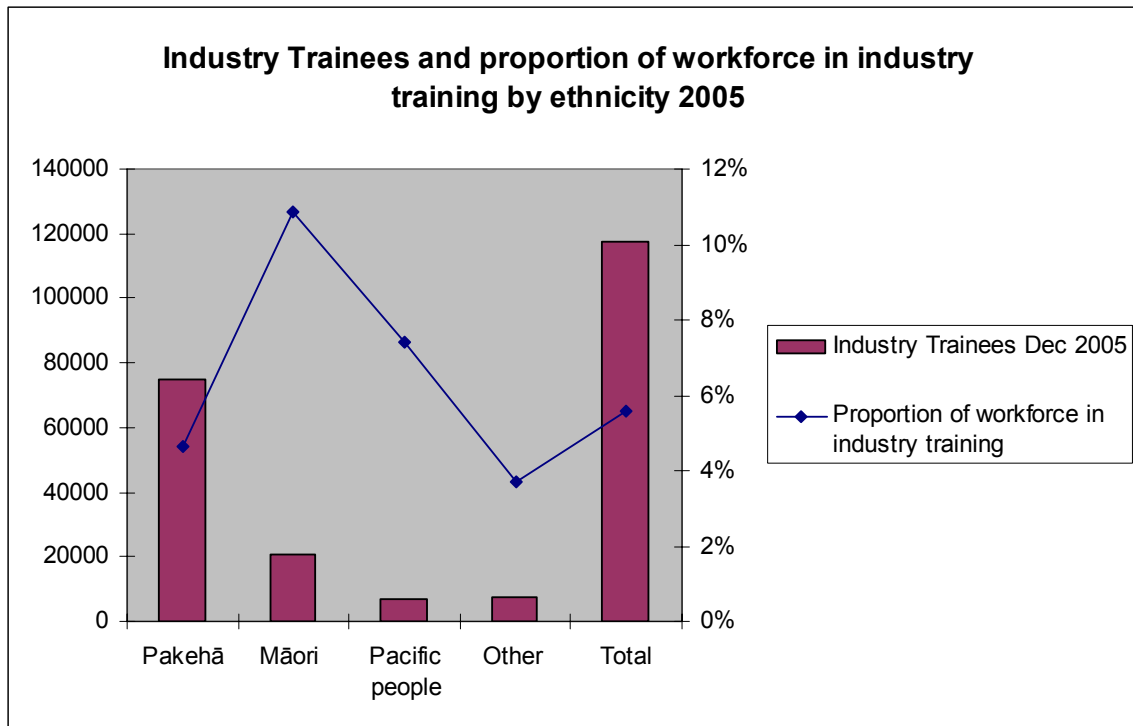
Participation in the labour force

Māori made up 9% of people employed in New Zealand in the December 2005 quarter. Māori participate in all industries in roughly similar proportions to the total employed population. The exceptions are Business and Financial Services where Māori are under-represented (8% compared to 14%), and Manufacturing and Construction where Māori are over-represented (18% compared to 15%).

By roughly grouping Industry Training Organisations by industry, we can see that a significant amount of Industry Training in 2005 was happening in the Agriculture, Forestry and Fishing, Manufacturing and Construction industries. The spread of Māori trainees by industry is roughly comparable to total numbers of industry trainees by industry, except in Agriculture, Forestry and Fishing where they are over-represented, and Construction where they are under-represented. It is also of note that the proportion of Māori trainees in Construction (17%) is significantly higher than the proportion of Māori employed in the industry (8%).



By proportion of the labour force in industry training, Māori are the most highly represented ethnicity. The proportion of the total labour force involved in Industry Training in 2005 was just under 6%. By comparison, the proportion of the Māori labour force in Industry Training in 2005 was higher than this at 11%.



Case studies: update

These case studies provide updates on the projects mentioned in the 2005 report.

Accor Student Hospitality Experience (SHE) Programme



The Student Hospitality Experience (SHE) programme was established in 2004 as a partnership between the Hospitality Standards Institute and the Accor Hotel Group in New Zealand. Accor is one of the largest international hotel management companies. The SHE programme has now been running successfully for two years and is part of Accor's international strategy to work with the specific ethnic groups of the countries they are working in.

The aim of the programme is to give young Māori and Pacific school students a taste of how exciting it is to work in the Hospitality Industry. They can then decide if they want to make a career in the industry.

Interested school students are selected to attend five training days at the hotel, and they are then given five days' work experience in a number of different departments within the hotel. The programme is designed to take up one day per week over a 10 week period. At the end of this period the students stay in the hotel for a night to experience things from the guest's point of view. They have a dinner in the hotel restaurant which is attended by the students, teachers or Gateway Coordinators, and representatives from the hotel's Management.

In its first year of running (2004), 37 Māori and Pacific Island students from Auckland and Waikato secondary schools participated successfully. The programme has grown and 58 students participated in 2005. To date 48 students have already completed the programme in 2006, and 47 are currently participating. The programme has continued to run successfully in Auckland and Hamilton with new schools getting involved, and Rotorua came on line last year as well. Queenstown has also just started the programme, in a small way, this year.

Developing Māori Cultural Competencies for the Workplace



A joint project between Sports, Fitness and Recreation ITO and Te Kaiāwhina Ahumahi (Social Services ITO) is developing culturally-relevant kaupapa Māori unit standards and supporting resources that can be easily applied in the workplace.

2004 research found “there was an absence of a dedicated kaupapa Māori qualification or unit standards specifically designed to develop Māori cultural competencies for general application in the workplace”.

The project has involved building on existing unit standards as the basis for an appropriate kaupapa Māori Limited Credit Programme that ITOs can then add on to (an) existing qualification(s). Since 2004, new unit standards have been developed, and extensive consultation has taken place. The work is now at the NZQA processing stage. Completion is likely in the latter part of 2006.

The 47 credit qualification is now named the National Certificate in Whakangahu ki Te Ao Māori – Workplace Practices Level 3. It is made up of the following units;

Compulsories:

ID	Title	Level	Credit
11923	Participate in a powhiri process	1	3
New 1	Use te reo Māori and waiata in the workplace	3	6
New 2	Participate in a noho marae and apply practices within a workplace context	3	6
New 3	Describe the relevance and application of Te Tiriti o Waitangi and the Treaty of Waitangi in the workplace	3	4
New 4	Demonstrate knowledge of tikanga and Māori core values in communicating with Māori stakeholders	3	5
16049	Compare the English and Māori versions of the Treaty of Waitangi	3	3

Elective: Minimum of at least 2 of the following units

ID	Title	Level	Credit
New 5	Outline and apply knowledge of te tīmatanga o te ao in service provision to Māori stakeholders	3	6
New 6	Demonstrate the use of te reo Māori in service provision within a workplace context	4	9
16069	Explain the place of the Treaty of Waitangi in legislation today	4	4

The balance of credits required to achieve the qualification, a maximum of 10 credits, may be drawn from anywhere on the National Qualifications Framework.

The qualification and unit standards are designed to provide ITOs with practical, useful and relevant units that are easily applied in the workplace. It is hoped that all ITOs will benefit from having the use of these unit standards.

Khan Maki, Horticulture Modern Apprentice – Porirua



In the 2005 report, Khan Maki was halfway through a Modern Apprenticeship in Amenity Horticulture Level 4 with the Porirua City Council.

Khan left school after 5th Form and had no idea what he wanted to do. He had done some horticulture subjects at school and was employed with a landscaping company for a few months after leaving school. He then heard about the Modern Apprenticeship in Horticulture through the Horticulture Industry Training Organisation (ITO).

At the start of his apprenticeship Khan found it focussed a lot on book work and theory, but as he progressed, the unit standards became more hands-on and practice-based which directly related to his work. Khan says, “After I’ve learnt about it, it makes the actual work heaps easier”.

Khan completed his apprenticeship on 30 May 2006, and is now working at Bark Ltd in Wellington as a qualified Amenity Gardener.

Discussion

The numbers of people participating in Industry Training has doubled since 2000, and Māori participation has continued to be a strong feature of this growth. The strong participation of Māori in Industry Training in part reflects the slight over-representation of Māori in industries where Industry Training coverage is higher, but also reflects the accessibility of Industry Training to Māori. Ensuring Māori success in Industry Training is not just about numbers, and the case studies illustrate two approaches to responding specifically to the needs of Māori that will benefit these industries.

The *Māori Tertiary Education Framework* provides a useful context for looking at how Industry Training is contributing to Māori development more broadly. As well as outlining Māori aspirations (to live as Māori, to actively participate as citizens of the world, and to enjoy good health and a high standard of living) the framework includes priority areas for tertiary education², with one of the most pertinent goals for the industry training context being:

Māori as active citizens who participate in the economy and whose position is enriched through participation in tertiary education

The following table provides an indication of how ITOs are contributing to the Māori Tertiary Education Framework, based on analysis of Profiles. This analysis is based on a project the ITF undertook in June 2006, drawing together the themes of the 2006-08 ITO Profiles to inform thinking about the future direction of Industry Training across industries.

Māori Tertiary Education Framework Priority/Action point	Examples of ITO activities (as indicated in their 2006-2008 Profiles)
Building capability within TEOs for collaborative relationships with Māori communities to facilitate ongoing dialogue	<ul style="list-style-type: none"> ➤ Building education networks with Māori Incorporations and Trusts (Agriculture ITO) ➤ Consultation policy for Māori engagement (Sports Turf ITO) ➤ Māori learning network (Flooring ITO) ➤ Establish an effective voice for Māori in stakeholder forums (ETITO)
Governance focus on Māori aspirations	<ul style="list-style-type: none"> ➤ Adopt Treaty of Waitangi as partnership foundation document (CSSITO) ➤ Ensure Iwi and Māori input into the core business (TKA, SFRITO) ➤ Māori board representation (Pharmacy)
Profiles identify how TEO is meeting needs of Māori	<ul style="list-style-type: none"> ➤ All 28 of the ITO Profiles examined mention activities to support Māori in Industry Training

² Priority areas are: Māori, whanau, hapu, iwi advancement, Māori leadership, Māori as sustainable wealth creators, Kaupapa Māori provision, Inclusive learning environments, Lifelong learning pathways, Māori-centred knowledge creation

Increasing engagement and linkages between ITOs and Māori communities, including Māori businesses	<ul style="list-style-type: none"> ➤ Working with Māori to ensure their broader strategic training needs are being met (HSI) ➤ Māori construction skills hui (BCITO) ➤ Dialogue with Māori (CAPITA – collaborative group made up of Construction ITOs)
Develop effective Māori leadership in TEOs and Industry	<ul style="list-style-type: none"> ➤ Māori in key decision-making positions (PSTO) ➤ Develop training infrastructure to build the capability of new iwi fisheries asset management bodies (SITO)
Implementing workforce development strategies across all industries and sectors	<ul style="list-style-type: none"> ➤ Māori education/training strategy (Agriculture ITO, BCITO)
Integrated literacy and foundation skills	<ul style="list-style-type: none"> ➤ 26 of 28 ITO Profiles reviewed mention literacy and numeracy, with many ITOs conducting research or implementing strategies to address literacy and numeracy in their industries
Raising Māori expectations of education, and more Māori in higher level qualifications	<ul style="list-style-type: none"> ➤ Diploma programme that recognises skills Māori bring to their work (PSTO) ➤ Strategies to lift the development aspirations of Māori (Power Crane)
Increasing numbers of Māori in industry training, developing higher level industry qualifications (continuity of industry learning pathways),	<ul style="list-style-type: none"> ➤ Strategies for increasing Māori participation/access (HITO, NZITO, TKA, MITO, Sports Turf, Flooring, InfraTrain) ➤ Increasing Māori participation at all levels in the building and construction trades (CAPITA)
Culturally inclusive qualification development (particularly for Māori women)	<ul style="list-style-type: none"> ➤ Promote qualifications to Māori, and develop skills to meet Māori development aspirations (TKA) ➤ Kaupapa Māori Foundation qualification (SFRITO) ➤ CAPITA work on Pathways for Māori in industry training ➤ Culturally appropriate materials (InfraTrain)
Processes and indicators for monitoring outcomes for Māori	<ul style="list-style-type: none"> ➤ Improve/monitor/measure Māori completions (Retail, Road Transport, FRSITO, MITO, PrintNZ, HortITO, Infratrain)
Research Māori uptake of industry qualifications (& patterns of access, participation and completion of Māori in tertiary education)	<ul style="list-style-type: none"> ➤ Research on Māori engagement/completions (Retail, Road Transport) ➤ Analyse current position of Māori in the industry in terms of age, gender, location, skill level, job roles, training participation and achievement (Boating)

ITOs' interaction with Māori communities, businesses and workers is not just about increasing participation of Māori in training: ITO profiles illustrate how quite different responses are developed to meet the aspirations of Māori in different industry contexts. This can involve engagement with Māori communities, mechanisms for Māori to have input in ITO decision-making, development of culturally inclusive qualifications and training materials, initiatives to improve retention and achievement, and the development of higher-level skills (e.g. leadership).

This report is also available in Te Reo Māori

Appendix: The Industry Training Federation and Industry Training Organisations

The ITF is a membership based organisation representing 41 Industry Training Organisations (ITOs) who collectively seek to lift the skills of the New Zealand workforce and improve the business performance of their employer clients, for the collective benefit of the nation.

Agriculture ITO	Infratrain
Apparel and Textile ITO	Joinery ITO
Aviation, Tourism and Travel ITO (ATTTO)	New Zealand Journalists Training Organisation
Boating ITO	Local Government ITO
Building and Construction ITO (BCITO)	Motor ITO
Building Service Contractors ITO	NZITO
Community Support Services ITO (CSSITO)	Painting ITO
Competenz	Pharmacy ITO
Electricity Supply ITO (ESITO)	Plastics and Materials Processing ITO
Electrotechnology ITO (ETITO)	Master Plumbers and Gasfitters ITO
Equine ITO	Power Crane Association
Extractive ITO (EXITO)	Print NZ
Fire and Rescue Services ITO (FRSITO)	Public Sector Training Organisation
Flooring ITO	Real Estate Institute of NZ
Forestry Industry Training and Education Council (FITEC)	Retail ITO
Funeral Service Training Trust of NZ	Retail Meat ITO
Furniture ITO	New Zealand Road Transport and Logistics ITO
Hairdressing ITO	Seafood ITO
Horticulture ITO	Sports Fitness and Recreation ITO (SFRITO)
Hospitality Standards Institute (HIS)	NZ Sport Turf ITO
	Te Kaiawhina Ahumahi (TKA)

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