

Submission to the Tertiary Education Commission

Creative, Cultural, Recreation and Technology Workforce Development Council Order In Council Proposals

4 February, 2021

Background

WeCreate is the alliance of New Zealand’s creative industries with the mission to grow the creative sector’s contribution to New Zealand’s social and economic wellbeing. WeCreate’s member organisations represent content creators and owners across the spectrum of the creative industries. In addition to our Members, large businesses and government agencies in the New Zealand creative sector are Friends of WeCreate. Together our Members and Friends represent over 25,000 individual creators and creative businesses.



Submission

1. WeCreate supports the Council name of Toi Mai.
2. WeCreate supports the Purpose of the WDC and accountability arrangements, though we note that the obligations under ‘Performance of Functions’ in relation to Te Tiriti are considerably weaker than those outlined in the ‘Purpose’ statement.
3. Governance Arrangements
 - (a) Council Membership Provisions

WeCreate strongly recommends that, due to the prevalence of self-employment and volunteer workers (we estimate 30-50% depending on the discipline) in the Creative & Cultural sectors, Council membership includes representative expertise in this significant segment of our workforce.

(b) Criteria for the appointment of Members

WeCreate agrees that appointments should be **primarily** competencies-based, but that due to the complexity of the CCR&T WDC, and its lack of prior connection to the VET system, the Council should also include Members who are able to represent its particular workforce development needs, especially those of our more future-focussed industries and occupations, from an 'industry' perspective.

We ask that the OIC notes that 'early stage' is also of particular importance in the creative industries, many of which are increasing also tech industries.

We believe that it will be difficult for the Council to secure the appointment of an 'employee representative Member' who can demonstrate that they 'represent employees collectively in one of more of the specified industries', without bias towards one particular industry or sub-sector, in a sector that is largely not collectively represented.

4. Appointment of the First Council

Whilst we appreciate the logistics and practicalities involved, WeCreate remains concerned that, as the creative sector has not historically been well connected to the Tertiary Education system in an organised manner and there has not previously been an ITO for the creative industries, there may be a shortage of Council candidates who have expertise in vocational education that's relevant for the sector's needs. A more proactive, well-promoted, approach may therefore be needed for the EOI process and WeCreate would be happy to assist in this regard.

5. Appointment of the permanent (or ongoing) Council

Appointments Panel

WeCreate are concerned that the Toi Mai Appointments Panel will comprise one representative appointed by each of the other WDCs. The CCR&T WDC coverage is extremely complex and its workforce has particular needs and challenges as outlined in our previous submissions regarding WDCs. We strongly recommend that the Appointments Panel must also include one or more representatives of each of the sectors and key sub-sectors included in the coverage.

6. Mechanisms for industry engagement

The list of industry stakeholder groups should include volunteers as these are prevalent in both the cultural and recreation sectors.

The words 'have an adequate opportunity' put the onus on the stakeholder groups to connect with the Council, when many in our sector have little prior connection to the VET system. WeCreate would like to see this clause include wording along the lines of 'the Council will establish clear and open channels of communication with stakeholder groups which encourage industry engagement'

7. Coverage of the WDC

As has been noted in our previous submissions, the use of ANZSIC codes to underpin RoVE is likely to cause challenges for the creative sector, as these codes have not kept pace with the evolution of the industries and occupations in our sector and it is often difficult for our industries and workers to 'find themselves' in the codes. We note again that:

- Fashion is not included – the L4-6 Fashion qualifications are broader than Design alone
- 'Literature' is not an inclusive term for the many types of writing occupations and Writing may be more appropriate
- Music is not included – this encompasses many more skills requirements than Performance
- Photography is not included

We understand from the comments made by Gillian Dudgeon at the TEC online hui held on 28 January 2021 that the WDCs will be able to create their own 'occupation definitions' once established.

The CCR&T WDC will face challenges in the breadth and complexity of its coverage in terms of the differences in skills requirements and vocational pathways, available data, and historic vocational education connections between the industries covered.

8. Summary

In considering the Orders in Council we reiterate that the creative and cultural sector faces challenges in this Reform that many other industries do not:

- a. The creative sector has not historically been well connected to the Tertiary Education system in an organised manner and there has not previously been an ITO for the creative industries. This may result in a shortage of Council candidates who have expertise regarding the sector or in education that's relevant for the sector's needs.
- b. There is an absence of good data and evidence relating to creative and tech sector employment, training and development in New Zealand. As one of the WDC's key functions will be to identify skills needs through robust data and evidence, this will be a particular challenge for the CCR&T WDC.
- c. Much of the terminology which has been used in the RoVE and WDC Design processes thus far refers to 'employers' and 'employees' as the key stakeholders. Many (30-50% depending on the industry) workers in the creative sector are 'independent earners' or volunteers. Independent earners may differ from other types of self-employed workers as they may be working in the commercialisation of their own Intellectual Property (eg. musician/writer/fashion designer) or on a project-by-project basis (film-maker, production crew, graphic designer).

There will be an opportunity for the CCR&T WDC to provide much-improved industry leadership in ensuring the workforce needs of the sectors included are met, but only if the WDC has sufficient flexibility to genuinely take the above into account, and to adapt and evolve as our industries do.

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WeCreate's Members and Friends are:

Advertising & Illustrative Photographers Assn	APRA AMCOS NZ
Australia & NZ Screen Association	ATEED
Christian Copyright Licensing International	Copyright Licensing NZ
Commercial Communications Council	Creative NZ
Directors & Editors Guild NZ	Design Assembly
Designco	Home Entertainment Association NZ
Interactive Games & Entertainment Assn	Independent Music NZ
Mindful Fashion NZ	Motion Picture Distributors Association
Music Managers Forum NZ	NZ Comedy Trust
NZ Film Commission	NZ Games Developers Association
NZ Institute of Architects	NZ Institute of Professional Photography
NZ Music Commission	NZ On Air
NZ Screen Association	NZ Society of Authors
NZ Writers Guild	Performing Arts Network NZ
Playmarket	Print Media Copyright Agency
Publishers Association of NZ	Recorded Music NZ
SAE Institute	Script to Screen
Screenrights	Sky Network Television
Screen Production and Development Association	TVNZ
Weta Group	