

TE WAO NUI O TOI

Toi Pāho — Screen-sector Capability and Development Plan for the below-the-line workforce

Te kano ki te rau Report summary

Te Wao Nui o Toi is a report created by Toi Mai, the Workforce Development Council for the creative, cultural, recreation and technology sectors of Aotearoa. It conveys industry views on addressing the acute shortage of skilled below-the-line production workers in Toi Pāho: defined for the purposes of the report as the film, television and interactive media industries. The report findings were developed from August to December 2022 through consultation with:

- over seventy-five industry experts, students, academics, training providers, employees, contractors, industry advocates and studio executives;
- an industry scan of 42 data reports, surveys, strategy reports; and
- a targeted survey of 60 Toi Pāho employers and 337 individual workers.

Participants highlighted challenges in attracting, training and developing Toi Pāho employees, including:

- limited knowledge among people outside Toi Pāho about below-the-line roles and career opportunities available,
- limited understanding of the value of creative and technology careers, particularly within Māori and underserved communities,
- poorly defined and unsupported Toi Pāho career pathways at secondary school level,
- significant disconnect between the capabilities of Toi Pāho graduates and where the industry needs them,
- limited capacity for industry to provide skilled workers to train and support newcomers,
- scarcity of short-form courses to allow rapid upskilling to meet industry demands,
- non-standard workplace training and the absence of an industry-wide training body,
- minimal visibility on medium- to long-term Toi Pāho capability requirements, and
- lack of policy to incentivise worker conditions and skills development.

initiatives to make Toi Pāho careers more attractive/accessible and increased collaboration across education, government, and industry.

The theme and narrative of Te Wao Nui o Toi draws inspiration from Te Wao Nui a Tāne (The Great Forest of Tāne Mahuta), and uses the metaphor of a great, diverse, healthy and thriving forest ecosystem to describe an aspirational state for the Toi Pāho industries. The visual identity of the report also draws on this concept, exploring themes of circularity, collaboration and interrelationship.

Toi Pāho industry members and education providers are invited to give feedback on the report's goals and recommendations, and highlight ways these may be achieved. The consultation period ends on **10 April 2023**. Feedback will inform the final recommendations and advice to the Tertiary Education Commission for investing in vocational education and training for Toi Pāho careers, and MBIE for its support of the sector. An action plan and roadmap will be created to align industry and workforce training to 2032.

Kia pua i te hua

Strategic goals and recommendations

It is important to acknowledge industry work already underway to address the workforce challenges faced by Toi Pāho. It's now the Government's turn to step up and back the industry on its quest to build a thriving and sustainable Toi Pāho workforce.

Hei puanga hua tuatahi: Te whakaawetanga hei pūhou

Strategic goal 1: Inspiration for a new-generation Toi Pāho

Recommendation 1: Tertiary Education Commission (TEC) to fund, and Toi Mai to coordinate, initiatives that make below-the-line screen careers visible and attractive to rangatahi Māori whānau, hapū and iwi, and reflect the diversity of underserved communities, including Māori, Pacific peoples, Asian, migrant communities, LGBTQIA+, women, tangata whaikaha and neurodiverse people.

Recommendation 2: TEC and the Ministry of Business, Innovation and Employment (MBIE) to fund targeted campaigns that celebrate success, promote the value of creative and technical initiative and enable people to 'see themselves' in Toi Pāho roles.

Recommendation 3: TEC and MBIE to fund and Toi Mai to coordinate the design of a campaign to attract talent from adjacent industries.

Hei puanga hua tuarua: Hei taunga manu hāereere

Strategic goal 2: Accessible and equitable Toi Pāho opportunities

Recommendation 4: Government agencies to support initiatives that connect rangatahi Māori, whānau, hapū, iwi and underserved communities with creative and technology roles in screen.

Recommendation 5: Toi Mai to endorse work-based learning initiatives that create positive industry environments where diverse voices can thrive.

Hei puanga hua tuatoru: Te wao hei akomanga, te matarau hei akoranga

Strategic goal 3: Relevant training and support delivered by providers and industry

Recommendation 6: TEC to direct funding to programmes that align closely with industry and industry requirements.

Recommendation 7: Toi Mai to endorse and TEC to fund targeted training that supports underserved communities to build Toi Pāho careers.

Recommendation 8: TEC to widen its criteria for provider funding to include pilot funding for non-NZQCF (New Zealand Qualifications and Credentials Framework) listed, industry-defined and delivered short-form courses and stackable micro-credentials that are flexible, nimble and meet immediate industry needs.

Hei puanga hua tuawhā: Mahi tahi

Strategic goal 4: Mahi tahi

Recommendation 9: Industry, Toi Mai, TEC and MBIE to investigate the potential merits of, and help define the purpose of, the nascent initiative towards creating an Industry Training Body for Toi Pāho.

Recommendation 10: Toi Mai to work with industry towards establishing a medium- and long-term workforce capability pipeline.

To download the full report and find out more about how to provide feedback, visit toimai.nz