

Kia Ita!





The Barbering and Hairdressing
Workforce Development Plan

Publisher
Toi Mai Workforce Development Council Publishing Unit,
49 Tory Street, Tower B PO Box 445, Wellington 6140
Tel: 04 909 0316

Published October 2024

This publication is available on the Toi Mai Workforce
Development Council website at www.toimai.nz
Further copies can be requested from info@toimai.nz

ISBN 978-1-0670428-0-6

Photo by Paul Taylor of Maloney's Barbershop,
Tāmaki Makaurau

THRIVING
AFTER
THE
SYSTEM

Te ruahuru ki te tikitiki Executive summary	08
Orokohanga Background	12
Whānuitanga Scope	16
Te whāinga What's in this plan?	18
He aha e rerekē ai? How will this plan change things?	19
Te rau huia Vision	22
Kia tika te ara Fit-for-purpose training and pathways	25
Kia mana ōrite Mana, fair representation and equitable funding	25
Kia kiri tuna, kia manawa reka Barbering and hairdressing is a resilient and attractive workforce	25
He tikitiki nō tuaukiuki Culture and whakapapa of barbering and hairdressing	26
Te ara o kuti koi, o ringa raupā The journey of barbering and hairdressing as a profession	32
He uru pōtihitihi Challenges and opportunities raised by the barbering and hairdressing sector	36

Heu makawe Barbering	38
Kāore e tika ana ngā ara heu mō te kaiheu Barber qualifications, training and pathways are not fit for purpose	42
Kua mū te reo o te kaiheu Lack of governance – barbers don't feel valued and well represented	52
Kāore e rite ana te ao heu mō tōna anō ao The barbering industry is underprepared for its social effects	55
Huri te ao, huri ngā tikanga The barbering business model is shifting with the use of technology	58
Kuti makawe Hairdressing	60
E hāpūpū ana ngā kutikuti tohu kuti makawe Hairdressing qualifications and training are not fit for purpose	66
E hāpūpū tonu ana te heu Graduates are not work-ready on completion of formal training	71
He moumou te aro atu ki ngā tohu kuti hōu Slow uptake from providers of new hairdressing qualifications	76
Summary of Toi Mai recommendations and actions	80
Ngā whakamānawatanga Acknowledgements	84
Kuputaka Glossary	88

Kia ita! draws inspiration from the ancient Māori story of Māui surviving from the topknot of Taranga. It means “to be tight” (as in a topknot), a strong theme throughout this plan.

For Māori, the head is considered extremely tapu (sacred) and therefore, by extension, so too is makawe (hair). Touching another person’s head without their permission is considered highly disrespectful.

Traditionally, hair cutting for Māori was done with great care, especially when cutting the hair of those of high rank or mana (status). Reciting karakia (incantations) was critical, and hair was never discarded casually, but instead treated with care and respect, sometimes being buried in wāhi tapu (sacred places) to preserve its tapu.

Care was also taken to ensure that the cut hair did not fall into the wrong hands, as possessing someone’s hair could potentially give one power over the individual or allow them to inflict mākutu (physical harm through spiritual powers). Thus, the handling of cut hair was done with caution to protect the person’s mana and tapu.



KAHAKA AUAU

Te ruahuru ki te tikitiki Executive summary

Te ruahuru ki te tikitiki

Executive summary

Barbering and hairdressing are fun and flexible careers, and many in the workforce value the creativity and passion they inspire. There is a long history of barbering and hairdressing practices dating back thousands of years, and hair has strong cultural significance in many societies across the world. It is seen as a symbol of identity, spirituality and self-expression.

People working in these industries get to meet and serve a range of clients with different needs. The work can be rewarding and satisfying, with good travel opportunities and variety in the sector.

Both industries have genuine strengths and opportunities to become more productive and enduring aspects of our economy. We have identified two persistent challenges, however, that create pressure on the barbering and hairdressing workforce and limit people's entry into and progression within these sectors.

The first challenge is that formal training for barbering and hairdressing is currently lengthy, inflexible and not culturally relevant – leading to high attrition and graduates who are not work ready. This results in some businesses losing confidence in formal training and often doing remedial training at their own expense.

The second challenge is that, despite sharing regulation and training systems, barbering and hairdressing have different needs and challenges that aren't reflected in training, regulation or industry representation. This creates a two-tier system where barbers have to conform to the expectations and standards of a system designed for hairdressers – with little relevance to their own professional development. The history of common regulation and training has created the inequities and barriers to compliance.

Our goal for our industries to 'Thrive by '35' requires a shift towards more practical, work-based training that better prepares learners for their career and better reflects the unique needs of barbers in Aotearoa as well as hairdressers. It also requires barbers to have a stronger voice and representation as an industry, and for regulations to reflect their needs.

OROKOHANGA

Orokohanga Background



Photo by Makea Pokere from Hair & Barbering Competition 2023

Orokohanga Background

In 2020, the Government began the reform of vocational education, otherwise known as RoVE. This reform aimed to create “a system which is collaborative, flexible, innovative and sustainable for all regions of New Zealand”. Six workforce development councils, Ngā Ohu Ahumahi, were established in 2021 to bridge the gap between industry and training by engaging with industry to understand training requirements and workforce challenges.

Toi Mai is one of six councils. Our work focuses on the creative, tech, recreation and cultural sectors. This workforce development plan (WDP/the plan) is focused on the Toi ā-Ringa (Art and Design) sector.

Whānuitanga

Whānuitanga Scope

Te whāinga

What's in this plan?

This plan emphasises the views and needs of the growing Māori and Pacific barbering workforce. This has been an intentional focus as they have not previously been well represented in training and regulation system decisions.

This plan identifies the following two key challenges facing the barbering and hairdressing sector.

Current formal training is lengthy, inflexible and not culturally relevant, with high attrition, producing graduates who are not work ready.

Confidence is being lost in formal pathways with many – particularly Māori and Pacific people – opting for non-formal pathways. Consequently, learners face high debt and incomplete or irrelevant qualifications. This results in some businesses losing confidence in formal training and often doing remedial training at their own expense.

With senior stylists leaving the industry or needing to focus on commercial viability and few senior barbers having a level 4 qualification, it is a serious challenge for those wishing to enter the industry to connect with a suitably qualified mentor who has the range of skills and experience to support them.

Apprenticeship programmes offer patchy block training courses to fulfil the qualification requirements that

are difficult to deliver in salons or barbershops. Providers delay updating their programmes to the latest versions of qualifications, meaning that some learners are still working towards programmes that are bloated with irrelevant content and credits.

Despite sharing regulation and training systems, barbering and hairdressing have different needs and challenges and the system should reflect that.

Barbering and hairdressing are two highly creative industries with a long legacy of apprenticeship learning. It is accepted across these industries that practical and culturally relevant experience and time are needed to develop strong skills, as well as on-going professional learning.

There are also strengths of each industry that could inform each other, but the history of common regulation and training has created the inequities and barriers to compliance. While the hairdressing industry seems well represented, the barbering industry needs better representation to support culturally relevant practices that are growing rapidly in Aotearoa.

He aha e rerekē ai?

How will this plan change things?

This plan has identified five recommendations and six actions that will help leverage mana and the depth and breadth of knowledge and skills across the barbering and hairdressing industries. These recommendations and actions will move towards a sustainable system where everyone can learn better, earn better and live better in the barbering and hairdressing sector.



Photo by Lindsay Cash on Unsplash

Whānuitanga Scope

There are challenges in tracking some aspects of the hairdressing and barbering workforce data due to the largely unregulated and unqualified workforce. Most of the available data sets combine hairdressing, barbering and beauty services.

In 2023, there were

14,262 people employed in hairdressing and barbering¹

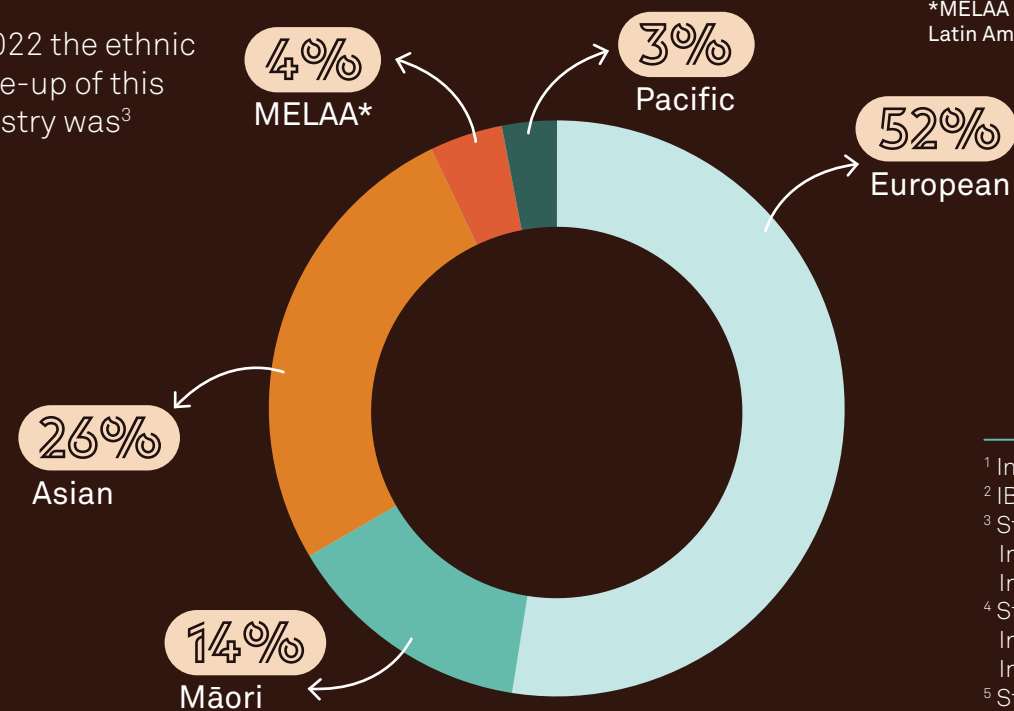
The total revenue of hairdressing services in 2023 was

\$678M

In 2025 this is estimated to increase to

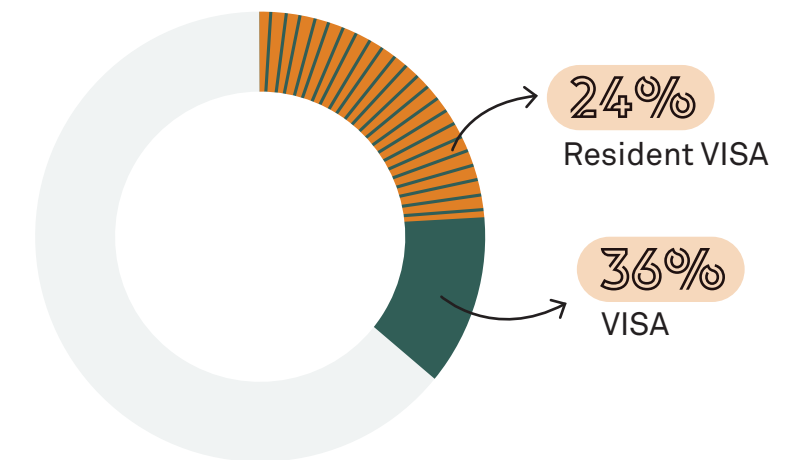
\$891M²

In 2022 the ethnic make-up of this industry was³



¹ Infometrics
² IBISWorld Report
³ Stats New Zealand Integrated Data Infrastructure
⁴ Stats New Zealand Integrated Data Infrastructure
⁵ Stats New Zealand

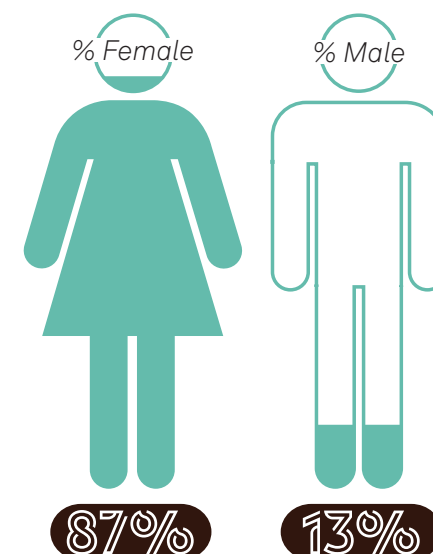
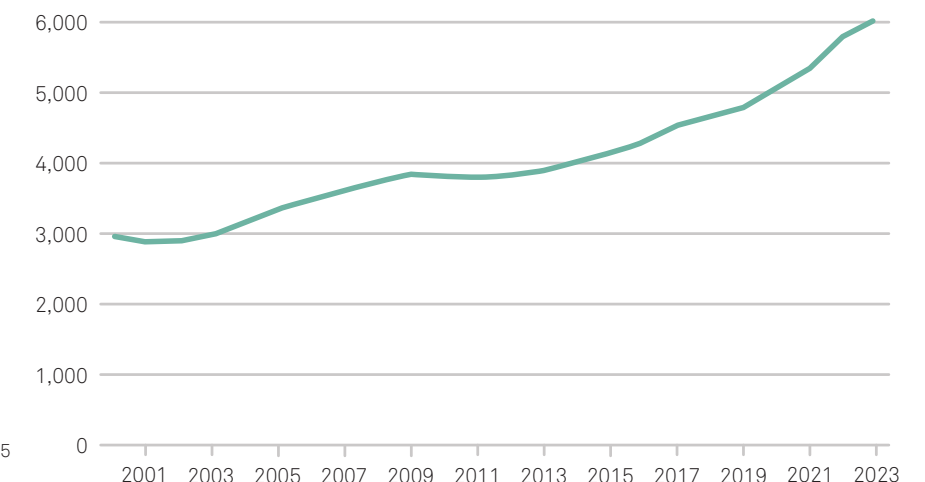
Immigrant workers are an essential part of this workforce. 36% of people working in the hairdressing, barbering and beauty industries hold a visa, 24% are on a resident visa.⁴



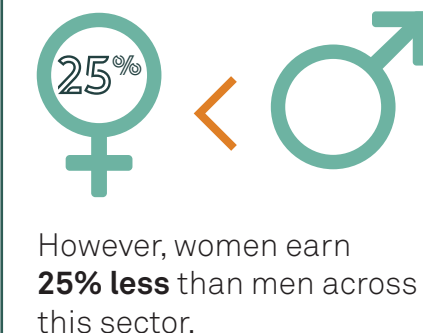
Enterprises in the hairdressing and beauty services industry in New Zealand
As at February 2000–2023, number of enterprises

The number of businesses across hairdressing, barbering and beauty **doubled between 2001 and 2023**

indicating a rise in sole traders and shifts in the way the industry operates.⁵



Of the total workforce, there are **87% women** and **13% men** working in the hairdressing, beauty and barbering industries, making this a female-dominated sector.



Issues with pay rates, attraction and attrition mean business owners are regularly seeking new, highly skilled talent.

Te Rau Huia

Te rau huia
Vision

Te rau huia
Vision

He mea puhi ngā makawē
hei te tau '35
We want barbering and
hairdressing to thrive by '35

It is 2035, and the Toi ā-Ringa hairdressing and barbering sector is thriving in Aotearoa. There is collaboration, high trust and mana within the sector, and all training is fit for purpose. Hairdressing is a prestigious and attractive industry with a strong community focused on offering consistently excellent services and earning good incomes. The barbering industry connects with the heart of the community, shares knowledge embracing the artform as a taonga, especially in Māori and Pacific communities.

Kia tika te ara
Fit-for-purpose training and pathways

The barbering and hairdressing sector have relevant skills to deliver world-class and culturally relevant services in Aotearoa. The training and qualifications are fit for purpose, with work-based learning opportunities as the primary training method. Learners are getting good value for their investment; the training and workforce are leveraging technology, and the retention of learners is high. This helps graduates become commercially viable.

Graduates are equipped with a simple and accessible pathway with a working apprenticeship and pastoral care system. Māori and Pacific barbers feel valued, with culturally relevant learning and skills passed down by their barbering leaders and champions in the community who are well respected for their practices.

Kia mana ōrite
Mana, fair representation and equitable funding

Both barbers and hairdressers feel heard, well represented and respected by each other – there is voice and mana for both these industries at the governance table.

The system reflects the different needs and challenges of both industries, and all training providers are funded, heard and supported equitably.

Kia kiri tuna, kia manawa reka
Barbering and hairdressing is a resilient
and attractive workforce

The barbering and hairdressing workforce is an attractive career choice. It is recognised, respected and acknowledged among other workforces. This workforce and its systems serve and support the underrepresented groups

and are flexible to adjust with the everchanging landscape. People working in these industries earn a fair living, with room to grow and earn more as senior staff and through business ownership and product sales.

He tikitiki nō tuaukiuki

He tikitiki nō tuaukiuki
Culture and whakapapa of
barbering and hairdressing

He tikitiki nō tuaukiuki

Culture and whakapapa of
barbering and hairdressing



Kei tua whakarere te anamata

Learning from the past to shape the future

There are many examples that exemplify the importance of hair for Māori. The tikitiki or topknot is of particular importance, as told in the story of how Māui came into this world.

By the time Māui was born, his mother Taranga had four other sons, and Māui was to become the pōtiki (youngest child). However, when Māui was born, Taranga believed she had miscarried and that Māui was stillborn. Deeply saddened, Taranga cut the sacred

topknot from her head and lay it on the ground, carefully wrapping her son in it. She then cast him into ocean as she wept and mourned the loss of her son, Māui.

Māui was nursed back to health by Tangaroa, the atua (guardian) of the ocean, who took pity on him, and was reunited with Taranga many years later as a young man. Māui became known as Māui Tikitiki o Taranga (Māui who was wrapped in the topknot of Taranga).

The tikitiki is also famously referred to by Tā Apirana Ngata who wrote,

Ko tō ringa ki ngā rākau ā
te Pākehā, hei ora mō tō
tinana.

Ko tō ngākau ki ngā taonga
ā ō tīpuna Māori, hei tikitiki
mō tō māhunga.

Your hands to the tools
of the Pākehā to provide
physical sustenance.

Your heart to the treasures
of your Māori ancestors as
a diadem for your brow.

Photo by Jeremy Bishop on Unsplash



At a time when Māori were facing the onslaught of colonisation and tikanga (protocols), culture, identity and te reo Māori were under serious threat, Tā Apirana Ngata encouraged Māori to commit to holding on to the treasures of their tīpuna (ancestors) by wearing them with pride like a topknot or diadem for the world to see.

Finally, rangatira would adorn their tikitiki, most notably with feathers of rare manu (birds), such as huia, to signify their mana or status. These plumes would be plucked and worn with pride and held as taonga (prized possessions) to be passed down to future generations. The wearing of feathers in the topknot is still seen today, typically in kapa haka (performance group) where it is commonplace to see performers, especially the group leaders, wearing plumes of feathers in their hair.

While there is a long history of barbering and hairdressing practices that dates back thousands of years, it is vital to note that hair is of utmost significance in many societies across the world. It is seen as a symbol of identity, spirituality and self-expression.

Historically, barbering and hairdressing have competed for recognition and value as a career in the broader workforce, but it's evolved into a fun and flexible career. Workers get to meet and enhance the lives of a range of clients with different needs. The work can be rewarding and satisfying, with good travel opportunities and variety in the sector.



Te ara o kuti koi, o ringa raupā

The journey of barbering and hairdressing as a profession



Image generated using Adobe Firefly



Barbering

This common hair grooming practice focused on men's grooming is an ancient profession with thousands of years of history that has evolved alongside human civilisation and has played a significant role in various cultures and societies. Barbering has reflected changing trends, technologies and social norms, yet its fundamental role in enhancing personal appearance and wellbeing remains timeless.



Hairdressing

The cutting, colouring and styling of hair using various products has evolved as well, alongside technological innovations. Assyrians adorned themselves with elaborate curly hairstyles, while Greek women were reportedly experimenting with hair dying as early as 400 BC. From crude Roman-era curling irons to the chemical processes of tinting, waving, curling, straightening and conditioning in the 20th century, technological innovation and social trends have shaped our hairstyles and the iconic looks of generations.

In Aotearoa, it is known that Māori used our native passionfruit, the kōhia, as a rich, dark-orange conditioning hair oil, and the traditional comb, the heru, and huia feathers as adornment and cultural symbolism.



In the early **1900s**, the Hairdressers and Tobacconists business was established across Aotearoa, with shops consisting of hairdressing salons, alongside a billiard saloon, tables and a variety of tobacconists' essentials.



In **1946**, the New Zealand Association of Registered Hairdressers (NZARH) was incorporated as a single body with a regional focus responsible for training, regulation and competitions with a sole focus on hairdressers.



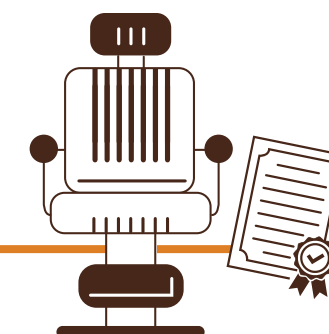
In the **1970s**, Aotearoa started growing a strong barbering industry under the Hairdresser and Tobacconist Association, focusing on traditional styled cuts, with 9000-hour apprentice training centred around strong foundational skills.



In the **1960s**, the Beatles publicised longer cuts, making men's hairdressing popular and resulting in fewer men going to barber shops.



There has also been a growing number of immigrant barbers in the **1970s and '80s** bringing new diverse skills to Aotearoa, serving men from the varied ethnic communities represented in Aotearoa.



The **1990's** saw the establishment of the ITO's and the introduction of NZQA hairdressing qualifications in **1995**. The first standalone barbering qualification was developed in **1997**.



Whakahaere whakangungu ahumahi Industry training

The former industry training organisation, New Zealand Hair and Beauty Training Organisation Inc. (HITO), was established around 1994 and continues to support apprentices as part of Te Pūkenga. HITO was set up when the first group of ITOs were established, originally as a subcommittee of the Hairdressing Association. Barbering was not initially included within HITO coverage, but joined soon after. HITO set up the predominant apprenticeship model used within the hairdressing and barbering sectors and the current qualifications.

In the 2000s, Aotearoa had a noticeable increase in the number of barbershops opening.

The barbershop culture underwent a renaissance influenced by many different things as well as home-grown Māori and Pacific styles.

Toi Mai have heard that to be able to train apprentices, barbers now need to have the new level 4 certificate, which limits the number and diversity of those able to offer formal apprenticeships. Some attempts have been made to increase the number of Māori and Pacific barbers who have level 4 by offering selected leaders the awarding of qualifications by experience (QbyE), but the qualification, process and level of measure have not been appealing to many barbers.

Kāwanatanga Governance

There is only one formal body that represents hairdressing and barbering interests in Aotearoa. The NZARH was established in 1946 and rebranded in its current formation in 2021 to Hair & Barber New Zealand – Makawe me Kaikuti Makawe o Aotearoa (H&BNZ) to include barbering in the organisation.

H&BNZ is focused on high standards for this industry and invites qualified hairdressers and barbers to apply for membership. There are currently over 400 qualified hairdressers and barbers in their online directory – yet this isn't representative of the whole industry. H&BNZ provides a range of

benefits to members, striving for high standards for the industry.

H&BNZ's logo is a heru with four prongs coming from two distinct sides to weave together, representing the traditions of barbering and hairdressing. At the top of each prong there is a different coloured koru that symbolise their bronze, silver, gold and green accreditations, also symbolising advocacy, business, creativity and development. H&BNZ is currently encouraging, challenging and supporting the industries to be inclusive of ethnic, gender and social differences to achieve positive outcomes.



He uru pōtihitihi nā te ahua o te pāpāho

He uru pōtihitihi

Challenges and opportunities
raised by the barbering and
hairstyling sector

He uru pōtihitihi

Challenges and opportunities raised by the barbering and hairdressing sector

With hair being the common feature, the barbering and hairdressing industries are entwined through various collaborations. However, the history and current state of the sector identifies each industry as unique with some different needs and challenges.

Heu Makawe
Barbering



Photo from Freepik

Today, barbering in Aotearoa is a strong community and shared practice that has swelled in size to a largely unregulated and self-trained workforce catering to a wide range of demographics from urban, contemporary and traditional barbershops.

“

Barbering isn't mine to keep.
It's mine to share, it's taonga

”

– Hawke's Bay barber and influencer

Barbering in Aotearoa increasingly celebrates culture and authenticity. An example of this is the Trilogy Barbering Expo in Hawke's Bay, which recognises that Māori and Pacific barbering practices are intergenerational, with many barbers considering it an art form.

“

I saw barbering like a form of
Art, this is like drawing

”

– Auckland-based barber

The culture of the barbershop is highly attractive as a 'cool space' catering to a variety of communities and needs. Aotearoa has also seen a rise of home barbershops and sole trader set ups. The potential for cost-effective and mobile set ups, with short training periods and potentially lucrative business models, has aided the growth of the barbering industry.

50

Toi Mai visited over 50 barbershops across Aotearoa running a range of business models and utilising a range of technologies to grow and manage their businesses

4

Barbers tend to work for an employer for up to four years before moving on, with some branching out to start their own small businesses.

11
15

Most barbers first experience cutting hair between the ages of 11 and 15, and their experiences and the level of support from their school or whānau has a significant impact on their pathways and training.



Sharing, training and helping others was a common narrative across the barbers Toi Mai engaged with. A Whanganui-based barber described his studio as a place to get started with a “sense of creativity when you come in.”

He spoke of the way barbering weaves people in the community, especially for a young barber getting started.

“The journey of our young ones grow, watching the community grow, especially in a small town like this for the family, for everyone I’m involved with, you can’t get into trouble, you’re always in a good spot.”

”

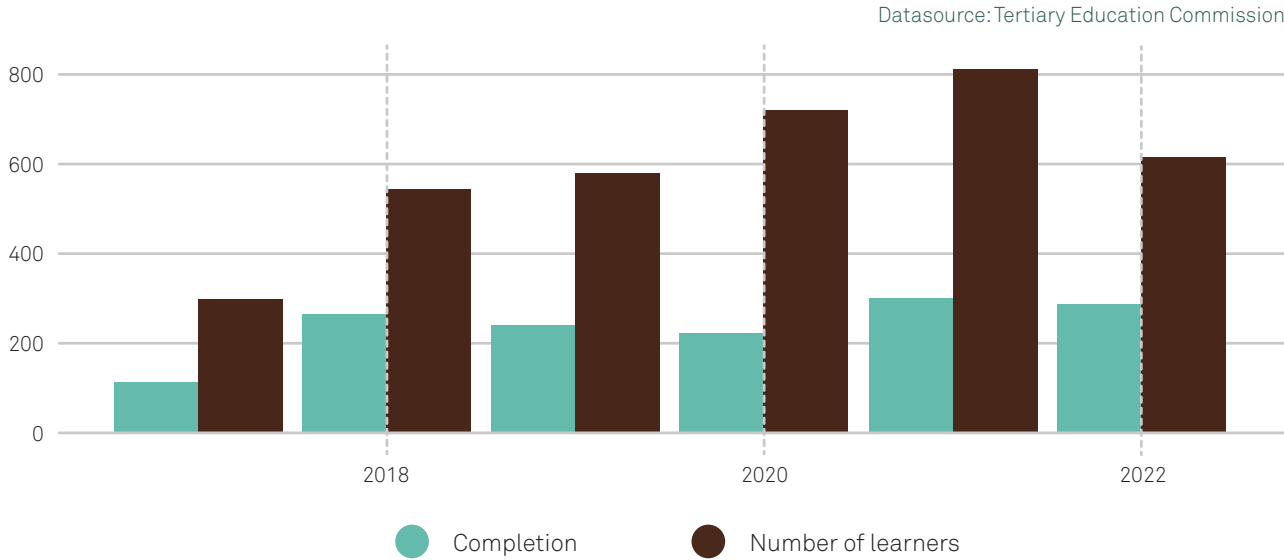
Kāore e tika ana ngā ara heu mō te kaiheu

Barber qualifications, training and pathways are not fit for purpose

Barbers value on-the-job training – the experience of cutting hair under supervision and on-going learning. Practical tutorials and learning from others have a greater impact on skill level than formal training with providers, which they find overly theoretical. Formal training doesn’t work for many Māori and Pacific learners. Most well-regarded barbers are self-taught, especially in the Māori and Pacific communities.

There has been an increase in enrolments in barbering qualifications over the last six years; approximately 600 learners are currently enrolled in formal barbering programmes with a provider or workplace apprenticeship. However, the time and complexity needed to become qualified delays learners’ ability to earn, with many losing their confidence in formal pathways, not completing their qualification and either entering the workforce as an unqualified barber or leaving the industry altogether. Even for those who complete their qualifications, there is little difference in their income. This is another disincentive to completing the qualification. This results in the industry facing a shortage of qualified barbers.

Barbering Provision and Completion by Reporting Year
2017–2022



Disclaimer: Qualification completion and enrolment data does not identify individual learner journeys. As a result, this data does not differentiate between learners who complete their barbering qualification in the same year and those whose study is split across years. However, there is still a notable gap over time between the number enrolling and those completing.



Photo by Makea Pokere from Hair & Barbering Competition 2023

Mātāmua ko te aroha

Training with aroha: two successful stories

Some Māori and Pacific barbers are training apprentice barbers outside of the formal training and funding systems. They feel that the current qualifications have content that is heavily focused on Western styles and history and therefore culturally irrelevant to this group.

Tapu surrounding the head is a fundamental belief amongst Māori and Pacific cultures. Therefore, cutting hair is intimate, and Māori and Pacific barbers recognise the importance of creating a culturally safe space that allows trust with their client to be built.

Current qualifications do little to acknowledge these cultural values and as such, Māori and Pacific barbers feel undervalued and unheard, hence creating their own pathways for their own people. This just perpetuates the systemic bias that exists currently and will further drive inequitable outcomes for Māori and Pacific barbers.



Photo by Libby Silson from Groove Kuttz Barbering Academy

There are several informal apprenticeships, self-starting expos (like Trilogy with a focus on education and knowledge sharing) and structured programmes based on the outcomes of formal qualifications but taught by barbers in barbershops, modified to suit their learners. Toi Mai encountered a range of high-quality, culturally relevant and highly successful learning experiences that resulted in engagement and employment of at-risk youth. Two successful programmes include Cutthroat Brothers Education in the Waikato and Groove Kuttz Barbering Academy based at Manurewa marae.



Capsule Media of Cutthroat Brothers at Trilogy Barbering Expo

CASE STUDY ONE



Photo of Tyrone Clark, Cutthroat Brothers

Cutthroat Education (CE) is an informal barber training programme started by Tyrone Clark with three locations in Waikato. The CE programme grew out of Tyrone's need for highly skilled staff. The current programme is 10 months long, similar to the local Private Training Establishment (PTE) programme. CE is in its third cohort of 10 learners and has had a 100% success rate with all graduates being employed as barbers on completion.

“

Cutthroat Education needs to be national; a kōrero needs to happen

”

– Cutthroat Education founder

The CE programme includes relevant technical learning and theory, taught once a week. Unlike a traditional programme, it includes te reo Māori, as well as social media and photography skills. Learners are based in the barbershops, and this experiential learning sets them up well for joining the industry. Learners have access to two senior tutors on the floor and in the classroom every day. This allows for more targeted teaching and learning.

Graduate barbers are not formally qualified on completion of this programme. Toi Mai spoke with one learner who had been assisted with living arrangements free of charge during the training period, demonstrating the high level of pastoral support and the immense social challenges and barriers to learning that some young people in the region experience.

CASE STUDY TWO



Photo by Libby Silson of Tony Stowers at Manurewa Marae

Groove Kuttz Barbering Academy (the Academy) was founded by Tony Stowers, owner of Groove Kuttz Barbershop and founder of Barbershop Talks. Tony described the Academy's programme as "mental health learning disguised as barbering".

“

There is no pastoral care when you leave a PTE programme and the quality of skills is low

”

– Groove Kuttz Barbering Academy founder

The Academy's cohort of seven young Māori men is based at Manurewa marae, where they are taught full-time in a 12-week programme combining hands-on learning, book work and cultural re-connection. The most at-risk youth are prioritised for the programme. Most of the participants have low literacy skills; some are engaged in the youth justice system, with their programme needing to flex around court appearances and parole requirements.

Taha wairua⁶ is the focus one day per week, where young men learn about their local region and culture. Being based on the marae, many participate

in the morning karakia and build connections with the kaumātua. They become embedded in the marae and their long-term success is ensured through the wrap-around support and connection they clearly develop.

The current third cohort of learners through the Academy has a waitlist of 63 learners. This demand is driving the Academy to start planning to expand to additional marae-based locations. The Academy currently prioritises the most at-risk youth but would like to be able to extend the programme to others who are enthusiastic about becoming barbers but face training costs and access barriers.

⁶ Drawn from the Whare Tapa Whā model by Tā Mason Durie. Taha wairua explores your relationship with the environment, people and heritage in the past, present and future. The way people view wairua can be very different. For some, wairua is the capacity for faith or religious beliefs or having a belief in a higher power. Others may describe wairua as an internal connection to the universe. There is no right or wrong way to think of or experience wairua, but it is an important part of our mental wellbeing.

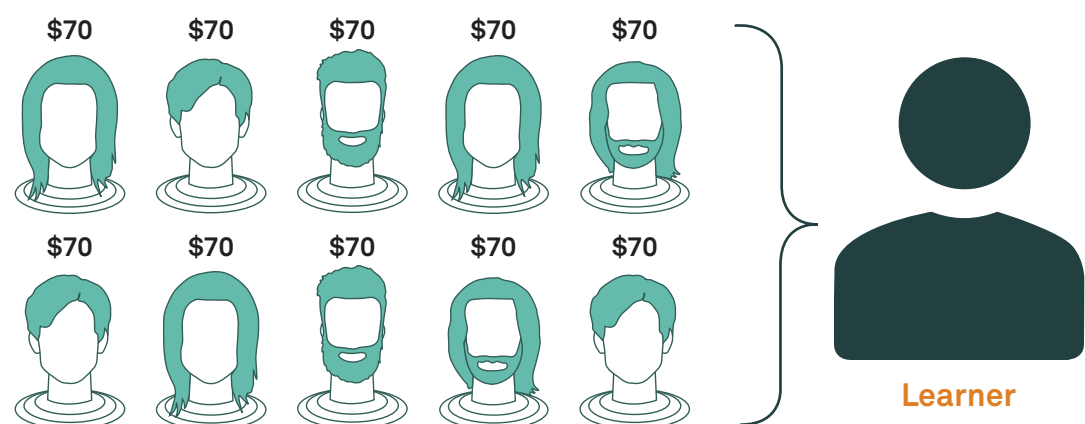
Community training providers face funding barriers

The Cutthroat Education programme is funded through MSD, but they face challenges to meet the demand as there is no scope for growth with the current funding arrangement.

They have plans to expand their programme to include online resource development and national level delivery. The biggest cost for the programme is the 10 mannequin heads per learner at \$70 per head.

Learners in a traditional programme generally have two heads over their course, so the level of practical experience that CE learners are getting is significantly more than those through mainstream providers, and this is a critical difference.

Accessing funding and qualification pathways, and training barbering tutors, are also critical to the growth of the Groove Kuttz Barbering Academy.



Heru tuatahi

Toi Mai Recommendation 1

Review the funding criteria for community barber training

Toi Mai recommends that the Tertiary Education Commission and the Ministry of Social Development review the funding criteria of community barber training to enable providers to expand their service provision.

E hāpūpū tonu ana te heu

Graduates are not work-ready on completion of provider-based training

Overall, there has been a significant rise in learners enrolling with providers for barbering training, which has been driven partly by the Tertiary Education Commission's introduced caps on hairdressing learner numbers.

Providers are looking to diversify offerings by catering to the rise of interest in barbering as a career. However, some barbers have been critical about this rise, suggesting tutors are often hairdressers and there is limited connection with barbershops. Toi Mai has had feedback that there is a heavy emphasis on book learning, and the requirements to support apprenticeship learning are burdensome or inaccessible for some.

“

You have to forget everything you learn at a course

”

– Auckland-based barber



Whakapūmautia te heru 1

Toi Mai Action 1

Review and improve barbering qualifications, training and pathways for practical skills and cultural relevance

Toi Mai will work with barbering industry representatives and training providers to consider changes in structure and content of the current barbering training and qualifications. Particular consideration will be given to practical cutting skills and cultural relevance. The intention of this action is to create an efficient pathway for the barbering workforce that works for everyone.

Kua mū te reo o te kaiheu

Lack of governance – barbers don't feel valued and well represented

Many barbers that Toi Mai engaged with have the practical skills and knowledge to train their own and sustain their profession, but they feel the system doesn't recognise what they do as being valuable enough from a professional training and governance standpoint. The requirement to be qualified as a barber restricts those who can be members of H&BNZ. This is a barrier to the growth of representation for barbers. H&BNZ are trying to bring barbers into their organisation and serve them, but the organisation remains hairdressing-focused with low representation of barbers.

Trust and cultural disconnections

From the whakapapa of the barbering and hairdressing sector, barbering has been attached to the governance and training systems that have been established to serve the hairdressing industry. The disconnect and differences between these industries, and the lack of voice and representation, particularly of informally trained barbers at decision making tables, has created tensions and mistrust in the governance, qualifications and training entities.

When discussing governance and how to improve the representation of urban and contemporary barbers, the owner of Motown Barbershop and a barbering tutor at Te Pūkenga Ara Campus, says,

“To be honest I think we need our own table.”



“
We feel forgotten, looked down on and an after-thought with no voice
”

– Barber

“
Our voice is swept under the carpet
”

– Barber



Whakapūmautia te heru 2 Toi Mai Action 2

Advocate for improved representation for barbers within industry training and governance

Toi Mai will convene the sector to identify opportunities for improved representation of barbers in industry decisions that reflect and recognise the unique makeup of the industry.

Tē hāngai ngā akoranga whakahaumaru ki te kaiheu

Current health and safety standards are not relevant for barbers or hairdressers

The health and safety of the public is the number one concern of industry representatives who are keen to see the number of qualified barbers and hairdressers increase. The Health (Hairdressers) Regulations 1980 is considerably out of date and contains processes and recommendations that are no longer suitable for both industries. Since most of the barbering sector is unregulated and self-trained, there is an implication for health and safety for the traders and their customers.

Some barbers feel limited by the current safety standards that have been written for hair salons where there are considerable risks from chemical processes. While there are some similarities in the health and safety needs of each business model, barbers are also more likely to need to know how to manage blood and the disposal of sharps, for example. Some barbers question the need for smooth impervious surfaces, while others say that due to COVID-19, further regulation around surface and equipment cleaning is needed.



Heru tuarua

Toi Mai Recommendation 2

Develop barbering-specific safety regulations

Toi Mai recommends that the Ministry of Health work with WorkSafe, Toi Mai, Hair & Barber New Zealand and other relevant agencies to review the Health (Hairdressers) Regulations 1980 Act to include barbering safety standards instead of being regulated by hairdressing standards. This will enable businesses to be more adaptive and regulated appropriately.

Kāore e rite ana te ao heu mō tōna anō ao

The barbering industry is underprepared for its social effects

Barbering is a predominantly male-run industry with majority male ownership. Our engagements suggested that barbershops are critical to men's mental health wellbeing.

The value of barbering for men's mental health and positive cultural shifts in Aotearoa were common themes from kōrero between Toi Mai and the industry. Feedback highlighted the personal value of connection to the community and craft.

“

Bringing men into your space and men start to open up. Because over time, you know, when we lay hands on the head, it's a sacred area. Straight away, boom, in their circle. And often, that's when a lot of barriers naturally fall and conversations start flowing.

”

– Barber



Photo by Jibarofoto on Pexels



Photo by Jared Yeowatd @jaredyeoward of Matt Brown

Matt Brown is referred to as the main influencer in the Pacific urban barbering community in Aotearoa. He has been leading conversations about the positive impact of the barbershop as a sacred space for men's wellbeing in Aotearoa. Matt started his barbershop in a tin shed in his backyard in Ōtautahi, but he always wanted it to be more than just a place to get a haircut. Having grown up in a violent household, he knew firsthand how important it was for men to have a place where they could be heard and truly seen. As Matt's talent and clientele steadily grew, he gained a large following on social media, which he now uses to share messages of inspiration and overcoming. In 2018, Matt partnered with the MSD for their 'It's not OK' campaign to increase awareness about the role of barbers in creating safe spaces that allow men to talk.

Matt Brown said in his 2019 TEDx talk:

“When I started my barber shop/my barber shed, I wanted it to be more than a place for giving good haircuts. I wanted it to be a place where people could be seen. I wanted to connect on a deeper level with the men who grew up in my neighbourhood, because I knew firsthand the power of what a haircut can make you feel inside, and I thought: man, if I can combine a great hair cut with a good listening ear, maybe something special will happen.”

Some barbers feel underprepared for the burden of certain disclosures by clients, while some suggested more support through training is a good idea.

“I’m not sure where the line is with that because sometimes, I don’t think, you know, we’re not qualified to give certain advice, but we have to, so yeah. It would probably help a lot with mental health and men’s mental health, because us as barbers will be able to kind of help with that and give advice.

”
– Apprentice barber



Whakapūmautia te heru 3 Toi Mai Action 3

Promote mental health first aid training within barbering professional development

Toi Mai will work with key stakeholders to investigate where mental health first aid training can support professional development of barbers. This is intended to equip barbers with a toolkit that can help them learn how to identify needs and strategies for self-care and to manage challenging situations with clients.

Huri te ao, huri ngā tikanga

The barbering business model is shifting with the use of technology

Many barbershops are highly adaptive, technology-driven businesses. An online booking system is used by many barbers as it allows for tight scheduling and taking payments in advance, reducing cancellations and the impact of no-show clients. It also allows businesses to track commissions for staff on the sale of products and helps them to understand profitability for their businesses effectively. Barbers leveraging their social media presence also provide links directly

from their promotional posts to their booking system, making it easy for clients to connect.

Social media is seen by some as the new barbershop window, and both hairdressers and barbers talked about the importance of growing an online presence and portfolio, and the need to include photography, business and social media skills into training.



Whakapūmautia te heru 4 Toi Mai Action 4

Include contemporary business and marketing skills in barbering training and qualifications

Toi Mai will work with key stakeholders to review the current barbering training and qualifications to incorporate basic marketing and business skills, including the use of technology and social media. This will enable barbers to become highly adaptive with the everchanging landscape of the barbering industry.



Photo by Astrid Visser of Jabez Makawe Studio

“ Every time someone sees a post they’re walking past your shop. Technology lets you get going on your own. ”

– Barber



Photo from N Voitkevich on Pexels

Hairdressing is an industry with rapidly evolving technologies and processes combined with a core set of foundational skills and health and safety requirements. Hairdressers describe their industry as passionate, nurturing, fun, friendly with the ideal blend of creativity and business.

Within the hairdressing industry, there is a strong desire to raise the profile and value of their profession and the skills of their workforce. Elevating the prestige of hairdressing can ensure that it is a desired career pathway and, like barbering, that its contribution to society is more widely recognised.

The hairdressing industry needs a responsive learning system with sturdy foundations, as well as the flexibility to change with trends and processes. However, the current system is plagued by competition, inflexibility and legacy thinking, where many new learners and apprentices experience barriers to progressing.

Despite a strong history of apprenticeship training, there is currently a shortage of qualified hairdressers who can train others. This is partly due to lengthy and unfit training pathways but also because there is no regulation requiring hairdressers to hold qualifications to operate and little financial benefit for hairdressers from gaining a qualification.

Engagement with industry shows salon owners want system change, and for hairdressing learners to have a core set of skills and to be commercially viable as soon as possible. Today's learners also desire faster skill acquisition through short, practical, focused courses.



Photo by Makea Pokere from Hair & Barbering Competition 2023

Talent gaps and workforce shortages

There is a talent gap in the hairdressing industry, especially with hairdressers leaving the industry before they become senior stylists. For some this is due to the relatively low pay they earn compared with other occupations. One of the consequences of the shortage of senior stylists is a lack of capacity within some salons to mentor and train apprentices. This is often because senior stylists are required to focus on generating income for the business rather than training others.

The talent shortage also effects junior roles in salons, with salon owners reporting it more difficult to recruit suitable new junior staff. We’ve also heard that some learners are leaving provider-based study to work full-time within salons before they have completed their qualification.

Low pay is a significant concern for many in the hairdressing sector, especially for people entering the workforce. The average pre-tax income of hairdressers increased between 2018 and 2020 according to

Statistics NZ Census data. According to Seek, the average annual salary for hairstylist jobs in Aotearoa ranges from \$45,000 – 55,000. Hairdressing is a female dominated industry, with many working part time. In 2020, female hairdressing and beauty service workers reported average pre-tax earnings of \$39,353 per annum, where male hairdressers, barbers and beauty service workers reported earnings of \$48,645 per annum.

A further challenge for learners and apprentices is that they also have to pay fees for their learning. The current training wage for an apprentice is \$18.52 per hour, which does not align with the living wage. Some apprentices are having to work second jobs to survive, or salon owners are paying a living wage at a loss to their business. The post-Covid government apprentice funding scheme called “Apprenticeship Boost” was appreciated, but salon owners think on-going professional learning subsidies are needed with optional pathways.

Average Monthly Pre-Tax Income of Population of Interest by Gender and Year
Hairdressing Professionals in CENSUS 2018 and worked in Hairdressing and Beauty Services Industry 2018–2020

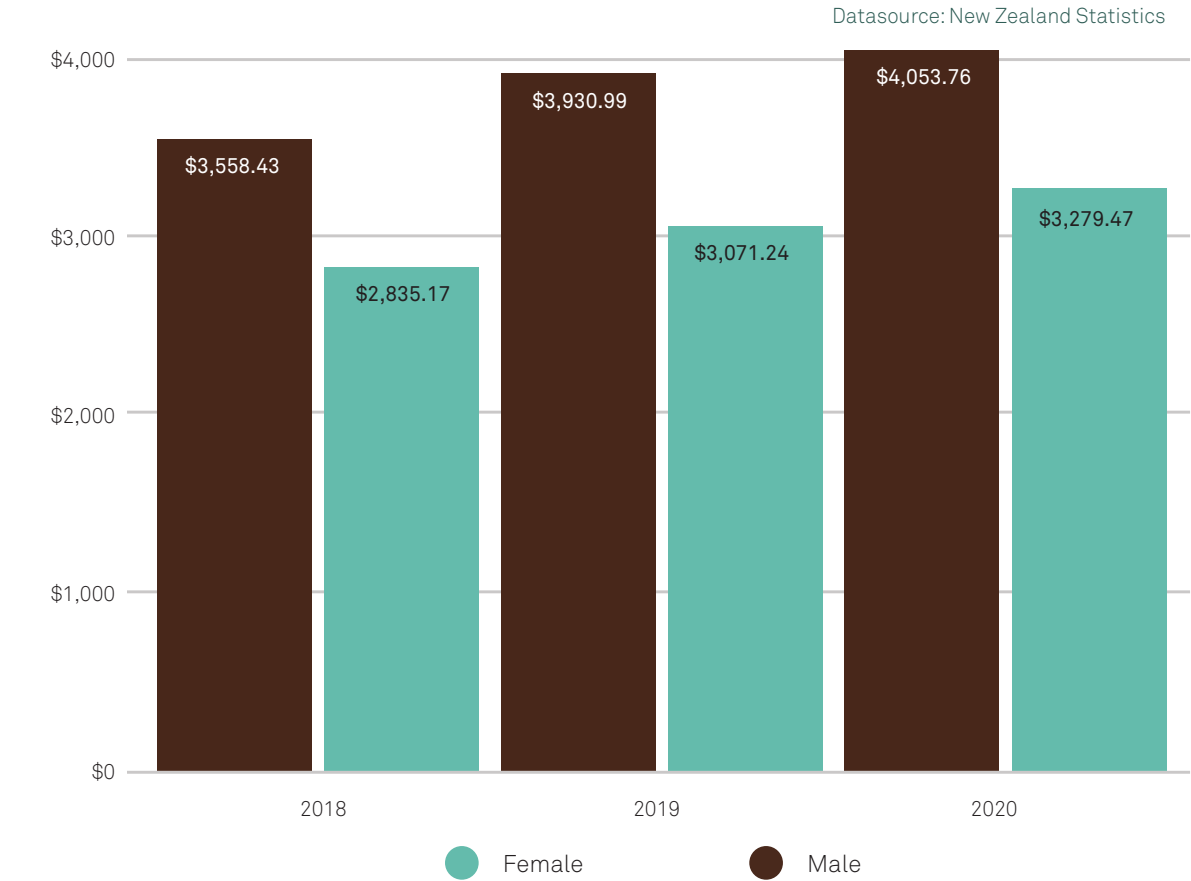
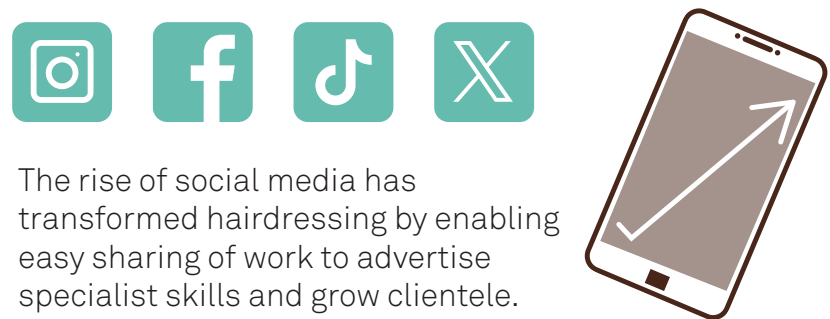
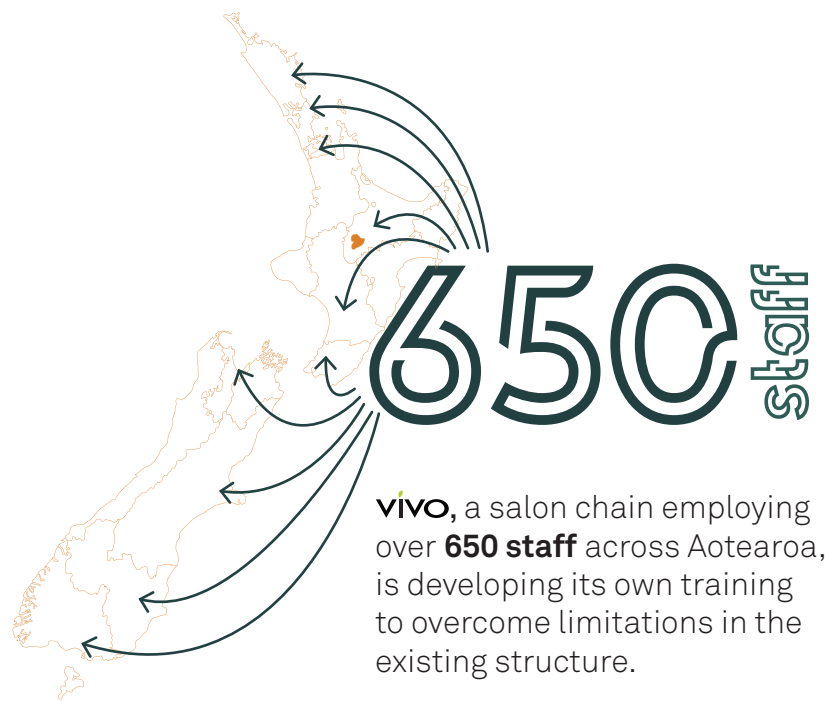
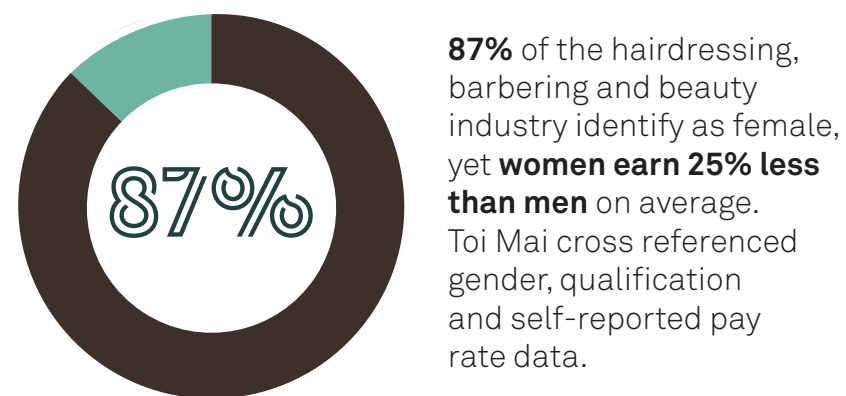


Photo by Makea Pokere from Hair & Barbering Competition 2023



The industry made **\$678 million** in **total revenue** from hairdressing services in 2023.



There are **three pathways** to becoming a qualified hairdresser:

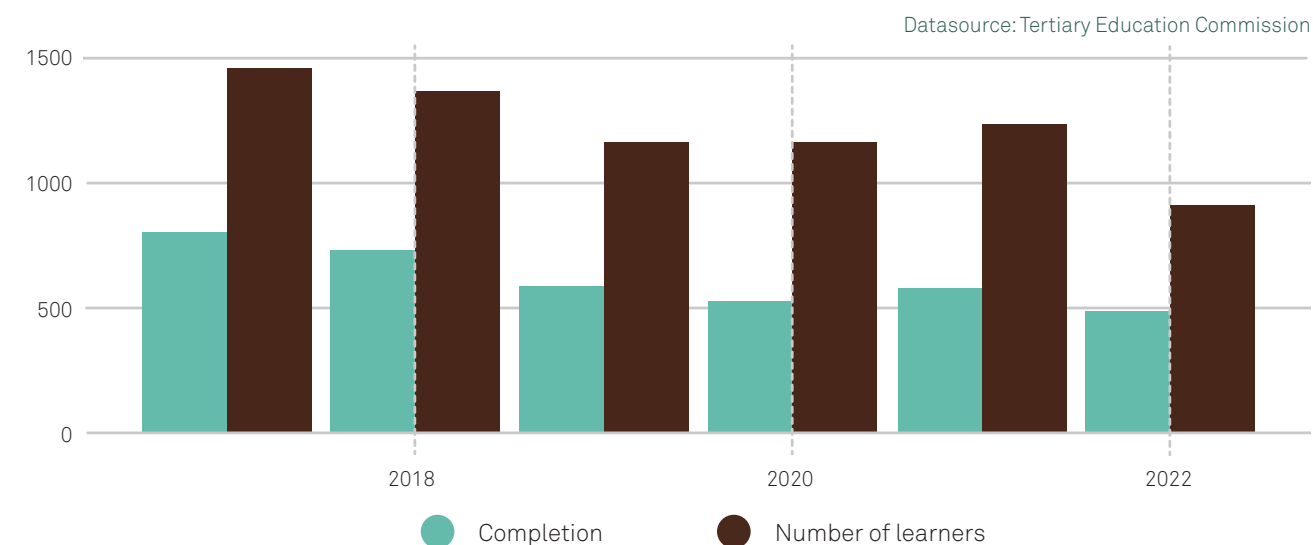


- provider-based learning
- workplace-based apprenticeships
- qualification by experience (QbyE)

There are three main ways to become a qualified hairdresser in Aotearoa.

1. Learners can arrange to earn while they learn as an apprentice with a qualified hairdresser who is able to offer supervision via Te Pūkenga (formerly NZ Hair and Beauty Industry Training Organisation (HITO) or another registered work-based learning provider.
2. Others may opt for a provider-based programme, with some young entrants to the industry preferring this method and finding their ways into programmes from Gateway and STAR courses through high schools.
3. It is also possible to become a qualified hairdresser by having your experience assessed after seven years working in industry (Qualification by Experience, or QbyE). This assessment is carried out by Te Pūkenga (formerly HITO).

Hairdressing Provision and Completion by Reporting Year 2017–2022



Only about half of learners who enrol in a hairdressing programme complete their qualification. However, not completing a qualification doesn't necessarily mean that the learner has left the industry, as some may work as an unqualified hairdresser or complete their qualification at a later date.

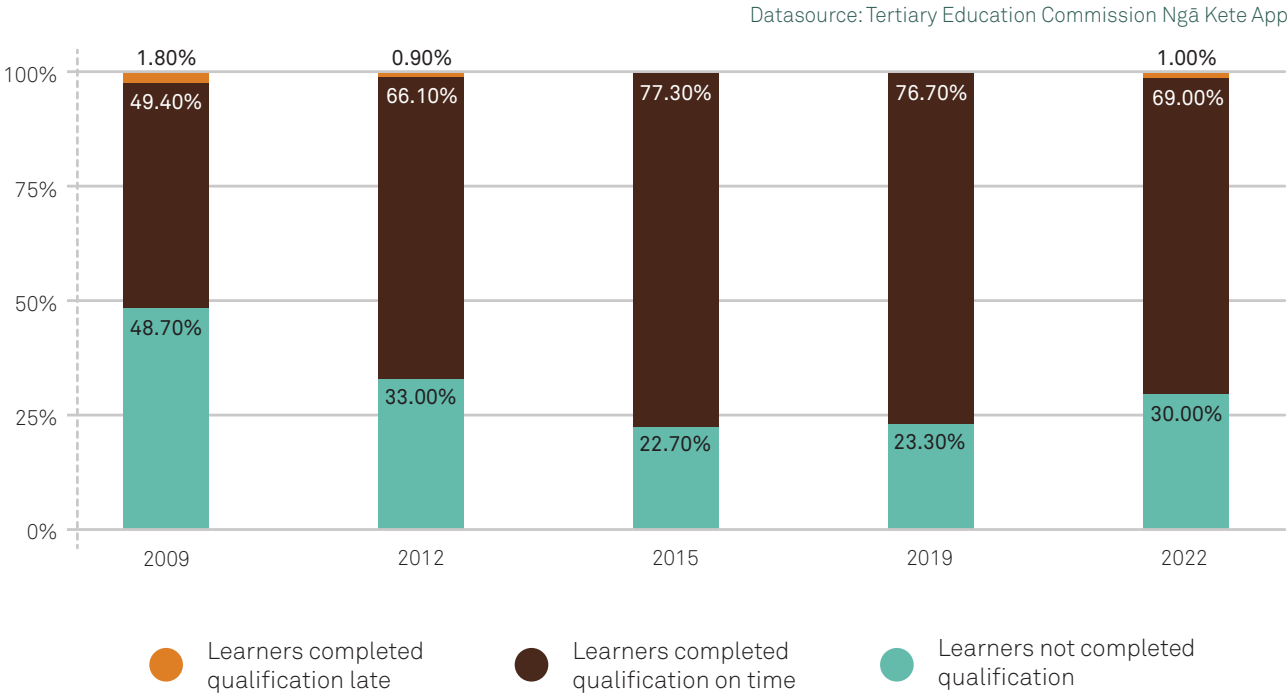
E hāpūpū ana ngā kutikuti tohu kuti makawe

Hairdressing qualifications and training are not fit for purpose

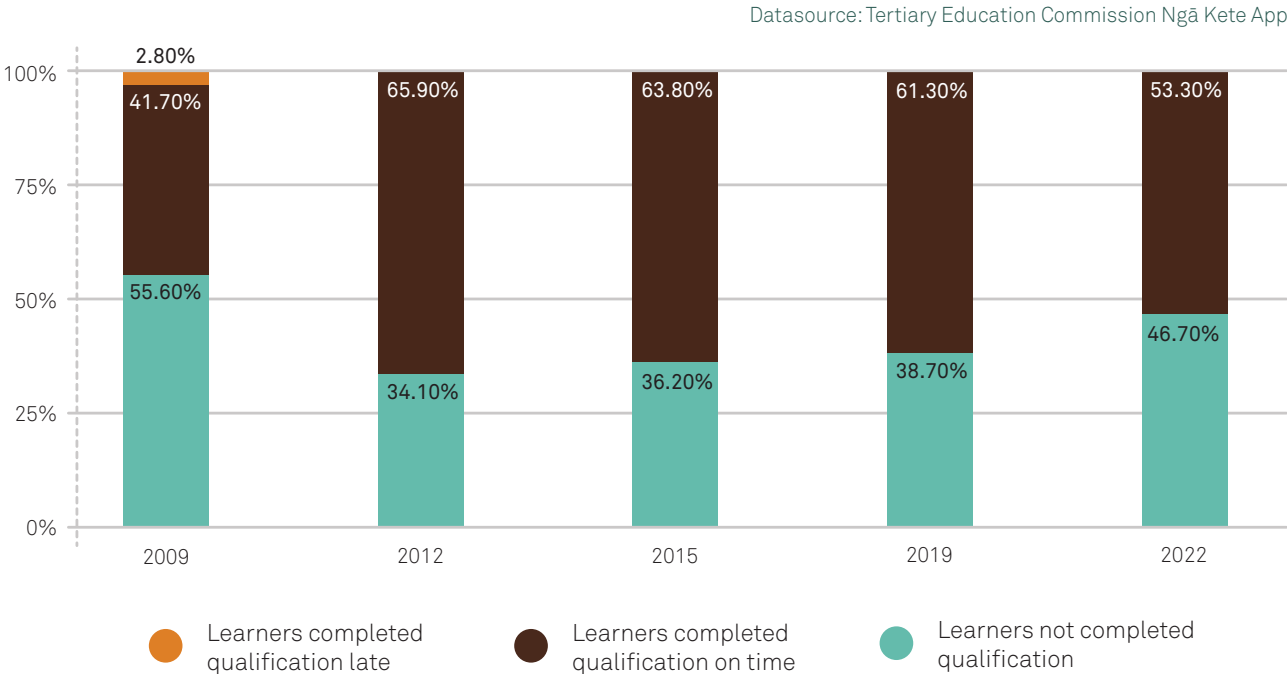
Our engagements suggest that qualifications and training are not keeping up with changes in techniques, technology and trends, which is complicating training, assessment and completion. The time and complexity to become qualified delays learners’ ability to earn, with many not completing their qualification or leaving the industry altogether.

The high non-completion rate (particularly for Māori and Pacific learners) in recent years is something this plan aims to address.

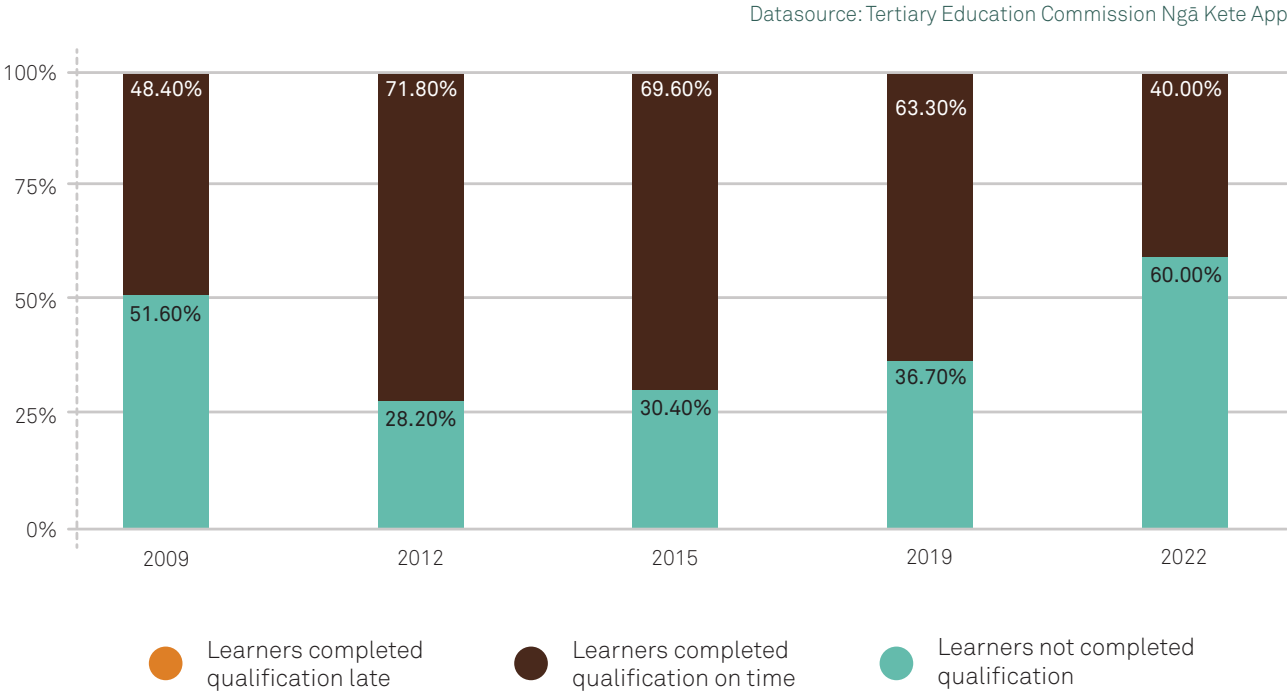
Non-Māori and non-Pasifika Percentage by Completion Status for level 3 and 4 programmes under 110303 Hairdressing 2009–2022



Māori Percentage by Completion Status for level 3 and 4 programmes under 110303 Hairdressing 2009–2022



Pasifika Percentage by Completion Status for level 3 and 4 programmes under 110303 Hairdressing 2009–2022



There is a need for faster, flexible and well-funded training

A key theme from salon owners and learners was that the process of becoming qualified takes too long and the skill level of graduates can vary widely. Many learners struggle financially during the process and drop out, and others have insufficient skills when qualified to operate as a commercially viable employee.

Hairdressers that Toi Mai engaged with suggested a need to **“remove the excess baggage from the qualification.”** Some of this work was begun with a qualification review in 2020–2021 and with Toi Mai updating standards to show greater alignment with contemporary industry practice and the inclusion of capstone⁷ assessments to ensure that graduates are of a commercially acceptable standard.

There has been tension in both hairdressing and barbering sectors between industry and provider-based training and delivery. Some would prefer that all training was industry-based, and others see benefits from provider-based delivery to take the pressure off salons and support learners as they mature and learn in a group setting.

It is difficult within the current education system for learners to transition between work-based and provider-based learning. To allow this movement the industry requires a more flexible education system and funding model so that learners can complete their qualifications regardless of the setting. Toi Mai also recommends that providers make use of unit or skill standards so learner achievements are more easily recognised.

Most people in the industry would like flexibility in the learning, asking for **“kit set qualifications”** and options to **“choose your own path”** or **“specialist skills or colour systems micro-credentials.”** A variety of potential specialist skills have been proposed as add-on units or pathway options so that employers know the specialist skills that graduates bring to their salons.

⁷ A capstone assessment is a final independent test of the learner’s integrated skills and knowledge

Some salon owners we talked with described the financial pressure of supporting an apprentice and would like to see more government funding support directed to employers.

“

They’re not bookwork kids from the get-go

”

– Salon Owner

“

Apprenticeship boost was great, but it would be ideal to have \$400–500 per year to spend on relevant professional learning per student.

”

– Salon Owner



Heru tuawhā

Toi Mai Recommendation 4

Hairdressing training providers increase work-based learning opportunities in their programmes

To ensure graduates are work-ready and have gained commercially relevant skills in a real context, Toi Mai recommends providers include skills standards in their programmes including capstone assessments, and move to the latest version of the qualifications.



During engagement with the industry, Toi Mai found that standardised learning through Pivot Point resources was regularly mentioned as providing good-quality, internationally recognised teaching materials used across the industry.

E hāpūpū tonu ana te heu

Graduates are not work-ready on completion of formal training

Hairdressing learners tend to be creative, thrive with practical work and enjoy working with people. Hairdressers raised the need for learners to have many hours of client exposure doing basic cuts to become a proficient hairdresser.

Some existing hairdressing courses are criticised for being overly theoretical, leading to a lack of practical skills among graduates. This results in the need for industry re-training, wasting time and resources.

The latest hairdressing qualifications better reflect contemporary trends and client demands, and increased work experience for provider-based learners. As standards-based programmes leading to these qualifications become rolled out we should see some improvements.

Industry has identified specific skills graduates should have to support economic viability of their salons. These include practical experience in cutting, colouring and washing hair, alongside retail-focused skills such as customer service.

A stronger emphasis on practical skills would enable more graduates to be readily employed and be useful to salons earlier, while providing a foundation for more technical skills such as colour and more specialist styling techniques. Industry has also advised they would like more flexibility in learning and training to enable more choice about and more focus on different aspects of hairdressing. For example, enabling learners to train in discrete skills would provide a more modular approach to training, benefiting both learners and employers through ongoing professional and skill development.

Despite these challenges, many salons are actively and successfully engaged with work-based learning.



CASE STUDY THREE

Photo by Astrid Visser at Mane Salon, Te Whanganui-a-Tara

Mane is a large and successful hair salon in central Wellington. Mane employs executive stylist and former salon owner Amanda Tonge to work full time as a non-income-generating staff member to manage the four apprentice staff working in the salon, which is a significant cost to the business. Salon owner Janine Simons is highly committed to growing the skills of the industry and sees the value of having and investing in apprentices for her business.

Apprentices have dedicated teaching time on Tuesdays and the second-year apprentice has further one-to-one support on Fridays, as well as being supervised by Amanda while they work in the salon. Amanda says apprentices are often the underrated cogs of businesses.

Apprentices Nadya and Bianca who were interviewed both sought out Mane to complete their apprenticeships, due to the high level of support, following mixed experiences with providers and apprenticeships in other salons. Both are highly loyal to Mane, and neither have plans to move on in a hurry. Being in Wellington, they have also received a good level of support from their apprentice provider, creating a seamless transition between study modes and salons.

Straight out of high school, Nadya enrolled with a provider. She appreciated the supported first year being tutored on campus, but felt ready to be learning in salon in her second year.

“I’ve had a couple of salons before Mane. And then just really sought out Mane because I appreciated how much they put into their apprentices; I wasn’t getting the training in other areas that I needed it in.”

Bianca is in her sixth year of study and discussed the challenges of balancing work, study and life. She highly values her qualification because of the large amount of hard work it took to complete it and as she expects it to be a gateway to greater financial security in her 30s. She thinks her journey could have been more straightforward.

“We lose too many good, creative, great-potential people. And what’s crushing them? What causes the crash? No support.”

There are several reasons why this process can take so long. The apprentices said some of the learning they had to do wasn’t relevant today. While they loved their scalp health book work, they said the history of hair work was irrelevant. They also talked about complex setting, French rolls and finger waves and thought these could be learnt later if needed but were never requested by clients.



Photo by Astrid Visser at Mane Salon, Te Whanganui-a-Tara

“Some of it is archaic, like from 30, 35 years ago.”

Apprentices at Mane have a well-structured, scaffolded learning plan. This isn't always the case in every salon, where apprentices can be kept working washing hair for long periods of time as low-wage staff.

“I think it's easier for some places than to put the training and effort into them, pay them less and keep them in that position. And that's why people leave. They're not getting anywhere, and

they're washing hair for like, three years. We should be ashamed of ourselves as an industry because of that.”

When discussing the length of time for an apprenticeship Amanda says,

“I don't think it should take longer than four years. If it takes longer than that there's some real problems in the system or in that business.”

Social media is changing both the way complex contemporary skills are learnt, as well as the way people build clientele.

“
It's the whole game now, social media. People shop on social media, right? They do their research. I mean, you never Google a hairdresser now. You go on Instagram or TikTok and go 'Wellington hairdressers'.
”

“
I feel like I've learnt a lot of salon skills from social media rather than my booklet, like different foiling techniques and stuff like that. The contemporary stuff that we're not learning from our apprenticeship provider, you get off social media now.
”

Amanda thinks the structure of the qualification and training needs to change. She described her vision for hairdressing learning like a degree structure, with compulsory foundation skills and elective units and pathways in areas of specialisation that would be easy to update and keep relevant.



Photo by Makea Pokere from Hair & Barbering Competition 2023

He moumou te aro atu ki ngā tohu kuti hōu

Slow uptake from providers of new hairdressing qualifications

A range of factors have led to slow uptake from providers of the new hairdressing qualification versions, including vocational education reforms, long transition timeframes and financial disincentives for shorter courses and standards-based programmes.

This perpetuates learners being assessed on unnecessary skills and exacerbates the lack of work experience for provider-based learners. These factors result in learners with high debt and incomplete or low-relevance skill sets, and businesses have to mitigate this by providing remedial training at their own expense.

Some industry representatives Toi Mai spoke with recommended a future qualification review to include modular, relevant, skills-focused units and more essential work-based learning. This will enable employers to have a greater understanding of the skill sets graduates bring to their businesses, as well as making training faster with a strong focus on core skills – so graduates can economically contribute to businesses quickly or choose to work in cutting-only services without additional training.

Whakapūmautia te heru 6

Toi Mai Action 6

Review hairdressing qualifications to meet current needs of the industry

Toi Mai will work with hairdressing industry representatives and training providers to monitor graduate outcomes of new qualification versions and review hairdressing qualifications as a suite once outcomes are known.



Heru tuarima

Toi Mai Recommendation 5

Revise hairdressing apprenticeship programme structure and funding model to align with revised training and qualifications

Toi Mai recommends that work-based providers update their apprenticeship programme structure and funding model for hairdressing to meet current needs in line with the qualification review.

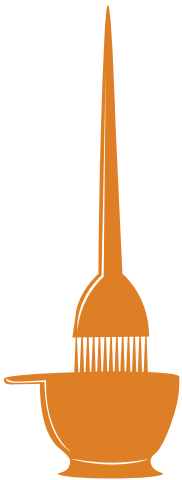


E hāpūpū ana ngā kutikuti whakamaru

Health and safety standards for hairdressers are out of date

The health and safety regulations for the hairdressing industry are out of date and reflect 1980s’ needs. H&BNZ and the Ministry of Health are aware of the need to revisit these regulations that are important for public wellbeing.

Challenges around knowing how to manage disclosures from clients about mental health and domestic abuse were highlighted by both hairdressers and barbers, and H&BNZ have begun some work to upskill the existing workforce in this space, but this may need to be reflected in revised health and safety legislation and qualifications and training.

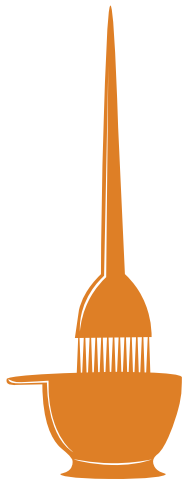


Heru tuatoru

Toi Mai Recommendation 3

Review and update health regulations to reflect contemporary hairdressing practices.

Toi Mai recommends that the Ministry of Health work with WorkSafe, Toi Mai, Hair & Barber New Zealand and other key stakeholders to review and update the Health (Hairdressers) Regulations 1980 Act to reflect contemporary hairdressing practices.



Whakapūmautia te heru 5

Toi Mai Action 5

Promote mental health first aid training within hairdressing professional development

Toi Mai will work with key stakeholders to investigate where mental health first aid training can support professional development of hairdressers. This is intended to equip hairdressers with a toolkit that can help them learn how to identify needs and strategies for self-care and to manage challenging situations with clients.



Photo by Makea Pokere from Hair & Barbering Competition 2023



Photo by Makea Pokere from Hair & Barbering Wānanga 2024

Training Provider Perspectives

WDPs serve as a roadmap for shaping a skilled, adaptable and inclusive workforce. They are industry-driven documents that identify workforce needs and prioritise equity in workforce development. Throughout Kia Ita! Toi Mai has reflected industry perspectives and the perspectives of underrepresented groups, including Māori, Pacific peoples and women.

Some of the views expressed are critical of formal training providers in terms of programme content, delivery methods and pastoral care of learners.

In response to consultation for this WDP, we've heard from formal training providers that they face many challenges, including:

- **High compliance costs:** Compliance with NZQA requirements, which includes meeting qualification requirements in programmes and updating programmes to maintain currency, maintaining quality assurance systems, and maintaining detailed records of learner progress and outcomes, is time-consuming and costly.
- **Regulatory and funding challenges:** The structure of qualifications and the current funding rules make it hard for training providers to develop the kind of flexible or modular programmes that industry is interested in. Training providers must also comply with stringent health and safety regulations to ensure learner and client safety, and invest in equipment, resources and training environments to support learner success.
- **Pastoral care for learners:** Formal training providers support the complex needs of a diverse range of learners who may be experiencing cultural, financial or personal challenges. In addition, Toi Mai kaimahi have visited almost all hairdressing and barbering training providers at least once since late 2021, seeing the level of support provided – including meals, transportation, working with learners' families and putting additional strategies in place to support learner success and progress.

We've also heard from providers that they offer benefits to learners and industry. Provider-based education can offer a safe and supportive learning environment for learners to mature and develop skills in a group setting. Providers offer a comprehensive alternative for some learners and for salons or barber shops who aren't able to train their own apprentices. Some employers would prefer to employ work-ready graduates rather than invest in training their own. Some providers also work in partnership with HITO to offer off-job training to complement the apprenticeship programme.

Toi Mai is committed to working with formal training providers to increase collaboration with industry and improve alignment of formal training with industry needs through qualification development and reviews and the wider recommendations and actions in this WDP.

Summary of Toi Mai recommendations and actions



Taku heru paihere

The heru is a traditional comb worn by Māori. Its primary purpose is to keep long hair fastened into a topknot. While a heru has ornamental features as well, its fundamental purpose is practical.

This plan identified two key challenges and various solutions-focused recommendations and actions. Our hope is that these recommendations, if enacted, will bind together the loose strands of dishevelled hair within the industry and unite the hair and barbering communities, just like the heru does so effectively, as we work towards a thriving workforce by 2035.

Key Challenge 1: Current formal training is lengthy, inflexible and not culturally relevant, with high attrition, producing graduates who are not work ready

BARBERING

Whakapūmautia te heru 1 | Toi Mai Action 1: Review and improve barbering qualifications, training and pathways for practical skills and cultural relevance.

Whakapūmautia te heru 4 | Toi Mai Action 4: Include contemporary business and marketing skills in barbering training and qualifications.

Whakapūmautia te heru 3 | Toi Mai Action 3: Promote mental health first aid training within barbering professional development.

HAIRDRESSING

Heru tuawhā | Toi Mai Recommendation 4: Hairdressing training providers increase work-based learning opportunities in their programmes.

Whakapūmautia te heru 5 | Toi Mai Action 5: Promote mental health first aid training within hairdressing professional development.

Whakapūmautia te heru 6 | Toi Mai Action 6: Work with hairdressing industry representatives and training providers to monitor graduate outcomes, and review hairdressing qualifications as a suite once outcomes are known.

Key Challenge 2: Despite sharing regulation and training systems, barbering and hairdressing have different needs and challenges and the system should reflect that.

BARBERING

Heru tuatahi | Toi Mai Recommendation 1: Review the funding criteria for community barber training.

Heru tuarua | Toi Mai Recommendation 2: Develop barbering-specific safety regulations.

Whakapūmautia te heru 2 | Toi Mai Action 2: Advocate for improved representation for barbers within industry training and governance.

HAIRDRESSING

Heru tuatoru | Toi Mai Recommendation 3: Review and update health regulations to reflect contemporary hairdressing practices.

Heru tuawhā | Toi Mai Recommendation 5: Revise hairdressing apprenticeship structure and funding model to align with revised training and qualifications.

MAI TAHI

Ngā whakamānawatanga Acknowledgements

This report is mahi tahi in action.

The research, facilitation, analysis, writing and documentation of this workforce development plan has been completed by the Toi ā-Ringa team at Toi Mai, ably led by Astrid Visser and Daniel Payne.

Also, thanks to Kashmir Kaur for her help with writing and editing, Simon Holbrook for his theming guidance and whakaaro, and Anton Matthews for his kia ita metaphor that brought this plan to life.

But mostly we would like to thank the many industry representatives across the motu who opened their doors from their barbershops, hair salons, Hair and Barber New Zealand, training providers, and industry advocates, whose honest and open feedback enabled us to gain compelling insights so that together we can shape a better future for barbering and hairdressing and the people of Aotearoa.

Te Rua Ngārehu Contributors

Toi Mai would like to acknowledge the time and contribution of the following people:

Contributors

Ali Al Subi
Capital Barbers

Nadya Ashley
Mane Salon

Trudy Brown
Pūkenga Southern Institute of Technology

Matt Brown
My Fathers Barber

Randy Buckley
Access Long Hair

Patrick Cameron
Access Long Hair

Nicola Chittenden
Just Cuts

CiCi
New Era Barbershop

Deb Clark
Varda

Tyrone Clark
Cutthroat Brothers

Jabez ‘Makawe’ Collins
Makawe Barbershop

Jess Corbett
Premier Institute of Education, Hair & Barber NZ

Erica Cumming
Waihanga Ara Rau

Rachelle Cummings
Te Pūkenga Southern Institute of Technology

Megan Currie
Te Pūkenga Southern Institute of Technology

Trish Dowling
Te Pūkenga Southern Institute of Technology

Danny Edwards
Nexus Barbershop

Ian Filo
UGC - Underground Cutz

Seletar Taputoro Filo
Whanganui District Employment Training Trust

Russell Finlay
Te Pūkenga Southern Institute of Technology

Fitz
twosevenfive Barbershop

Pip Grundy
Zibido Hair

Te Arai Hakopa
Only Fades Barbershop

Lauren Harrison
Kulture

Jeremy Hava
Hava & Co Barbering

Kylie Hayes
Moha Hairdressing

Carol Hayward
Chonel Hairdressing, Hair & Barber NZ

Cara Healy
Varda

Amelda Henderson
Headhunters

Niq James
Headspace Hair, Dapper Barber, Hair & Barber New Zealand

Bev Jarvis
Hair & Barber NZ

Simone Jones
Headstart Total Body, Hair & Barber NZ

Marie Keast
Rodney Wayne

Luke Koia
MoTown Barbershop Studio/ Te Pūkenga Ara

Jason Lee
Nexus Barbershop

Julian Maloney
Maloneys Barbershop

Zaccari Marsters
Boar & Blade

Lynden Mason
VIVO

Jordan McDowall
Jordy Barber

Boaz Mellor
Barbers on Manners

Wanda Menchi
Te Pūkenga, Hair & Barber NZ

Sam Monaghan
Monaghans Barber

Rachel Mountstevens
Te Pūkenga Ara

Wayne Newman
Cuba St Social

Peleti Oli
twosevenfive Barbershop

Maui Ormsby
Cuba Street Barbers

Michael Petrie
Cuba Street Barbers

Stacey Rangitakatu
Blow

Jess Robinson
Aroha’s Way - She Fades
Mason Robust
Dela Llana Salon

Hohepa Rutene
Boar & Blade

Jeremy Scarle
Coiffed by Jeremy Stuart, Hair & Barber NZ

Michelle Shirkey
Kulture

Janine Simons
Mane Salon

Tame Soatame Taufa
Tame X Barber

Bianca Southey
Mane Salon

Tony Stowers
Groove Kuttz Barbering Academy

Chantal Taylor
Taylor Fadez

Ghanum Taylor
Tommy Guns

Johnnie Timu
Brown Pride

Amanda Tonge
Mane Salon

Devante Waho
Cutthroat Brothers

Donna Waterson
Hair To Train

Amanda Whitaker
Te Pūkenga

Toi ā-Ringa Workforce Development Project team

Amy Buckland
Te Ringa Whanake / Qualifications Manager

Graeme Cowie
Te Pā Whakatupu / Vocational Pathways Advisor

Heather Day
Te Ringa Hanga / Qualifications Development Facilitator

Sharleen Hewson
Te Ringa Hāngai / Quality Assurance Specialist

Daniel Payne (Te Whānau-ā-Apanui)
Mata Herehere / Relationship Manager

Jenni Pethig
Poruruku Rāngai Ringa Tohu / General Manager Qualifications and Assurance

Astrid Visser
Mata-tika / Relationship Manager Team Lead

Toi Mai Workforce Development Council

Josh Bowen
Te Pā Ohoreo / Communications Advisor

Gavin Bryce
Te Whatu Ohooho / Lead Advisor

Grace Campbell (Ngāti Ruanui)
Te Taungarau / Corporate Services Coordinator

Caitlin Dever
Te Pā Auaha / Graphic Designer

Tama Kirikiri (Te Whānau-ā-Apanui, Ngāti Konohi, Ngāti Rākaipaaka, Ngāti Kahungunu, Kāi Tahu) Poumatua

Stephen Lai
Te Whatu Rarau / Data Analyst

Aretha Ngawaka (Ngāti Wai, Ngāti Rēhua, Waikato Tainui, Ngāti Rangiteaorere, Ngāti Rākaipaaka)
Te Taungarau / Corporate Services Coordinator

Makea Pokere
Te Pā Rere Ataata / Marketing Advisor

Claire Robinson
Te Tumu o Toi / Chief Executive

Libby Silson
Te Pā Auaha / Graphic Designer

Teara Leaupepe Timoteo
Te Pā Rere Hua / Communications and Marketing Lead

Salatielu Taotua (TJ)
Te Kanohi Ahurea ā Kiwa / Pacific Transformation Lead

Steven Youngblood
Poururuku Rāngai Taumata Tiro tiro / Acting GM Strategy, Insights and Impact

Consultants

Simon Holbrook
Human Centred Designer, Workup Ltd

Anton Matthews
Director, Hustle Group

Kuputaka

Glossary of terms

a

Atua
Guardian or deity.

h

He tikitiki nō tuaukiuki
An ancient topknot.

He uru pōtīhitihi
Dishevelled Hair.

Heru
Comb.

Heru tuarua
Second comb.

Heru tuatahi
First comb.

Heru tuatoru
Third comb.

Heru tuawhā
Fourth comb.

Huia
A glossy black bird, now extinct, which had prized white-tipped tail feathers.

k

Kapa haka
Performance group.

Karakia
Incantations or chants.

Kia ita
To be tight (as in topknot).

m

Makawe
Hair.

Mākutū
To inflict physical and psychological harm and even death through spiritual powers.

Mana
Status or authority.

Manu
Bird.

Māui
Māori superhero / demigod.

Māui Tikitiki O Taranga
Māui who was wrapped in the topknot of Taranga.

n

Ngā hotahota
The strands.

p

Pōtiki
Youngest child.

r

Rangatira
Chief or leader.

t

Taku heru paihere
A comb that binds together.

Tangaroa
Guardian or deity of the sea.

Taonga
Prized possession or treasure.

Tapu
Sacred or restricted.

Taranga
Māui's mother.

Te rau huia
The plume of the huia worn by rangatira (chiefs) in their topknot. This represents the aspirations of the industry.

Te ruahuru ki te tikitiki
From the root (hair follicle) to the topknot.

Tikanga
Protocol or lore.

Tikitiki
Topknot.

Tīpuna
Ancestors.

w

Wāhi tapu
Sacred area or place.

About the statistics used in this plan

Access to the data used in this study was provided by Stats NZ under conditions designed to give effect to the security and confidentiality provisions of the Data and Statistics Act 2022. The results presented in this study are the work of the author, not Stats NZ or individual data suppliers.

These results are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD), which are carefully managed by Stats NZ. For more information about the IDI and LBD please visit <https://www.stats.govt.nz/integrated-data/>

The results are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes, and is not related to the data's ability to support Inland Revenue's core operational requirements.

Kia Ita!