

A young man with short dark hair, wearing a dark blue button-down work shirt, is leaning on a red metal toolbox. He is smiling warmly at the camera. The toolbox has a clipboard with papers and a black container on top. The background is a blurred workshop with various tools and equipment.

Careers New Zealand overview

For Hon. Nikki Kaye
Minister of Education

5 May 2017

Our purpose

Careers New Zealand helps people make informed learning and work choices so they, and the country, will have a better future.

We make a real difference – Shideen’s story



In 2015, Shideen was a Year 13 student at Campion College in Gisborne. Our services helped Shideen find her passion and path.

2015

- Shideen attended a Careers NZ forestry Industry Big Day Out.
- she became interested in a career in forestry management – seeing that forestry is “not just using a chainsaw”
- she was inspired to try silviculture work in the school holidays
- with her careers adviser’s help, Shideen joined the Gateway programme, studying forestry at Turanga Ararau in Gisborne.

2016

- Shideen enrolled in the Diploma in Forestry Management at Turanga Ararau.

2017

- She is continuing her studies at Toi Ohomai Institute of Technology in Rotorua
- her dream job is to become a supervisor in the forestry industry.

[See Shideen tell her story on Career NZ’s Youtube channel](#)

What we do: our strategy

- Our Career Ready strategy is detailed in the our 2015-2019 Statement of Intent. It supports the priorities of the education sector and the Government.
- The strategy has three parts: developing digital resources, delivering services to career influencers, and connecting education organisations and employers.
- We reach our customers in a range of ways, digitally and face-to-face.
- We changed our organisation's structure in 2015 to help implement the Career Ready strategy.



About us

- Careers New Zealand was established in 1990 as Quest Rapuara (The Career Development and Transition Education Service) to provide a link between the education and labour sectors.
- Over the last 25 years, we have been through many changes but our purpose has stayed the same: supporting young New Zealanders' career development.
- Our services are focused on young New Zealanders between 11-24 years old, supporting them to make subject choices and move through education and then into employment.
- Our priority is reaching young Māori and Pasifika and those from lower socio-economic backgrounds.

Our staff

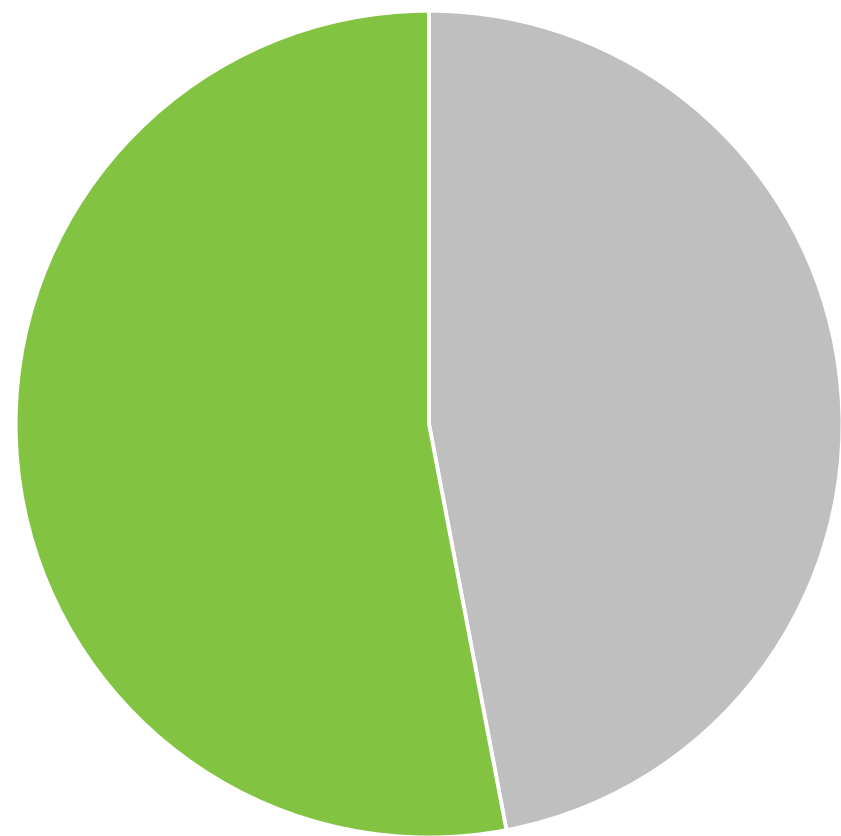
As at 30 June 2016, we had 123 staff, and 73 of them directly connect with customers, digitally or face-to-face.

Our frontline staff have worked with us for an average of seven years. They are career experts and an asset to our organisation.

Staff engagement rose from 51 to 79 on IBM Kenexa's engagement scale in 2014-2015, an improvement IBM Kenexa called "unprecedented".

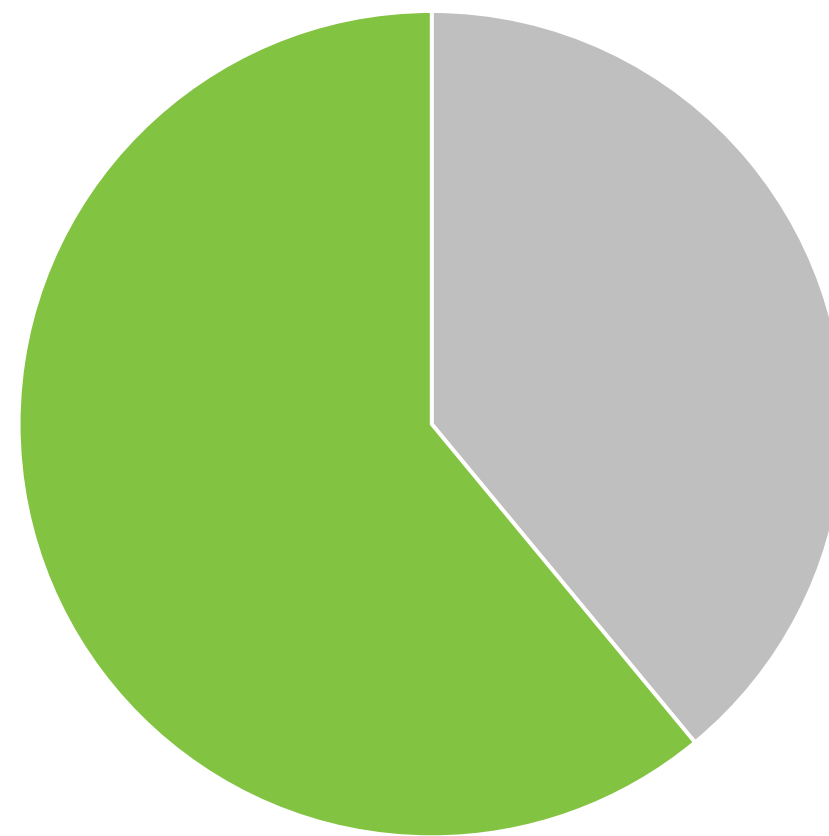
We are well known, especially by young people

- People value the information we provide and choose to use our services. This is shown by the increasing number of people repeatedly using our services, and the high level of satisfaction customers have with our services.
- Of those surveyed by Nielsen in June 2016:



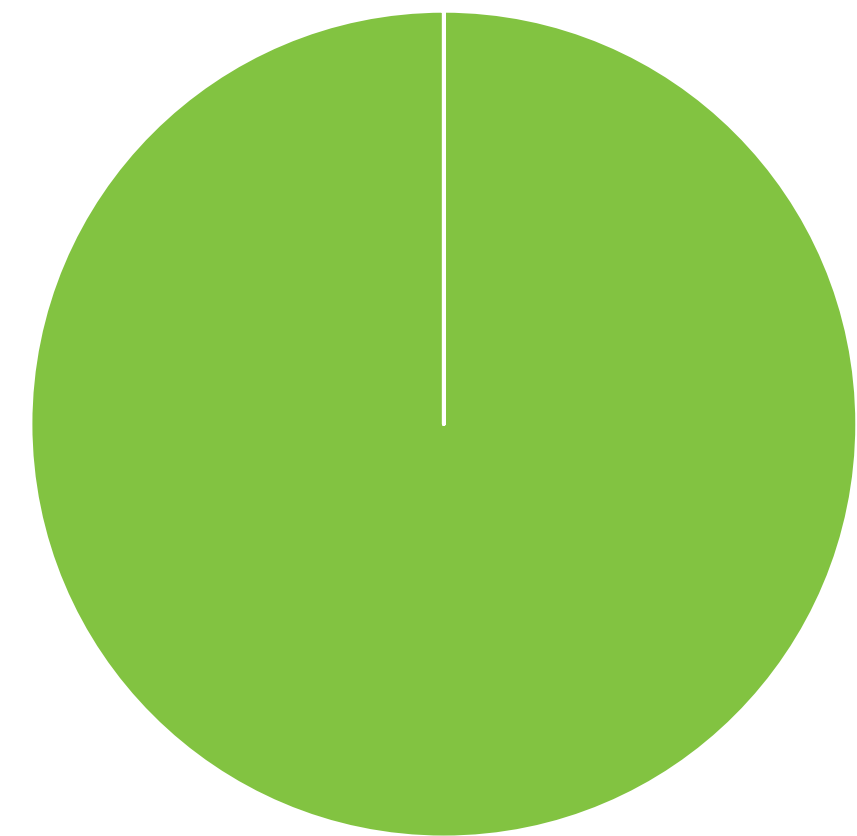
53%

of New Zealanders
knew about us



61%

of 15-24 year olds
knew about us



100%

of 15-17 year olds
knew about us

- Customer satisfaction information is detailed throughout the briefing.

Knowing our customers

Careers NZ uses a customer centred design approach to ensure our services are meeting the evolving career needs of New Zealanders.

We lead and contribute to research to better understand our customers, actively sharing our findings with our colleagues across the careers system and the education and social sectors.

Recent work has focused on growing our understanding of employers and Māori and Pasifika customers.

We also use customer insights from frontline staff and evaluation activities, such as focus groups, feedback forms, follow-up surveys.

Customer personas

We draw on research and the expertise of our staff to create customer personas. They are composite characters representing different types of customer.

They help to personalise and guide the design and development of services and resources.

We developed personas representing a range of Māori and Pasifika customers through Project Kāmehameha and Project Lumana'i.

Personas representing career seekers, influencers and employers guided the mobile responsive upgrade for careers.govt.nz

Working for Māori and Pasifika

We work to boost education and employment success for Māori and Pasifika young people.

Ensuring that all of our work is relevant and effective for Māori and Pasifika young people is at the heart of our Career Ready strategy.

Our approach involves:

- growing our Māori and Pasifika staff's existing strengths and relationships, and developing the cultural awareness and competency of all staff.
- consulting and researching to understand what career support Māori and Pasifika young people want and how to deliver it
- using this understanding to make evidence-based, culturally responsive products and services.

Understanding our customers

Project Kāmehameha was a research project carried out in 2014-2015 to understand the career aspirations of Māori young people. The research was first used to improve our digital tools and resources. It is now driving the development of our tools and resources and the way we provide information.

The Project Lumana'i research carried out in 2015-2016 helps us to understand the barriers, opportunities and needs of Pasifika young people. The findings are informing how we work with Pasifika young people, their 'āiga and communities.

Financial position and risks

Redacted

We closely monitor our capital expenditure. In 2016-2017, we have a capital budget of \$1.61 million. Our capital budget is mainly used for developing and improving tools and resources for our website and for improvements to the infrastructure we need to deliver all of our services.

Careers New Zealand actively manages risks. We maintain and regularly review an organisational risk and issues register. While the transition to TEC has placed some additional pressures on the organisation, these are being managed and we expect to meet our financial and non-financial performance targets for 2016-2017.

Where we work

- Careers NZ has a regional network of staff across New Zealand who deliver our services.
- Staff across the regional network develop and deliver national programmes to schools, tertiary organisations, families, whanau and 'āiga, often in collaboration with employers, employer organisations and government organisations.
- The Careers NZ national office in Wellington houses our corporate functions and most of our web development and web content staff.
- We are moving frontline and strategic resources to respond to Auckland's economic importance and growing population.



Customer persona – Talia



Has a keen interest in music but doesn't see how this can translate to a career.

**18 years old
Samoan
Student**

What Talia is looking for:

- advice and information on study and career options to pursue her interests
- information presented through videos and interactive tools
- case studies about people she can relate to.

How Careers NZ can help:

- conversations with subject teachers and career leaders at her school, who are supported by Careers NZ's capability-building programmes and resources
- website tools, such as CareerQuest which recommends jobs based on interests, to discover her strengths, skills and future possibilities
- Oompher and Māia video content to inspire
- the 'plan your career' and 'study and training options' sections of the careers.govt.nz website.



Career seekers

Those navigating learning and work choices

We make a difference for career seekers

We provide information and support to help people make good education and career decisions.

Our content is based on the career development model that supports young people through the stages of self-awareness, opportunity awareness, decision and action.

We offer career seekers:

- digital content and tools, supported by phone, web chat and email advisory services
- information and interaction through social media
- print resources, provided through influencers such as teachers and whānau
- direct involvement in initiatives that connect education to employment.

Using mobile devices

In 2015-2016, 47 percent of New Zealand-based visits to careers.govt.nz were from mobile devices such as smart phones and tablets – over 1.8 million visits.

We know from Project Kāmehameha and Project Lumana’i that mobile devices are the main way young Māori and Pasifika access digital content, and we know that the use of mobile devices is increasing across the population.

In November 2015, Careers NZ launched a mobile-responsive upgrade of careers.govt.nz to better meet the needs of our users.

We make a difference for career seekers

The careers.govt.nz website is the most common way people use Careers New Zealand, with over **4.2 million** visits in 2015-2016. We also had **over 21,000** contacts to our Advice Line service.

Our website is easy to understand – it won Best Plain English Website awards in 2011 and 2014, and our Online Content team were the Plain English Champions in 2016.

Of people using careers.govt.nz in 2015-16:

- **86%** said that the information met their needs
- **80%** found our website easy to use.

Of educators who used our website in 2015-2016, **93%** found the tools and resources very useful for supporting young people's career decisions.

Social media

More and more people are connecting with us and our tools and resources through social media. Our social media channels include Facebook, Twitter, YouTube and LinkedIn.

In 2015-2016, our Facebook page's followers doubled to over 16,000, and engagement with content on our Facebook and Twitter accounts increased by 187%.

Our inspirational Oompher video web series had over one million views on Facebook in just two months.

“everything that has to do with looking for work or starting a career is on here.”

– careers.govt.nz website user, talking about our website

Customer persona – Ben



Good at practical subjects but underachieving at school and unsure about the future.

**14 years old
NZ European
Student**

What Ben is looking for:

- exploration of a wider range of careers than just those around him
- guidance around subject choice and how this will open up future opportunities
- practical advice and information about vocational pathways, including on-the-job learning options.

How Careers NZ can help:

- website tools, such as Skill Matcher and Subject Matcher, to use with his careers adviser at school
- participation in a Work Inspiration exploration event with a local business to show him new career options and real-world career pathways
- the 'how to enter the job' requirements on our jobs database to get information when discussing NCEA subject choices with his parents.

We make a difference for employers

Careers New Zealand works closely with employers to connect them with education providers and young people.

Our goal is for employers to have access to skilled, qualified and motivated workers.

We work with employers through:

- Work Inspiration – an employer-led work exploration programme
- industry-focused events bring together employers, educators and trainers to help young people get a better understanding of job options and pathways
- Māia – a video series showcasing Māori employers and employability skills
- supporting initiatives delivered by other organisations, such as events with NZ Young Farmers or ShadowTech

Meeting the needs of employers

Understanding the needs and motivations of employers helps us to offer relevant services that attract and engage employers.

We contributed to the Attitude Gap project in South Auckland exploring perceptions of employers and young people around entering the workplace.

To complement the Attitude Gap findings, we have completed focus-group research with priority industry employers to understand how earlier engagement with young people can be valuable to employers. This research will guide future work with employers as well as improving our current work.

We make a difference for employers

Research shows that when young people have several meaningful interactions with employers, they make better decisions and are more successful in education and employment.

Employers also benefit from connecting with young people. Employers taking part in Careers New Zealand initiatives felt they understood young people better and saw improvements in staff engagement and in their community profile. For some, it was also an opportunity to fulfil corporate responsibility goals.

Of the young people who took part in a Careers NZ initiative with employers in 2015-2016:

- **77%** felt more able to make a decision about their future career
- **89%** said the event improved their knowledge of the industry

Industry-focused events

Industry-focused events take educators and students to workplaces to learn about the pathways into the industry and future labour market opportunities. We have run events with the agriculture, engineering, horticulture, health and forestry sectors.

83% of employers who took part in an event in 2015- 2016 found it valuable.

82% of employers taking part in 2015-2016 found that the event improved their connections with young people, tertiary organisations and schools.

“The program allows the student to hear from employees about what is involved in their day to day running of a business.

The highs, the lows, the dedication needed to have a go and a willingness to learn and evolve.”

– Employer who co-delivered a Work Inspiration programme

Customer persona – Mei-feng



International student who has recently completed a tertiary qualification in engineering.

**21 years old
Chinese
Unemployed**

**Wants to stay in NZ but has
no NZ work experience**

What Mei-feng is looking for:

- assistance with understanding how to get into the New Zealand job market, such as how to write a CV or prepare for an interview
- options for relevant paid or unpaid work experience in New Zealand.

How Careers NZ can help:

- participation in the Migrant Futures programme, which delivers up to 10 hours of mentoring support to skilled migrants and international students who are seeking work in industries with skills shortages.
- website tools, such as the CV Builder tool to assist her in creating an appropriate CV which will be relevant to New Zealand employers
- short in-depth phone conversation with Careers NZ's Advice Line staff to identify opportunities for volunteer or other paid or unpaid work experience



Career influencers

Those supporting and guiding young people's learning and work choices

We make a difference for career influencers

We know career seekers' decisions are influenced by the people they look to for advice and guidance.

Young people get advice in formal settings from careers advisers and subject teachers.

Outside of education, young people's decisions are shaped by their whānau and communities. Project Kāmehameha and Project Lumana'i told us that informal influencers are especially important for young Māori and Pasifika.

We offer career influencers:

- programmes tailored to the needs of formal and informal influencers
- tools and resources to help them provide career advice and support to young people
- connections for educators with training providers and employers through education to employment initiatives.

Culturally responsive programmes

Culturally relevant career information helps to engage Māori and Pasifika young people and boost success.

The Rangatahi Futures and Malaga programmes help education providers deliver culturally relevant career development information for Māori and Pasifika young people.

We also run programmes in the community, such as PAVE and Whānau Career Coaches, to support informal influencers.

These programmes are supported by a range of digital resources.

We make a difference for career influencers

In 2015-2016, our programmes for formal influencers were attended by 388 schools and 83 tertiary organisations.

These programmes empower careers leaders to improve career development in their school or organisation through implementing the Career Development Benchmarks.

Of those who attended in 2015-2016:

- **82%** felt they were better equipped to deliver career services to young people
- **95%** found participating in the programme valuable

Programmes for informal influencers were attended by 347 whānau, 'āiga and families and 72 community groups and organisations.

- **97%** of attendees in 2015-2016 felt more able to support young people.

Career Development Benchmarks

The benchmarks are a series of guidelines for a school-wide or organisation-wide approach to career development.

They support schools and tertiary organisations to review their career education to identify the parts which are working well, and also those which can be improved.

Following the review, the benchmarks support the development of an action plan, to improve how their school or organisation delivers career education.

In 2015-2016, 60% of educators who participated in our programmes made changes based on the benchmarks and another 23% had started a self-review.

“The schools with the most successful careers programmes had worked with Careers NZ and used the Career Education Benchmarks.”

– Careers Education and Guidance: Good practice’,
Education Review Office, May 2015.

Customer persona – Matt



Growing family has made him consider a career and lifestyle change.

27 years old
Māori

Works in a factory
Married with two kids

What Matt is looking for:

- information about industries and roles to see how his experience, skills and interests can transfer into new opportunities
- what jobs are available and how much they pay
- how to gain new skills through courses or an apprenticeship – and how much time and money this will take.

How Careers NZ can help:

- short in-depth conversation with Careers NZ's Advice Line staff to identify relevant tools and resources
- website tools, such as Skills Builder to identify the skills he has and how he can apply these to further study or a different career path
- our jobs database, with descriptions, entry requirements, pay ranges and employment prospects for over 400 jobs, to help him decide what will suit his situation and goals.



Transition to TEC

Proposed transfer of Careers NZ to TEC

The Education (Update) Amendment Bill proposes the transfer of Careers NZ's functions and staff to the Tertiary Education Commission.

Our strategy and operations align well with the two proposed new career functions under the Education (Update) Amendment Bill. We see opportunities to improve the success of the career system through combining Careers NZ's strengths in career expertise and digital reach with TEC's networks and data capabilities.

We continue to work closely with TEC to ensure a smooth transfer of functions.

Proposed new career functions

- 1) To provide a publicly available careers information service that includes a database of information about occupations and tertiary education and training.
- 2) To facilitate and strengthen the connections between schools, employers, and tertiary education organisations to ensure students are better prepared for employment and further education and training, or both.