

2019 CAREERFORCE ANNUAL EMPLOYER SURVEY

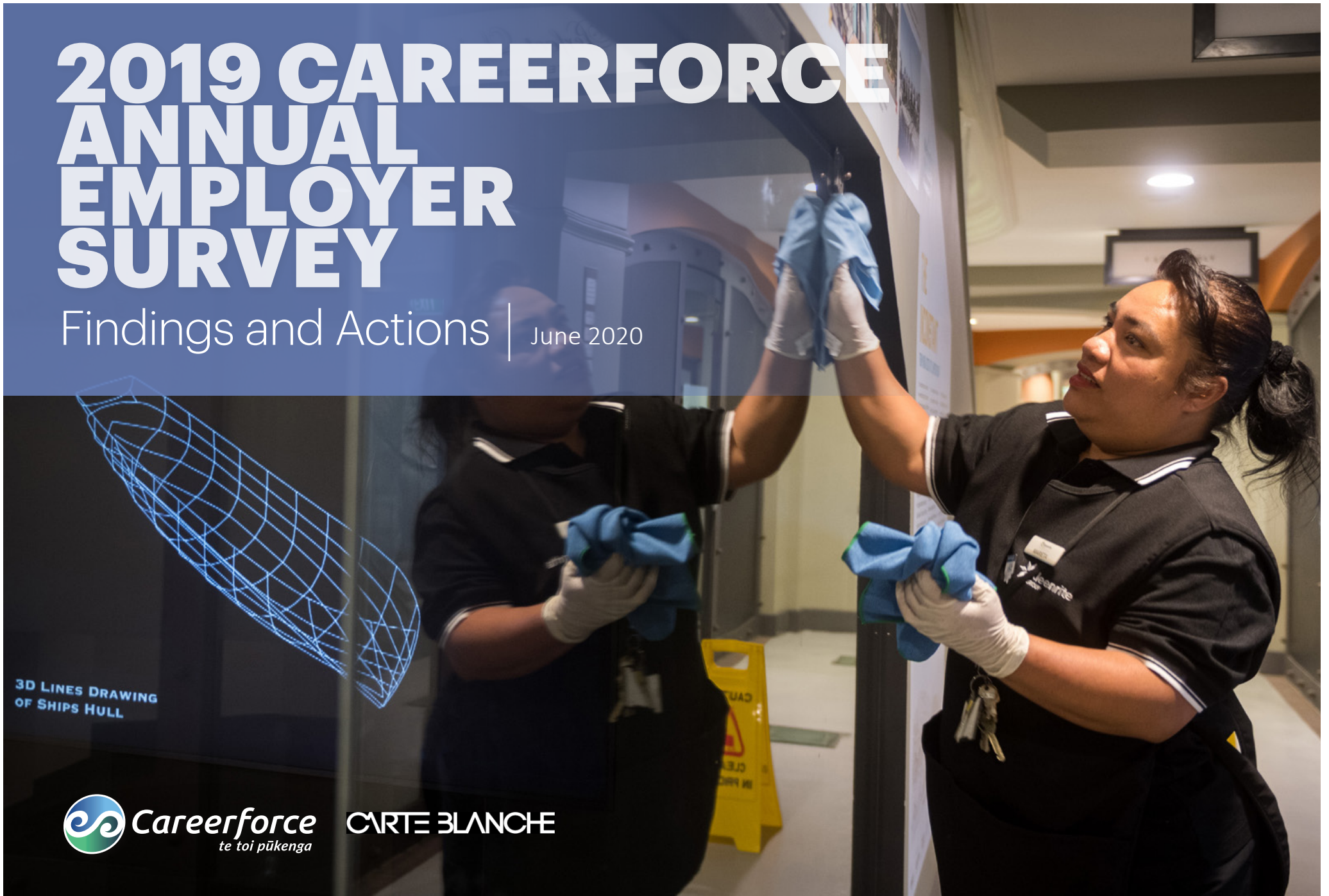
Findings and Actions | June 2020

3D LINES DRAWING
OF SHIPS HULL



Careerforce
te toi pūkenga

CARTE BLANCHE



Kia ora,

Thank you to the many of you who took the time to complete our annual employer survey. We hope that the repeated increase in overall response rates is in itself a reflection of stronger engagement with employers.

While chuffed that overall satisfaction has again increased, we are by no means perfect and keep striving to improve. I can assure you that we take your feedback incredibly seriously, and while we can't follow through on every piece of feedback, we certainly do take the time to identify the common themes emerging, and exploring the enhancements we can put in place.

You will provide the ultimate confirmation on whether these actions have been effective, when we roll out the 2020 survey later this year.

Ngā mihi

Jane Wenman

Chief Executive



Survey Background

Careerforce is the Industry Training Organisation for 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 employers nationwide to create, and help support the delivery of relevant 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 Careerforce can respond to.

The 2019 survey represented its third iteration and now allows us to see any trends emerging over time.

Survey Methodology

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

This third annual survey was carried out over November 2019 and pleasingly, we again had an increase in survey completions which allows for more robust conclusions to be drawn.

- 2019 - 433 employers completed the survey, with a confidence interval +/- 4.3% at the 95% confidence level.
- 2018 - 423 employers completed the survey, with a confidence interval +/- 4.3% at the 95% confidence level.
- 2017 - 242 employers completed the survey, with a confidence interval +/- 5.8% at the 95% confidence level.

Key Findings

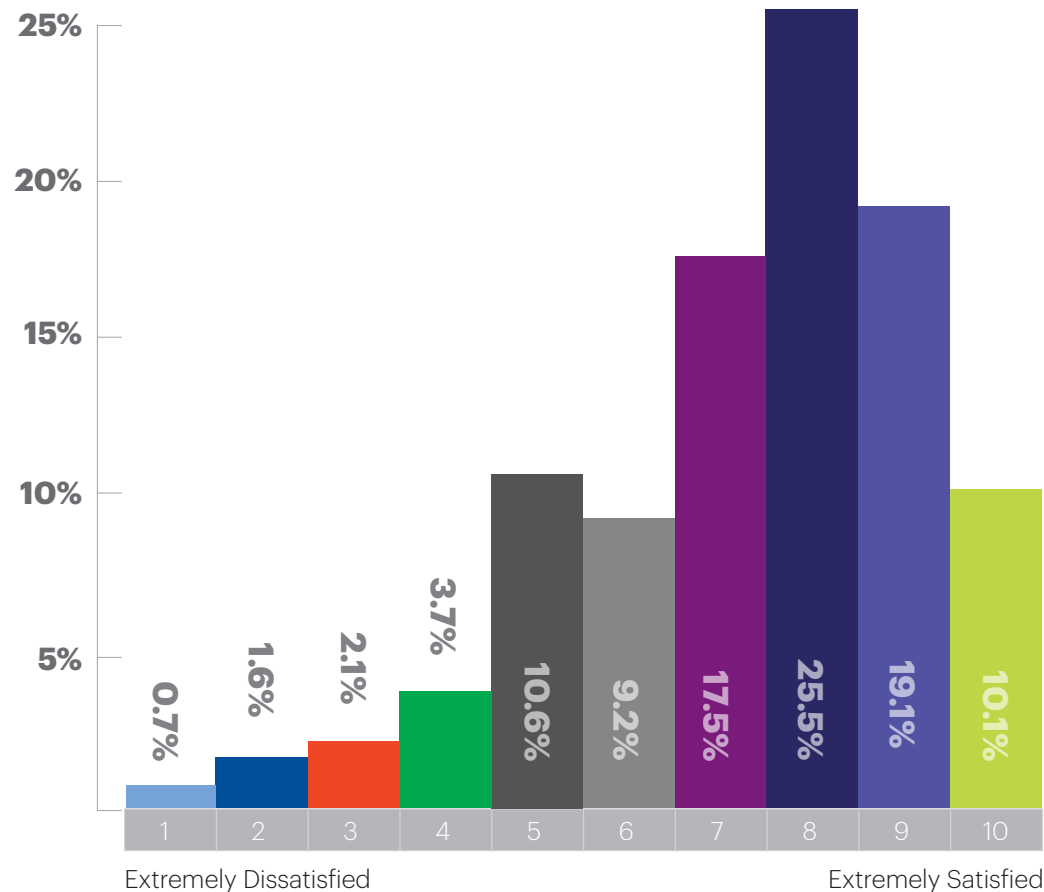
- Another great response from employers, with survey completions again **increasing** on the previous year. This allows for deeper data dives, providing richer insights.
- Overall satisfaction again **improved** on the previous year, and increasing from 7.1 in 2017 to 7.3 in 2019.
- When asked about primary reasons for using Careerforce, **“most appropriate”** and “best in market” have increased, while “no suitable alternative” and “contractual obligation” have both decreased. More employers using us **out of choice**.
- Satisfaction with Careerforce roles/functions remained largely stable. Careerforce Workplace Advisors receiving the **highest levels of satisfaction**, with Client Relationship Coordinators and Learning Engagement Advisors close behind, and with strong increases in satisfaction.
- Satisfaction with Careerforce technology services - **largely stable**, with Careerforce’s digital learning platform Aka Toi continuing to show **strong improvement**, a reflection of the considerable improvements made to the platform based on user feedback.
- Satisfaction with Careerforce communications and engagement - **stable**, but pleasing improvements in extent to which we are perceived to actively seek feedback, and in how we respond to feedback. As with the 2018 survey, some continued comments that some people are not getting a timely response to their voicemails or emails – this will be followed up on.
- Satisfaction with Careerforce programmes and their implementation – **largely stable**, but continued slight declines in extent to which respondents felt their organisations support their trainees to access learning and assessment resources, that their organisation has developed capacity to help trainees achieve, or that trainees can easily access training support.



Overall Satisfaction 2019 (n=435)

Overall satisfaction continues to improve from **7.1** in **2017** to **7.2** in **2018**, and **7.3** in **2019**

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



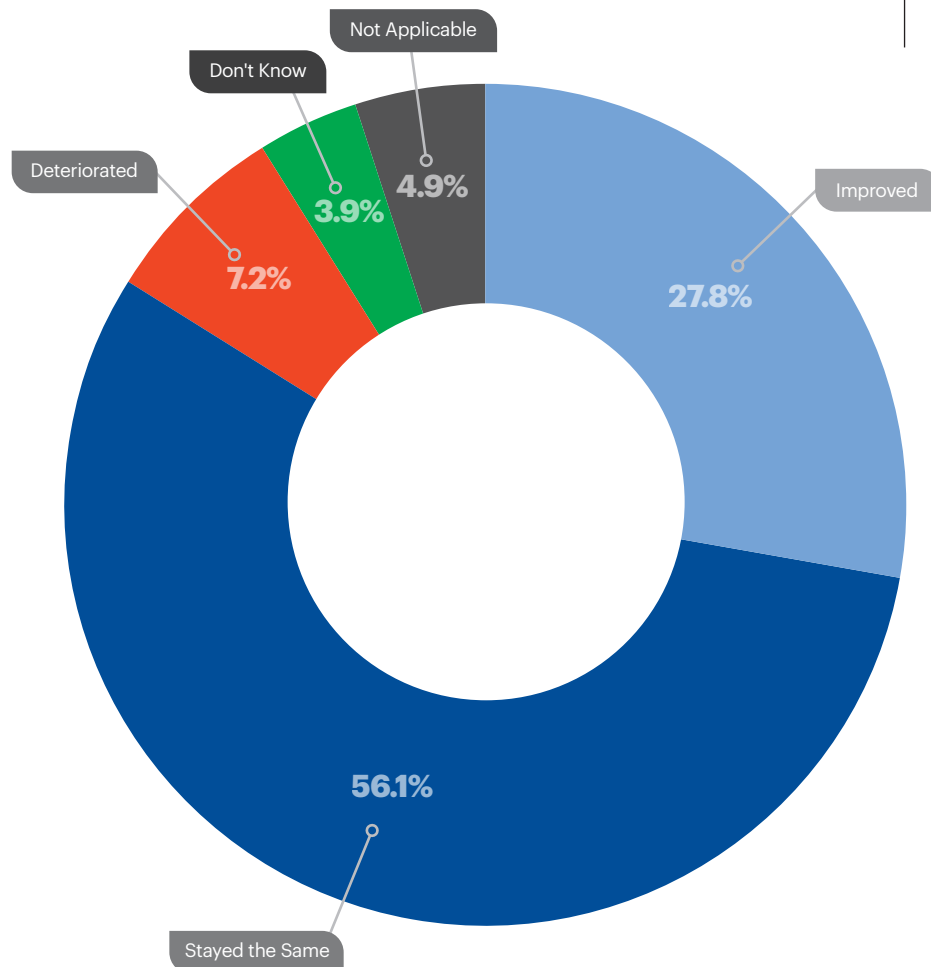
"We feel comfortable contacting any of our contacts at Careerforce, knowing that we will get a speedy response and assistance..."

"We have developed a good relationship with your team over the years. They listen and are available to help us out. Training has been great."

"You deliver on everything you say you will do, and we are never uncertain of what to do."

Satisfaction Change 2019 (n=431)

83.9% of employers felt that their level of satisfaction had either **stayed the same** or **improved** over the last **12 months**, compared with **82.3%** in 2018



Question: Over the last 12 months, to what degree would you say that your level of satisfaction with Careerforce has changed?

"Our staff certainly grow with the knowledge learnt from training modules. A staff member undertaking the Apprenticeship programme has grown in her role. Much more confidence and self directed. Great to see."

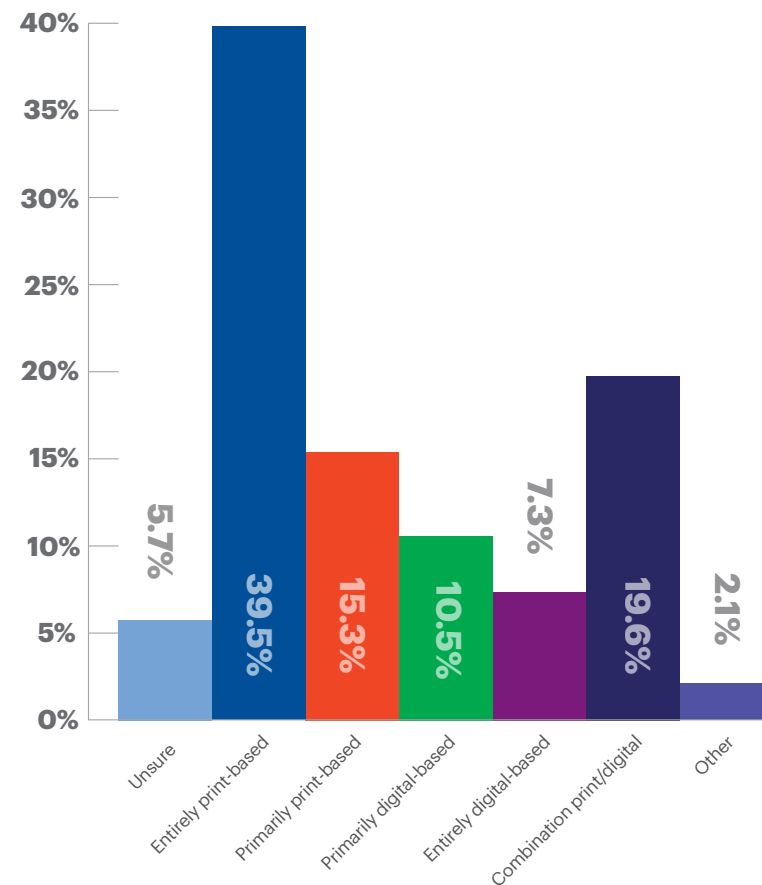
"Trainees and Managers have commented on improved practice, improved relationships, skills and confidence as a result of completing the course."

Digital-Based Learning (n=438)

Trainees presently have the option of completing their programme using paper-based or online-based learning resources and assessments, the latter via the Aka Toi learning platform.

Question: Across your trainees generally, how are your employees/trainees presently completing their training programmes?

Digital vs. Paper



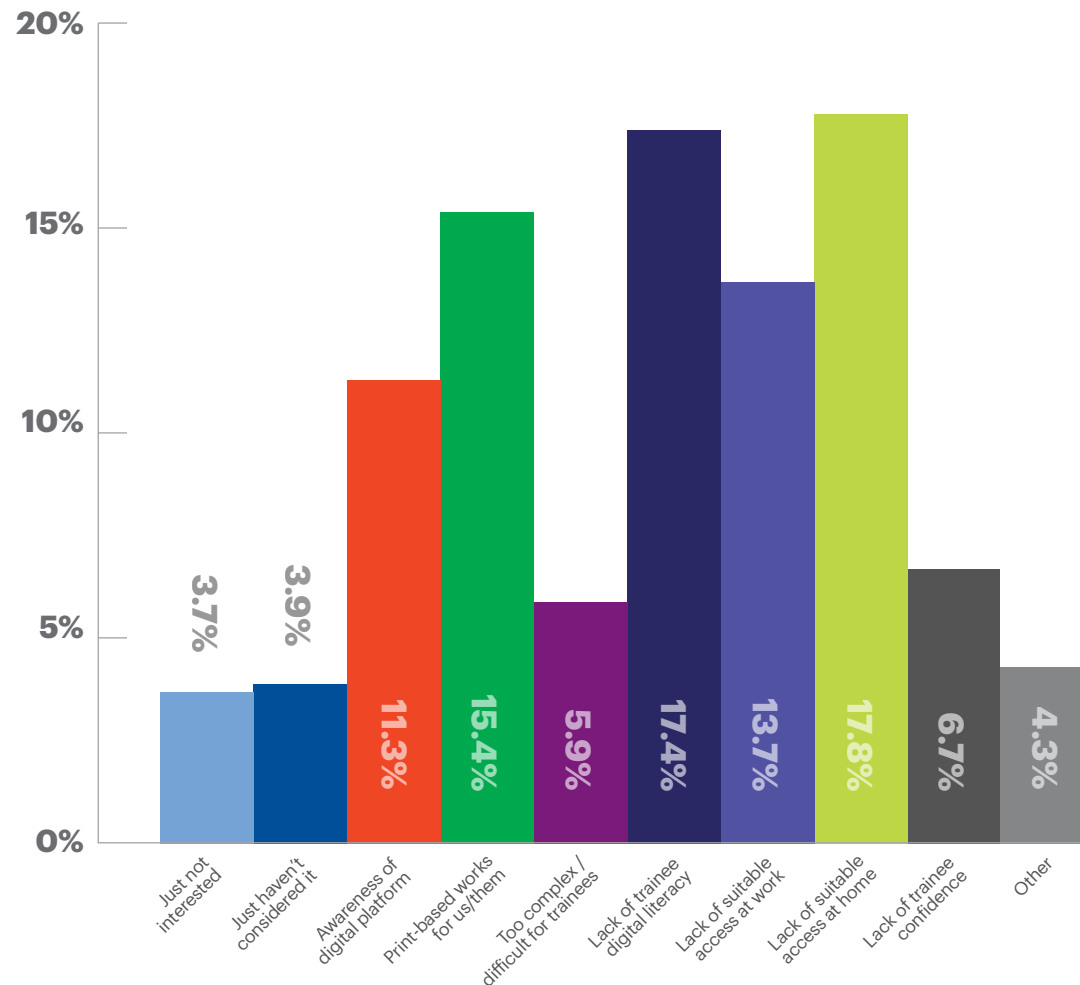
"Very satisfied: Aka Toi and the website are very easy to navigate and understand."

"I have only used Aka Toi to complete my assessor training. I could navigate around the site with relative ease."

Key Barriers to Digital-Based Learning (n=540)

Key barriers to greater use of digital-based learning

Question: In your view, what are the key barriers to greater trainee engagement with digital-based learning (as opposed to print-based)? Please indicate your top three.



"Again it comes down to the motivation the kaimahi has to succeed. Ours is primarily an older workforce who are not really 'techno savvy'. They know as much as they want to on computers and others are stuck in the mindset of pen and paper being the only way."

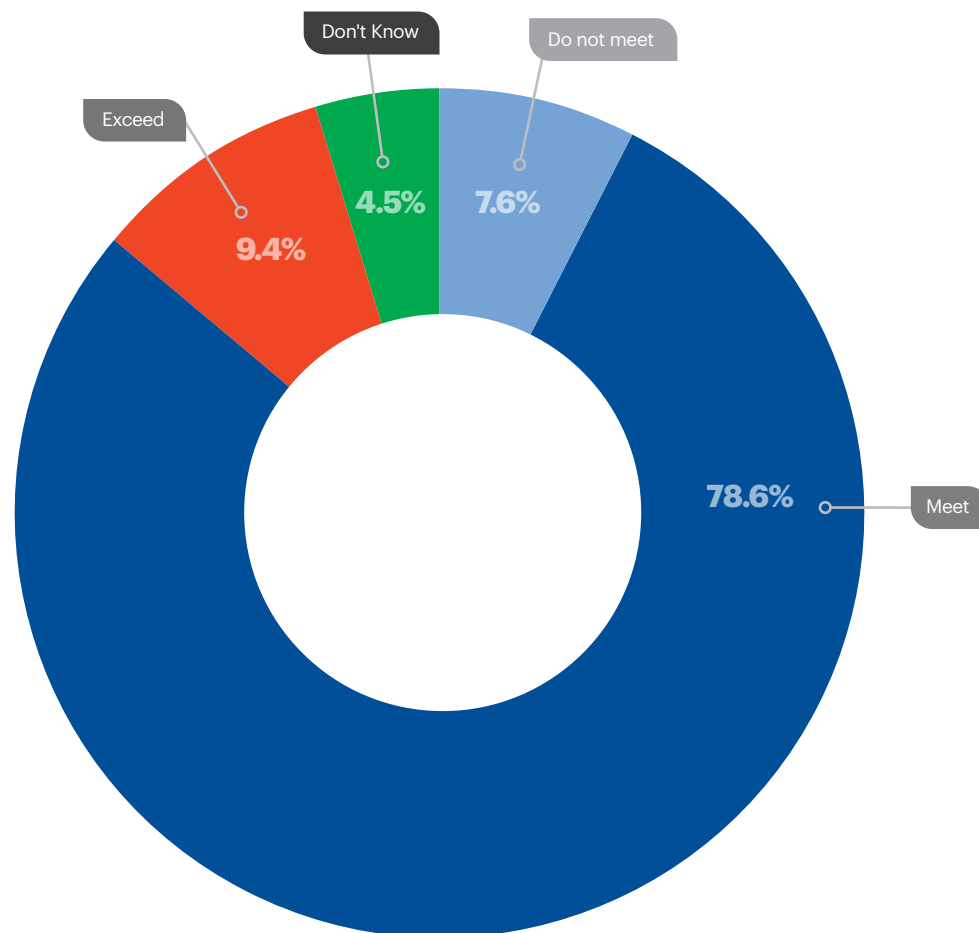
"Having a beginner level digital course so they can gain this before would help."

"Feedback from trainees is that the portal is difficult to work and not user friendly."

Programme Relevance (n=448)

88% of respondents think that Careerforce training programmes either **exceed** or **meet** their workforce development needs.

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



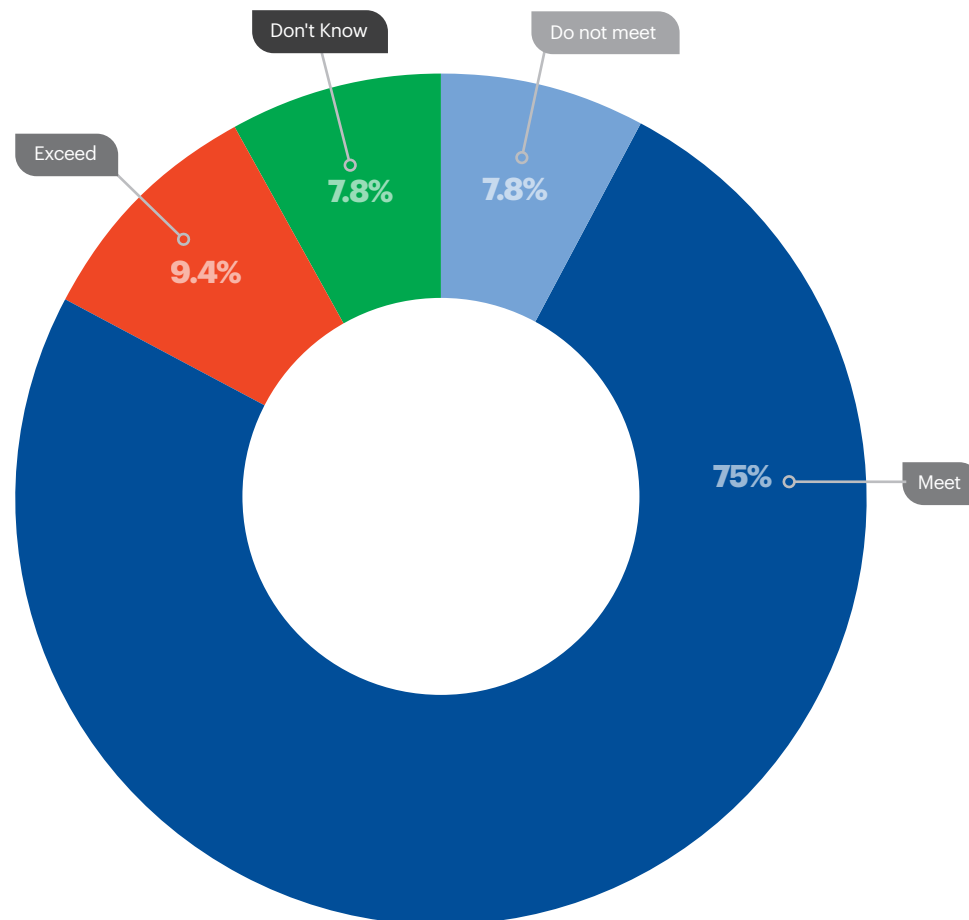
"There are presently no staff who do not already hold, or are not enrolled to complete these qualifications."

"We will be expecting and requiring our staff to continue with their training."

Programme Assessments (n=448)

84% of respondents think that Careerforce programme assessments either **exceed** or **meet** their workplace requirements.

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



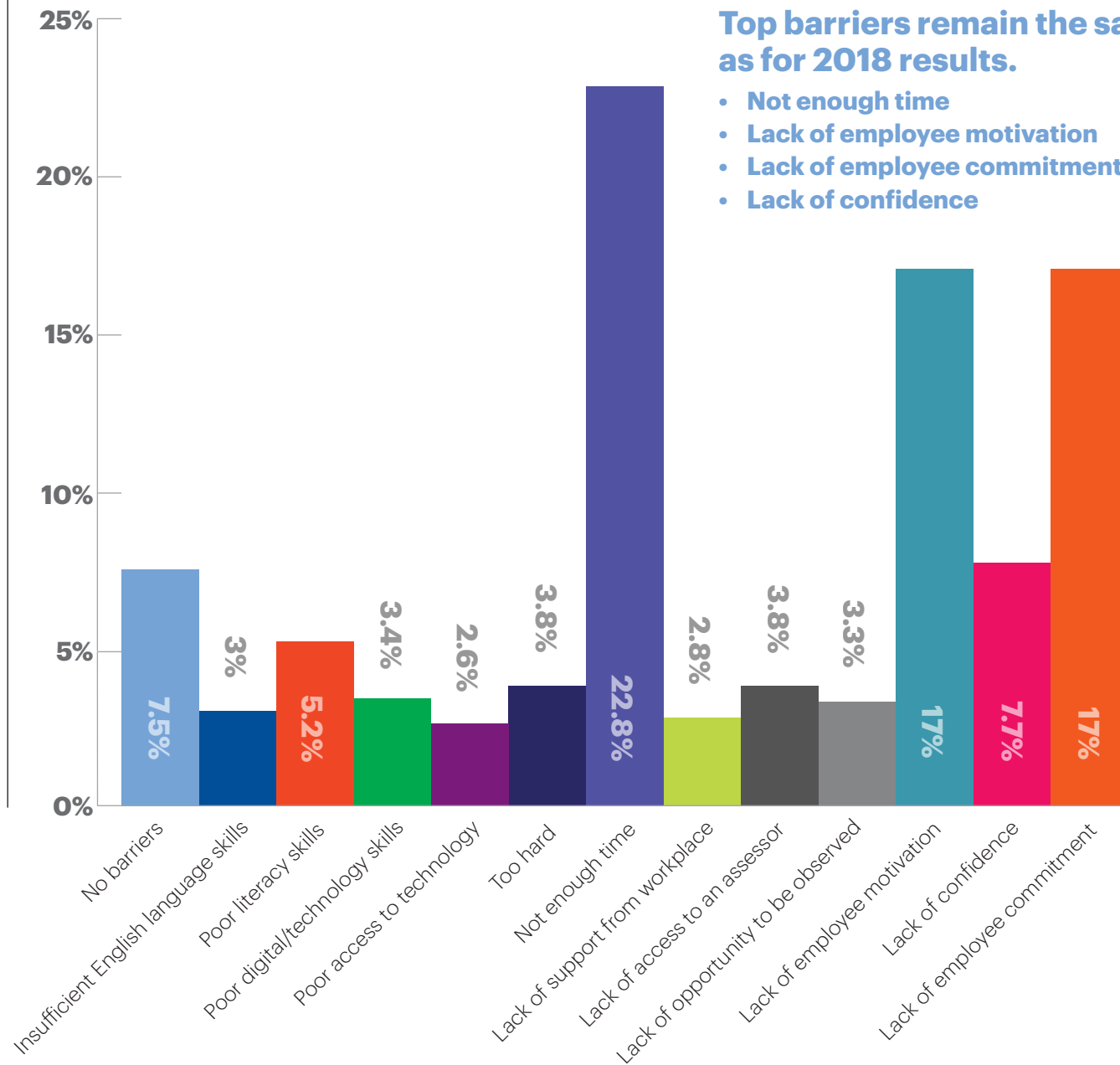
"The workshops provide adequate training and back up support when required. In moderation the feedback comments have been great and provides an opportunity for further discussion, changes or improvements to assessing work."

"I am an assessor so I actively encourage the organisation which I work for to offer Careerforce."

"I am really appreciative of the support the assessors have provided and their flexibility in coming out and meeting with staff."

Barriers to Completing Training (n=1039)

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



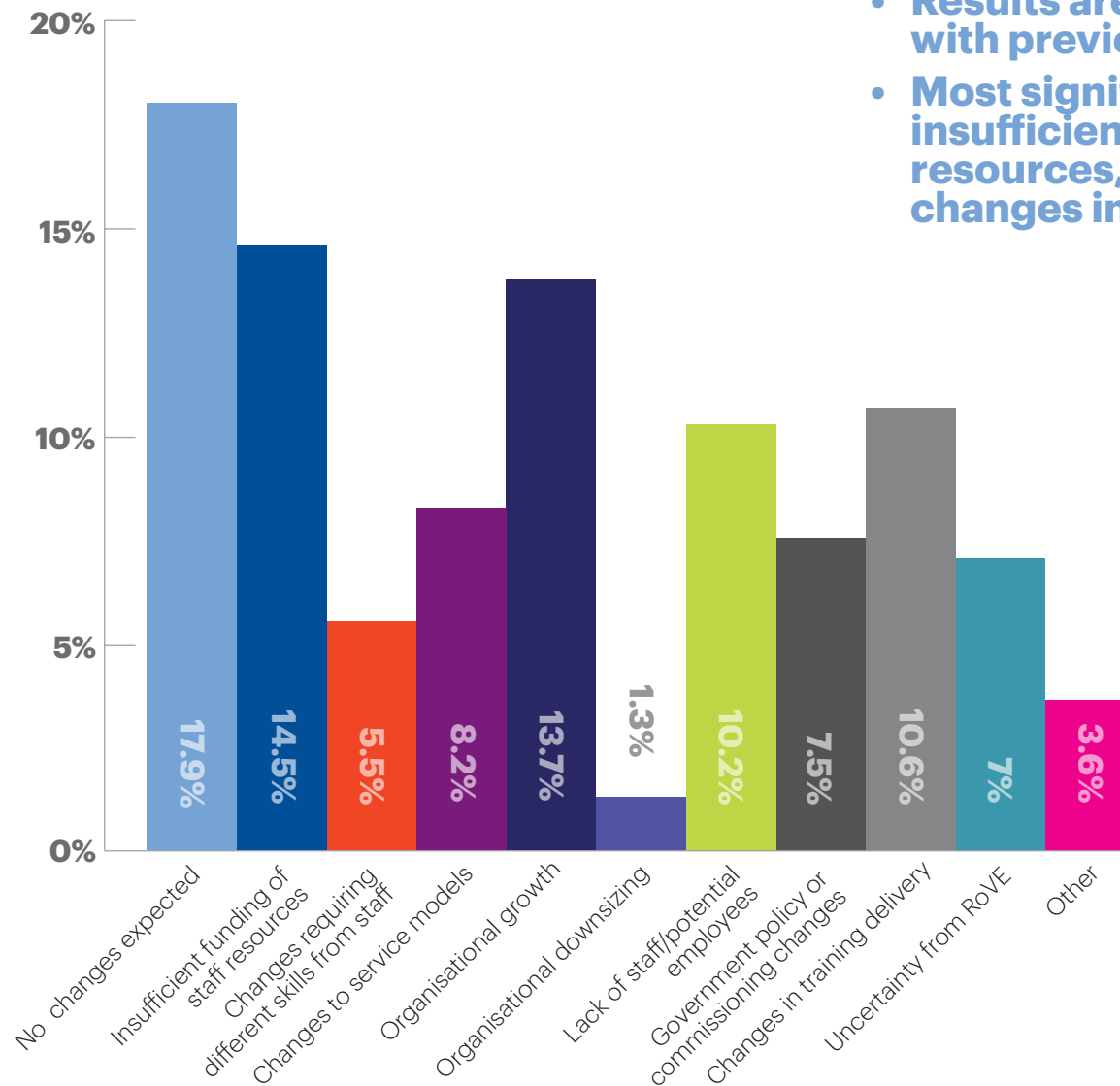
"We provide excellent support for our learners internally and have an extensive internal learning programme to assist them to achieve. Those wishing to achieve a qualification have every opportunity to do so and it tends to be their own commitment and/or motivation that creates barriers."

"Send the individual personal progress reports reminding them to keep on track, congratulate them for completing a unit. They will then realise that it is a national qual and not just something for the organisation."

"I don't think it is necessarily Careerforce's role to reduce the barriers."

Challenges/Changes Facing Organisational Training (n=782)

Question: What are the most significant challenges/changes facing your organisation over the next 12 months in terms of training needs?

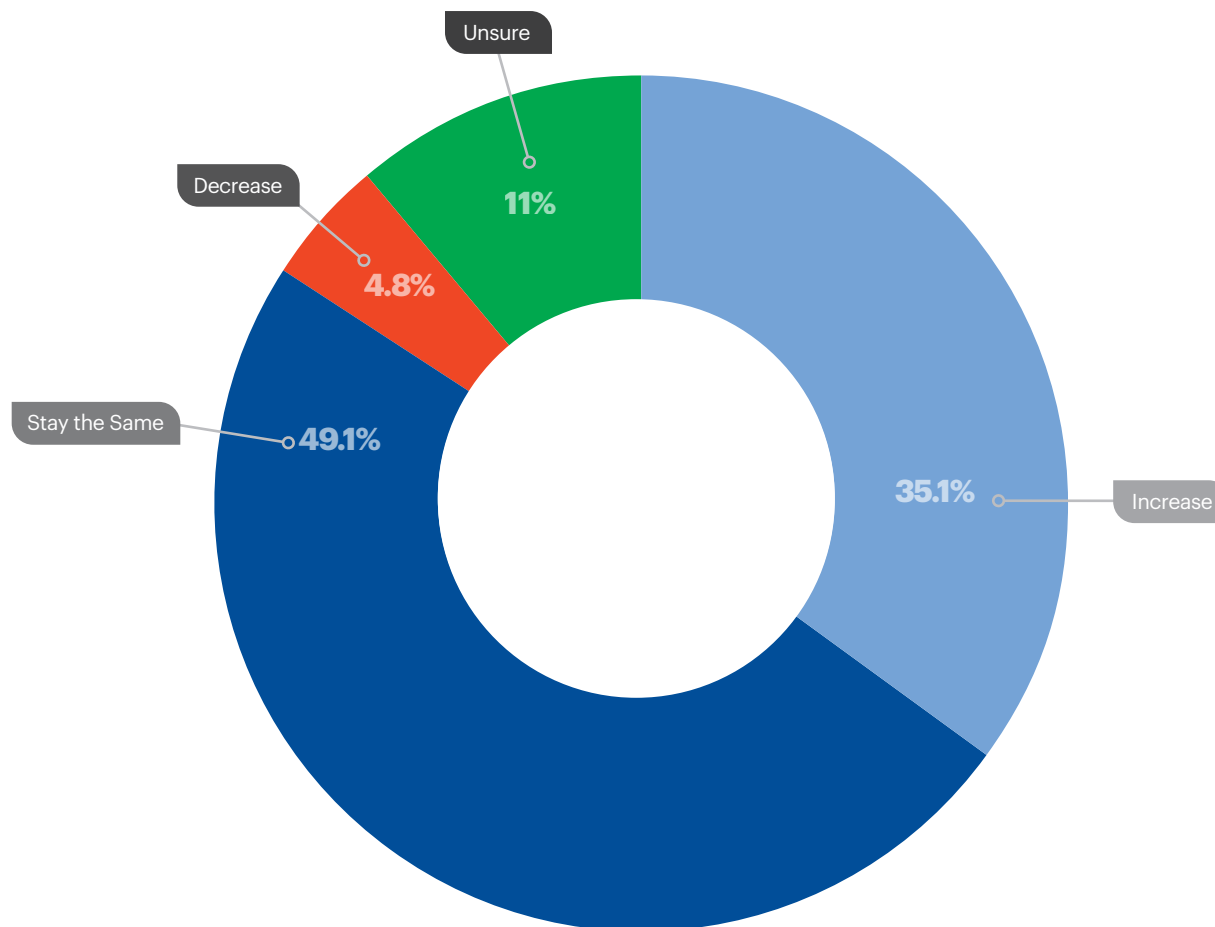


- **Results are largely consistent with previous year**
- **Most significant challenges: insufficient funding/staff resources, organisational growth, changes in training delivery**

Next 12 Months Training Requirements (n=436)

35% of employers believe their training needs will increase over the next year, less than **5%** expect their training requirements to decrease.

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



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>



Top Employer Issues	Careerforce Actions
Need for greater Careerforce involvement in engaging, motivating and supporting trainees.	<p>Significant progress has been made on the trainee communications and engagement project, including the deployment of welcome emails and physical welcome packs to new trainees. Feedback has been very positive. Reflecting trainee feedback, next stages will include the sending out of training schedules, and regular progress reports.</p> <p>Employers have highlighted that the key barrier to programme completion is the trainees' own motivation, so it is hoped that regular engagement and encouragement throughout the journey will support trainee motivation. Careerforce Workplace Advisors have also made themselves more directly available to trainees to help address any barriers they may be facing.</p> <p>As a tripartite agreement however, a supportive workplace that engages with their trainees in their learning is key to successful outcomes.</p>
Lack of timely response to enquiries.	<p>This was disappointing to hear, and expectations around responsiveness have been, and will continue to be reiterated to all client-facing staff.</p>
More regular engagement with Careerforce field staff.	<p>This came through in the 2018 survey also. Please contact your Careerforce Workplace Advisor if you feel the need for more regular engagement.</p>
Assessor resource constraints, and more assessor support needed.	<p>Employers can seek support from Careerforce to get their assessments completed if their assessor has left, or they are in the process of registering an assessor. Contact assessor-admin@careerforce.org.nz</p> <p>Regular Assessor Hubs organised by Careerforce are a good place to get advice, support and camaraderie from other assessors in the region.</p> <p>The Moderation and Assessment Practice team at Careerforce have recently conducted an in-depth consultation with assessors to identify how we can support them better. We'll provide an update on the results and actions of this consultation soon.</p>

Top Employer Issues	Actions
Workplace observers/verifiers requiring more guidance.	We continue to run regular REAL Observer workshops to train new observers and they are provided with a handbook. They are also encouraged to get in touch with our Learning Engagement Advisors with questions, or for any support.
Improvements required on various resources and assessments.	Careerforce regularly reviews all learning resources and assessments. Over late 2019, we revised hundreds of modules and assessments to improve their readability, improve trainee experience, and to simplify the questions and language. We welcome your feedback at any time at: https://www.careerforce.org.nz/resource-and-assessment-feedback .
Greater literacy and numeracy support.	<p>Cushla Wilson, our literacy & numeracy advisor shares information monthly through our Skills for Good newsletter, but is also very open to being contacted directly for support or guidance. She is very passionate about literacy and numeracy, and would love to hear from you! (cushla.wilson@careerforce.org.nz). Cushla can also:</p> <ul style="list-style-type: none"> • Outline the literacy and numeracy learning resources available to workplaces • Arrange one-on-one sessions – working with learning facilitators and workplace assessors via phone or face to face • Support NCALNE(voc), providing workplaces with the in-house expertise to support training in the workplace • Link workplaces with literacy providers in their region.
Health and Wellbeing Level 3 and Level 4 need to be reviewed.	<p>Careerforce completed the review of these qualifications and received approval from NZQA. Health and Wellbeing Level 3 got approved with minor changes, while Level 4 Advanced Support is being replaced by a new 120 credit qualification.</p> <p>We are currently reviewing the programmes leading to Health and Wellbeing Level 3 and have commenced the development of the programme leading to the new Health and Wellbeing Advanced Care and Support Level 4. Project teams will be reaching out to employers soon to request your feedback during the consultation period. Make sure you have your say.</p>

Top Employer Issues	Actions
Need for more young people in the sector.	<p>Careerforce continues to actively promote vocational education, and health and wellbeing careers to attract young people into the sector. Our team of Vocational Pathway Advisors have supported increasing levels of Gateway enrolments. If you are interested in student Gateway placements, contact schools@careerforce.org.nz.</p> <p>We have also been active in participating in Careers Expos and SpeedMeets, plus have received Ministry of Education funding to run our own series of health & wellbeing focused youth events to encourage more young people into the sector (delayed due to COVID-19).</p>
Help address barriers to adopting digital learning.	<p>We will continue to raise awareness of the Aka Toi e-learning platform, and consider what further support we can offer to improve initial usability, e.g. face-to-face training, helpdesk support.</p> <p>We have continued to invest in Aka Toi. Enhancements to date support a much easier experience for trainees and assessors. This includes allowing for some flexibility where workplaces can use both print and online learning for some or all of their trainees.</p> <p>Careerforce was successful in receiving a TEC technology grant to help overcome digital access barriers for learners. The solution will involve loan devices and/or broadband access.</p>
Improve reports.	<p>We are about to commence an audit into reports being sent out to ensure that they are still fit-for-purpose, and understand how they can be improved upon. This will include gathering feedback from employers. We welcome your feedback at any time, email marcomms@careerforce.org.nz.</p>
Improve information in invoices.	<p>We will be reviewing invoices being sent out to see if they can be improved. Feel free to share any specific issues in the meantime with your Workplace Advisor.</p>
Enrolment costs.	<p>We always try and keep our costs as low as possible. The Government's recently announced Targeted Training and Apprenticeships Fund (TTAF) will see the enrolment fees for many of our programmes waived, including Health & Wellbeing Level 3-5, and all Apprenticeships.</p>

The Good Stuff :-)

■ **“Great relationship with Careerforce. Follow up on anything I ask in timely manner. Friendly and approachable staff who can assist and provide that information and support”**

■ **“As an organisation Careerforce has been extremely proactive in developing our training modules and interacting with the staff. Careerforce is very professional and this shows in the client interaction and end results.”**

■ **“Everything is going well, Careerforce fits in well with our organisations goals for upskilling staff. The staff we work with from Careerforce are experienced and very knowledgeable.”**

■ **“People I engage with at Careerforce are always extremely helpful, cheerful, willing to 'go the extra mile'. All communications are responded to very promptly and any questions have been answered competently and provided the required information/result. Staff know their business, have relevant experience, are great motivators and are able to provide sound support to staff engaged in the various programs. ”**

■ **“I have had an ongoing relationship with Careerforce for 14/15 odd years now, and have been involved in various parts mostly as an assessor and have found all I have worked with very good to deal with and have returned calls promptly when required.”**

■ **“The company and myself are very thankful for all the support that Careerforce has given to us, we have been given great service, great support.”**

■ **“The Assessor we work with is lovely, professional, personalises all her work to our staff and work culture and we really value her input”**

The Not So Good Stuff



- **“ We find the initial communication works well, the problems arise when follow ups are not initiated and concerns are not resolved. We have often filled out surveys with no communication back to address the issues.”**
- **“We've found that the administration side has been very poor. No communication whatsoever regarding most enquiries. Have to go to our workplace support person to get any sort of answer even though some of the enquiries should not need to go to her. Have to follow up multiple times regarding enquiries made, which is ridiculous.”**
- **“It has been a continual nightmare, invoices continually wrong information on them. Being told this can not be changed creates problems for me this end. Having staff added to my invoice when they have nothing to do with the programme I am running, and being told this cannot be changed. The list goes on.”**
- **“ We felt that we were not given the support promised when we signed up ”**
- **“ Some times take a long time to answer my questions.”**
- **“Frustrated at the level of time it has taken to approve a new assessor in our organisation”**
- **“Support is often not available or waiting times are long. I often need to follow up on inquiries or emails. The apprenticeship advisor was not very supportive of my staff member doing a course and the reports were hopeless. They weren't updated!”**

The 'Could be Good' Stuff



- **"I have very positive interactions and get my feedback heard. Often the problems are further along the chain when my requests have been passed on to the development team and it takes a long time for any action to occur."**
- **"The REAL assessor training for disability was very weighted in equipment and not knowledge of all disabilities, eg. sensory, intellectual, physical and mental. There needs to be a balance. On the up side, I find Careerforce staff very helpful here in Hawke's Bay, and even though they are busy they make time"**
- **"The workplace adviser or support person, although pleasant when he visits, his visits are very rare and usually it requires us to contact Careerforce to get a visit. Have seen him maybe once this year."**
- **"There has not been enough pastoral support for trainees doing apprenticeship Level 4 assessments. Otherwise I am very satisfied with the other support mentioned."**
- **"My biggest challenge is keeping learners motivated and having to constantly get in touch. Aka Toi could be sending out automated reminders to learners that they have started but not completed work; and include the consequences of not completing work to meet TEC requirements. Include Tips and Tricks on how to get going again."**
- **"Improve the text books, so that the answers to the questions in the work books can actually be found in them. Check spelling, grammar and maths equations."**



A big thank you to all that completed this year's survey and provided such valuable feedback. We'll be rolling out the 2020 survey towards the end of the year.

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

Phone: 0800 277 486

Email: info@careerforce.org.nz

Web: careerforce.org.nz

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