

Maori in Industry Training Recent Trends

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Foreword

Tena Koutou

The Industry Training Federation (ITF) is a membership-based organisation which represents all 41 Industry Training Organisations (ITOs) to government and works with agencies and sector groups to improve the policy and delivery of industry training.

Our vision is “Industry training that is valued, dynamic and comprehensive and that contributes to national prosperity”.

The ITF has considered its offer to Maori through its policy, research, good practice and communications agendas. The Hui Taumata 2005 was seen as a perfect time to do a brief stock-take of Maori in Industry Training. This study gives the key statistics and some examples of ITO’s work with Maori and the people behind the statistics.

For further information on Industry Training, including examples of good practice and other recent research go to our website www.itf.org.nz, and to the ITOs that make up the Industry Training story.

The ITF thanks the industry trainees, ITO staff and ITO Chief Executives that contributed to this paper, and the people within government agencies that collated the statistics.



Darel Hall
Executive Director

Introduction

This report provides a brief outline of the trends in Maori participation in Industry Training and looks at the possible reasons for these patterns. It also summarises Maori participation in the workforce, provides examples of what some ITOs are doing in respect to meeting the skill needs of Maori in the workforce, and details what some Maori trainees think of their training and where they see it taking them in the future.

The strong and consistent representation of Maori in Industry Training reflects how well Industry Training Organisations (ITOs) are able to work with Maori and industry to develop services and training structures that meet their needs.

Training in the workplace provides a supportive and challenging learning environment that encourages Maori to achieve at an increasing range of levels on the National Qualifications Framework.

Key Findings

- Maori Industry Trainees are concentrated in the Forestry, Social Services, Seafood, Public Sector, Dairy, and Infrastructure industries, which is largely reflective of the large numbers of Maori employed in these industries.
- As at December 2003 there were 21,697 Maori engaged in industry training. With government's target of 250,000 industry trainees by 2007, it is expected there will be over 40,000 Maori trainees in 2007.
- 59% of Maori trainees are aged 20-39. Similarly, 57% of all trainees are aged 20-39.
- With 30% of Maori school leavers having no qualifications, Maori remain the largest proportion of trainees that have no qualifications prior to undertaking industry training (38%).
- 70% of Maori are undertaking industry training at levels three or higher on the framework, whereas 81% of Pakeha are at level three or higher.
- Maori represent 10% of the employed workforce, yet have remained 17% of industry trainees
- With the number of Maori in the workforce increasing, it is expected that more Maori will undertake industry training in the next few years.

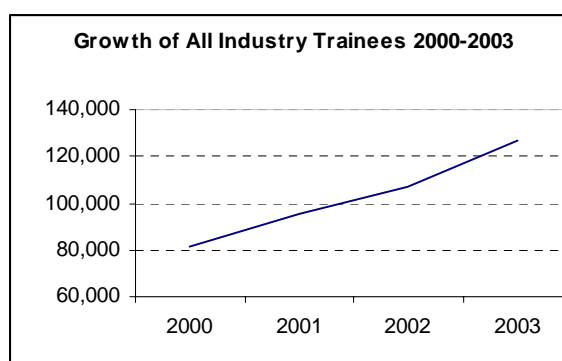
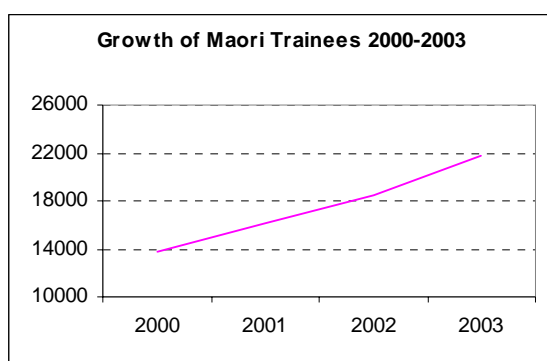
Maori in Industry Training

Participation Rates

Since 2000 Maori participation in Industry Training (including Modern Apprenticeships) has remained constant at 17 percent. Maori trainees are concentrated in the Social Services, Forestry, Seafood, Public Sector, Dairy, and Infrastructure industries (refer to appendix one for detailed statistics per ITO). The concentration of Maori trainees in these industries is largely a reflection of the number of Maori employed in these industries.

In 2003 32 out of 41 ITOs had over 10 percent of their trainees as Maori. This tells us that the majority of ITOs have more Maori trainees than the average total proportion of Maori in the workforce which is discussed later in this report.

Although the proportion of Maori in Industry Training has not changed since 2000 (17%), the actual numbers have increased markedly from 13,828 in 2000 to 21,697 in 2003. It is expected that the proportion of Maori trainees will continue to keep pace with the overall numbers participating in Industry Training each year. Given the government's target of 250,000 industry trainees in 2007, it is expected that more than 40,000 Maori will be participating by 2007.



Source: Tertiary Education Commission

Gender and Age

As at the end of 2003, 73% of Maori trainees were male and 27% were female. These proportions were similar for non-Maori.

	Maori Trainees	All Trainees
Male	73%	78%
Female	27%	22%

There has not been any significant change in the overall proportion of Maori male and female participating in Industry Training between 2000 and 2003.

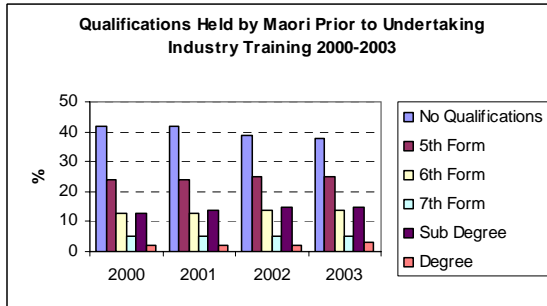
The age of Maori trainees as at the end of 2003 followed a similar pattern to that of all trainees, with the majority being aged between 20-39. The Forestry industry has the widest range of ages of Maori, which is due to the fact that they have the largest number of Maori trainees overall. Younger Maori are more predominant in Agriculture, and older trainees are more predominant in the Road Transport and Community Support industries.

Age	No. of Maori Trainees	% of Maori Trainees	% of all Trainees	ITOs with majority of Maori trainees
15-19	1373	9	10	Forestry, Agriculture, Motor, Building and Construction
20-29	4707	31	33	Forestry, Agriculture, Competenz, Electrotechnology
30-39	4242	28	25	Forestry, NZITO, Competenz, Road Transport
40-49	3356	22	20	Road Transport, Community Support, Forestry, Competenz
50+	1566	10	12	Community Support, Forestry, Road Transport, NZITO
Total	15244	100	100	

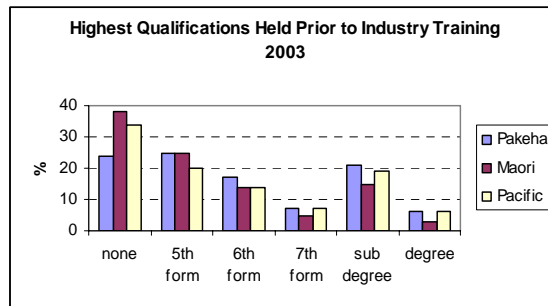
Highest Previous Qualification

The proportion of Maori trainees with no prior qualifications remains higher than for Pacific or Pakeha trainees, dropping slightly from 41 percent in 2000 to 38 percent in 2003, but still the highest for all trainees. This is reflective of the 30 percent of school aged Maori that leave without any qualifications.

Large numbers of Maori that have no or minimal qualifications are attracted to and undertake industry training. This is due to many factors which are explored throughout this paper, but one fundamental factor is that many industry training qualifications are at low levels on the national qualifications framework (NQF) and provide flexible study options to trainees with no prior qualifications.



Source: Tertiary Education Commission



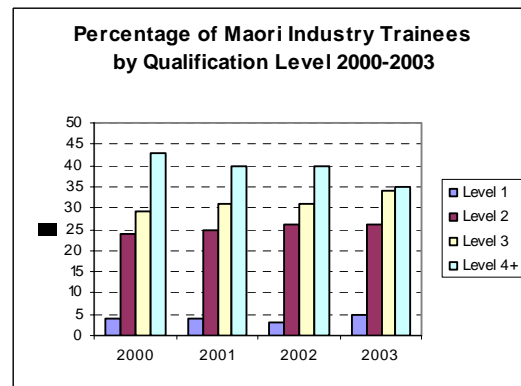
Source: Tertiary Education Commission

Level of Study

Industry Training has increasingly become a valid and beneficial way to study for Maori while working because it provides important pathways into higher tertiary education.

Because ITOs largely focus on level 1-4 on the NQF, many Maori who enter employment have no or little school level qualifications. Industry Training provides the opportunity to begin training at a basic level and progress on to higher levels.

The pattern of Maori participation at different levels of the National Qualifications Framework has remained largely unchanged since 2000 at levels one and two. However, the proportion of Maori at level 3 has increased from 29% in 2000 to 34% in 2003, whereas – at level four – there has been a decrease from 43% in 2000 to 35% in 2003. The ITF will continue to closely monitor these trends for any significant changes in the future that may glean new facts or trends.



Source: Tertiary Education Commission

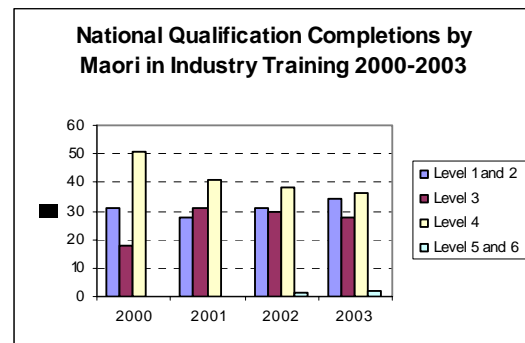
Overall, the only significant difference between Maori and Pakeha participation by level is that a higher proportion of Pakeha study at level four or above (81%). The most likely reason for this is because Maori tend to begin training from a lower or no qualification base.

Completion Rates

The largest proportion of qualification completions occurs at level 4 for Maori. However, in comparison to the participation rates, completions at levels one and two are at a much higher rate.

There has been a slight increase in the number of Maori completing qualifications at levels five and six since 2000, which is due to the recent introduction of qualifications at these levels to industry training. Numbers completing at level four have experienced a decrease since 2000. However completions at levels one and two have increased slightly. From this, it could be inferred that industry training is providing effective stair casing

Tertiary Education Commission

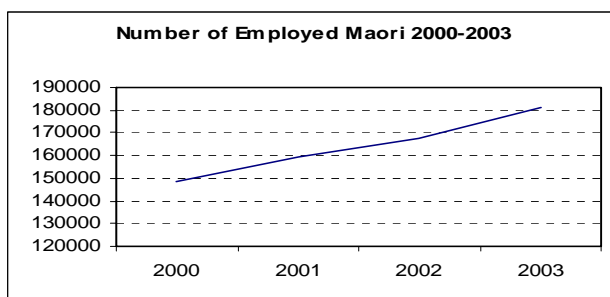


Source:

opportunities into higher level qualifications for Maori, as it is likely these trainees have completed lower levels qualifications first.

Maori in the labourforce

Maori represent an average of 10% of the total number of people employed in New Zealand. In 2003 there was an average of 181,141 Maori employed. This number has been growing since 1999, with unemployment decreasing significantly for Maori. As at December 2004 Maori unemployment stood at 8.9%, which is the lowest it has been since 1986.



Source: Department of Labour

The main reason for the strong growth in the number of Maori in employment is due to stronger economic growth over recent years and the fact that more Maori than ever before are participating in tertiary education. Participation of Maori in tertiary education has increased by 13.6 percent since 1998, the largest growth of any ethnic group. This has resulted in the skill levels of employed Maori increasing three times more over the past ten years than for non-Maori. However, there still remains large numbers of Maori in the workforce with no qualifications (39%).

In 2003 employed Maori were concentrated in the Wholesale/Retail Industries, and Manufacturing. However, making accurate comparisons between the numbers involved in industry training and the labourforce can be difficult because the industry coverage of an ITO does not always match the ANZSIC categories. However, some approximate comparisons can be made. Maori employed in the Agriculture, Forestry and Fishing; Manufacturing and Wholesale, Retail Trade and Hospitality industries represent 49 percent of the Maori labourforce, while in industry training these industries represent 46 percent of Maori trainees.

Industry	No. of Maori employed in 2003	% of total employed Maori
Agriculture, Forestry and Fishing	17,300	10
Manufacturing	35,100	19
Construction	11,900	7
Wholesale, Retail Trade and Hospitality	36,400	20
Transport, Storage and Communications	10,500	6
Business and Finance Services	15,500	9
Education	16,000	9
Health and Community Services	13,800	8
Other	23,100	13
Total	179,600	100

Source: Statistics New Zealand

Case Studies - Industry Training Organisations meeting the needs of Maori

These case studies show the many varied and innovative ways that Industry Training Organisations are striving to meet the training and skill needs of Maori in the workforce.

Developing Maori Cultural Competencies for the Workplace



Sports, Fitness and Recreation
Industry Training Organisation



A joint project currently being undertaken by Sports, Fitness and Recreation Industry Training Organisation (ITO) and TE Kaiāwhina Ahumahi (Social Services ITO) is aimed at developing culturally relevant kaupapa Maori unit standards and supporting resources that can be easily applied in the workplace.

Research was commissioned early in November 2004 to determine the need for a new kaupapa Maori qualification. The research found “there was an absence of a dedicated kaupapa Maori qualification or unit standards specifically designed to develop Maori cultural competencies for general application in the workplace”. It was concluded that this has arisen largely because of the low uptake of existing Maori qualifications and unit standards that are wrongly focussed on the “how” and “why” of Te Ao Maori, rather than the “what” and providing basic foundation level knowledge for use in the workplace.

The next stage of the project is the development or adaptation of existing level two unit standards. These unit standards will provide a basis for an appropriate kaupapa Maori Limited Credit Programme that ITOs can then add on to an existing qualification(s). Resources, such as assessment materials and training aids, will be sought and/or developed.

Once completed, it is hoped the qualification and unit standards will 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.

The project is expected to be completed by mid 2005.

Accor Student Hospitality Experience (SHE) Programme



Hospitality Standards Institute

The Student Hospitality Experience (SHE) programme was established in 2004 as a partnership between Hospitality Standards Institute (HSI) and the Accor Hotel Group in New Zealand, which is one of the largest international hotel management companies.

The aim of the programme is to give young Maori and Pacific Island 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.

Accor has an international strategy to work with the ethnic groups in the countries they are working in. HSI saw the programme as an opportunity to promote the industry and careers within it to young people.

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

In 2004, 24 Maori and Pacific Island students from Auckland and Waikato high schools participated in the programme and all succeeded in gaining the required unit standards. For some students, the experience has resulted in the offer of part-time employment and the possibility of a Modern Apprenticeship when they finish school.

The students thought the programme was great and all got a lot out of it. Because of the programme's success it will be run each year by Accor Hotels.



Pictured above is one of the first groups to graduate from the programme at Novotel and Ibis Hotels in Ellerslie, Auckland. Pictured with the students from Penrose High School, Tangaroa College and Selwyn College is hotel General Manager Jim Moore and HSI Chief Executive Steve Hanrahan.

Case Studies - Maori Industry Trainees

Shona Boyle, Youth Worker – Waitangirua Community Police Station, Porirua



Shona Boyle is the Youth Worker for the Waitangirua Community Police Station in Wellington. She has been in the role for three years and has 15 years experience working in the Youth sector, but no formal qualifications.

Shona heard about the opportunity to work towards a Diploma in Social Work Level 6 from her employer, and quickly found that she preferred workplace learning rather than having to go to night classes or enrol full-time at an expensive tertiary institution.

“Studying while working has been fantastic, because the units are directly relevant to my work and I have found that it has really helped to increase my understanding of the theoretical side of things and has made my work a lot easier,” Shona says. She has completed her first year of study and hopes to finish the diploma within two and half years and then move on to a Degree in Social Work so she can progress into management.

Shona is married with three children and so leads a very busy life which can make study hard to juggle sometimes, but she does not see her motivation or desire to achieve ever decreasing, especially with the fantastic support she receives from her work and external peers, and whanau.

Khan Maki, Modern Apprentice - Porirua City Council, Porirua



Khan Maki is over 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 doing a Modern Apprenticeship in Horticulture through the Horticulture Industry Training Organisation (ITO) and hasn't looked back since.

Khan receives great support from his whanau, friends and especially his work mates who always make sure he understands his work and knows what he is doing and why. Khan says “It keeps me motivated”. The Modern Apprenticeship co-ordinator from the Horticultural ITO also visits Khan regularly to ensure he is on track and isn't having any problems.

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

Once Khan has completed his apprenticeship he may move into contract gardening or arboriculture and hasn't ruled out the possibility of doing more study at a higher level to give him more of a challenge and achieve his career goals.

Discussion

Over the past decade Industry Training has become a valuable contributor to the New Zealand economy through ensuring that businesses have the right skills and knowledge that enables them to boost productivity and grow sustainably. Industry Training offers employees and employers a simple, relatively inexpensive and highly relevant way to gain nationally recognised qualifications that are developed by industry for industry. The significance of this economic contribution has been emphasized by recent research undertaken by the New Zealand Institute for Economic Research, which revealed that an employee is 5-20% more productive after completing an industry training qualification. Being able to maintain high levels of productivity will be the key to sustaining New Zealand's high current economic growth.

The past decade has also seen the Industry Training sector become an integral part of the tertiary education system. Industry Training Organisations are working closely with tertiary education providers to arrange high quality off-job training and develop strategic partnerships that align with government's goals in the tertiary education strategy.

As the economy continues to grow businesses will continue to need more skilled employees, and this need is evident in the many industries that are experiencing skill and labour shortages currently. The strong economy will also see more Maori continue to enter the workforce, further lowering the unemployment rate. It is expected that current growth industries such as manufacturing and construction will see an increase in the number of employed Maori and these factors will provide significant opportunities for Industry Training Organisations to assist in the up-skilling of the workforce

Based on past and current growth rates it is expected that Maori will continue to participate in industry training in high numbers. Through discussions with Maori trainees it is clear that success in education is a motivating factor that is likely to lead to further education. This is especially true for the high number of Maori that enter the workforce with no previous qualifications and succeed in industry training at levels one or two. In the next five years it is expected that more Maori will be participating at levels five and six of the national qualifications framework as they staircase through from lower levels.

With 58 percent of the Maori population under the age of 30, the future success of industry training for Maori lies in ensuring that young Maori have the right levels of skills and knowledge that allows them to fully participate in the workforce. Industry Training Organisations will continue to work closely with Maori to ensure their training and skill needs are being met.

Appendix One

Industry Training Organisation	PERCENTAGE OF MAORI TRAINEES as at 31 Dec			
	2000	2001	2002	2003
Agriculture	16	19	18	17
Ambulance	3	6	6	6
Apparel & Textile	12	11	12	11
Aviation, Travel and Toursim	8	8	8	13
Boating	6	7	10	7
Building and Construction	10	9	11	11
Building Service Contractors	26	23	24	15
Community Support	16	16	16	17
Infratrain	21	24	18	20
Electricity Supply	19	16	16	18
Electrotechnology	12	13	13	14
Competenz	16	16	15	13
Equine	6	6	8	6
Extractives	15	14		13
Fire & Rescue	5	7	13	12
Flooring	12	14	14	17
Forestry	30	29	30	29
Furniture	10	10	10	10
Gas & Petrochemical	8	11	11	0
Hairdressing	6	7	8	5
Horticulture	15	14	14	14
Hospitality	17	16	11	15
Joinery	7	6	7	9
Leather	16	12	13	13
Local Government	9	9	8	8
Motor	7	7	8	9
NZITO (Dairy)	15	17	18	20
Opportunity ITO (Power Crane)	20	14	17	19
Painting	12	14	12	10
Plastics	15	15	11	13
Plumbing	14	13	15	14
Printing	12	13	12	11
Public Sector	25	18	15	21
Retail Meat	21	15	16	16
Retail	12	9	12	11
Road Transport and Logistics	16	18	19	19
Seafood	26	24	20	22
Sport, Fitness & Recreation	15	23	19	18
Sports Turf	7	9	9	9
Te Kaiawhina Ahumahi (Social Services)	59	57	55	56
TOTAL	17	17	17	17

Source: Tertiary Education Commission