

2020 CAREERFORCE ANNUAL EMPLOYER SURVEY

Findings and Actions | June 2021



CARTE BLANCHE

Kia ora,

My personal thanks to those of you who completed our annual 2020 employer survey. It was very pleasing, for the third year running, to again record an increase in response rates. While we always strive to please, we know that we're not there yet, and we take your willingness to participate as either a vote of confidence in either what we are doing or in our willingness to improve.

Also very pleasing, and again for the third year running, was that we had a further increase in overall satisfaction.

As with previous years, we have spent significant time analysing the results and your verbatim comments, and considering what further improvements we can make to address areas of concern, or to amplify the areas which are driving satisfaction.

This report shares some of the key results, and also details some of the actions we have committed to, to address areas that you have identified for improvement. We'll know whether we've hit the mark when we next go 'to the polls' later this year when we roll out our fifth annual employer satisfaction survey.

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 2020 survey represented its fourth iteration and allows us to see any trends emerging over time.

Survey Methodology

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

This fourth annual survey was carried out over November 2020 and pleasingly, we again had an increase in survey completions which allows for more robust conclusions to be drawn.

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

Key Findings

Employers have clearly noticed an improvement in Careerforce over time.

- Overall satisfaction has increased from 7.1 in 2017 to 7.5 in 2020.
- The proportion of dissatisfied employers has halved; from 12% in 2017 to 6% in 2020.
- The proportion of employers who say our programmes don't meet their organisation's workforce development needs has halved; from 8% in 2018 to 4% in 2020.
- So has the proportion of employers who say our assessments don't match their workplace requirements; from 9% in 2018 down to 4% in 2020.
- Slightly higher ratings were given for our communication, technology services, staff, and programmes in 2020. This shows we've made a real team effort to improve.

We must:

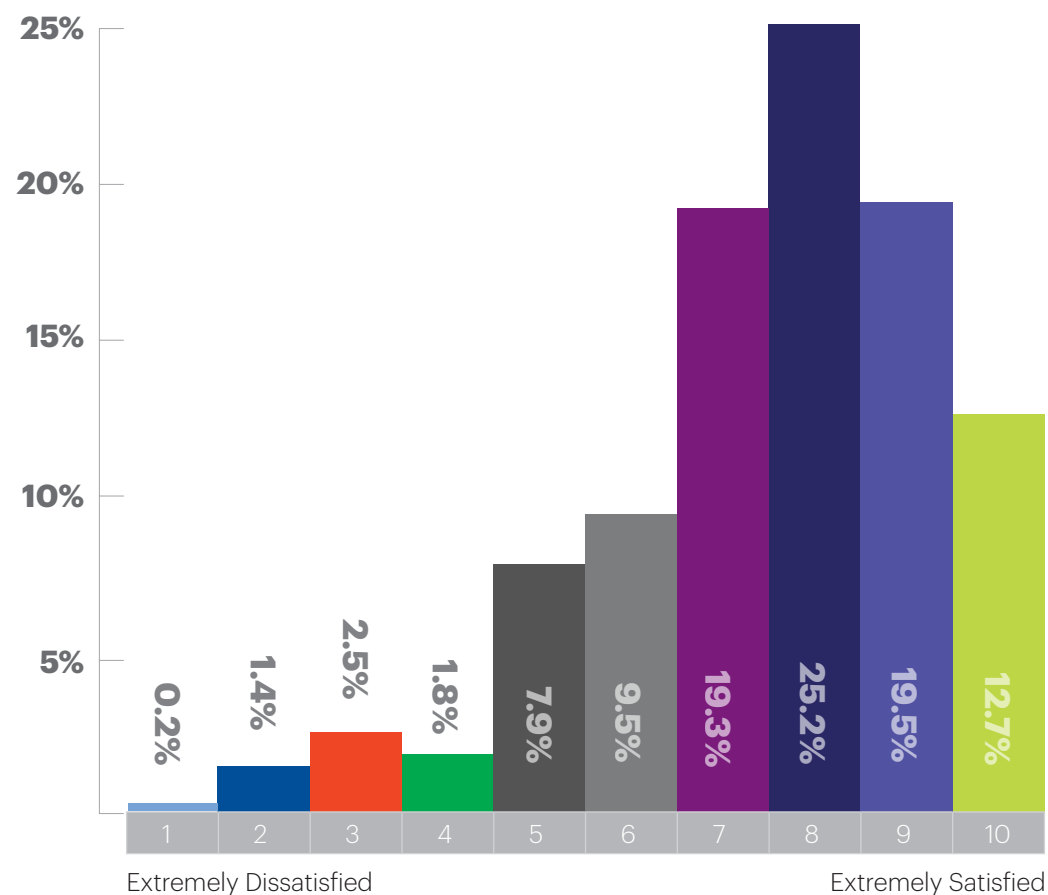
- Continue to improve our responsiveness, levels of engagement and support, our accuracy and consistency.
- Maintain a high level of service even if demand increases during the next 12 months. Employers are almost nine times more likely to expect their training requirements to increase than decrease.
- Help make things easier for employers; to minimise the amount of work they have to do to support their employees in training.
- Continue to make progress and not become complacent.



Overall Satisfaction 2020

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

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



Base: All employers who answered, **2020** (n=441), **2019** (n=435), **2018** (n=427), **2017** (n=246)

Overall Satisfaction has Increased Over Time

Employers' **average satisfaction** rating is the **highest** it's ever been.

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



"...Service has improved over the years, very satisfied now."

"Workplace advisor goes the extra mile. Careerforce organised Assessor workshops have been great for peer support."

"Applications are processed much quicker than before."

"There are changes to how the units are written that clarify expectations for staff."

"Gone from no communication to always there when we need them."

Base: All employers who answered, **2020** (n=441), **2019** (n=435), **2018** (n=427), **2017** (n=246)

Dissatisfaction has Gradually Declined

It has **halved** since 2017.

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



% of employers
with a low level of satisfaction
(1-4 out of 10 rating)

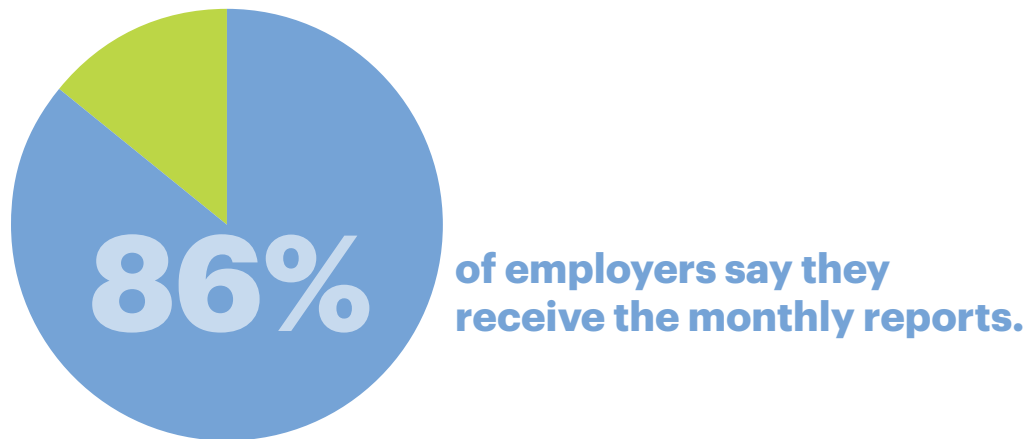
Our Trainee Report

Most employers receive our **monthly trainee reports**, open and review them, and consider them **effective**.

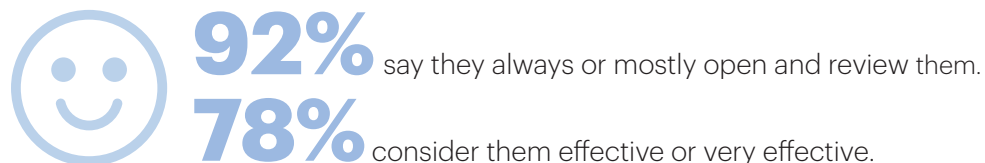
Question: The trainee report shows continuing trainees (by programme) and highlights their level of activity and on-hold trainees (with reasons). To the best of your knowledge, do you currently receive this training report?

Question: How frequently do you open the report and review the information contained?

Question: How effective is the trainee report in providing you with the information you require to support your organisations training needs?



Of those who receive the reports...



Base: All **2020** employers who answered about receiving the trainee reports (n=439), opening and reviewing the reports (n=374), the effectiveness of the reports (n=373)

"...the reports are an excellent way of determining their progress."

"The monthly qualification reports are very useful in tracking key qualification achievement and dates."

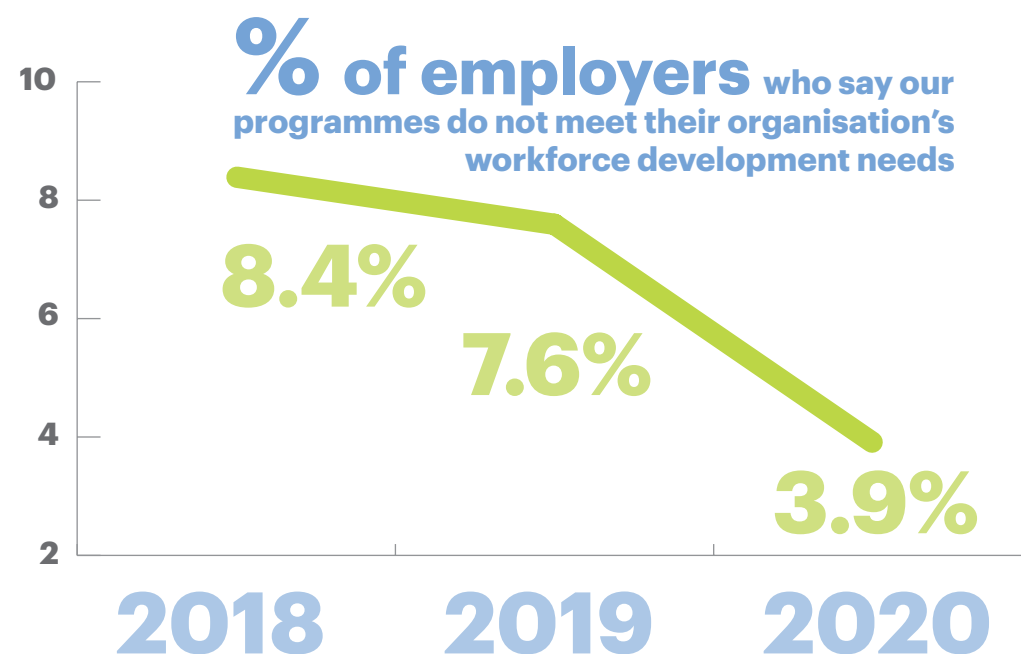
"Think individual trainees should be given the update on progress reports. It could help them be more engaged in their own training rather than having all updates given to them by training managers, assessors etc."

Base: All employers who answered, **2020** (n=458)

Programme Relevance

The proportion of employers who say our programmes **don't meet** their organisation's workforce development needs has **halved** since 2018.

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



"Good overall coverage of the content required to support those in supporting roles. The material and resources are easy to read and understand. There is always support at the end of the phone or email for advice. Very rewarding when people achieve and look forward to excelling to the next level."

"Careerforce knows how to compromise. It doesn't function on a one-size-fits-all model."

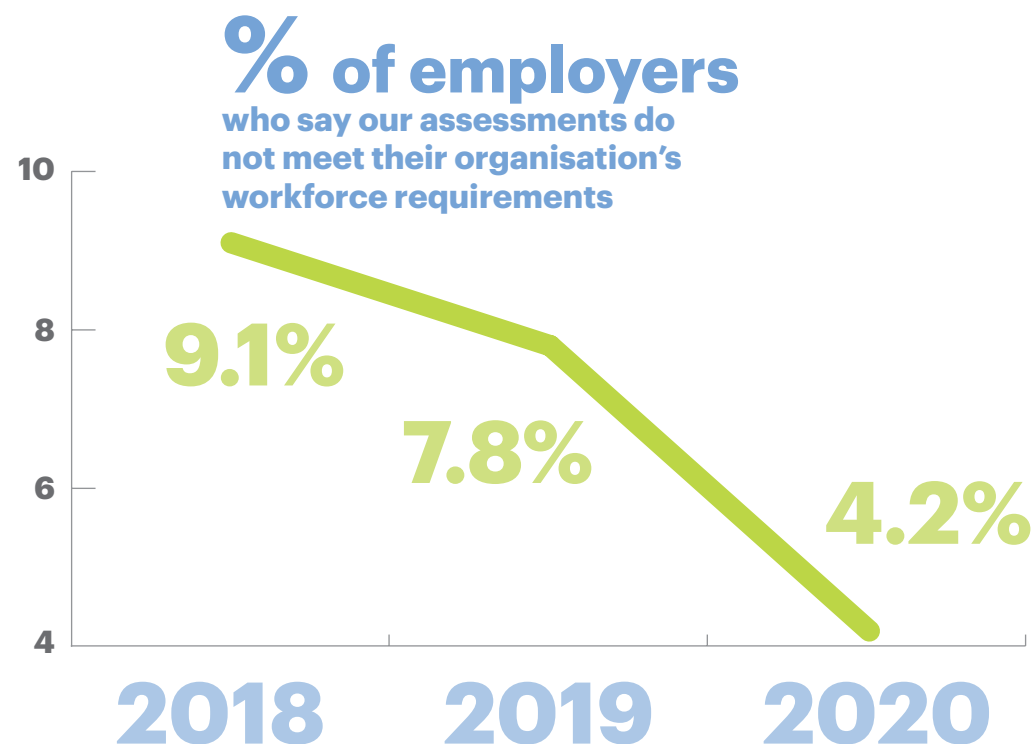
"Professional, inspiring courses, courses well researched and relate well to the business."

"We are a small family owned facility and we can find all our training requirements in one place...In the past we have had to get specific courses for each department now it is all in one place so for us it is a major win."

Programme Assessments

The proportion of employers who say our assessments **don't match** their workplace requirements has also **halved** since 2018.

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



"The assessments are good learning resource for trainees. Having good knowledge of the organisations process and procedures is very important. Supporting staff/trainees to do their best is also good for the organisation."

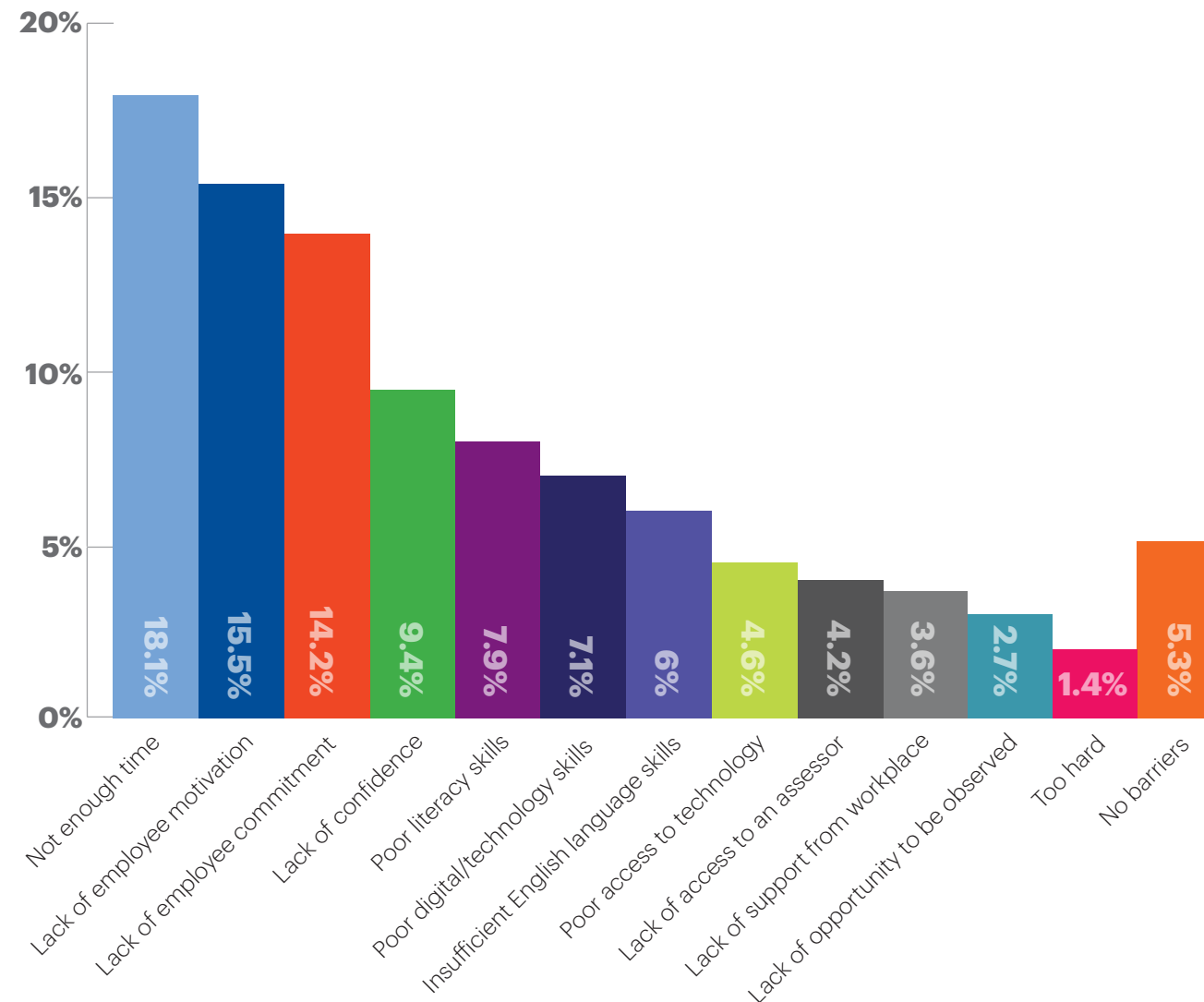
"Able to match papers to staff needs."

"The assessments are all relevant to what is happening in the workplace, so they are all very useful tools for the staff doing the programme."

Base: The n=1,100 barriers that were selected by the n=450 employers who answered in **2020**

Barriers to Completing Training

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



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

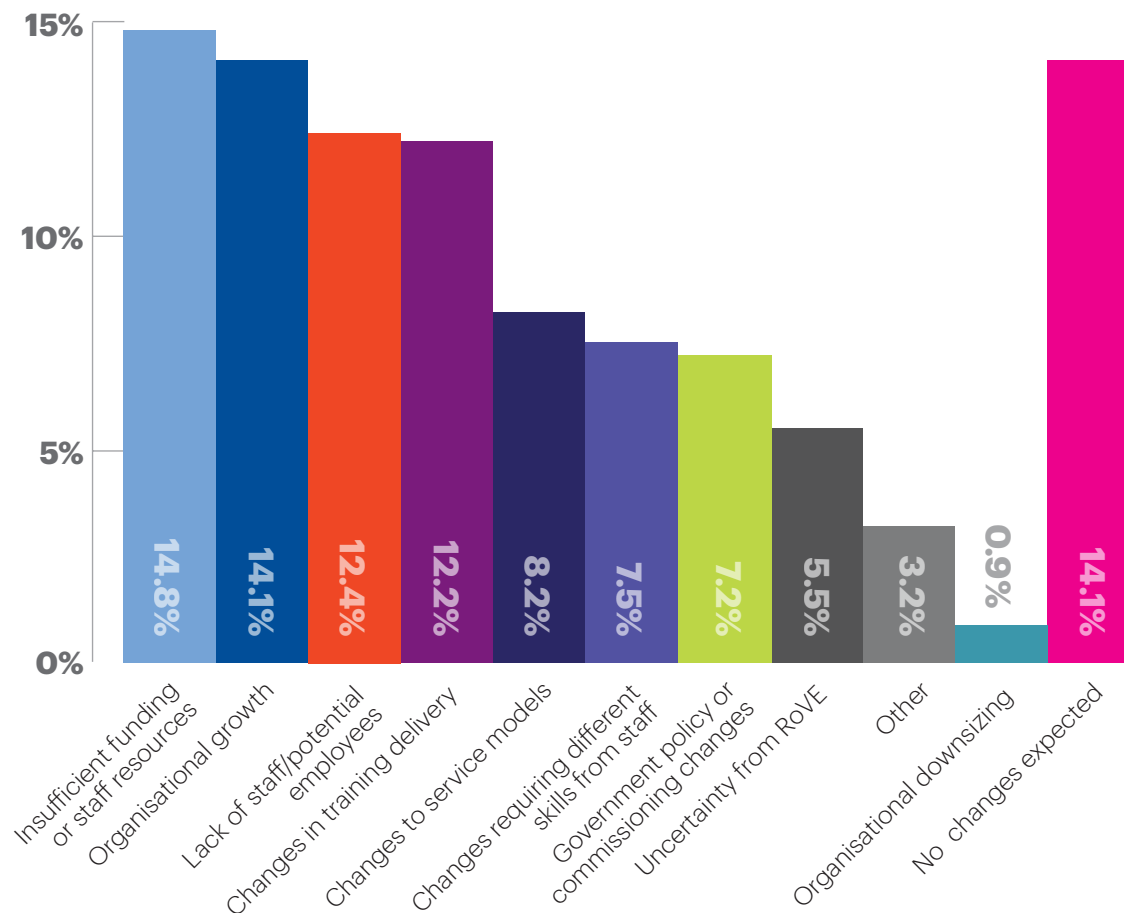
According to employers, staff members lack:

- Time
- Motivation
- Commitment

Base: The n=888 challenges or changes selected by the n=442 employers who answered in **2020**

Challenges/Changes Facing Organisational Training

The most **significant challenges** or changes **employers** will **face** over the next twelve months are in line with the 2019 survey.



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

Top three challenges/changes:

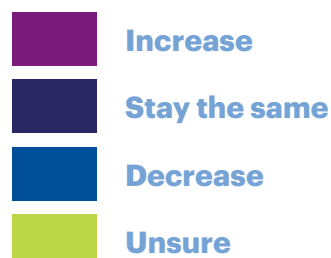
- Insufficient funding or staff resources
- Organisational growth
- Lack of staff /potential employees

Next 12 Months Training Requirements

Most employers expect their **training requirements** to either **increase** or **stay the same** over the next twelve months (**85%**), few expect them to decrease (just 5%).

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

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



"The sector is expecting an era of increased demand resulting in an increased workforce coupled with mandatory requirements of some elements of training."

"Our organisation has had a huge demand and increase of work load this year with Covid and the lockdowns . In the new year we will put more of a focus and resources behind promoting the training."

"We have a number of new team members and we are actively encouraging all staff members to undertake training toward a qualification."

The Good Stuff :-)

Our staff



"The team at Careerforce have been very responsive and flexible in dealing with any issues and providing solutions for our organisation."

"Always found staff at Careerforce very helpful and prompt with their replies."

"Have found great support, able to answer any question in a timely manner and helpful to the team."

"They put the knowledge and resources at our finger tips."

Our programmes



"Because Careerforce meets the needs of a wide range of people, excellent course material and resources."

"Careerforce training materials are well researched and provide sound knowledge and skills development to trainees."

"Careerforce knows how to compromise. It doesn't function on a one-size-fits-all model."

Our technology services



"The website is much better now that forms are easy to find. iPortal is very easy to load results on to, the communication function is also helpful."

"Aka Toi is a great tool and an easy way to assess our staff. Staff have also given the same feedback. iPortal is easy to follow and gives a clear overview."

"Each time I visit the website, it brings a smile to my face - so much helpful information for those who want to know and grow. Very easy to get around and user friendly."

Our communication



"Communication is open via media sources, phone or face to face."

"Communication again is timely and helpful."

"...the monthly training reports help me to understand and gives me a picture on what is and isn't happening..."

"Communication and engagement with Careerforce has always been of a high standard with myself and my workplace."

The Not so Good Stuff



Lack of contact



"I personally as clinical nurse manager have only met a Careerforce worker once when [they were] delivering name badges - it would be nice to have introductions and know what supports are available."

"Over the period we have been experiencing difficulty, we have not had anyone proactively follow up, contact us in any way."

Lack of communication



"Clearly define the level and scope of service and support available."

"You do not actively engage with us at a strategic level, we have no idea what your future plans are."

Lack of help and support



"Lack of support... staff coaching and understanding."

"Will be helpful if the advisors visit sites and provide additional support to the staff in terms of training, and support the assessors."

Lack of responsiveness



"Hard to get answers or response to emails."

"Poor response times in relation to queries."

Lack of accuracy and/or consistency



"...Reports are not accurate and when you ask for high level data you are told to use the detailed report and do it yourself."

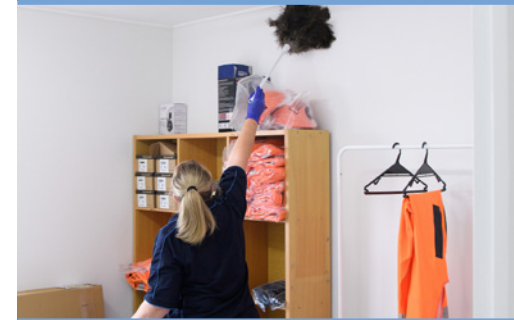
"Given totally the wrong information when we signed up and not corrected until at least 3 months from start date."

"Careerforce modules need to be applicable to programme protocols and up-to-date. Not asking irrelevant questions."

Issues and Actions

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

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



Issue Themes Emerging	Careerforce Actions to Address
Lack of responsiveness and engagement in some instances. More face to face contact wanted.	<ul style="list-style-type: none"> • Stakeholder engagement strategy developed for 2021/22, and being implemented. • Clear and accountable account leads have been assigned in CRM for all employers • More staff hired to meet demand
Lack of communication	<ul style="list-style-type: none"> • Careerforce sends out a variety of regular communications (including employer and assessor newsletters). If you are not receiving these but feel you should be, drop a line to marcomms@careerforce.org.nz • This aside, we encourage you to raise any examples of communication gaps with your Careerforce contact, and we will consider what we can do differently.
Need for greater direct trainee support and communication	<ul style="list-style-type: none"> • Increasing use of Wananga/study groups • Training Needs Analysis process has recently been improved to ensure a better understanding of the supports each learner needs. • Trainee engagement project continues to rollout, with a number of new trainee touchpoints to commence across remainder of 2021. This will include regular progress reports, and gentle encouragement where necessary. • Careerforce currently investigating trainee access to i-portal, so they can check their own progress at any time, via self-service.
Lack of familiarity with RoVE (Reforms of Vocational Education)	<ul style="list-style-type: none"> • Regular updates are provided via the employer Skills for Good newsletter, and we expect the frequency and importance of these updates to increase over the next 12-18 months. • If you would like an individual discussion/update on the RoVE reforms, let us know.

Issue Themes Emerging	Careerforce Actions to Address
Reporting (accuracy & timeliness)	<ul style="list-style-type: none"> • Monthly employer reporting (Trainee Reports) is being completely overhauled, and scheduled for release in Q3. • Offer additional training on i-Portal and encourage its use. While employer reports are accurate at the time they are sent, employers are encouraged to access i-Portal at any time for the most accurate picture. • Careerforce to review recipients of employer reporting, to ensure they are reaching the right people. Employers to also notify Careerforce.
More support around literacy and numeracy	<ul style="list-style-type: none"> • An evaluation of literacy and numeracy support is underway. • Cushla Wilson, our literacy & numeracy advisor, is very passionate about literacy and numeracy, and always welcomes any enquiries. (cushla.wilson@careerforce.org.nz).
More support around digital	<ul style="list-style-type: none"> • Most Careerforce training programmes can now be done via its online learning platform, Aka Toi. More education required to encourage greater take-up. • More internal staff training on Aka Toi
Lack of time as trainee barrier to their training	<ul style="list-style-type: none"> • While we acknowledge this is difficult, we do encourage employers to make some paid study time available to support their staff learning.

A big thank you to all that completed this year's survey and provided such valuable feedback. We'll be rolling out the 2021 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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