

2022 Careerforce Annual Employer Survey

Findings and Actions | July 2023



Careerforce
te toi pūkenga



Te Pūkenga



Kia Ora

My personal thanks to those of you who completed our annual 2022 employer survey, first launched back in 2017, with this survey representing its sixth iteration. While we had a drop in survey completions, a likely reflection of the continued workforce challenges (as widely expressed in survey feedback), we still received plenty of feedback for us to consider and act upon.

Overall satisfaction has been relatively stable over the past few years, and while the results and your comments indicate that most of you are very satisfied with Careerforce, there are some pockets of dissatisfaction. Identifying and acting upon the issues identified is critical to further lifting satisfaction, so we appreciate your generosity and honesty in sharing your feedback.

As with previous years, we have spent significant time analysing the results and your verbatim comments, and considering what further improvements we can make to address areas of concern. This report shares the key results, but more importantly, it details the actions we are taking to address areas that you have identified for improvement.

In September 2022, we transitioned into Te Pūkenga as a business division. Growing the scale of workplace-based learning is a critical objective for Te Pūkenga. We are excited about using your continuous feedback, our 30 years of industry training experience, and combining with the scale and resources of the wider Te Pūkenga network to help us improve outcomes for our employers and learners.

Ngā mihi

Rod Bentham
Executive Director
Careerforce / Te Pūkenga



Survey Background

Careerforce, a business division of Te Pūkenga, supports workplace-based training across the health, mental health, aged residential care, disability, social services, home and community support, youth work, cleaning and urban pest management industries. We work with over 2000 employers nationwide to develop and then support the delivery of New Zealand Qualifications Authority (NZQA) approved training programmes.

We are industry driven, seeking to understand and meet the workforce development needs, in order to improve the health and wellbeing of New Zealanders.

This research was first commissioned in 2017 to provide a benchmark for measuring Careerforce's performance from an employer perspective on an annual basis. The aim of the research is to gather feedback that can help identify Careerforce's strengths and areas where improvements can be made at operational/ delivery and strategic levels. Careerforce is committed to improving services and programmes, and the research findings provide valuable feedback that we can respond to.

The 2022 survey represented its sixth iteration and allows us to see any trends emerging over time.

Survey Methodology

Research company Carte Blanche conducted this research on behalf of Careerforce | Te Pūkenga. The research is longitudinal in nature, allowing us to monitor employer satisfaction over time.

This sixth annual survey was carried out over November and December 2022. Response to the survey has fallen back compared to previous years, a likely reflection of the workforce pressures our sectors continue to face.

Year	Number of employers who completed all survey questions	Maximum margin of error at the 95% confidence level
2022	284	+/- 5.0%
2021	489	+/- 3.9%
2020	434	+/- 4.2%
2019	433	+/- 4.2%
2018	423	+/- 4.3%
2017	242	+/- 5.8%

Key Findings

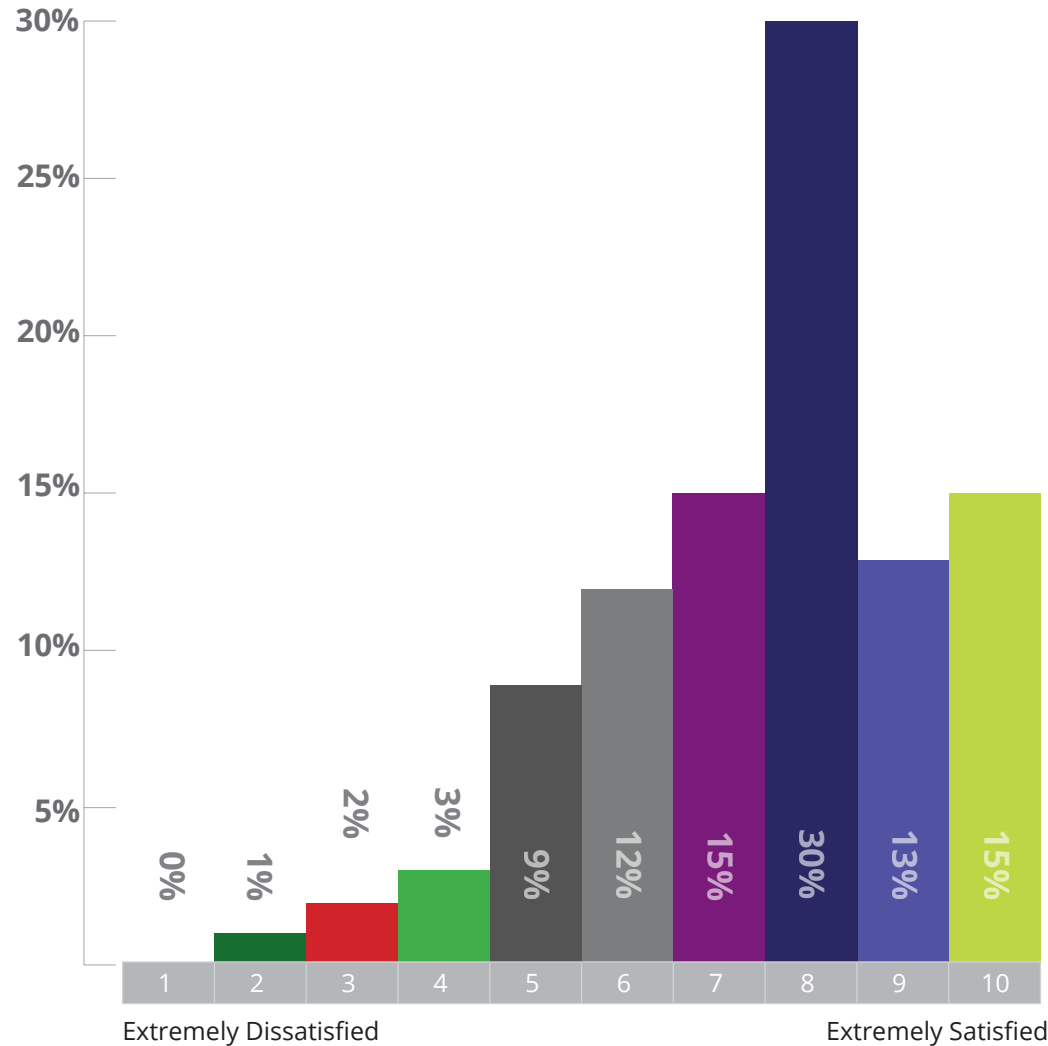
- Employer satisfaction with Careerforce is relatively stable.
 - Overall satisfaction is 7.5 out of 10, a slight increase on the previous year.
- A lower level of survey completions for 2022, particularly from the aged residential care sector. Disappointing, but a likely reflection of the workforce pressures our employers continue to face.
- 88.1% of respondents said that Careerforce programmes meet or exceed their organisations workforce development needs (just 5.5% say they do not meet)
- 88% of respondents said that assessments in Careerforce programmes match workplace requirements (just 3.8% say they do not match)
- Workplaces are more time poor than ever. Staff shortages are a growing issue, employers are less confident in their ability to support their learners, and lack of time is seen as the biggest barrier to learners' progress.
- Employers show more support than opposition towards learning activities taking place during work hours, but over one third are undecided.
- Similarly, more support than oppose the idea of set start dates for programmes so learners can progress as a group.
- Because our communication, engagement and support are so highly valued by employers this is also by far the most important and commonly mentioned area in which we could improve. To a lesser extent employers would like improvements to our online learning platform 'Aka Toi', our assessments, enrolment process, and the consistency and accuracy of our information.



Overall Satisfaction 2022

Base: All employers who answered, 2022 (n=284)

Most employers are satisfied with their relationship with Careerforce. The average rating is 7.5 out of 10.



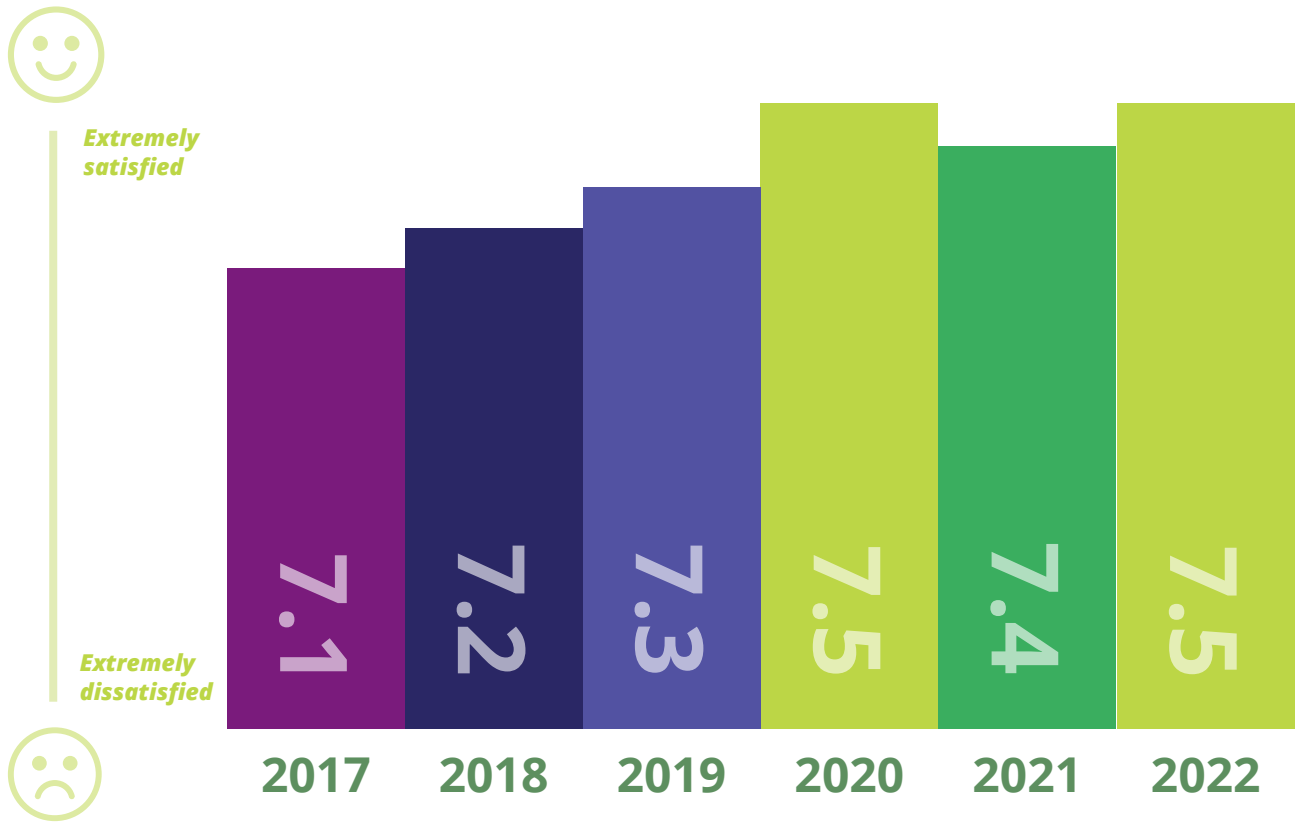
Question: Taking all things into consideration, how would you rate your level of satisfaction with your overall relationship with Careerforce?

“Keep up the great support you offer employers. For us, this relationship meant the world and made a huge difference for our employees to be able to achieve something they never thought was possible.”

Overall Satisfaction has Remained Stable for the Past Three Years

Employers' average satisfaction rating continues to be the highest it's ever been. Employers' average (mean) satisfaction is shown in the following graph as a rating out of 10.

Question: Taking all things into consideration, how would you rate your level of satisfaction with your overall relationship with Careerforce?



Base: All employers who answered, 2022 (n= 284) 2021 (n=499) 2020 (n=441), 2019 (n=435), 2018 (n=427), 2017 (n=246)

"Very satisfied because all aspects of my interactions with Careerforce have been prompt, professional, and helpful."

"Careerforce has just been awesome to work with. We have had no issues and found the process very simple to explain. Our Training Manager has been fantastic..."

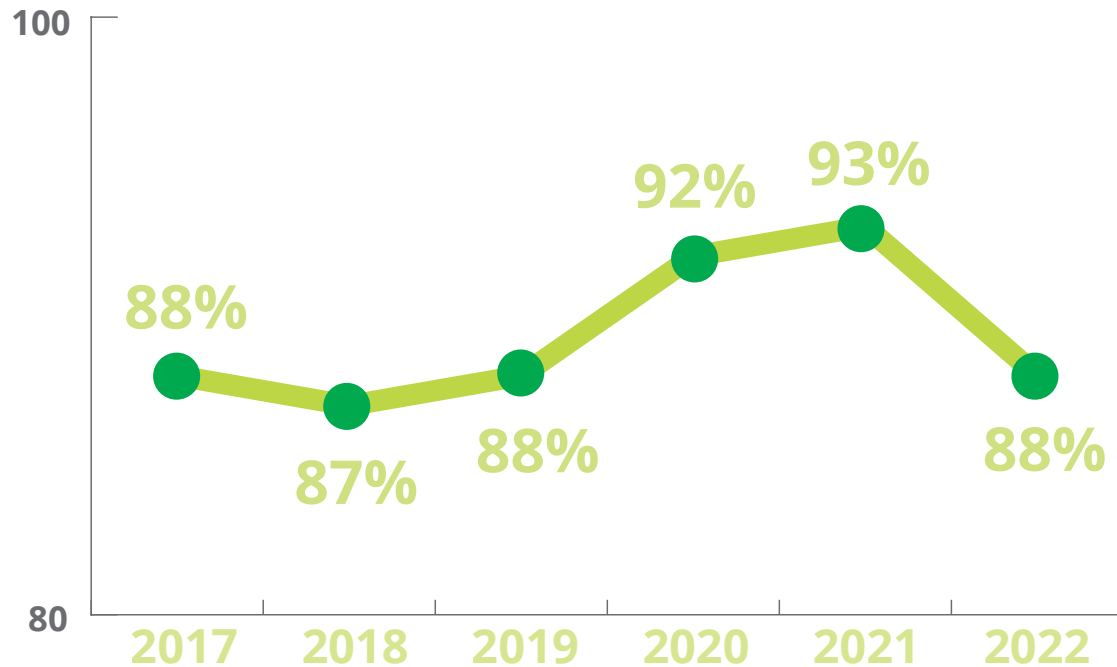
"The Careerforce staff couldn't have been more helpful! They are motivating and accommodating, and I appreciate them very much!"

Programme Relevance

Most employers continue to find our programmes relevant to their workforce development needs. Just 5.5% say they do not meet their needs.

Question: Overall, how well do Careerforce programmes meet my organisation's workforce development needs?

% of employers who say our programmes meet or exceed their organisation's workforce development needs



Base: All employers who answered, 2022 (n=293), 2021 (n=514), 2020 (n=458), 2019 (n=448), 2018 (n=439), 2017 (n=254)

"I always talk to my Advisor regarding needs of our work place with regards to training and module selection, and Careerforce helps me design study plans based on our requirements. There is constant support."

"The programmes are detailed, with very relevant content that is structured in a way that deepens the learners' engagement and knowledge/skills."

"Programmes fit our current training needs for staff. Back up and support is there when you need it, and the content of the assignments is relevant and reflects current practice."

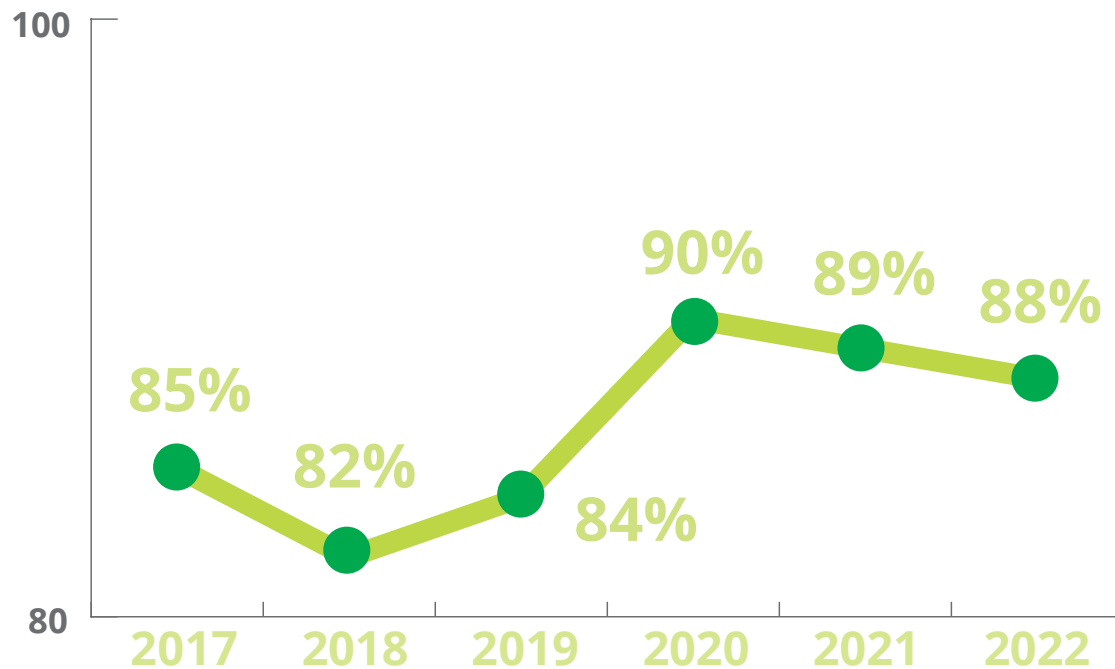
Programme Assessments

The proportion of employers who say our assessments match their workplace requirements remains high. Just 3.8% say they do not meet their requirements.

Question: Overall, how well do the assessments in the programmes match workplace requirements?

Base: All employers who answered, 2022 (n=293), 2021 (n=513), 2020 (n=456), 2019 (n=448), 2018 (n=438), 2017 (n=253)

% of employers who say our assessments match their organisation's workforce requirements



“Have been a CF Assessor for 14 years - have watched CF develop into a very slick efficient organization.”

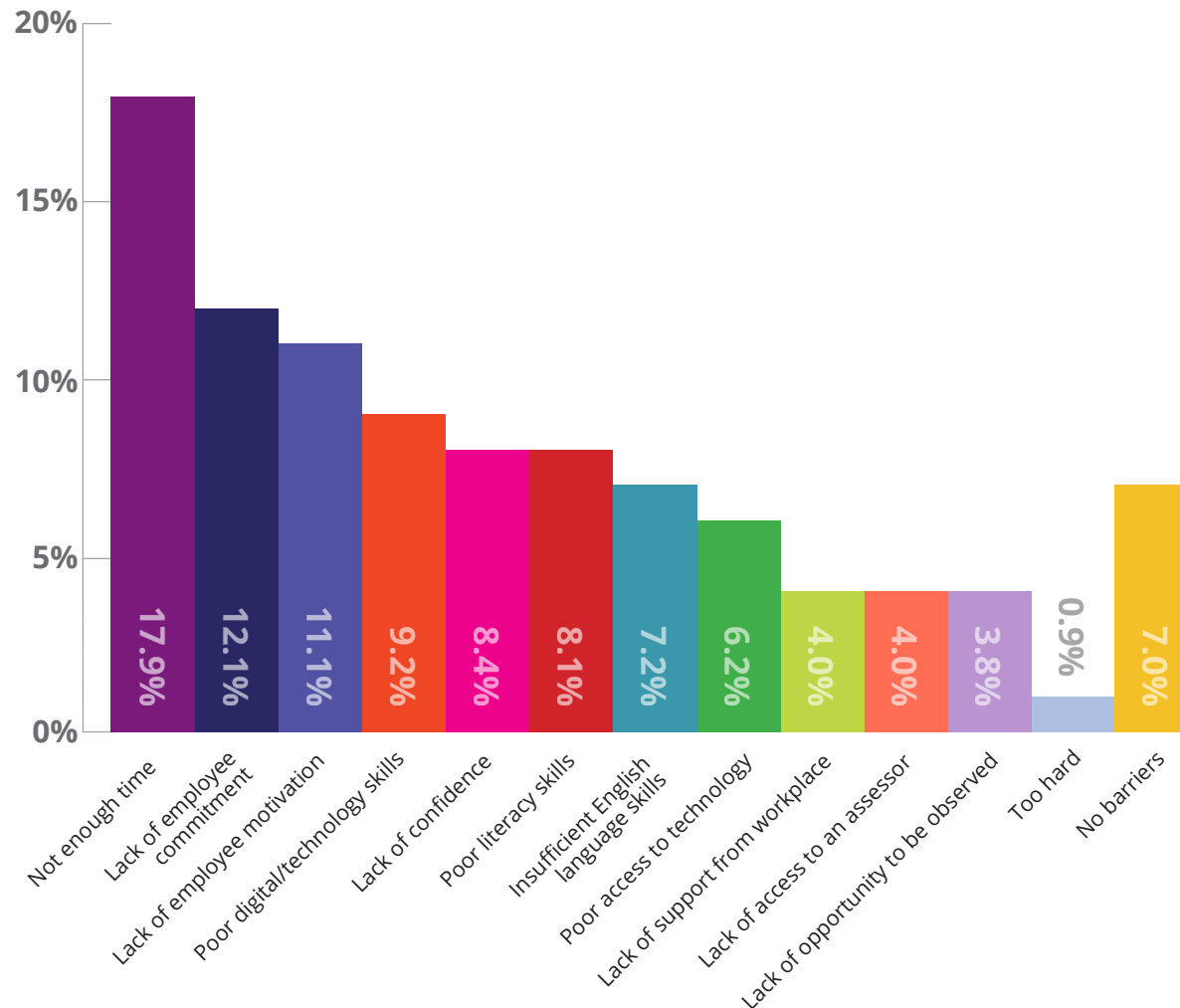
“All the assessments and unit standards are up to the mark and related to the job employees are doing, which enhance their knowledge.”

Barriers to Training

Base: The n=676 barriers that were selected by the n=291 employers who answered in 2022

The top three barriers to staff completing their training have remained consistent over the past five years.

Employers felt that staff members lacked: Time, Motivation, Commitment



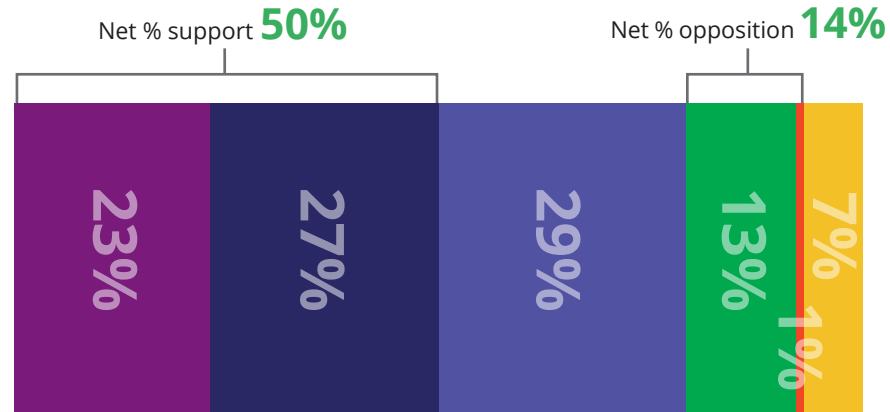
Question: Please select the top three barriers to your staff **completing** training?

Keeping Learners on Track

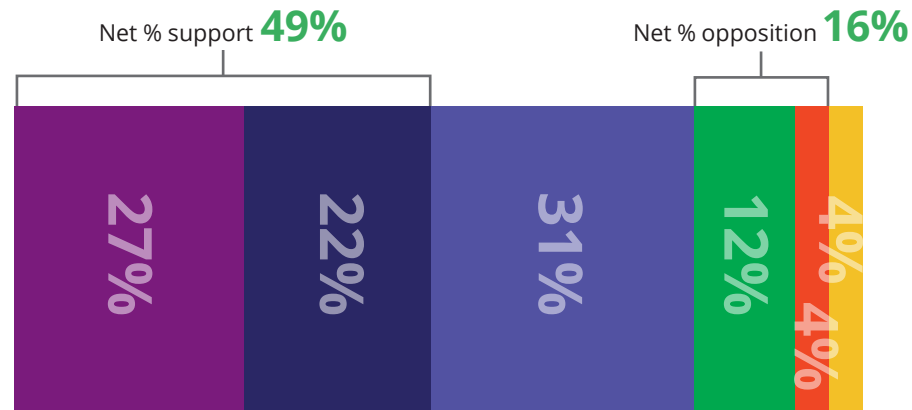
More than three times as many employers support than oppose having learning activities during work hours, and set start dates for programmes so learners can progress as a group.



Question: To what extent would you support or oppose trainees taking part in learning activities during **work hours**?



Question: To what extent would you support or oppose having set start dates for programmes like the start of each month, so that learners enrolling in the same programme could progress through their **training alongside a group of others**?



Base: All employers who answered, 2022 (n=327)

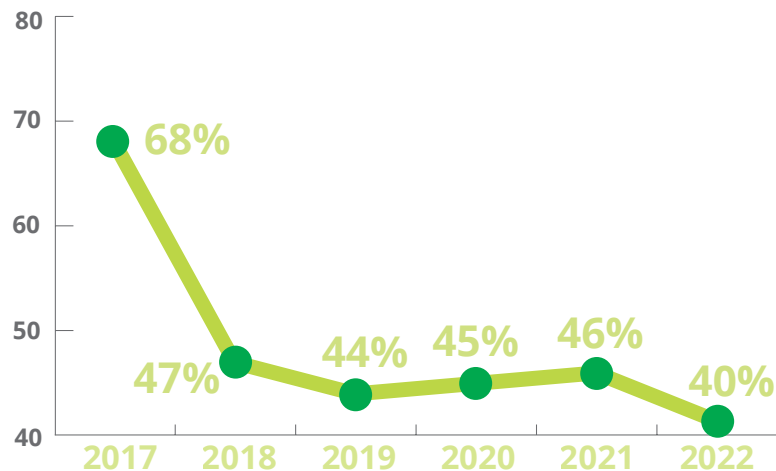
Keeping Learners on Track

Employers are less confident they can support their learners, compared with previous years. Significant decline in strongly agree ratings over time.

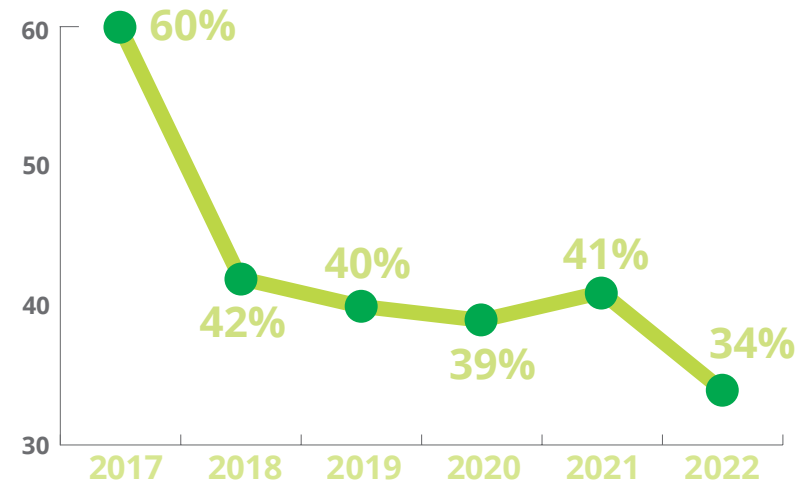
Question: To what extent do you agree or disagree with the following statements?

“Our organisation does not have the capacity to support employees directly on study substantially due to previous COVID limitations, lack of staffing and relatively high workload of those that could support people.”

% who strongly agree
their organisation actively supports learners to access learning & assessment resources

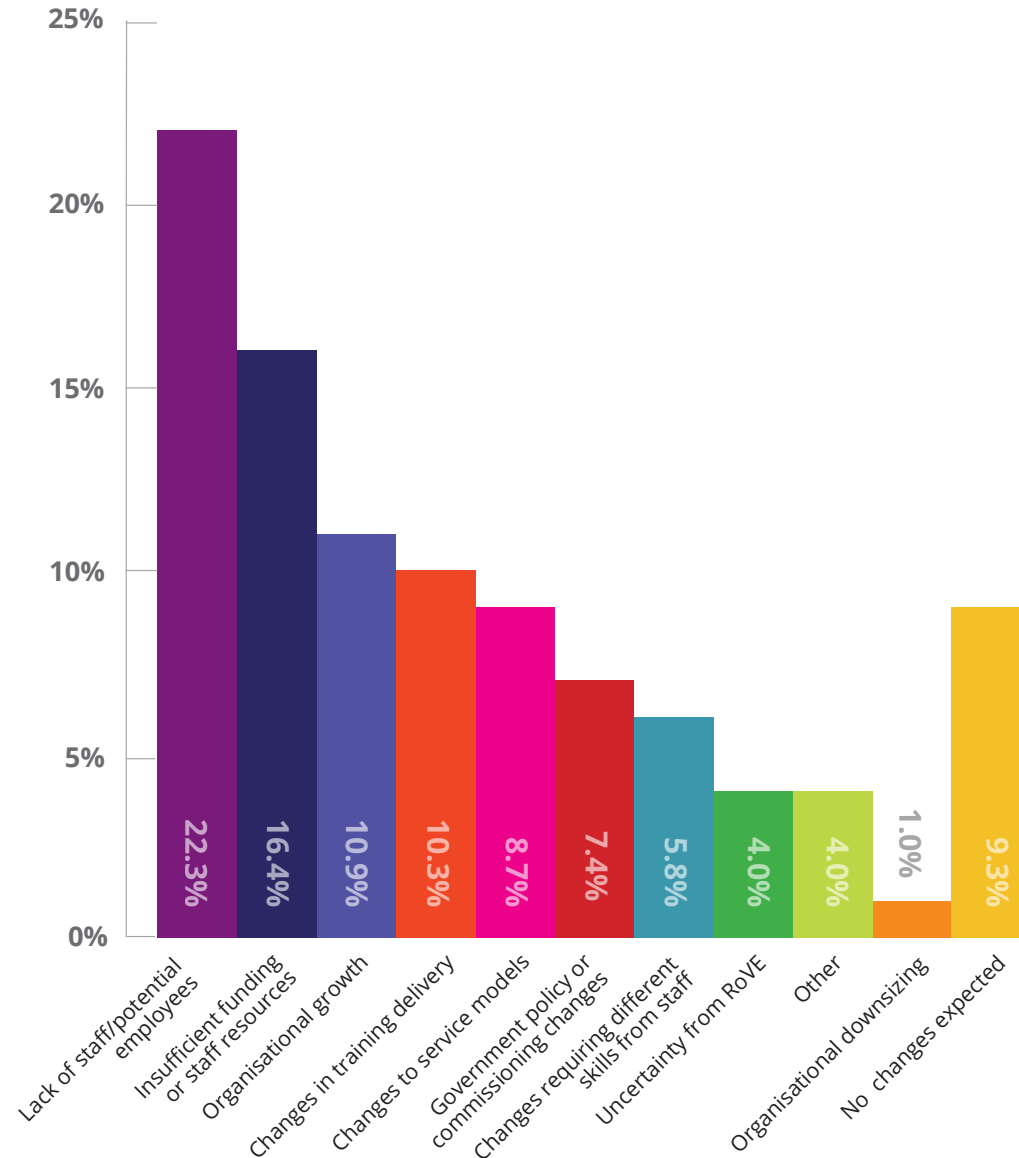


% who strongly agree
their organisation has developed capacity to help trainees achieve



Challenges/Changes Facing Organisational Training

Base: The n=623 barriers that were selected by the n=286 employers who answered in 2022



Question: What are the most significant challenges/changes facing your organisation over the next twelve months in terms of training needs?

The most significant challenge employers will face over the next twelve months continue to be staff shortages.

Top three: Lack of staff/potential employees, insufficient funding or staff resources, organisational growth

“We need to continually grow our staff and some of that has slipped back over last 2-3 years due to Covid .”

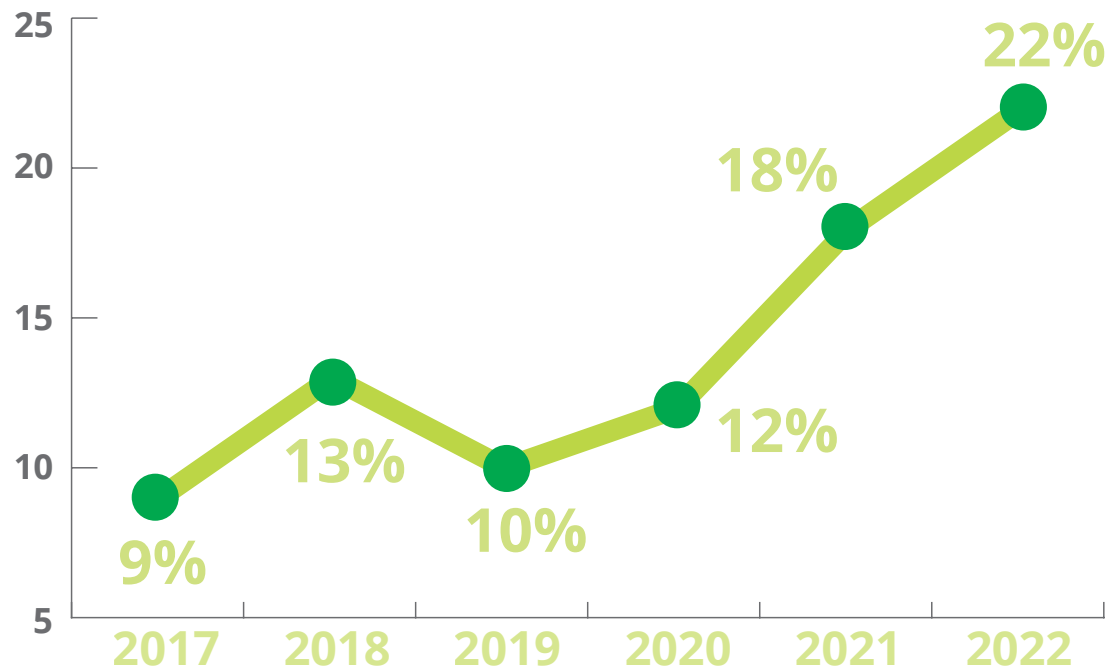
Challenges/Changes Facing Organisational Training

Base: The n=623 challenges or changes selected by the n=286 employers who answered in 2022

In fact, staff shortage is an issue that has risen significantly over time.

Question: What are the most significant challenges/changes facing your organisation over the next twelve months in terms of training needs?

% indicating a lack of staff/potential employees is the biggest challenge



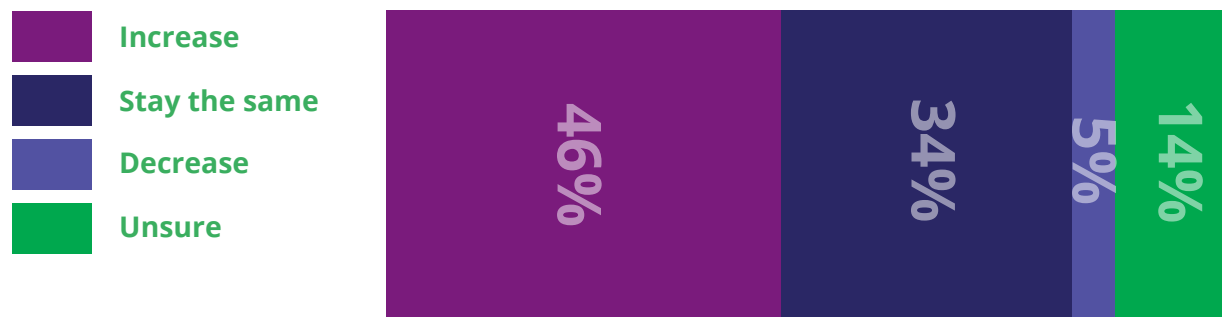
“We have to have people to train, that is the urgent need right now. I don't believe any initiatives taken so far have helped. We need changes to immigration settings, they are going in the wrong direction...”

Next 12 months Training Requirements

Most employers predict their training requirements will either increase or stay the same over the next twelve months (80%), few expect them to decrease (just 5%).

Question: Over the next 12 months, to what extent do you anticipate that your organisational training requirements will change?

Employers' expectations of their organisational training requirements over the next 12 months



“The sector is constantly evolving and training is a great way for the staff to stay up to date , gain knowledge and understanding,”

The Good Stuff :-)



Supportive, responsive staff



"Incredible proactive support with every interaction with the Careerforce Team."

"My queries were responded to quickly and even if they couldn't answer straight away, they always got back to me in good time."

"The Careerforce staff couldn't have been more helpful! They are motivating and accommodating, and I appreciate them very much!"

Good communications



"I find the newsletters informative and transparent, and I don't feel like I'm not being told of things happening. Feel well informed."

"Careerforce are very interactive and publish significant amounts of information that is all very helpful when organising our training."

"Always receiving lovely e-mails about what is coming up and any changes we need to know about."

Good technology services



"The Website/iPortal was easy to navigate (including uploading application forms, checking progress etc). The Library was handy to find the necessary paperwork/guides for the course etc."

"iPortal is easy to use and we can access staff reports immediately."

"Iportal is very easy to use. You can find the answers to your questions easily. Website is clearly set out and again easy to navigate."

Positive learning outcomes



"I see the professional growth of the team as a result of them undertaking Careerforce Health and Wellbeing studies."

"Have noticed the carers that are doing the training are engaging more with the residents and understand what is required of them."

"Our staff that have been studying through Careerforce are showing increased confidence and knowledge around youth due to the training. They have also found it accessible and understandable which has helped the confidence, and achievements."

Good learning resources and/or programme content



"Careerforce programmes are excellent. Resources are appropriate to roles within our organisation."

"Programme content and relatability to our community work is great. Like the simple application and description."

"The resources are broad (for valid reasons) and trainees learn more than is often required for their role."

Relevant programmes



"...Tikanga Māori is the basis of our organisation, so liked that Māori has been incorporated in the programmes more, ka rawe!!"

"With the introduction of disability support, which is targeted for our client population, the programmes are working really well for our learners. They have the chance to integrate theory and practice."

"Easily able to relate it to our mahi."

The Not So Good Stuff



Communication, engagement, and/or support



“Communication and availability for assessors to access workplace support people is nil or next to nothing. Biggest area of improvement that I would encourage Careerforce to look at.”

The notification regarding enrolment into qualification versions has been extremely short. New versions of qualifications have been launched without all resources being available....Notification of the fees for 2023 was also not provided until very late, again problematic for us.

Technology services related



“Aka Toi is overly complex for some of our learners who have a low level of literacy .”

“Aka Toi takes ages to load and I always seem to have issues with attachments...”

“The layout and structure of Aka Toi does not facilitate learning.”

“...when going into the Library, the Levels that I investigate and read, pop out after a certain amount of time. I am also doing other things then go back and it has popped out and I have to start again.”

Assessment related



“Assessments are still very wordy. A lot of the people we employ have English as a second or third etc language but are great at their job. There needs to be more flexibility.”

“A lot of the theory based questions do not align with Kaupapa Māori values. Assessments are confusing as they ask the same things multiple times in complex and confusing ways.”

“Please don't change the unit standards for Health & Wellbeing for a while - it's hard to change all our internal content to mirror it!”

Programmes not meeting needs



“There is not a broad focus on issues affecting all young people, the programmes seem to assume that all youth work is done with Māori youth and it simply isn't. Too much focus on political correctness and not enough on a broad base of practical skills for the delivery of effective programmes. Yes, it is important to work with rangatahi but there is a huge range of cultures we work with in the sector and your programmes do not reflect or empower this.”

“There is a focus on age based care and at times needs to be more community focussed.”

Process related issues



“Just very difficult, long difficult process to register, little flexibility and huge amount of work to get started online, simple applications would be so good.”

“I have dealt with you for many years and the same issues haven't gone away. Really bad around communicating during the often long and tedious enrolment process.”

“Simplify and streamline a lot of processes for apprentices and assessors.”

Inconsistency and/or inaccuracy



“Staff don't walk the talk, left hand doesn't know what right is saying, website contradicts what people on phone say and no one seems to be able to problem solve.”

“...incorrect information shared as a result of not listening to us. It has been very stressful to work with Careerforce. I have tried to work closely with my staff member to support her studies and interacted in her meeting with her assessor, even I am confused by what is expected of the assignments.”

Issues and Actions

We are committed to improving overall employer satisfaction, and have spent significant time analysing the feedback to identify the key issues emerging, and identifying actions either underway or that we will commit to, in order to address these issues.

What follows is a summary of the key issues and actions. We intend upon expanding on these in upcoming issues of our monthly employer e-newsletter, Skills for Good – if you don't currently receive this, you can sign up at: <https://www.careerforce.org.nz/skills-for-good-subscription>



Issue Themes Emerging	Careerforce Actions to Address
Concerns around Careerforce transition into Te Pūkenga	<p>The Reform of Vocational Education (RoVE) was first announced in February 2019. Our commitment throughout has been to maintain 'business as usual', and this remains the case.</p> <p>Growing work-place based learning is a key objective within the reforms, and as Careerforce has transitioned into Te Pūkenga, a key priority has been identifying opportunities to use the scale of the Te Pūkenga network to improve outcomes for employers and learners.</p>
Simplify the enrolment process	<p>This has been a recurring piece of feedback over the years, and we have continued to make changes to the enrolment process. We also have a project underway currently looking at the end-to-end onboarding process (including pre-enrolment), and identifying 'pain points'. Please note however that we are required to meet a number of compliance obligations as part of the enrolment process, and that are outside our control.</p> <p>Te Pūkenga will also be looking to consolidate and streamline systems and processes across the 25 current entities that make up Te Pūkenga.</p>
Greater assessor support	<p>We continue to train new workplace assessors (~170 in training currently), and provide a range of ongoing supports to assessors. These include the Hono Mai weekly drop-in sessions, and assessor hubs across New Zealand. We encourage assessors to engage in these forums that provide opportunities for professional development, connecting with peers, and to discuss any challenges they may be facing.</p> <p>Any workplaces struggling with assessor resourcing should contact their Careerforce Workplace Advisor.</p> <p>We have also recently introduced the ability for [paper-based] trainees to report overdue assessment marking, which allows us to identify where assessment support may be required.</p>
Flexibility in learner assessment	<p>Within Careerforce – Te Pūkenga, there is a strong focus on our priority learner groups (Maori, Pasifika, disabled), to support improved and equitable outcomes for these groups.</p> <p>We recognise that all learners 'learn' differently, and as a result, we are becoming increasingly flexible in how assessments can be completed and assessed. This includes the increasing use of korero mātanga; assessment by conversation between the assessor and the learner, and which assesses knowledge, experience and skills through conversation and evidence gathering, rather than written or practical assessment.</p> <p>We can also assess in te reo Māori if requested.</p>

Issue Themes Emerging	Careerforce Actions to Address
Access to digital devices	Careerforce has a number of Chromebooks available that learners can loan for the period of their training. If you have a staff member that would benefit from a loan device during their learning, please reach out to your Careerforce contact.
Confusion around non-domestic learners and Visa requirements	As a result of the introduction of the Unified Funding System (UFS), the Targeted Training and Apprenticeships Fund (TTAF) closing, and changes to immigration settings, there have been changes to funding eligibility for international learners and associated identification requirements. These have resulted in changes to the enrolment process, and which has created some confusion. Please go here for the latest information, but noting that the manner in which Careerforce requests information and processes enrolments is simply to ensure that it is meeting its statutory obligations.
Lack of learner progress due to lack of time	<p>The number one barrier to learners completing their programme, according to both employers and learners, is lack of time. A number of employers already make study time available to their staff, and via this survey, we know that half of employers support their staff taking part in learning activities during work hours.</p> <p>Careerforce are running an increasing number of face-to-face learner engagement sessions across the country, and we encourage you to allow your staff to actively engage in these opportunities.</p>
Lack of contact, or slowness in reporting	This has been a recurring theme through the years of the survey. It is disappointing to continue to hear this feedback, and we encourage you to escalate such concerns, particularly instances where there are unresolved issues.
Improve useability of the Aka Toi e-learning platform, and training	We are continually making improvements to our Aka Toi e-learning platform, and have seen significant growth in its use, as an alternative to paper-based learning. We are also looking at how we can provide better upfront training for our assessors and learners on Aka Toi, potentially including the development of video resources.
Learner motivation	<p>We understand the pressures that our learners are under within their workplace, and that learning can sometimes takes a back seat. Notwithstanding this, we do need learners to have a sense of self-responsibility and autonomy in the learning journey.</p> <p>To support this, we continue to expand our learner engagement activity to increase the number of touchpoints with learners. We have also expanded iPortal functionality for trainees, including the ability to report overdue assessment marking, and where they can access their latest training progress report.</p>

Issue Themes Emerging	Careerforce Actions to Address
Greater learner support	<p>There is no doubt that most learners benefit from face-to-face learning engagement activities. Over the last year, we have significantly expanded the number of such engagements, and these will continue to increase.</p> <p>We encourage you to allow your staff the time to participate in these activities, and in general, to allow study time for your staff – we know that the number one barrier to learner success is lack of time.</p> <p>Over the course of the last year, we have also continued to expand the activities of our Rōpū Taupuhipuhi Āmio (National Mobile Support) team to better support our Māori learners through wānanga mahi and noho marae.</p> <p>We also now offer a free independent and professional counselling service to all learners. Refer to careerforce.org.nz/counsellingforlearners.</p>
Supporting equitable outcomes	<p>We are committed to supporting equitable outcomes across traditionally under-served learner groups, including Maori, Pasifika, and learners with disabilities (including neurodiversity), and have developed action plans for these groups to support improved outcomes. Refer to careerforce.org.nz/equitable-learner-success.</p>
Workforce shortages	<p>Responsibility for the Life Changing Careers campaign, which Careerforce developed and championed across 2021 and 2022 is being passed over to Te Whatu Ora. Campaign activity has yet to commence in 2023, which is disappointing.</p> <p>Careerforce also continues to operate and promote Jobs for Good, a job portal specifically targeted at care and support roles. It's easy and free to list your vacancies.</p>
Enrolment Fees	<p>The Targeted Training and Apprenticeships Fund (TTAF) concluded at the end of 2022, and our regular enrolment fees resumed. These fees however are intentionally kept as low as possible to recognise the financial pressures our sectors continue to face. Additionally, Careerforce -Te Pūkenga continues to be the only provider that is funded to offer work-place based learning for the health and wellbeing sector, supporting learning and assessment within the workplace. All other providers are deemed to offer programmes of study, not work-place based learning programmes, and with learners deemed to be 'students'.</p>



A big thank you to all that completed
this year's survey and provided
such valuable feedback.

If you have any questions or comments
about this survey, please get in touch at:

Phone: 0800 277 486

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Web: careerforce.org.nz

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