



Waihanga Ara Rau

Industry perceptions survey

July 2024



WAIHANGA ARA RAU

**Construction and
Infrastructure**

Workforce Development Council

Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Get in touch if you would like to know more.



Powering decisions
that shape the world.

Methodology



When?

Fieldwork was conducted between 8 July and 7 August 2024



What?

10 minute online survey.



Who?

45 industry stakeholders from the infrastructure and construction sector.



How?

Verian provided the survey link and Waihangā Ara Rau managed the invitations and reminders.



Topline findings



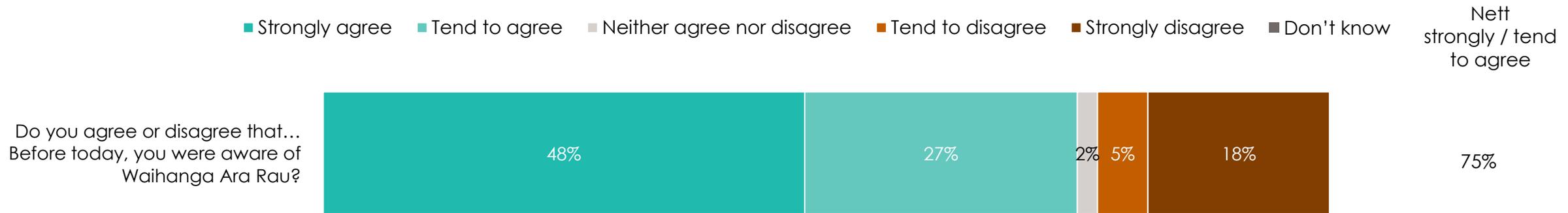
WAIHANGA ARA RAU

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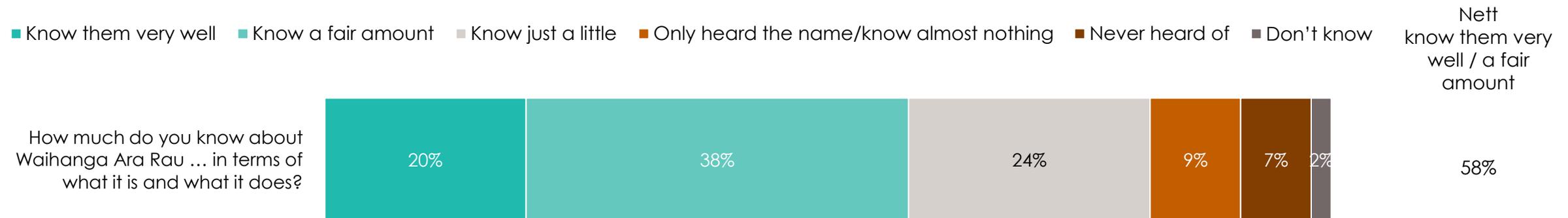
Workforce Development Council

Three quarters of industry stakeholders say they are aware of Waihanga Ara Rau. Just over half know at least a fair amount about what Waihanga Ara Rau does.

Awareness of Waihanga Ara Rau



Knowledge of what Waihanga Ara Rau is and what it does

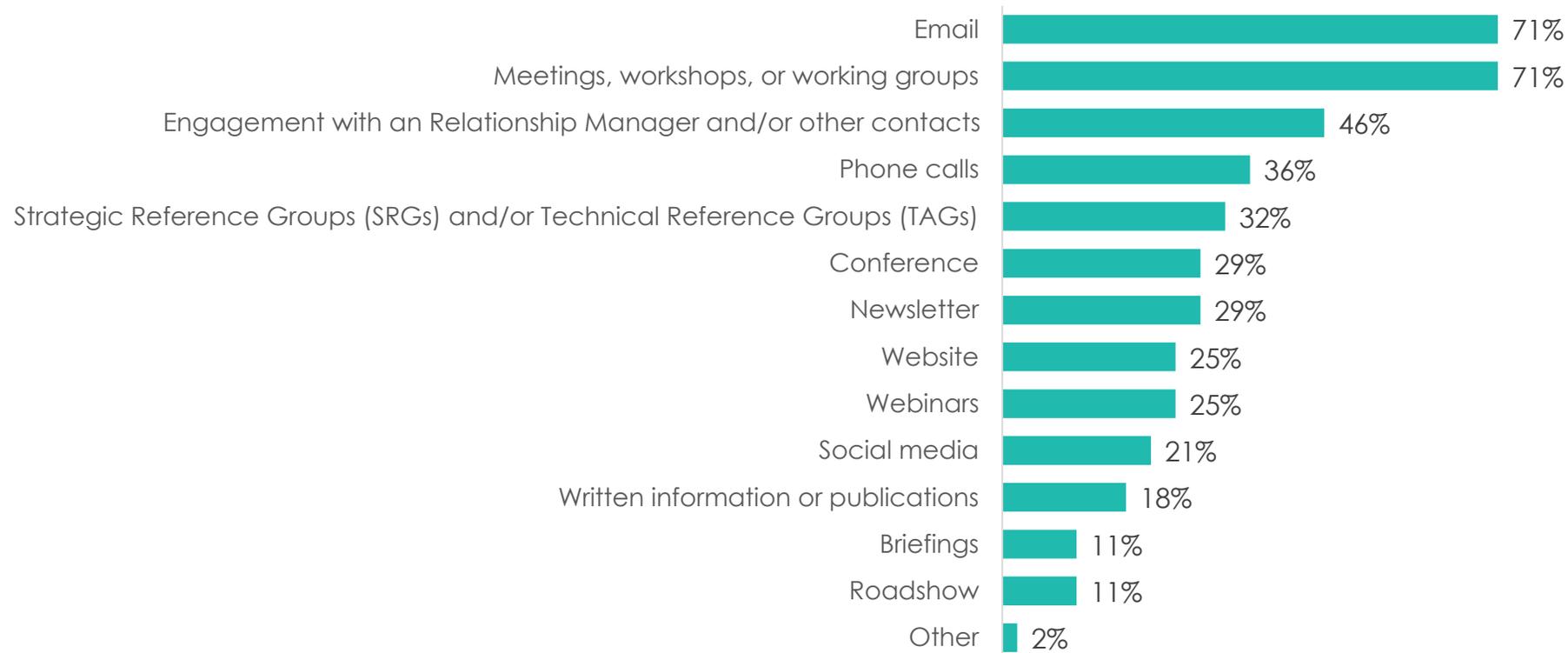


Source: Q1b – Do you agree or disagree that ... Before today, you were aware of Waihanga Ara Rau? Q1 - How much do you know about Waihanga Ara Rau, the Construction and Infrastructure Workforce Development Council, in terms of what it is and what it does?

Base: All industry stakeholders (n=45).

Most industry stakeholders interact with Waihanga Ara Rau via email or in meetings, workshops, or working groups.

Interactions



Source Q3 And how have you interacted with Waihanga Ara Rau over the last year?

Base: Industry stakeholders who have engaged with Waihanga Ara Rau over the past 12 months (n=28).

Industry stakeholders generally have good awareness of Waihangā Ara Rau’s different roles and services. Areas with lower awareness are providing input into policies and issues that matter, and providing employers with brokerage and advisory services.

Awareness

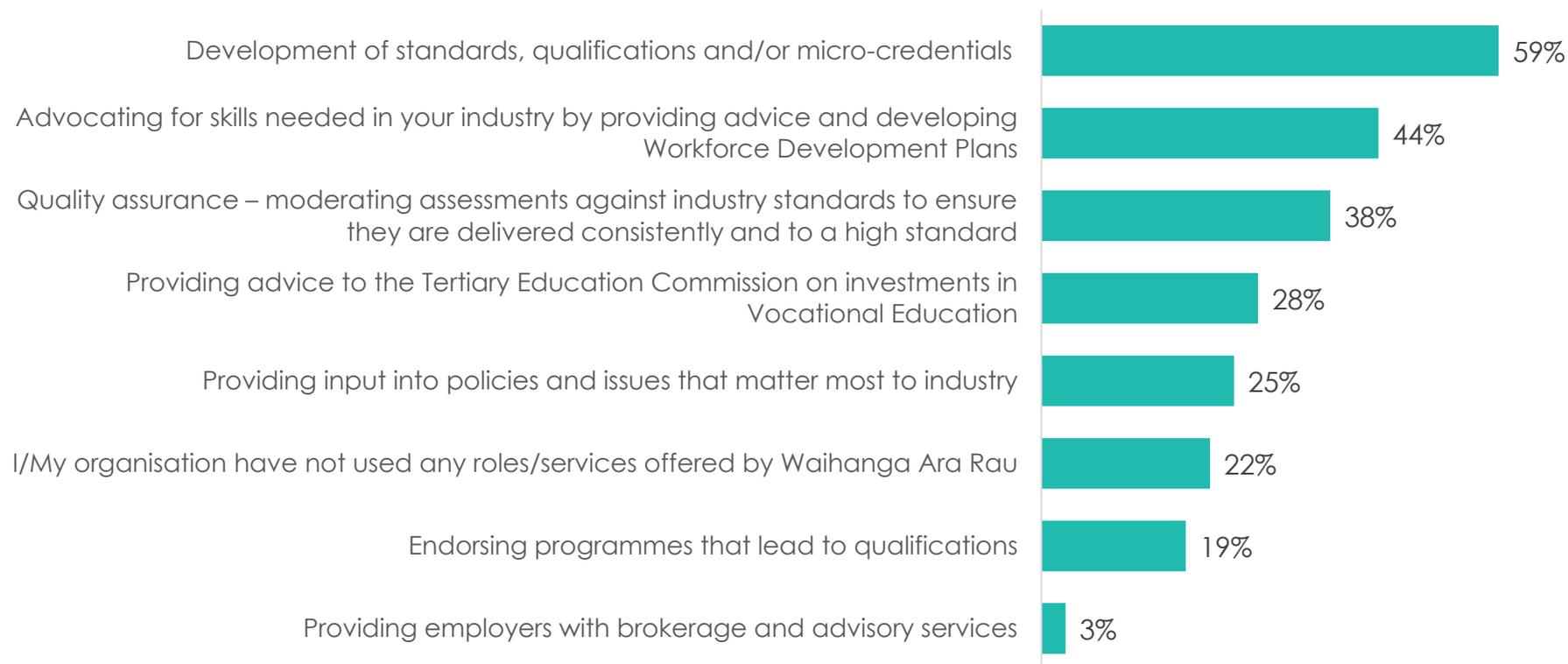


Source Q6. Below are a number of roles and services that Waihangā Ara Rau provides to organisations in the construction and infrastructure sector. Before today, which of these roles and services, if any, were you aware of Waihangā Ara Rau offering?

Base: All industry stakeholders (n=34).

Industry stakeholders tend to engage with Waihanga Ara Rau most around the development of standards, qualifications and/ or micro-credentials, and to advocate for skills they feel are needed in the industry.

Engagement



Source Q7. Which, if any, of these roles and services offered by Waihanga Ara Rau have you or your organisation ever used?

Base: All industry stakeholders (n=32).

Consideration is high across the different roles and services that Waihanga Ara Rau offers.

Consideration

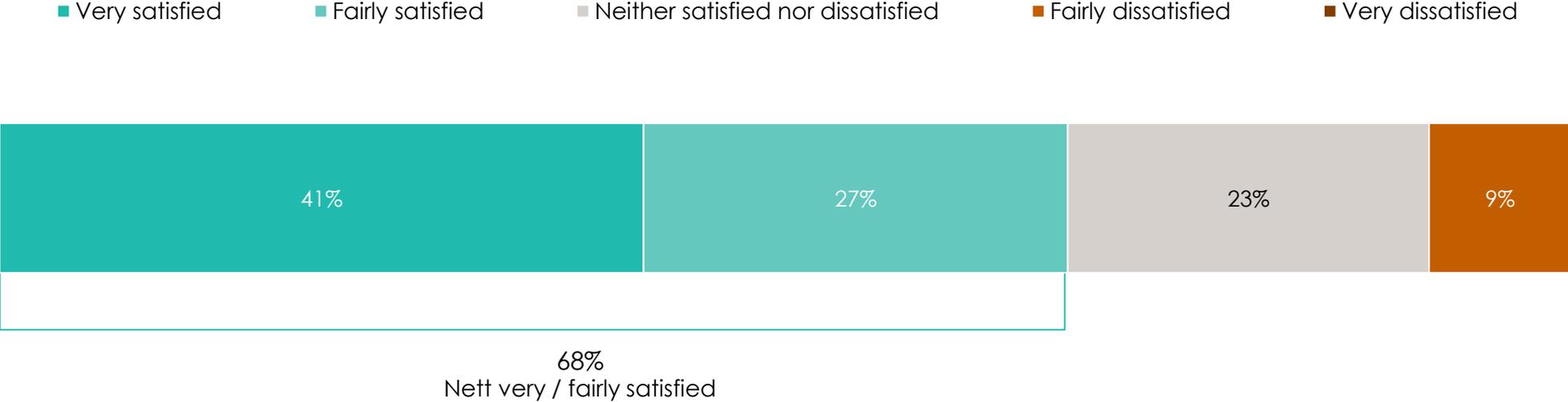


Source Q8 . Which of these roles and services offered by Waihanga Ara Rau, if any, would you or your organisation consider using in the future?

Base: All industry stakeholders (n=32).

Industry stakeholders are generally very satisfied with the interactions they have with Waihanga Ara Rau.

Overall satisfaction



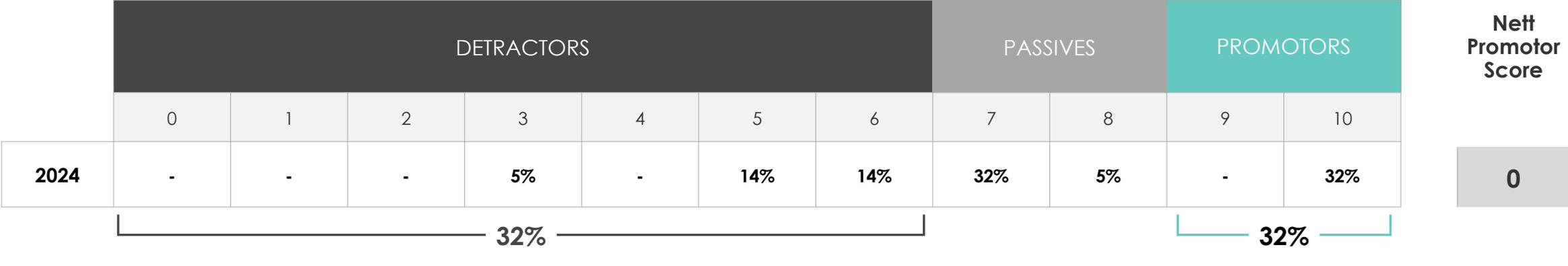
Source: Q15 - Now please think about the interactions you have had with Waihanga Ara Rau recently. Overall, how satisfied or dissatisfied are you with the interactions you have had with Waihanga Ara Rau recently?

Base: Industry stakeholders who have engaged with Waihanga Ara Rau over the past 12 months (n=22).

Notes: Caution small base sizes. Results should be interpreted with caution.

Waihanga Ara Rau has a zero nett promoter score among industry stakeholders. A third of industry stakeholders say they are highly likely to recommend Waihanga Ara Rau to others in the construction and infrastructure sector.

Nett promoter score



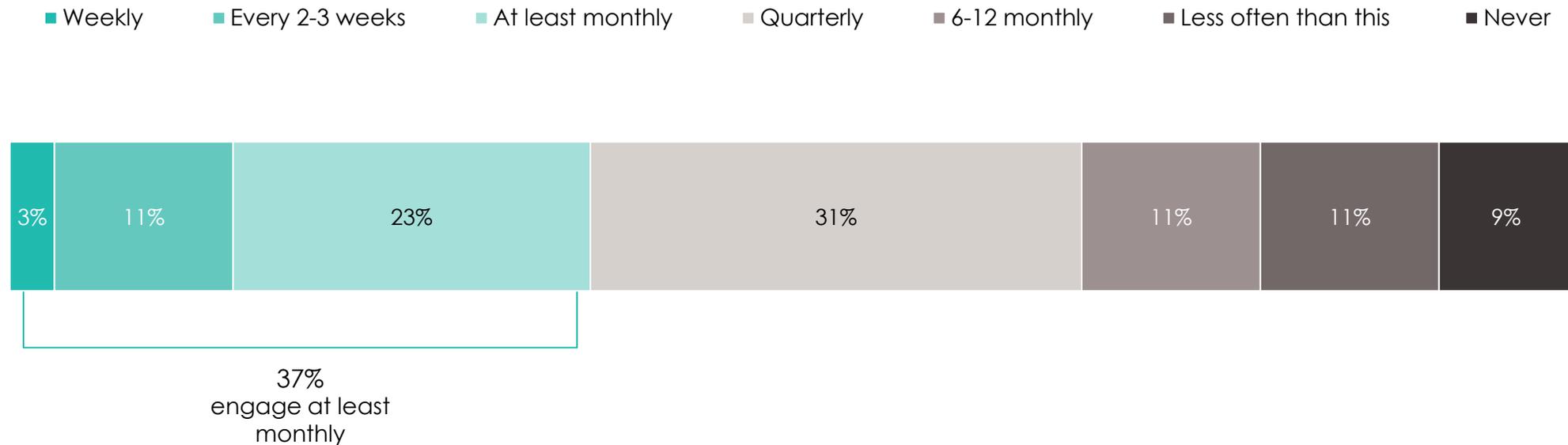
Source: Q16 - And, how likely are you to recommend Waihanga Ara Rau to others in the construction and infrastructure sector?

Base: Industry stakeholders who have interacted with Waihanga Ara Rau in the last year (n=22).

Notes: Caution small base sizes. Results should be interpreted with caution.

Just over a third of industry stakeholders say they engage with Waihanga Ara Rau at least monthly. A further third say they engage on a quarterly basis.

Engagement with Waihanga Ara Rau

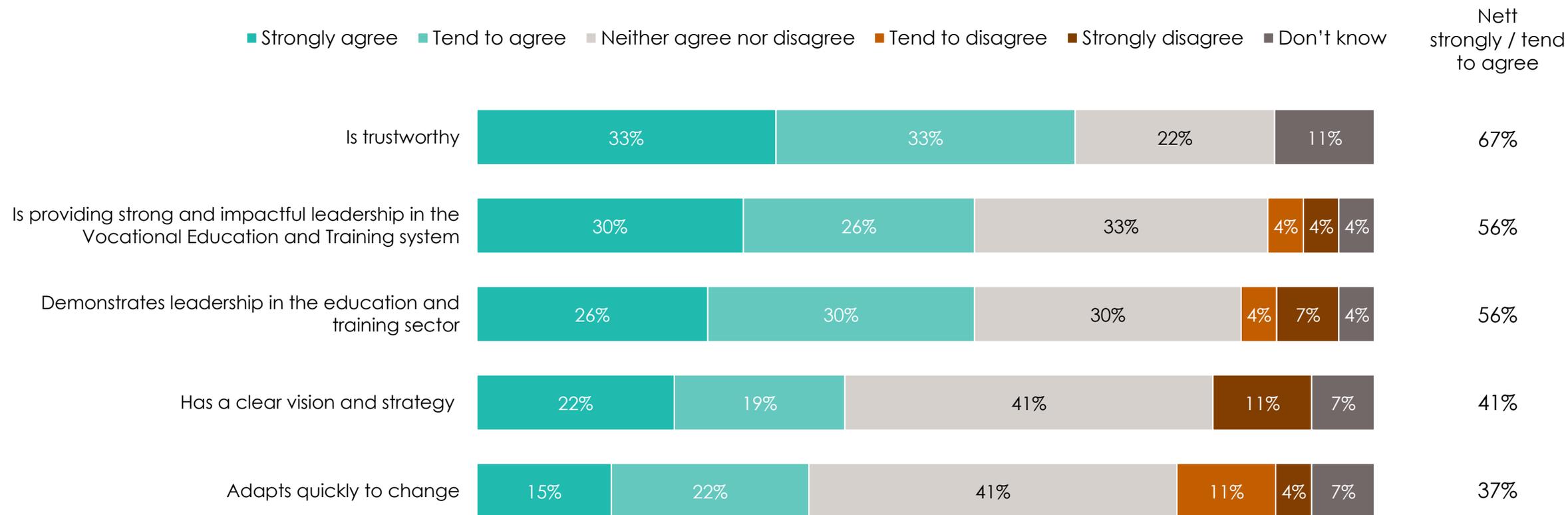


Source: Q2 - How often, if at all, do you have contact with Waihanga Ara Rau, the Construction and Infrastructure Workforce Development Council?

Base: Industry stakeholders who know about Waihanga Ara Rau (n=35).

More than half of industry stakeholders agree Waihanga Ara Rau is trustworthy and is providing and demonstrating strong leadership in the education and training sector. Measures around adaptability and strategy are not quite as strong.

Waihanga Ara Rau...



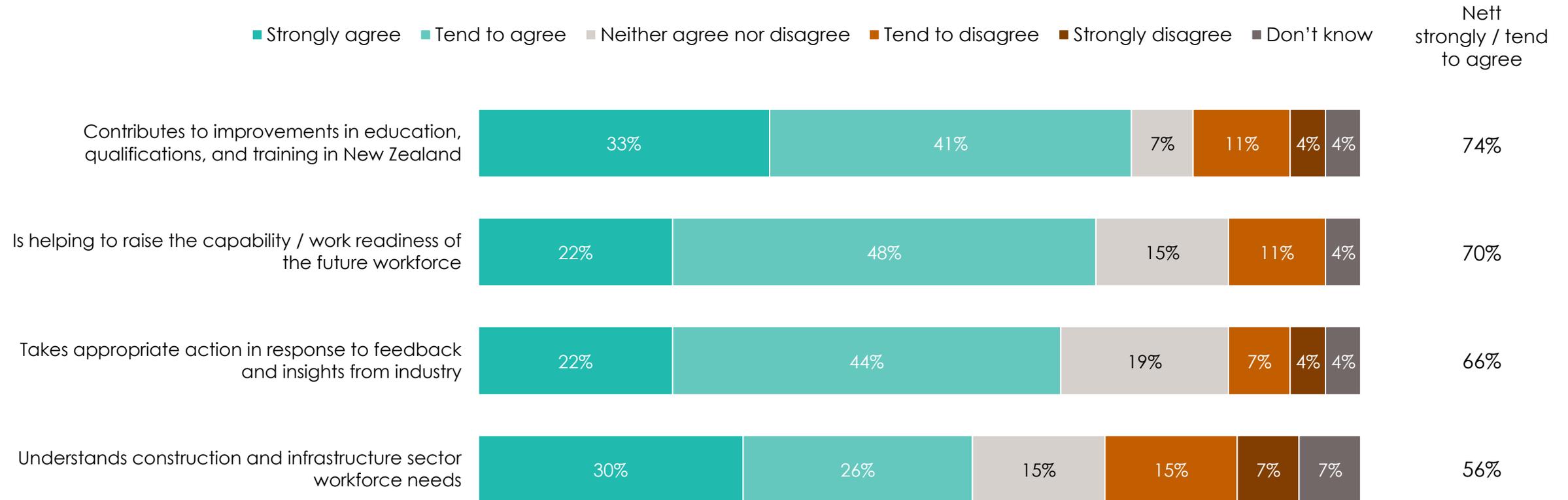
Source: Q14 - How much do you agree or disagree with the following statements about Waihanga Ara Rau ...? Waihanga Ara Rau ...

Base: Industry stakeholders with at least a little knowledge of Waihanga Ara Rau (n=27).

Note: * Caution small base sizes.

Most industry stakeholders agree Waihanga Ara Rau contributes to improvements in education, qualifications and training in New Zealand and is helping to raise capability of the future workforce. More than half agree that Waihanga Ara Rau takes appropriate action in response to feedback and insights from industry stakeholders.

Waihanga Ara Rau...



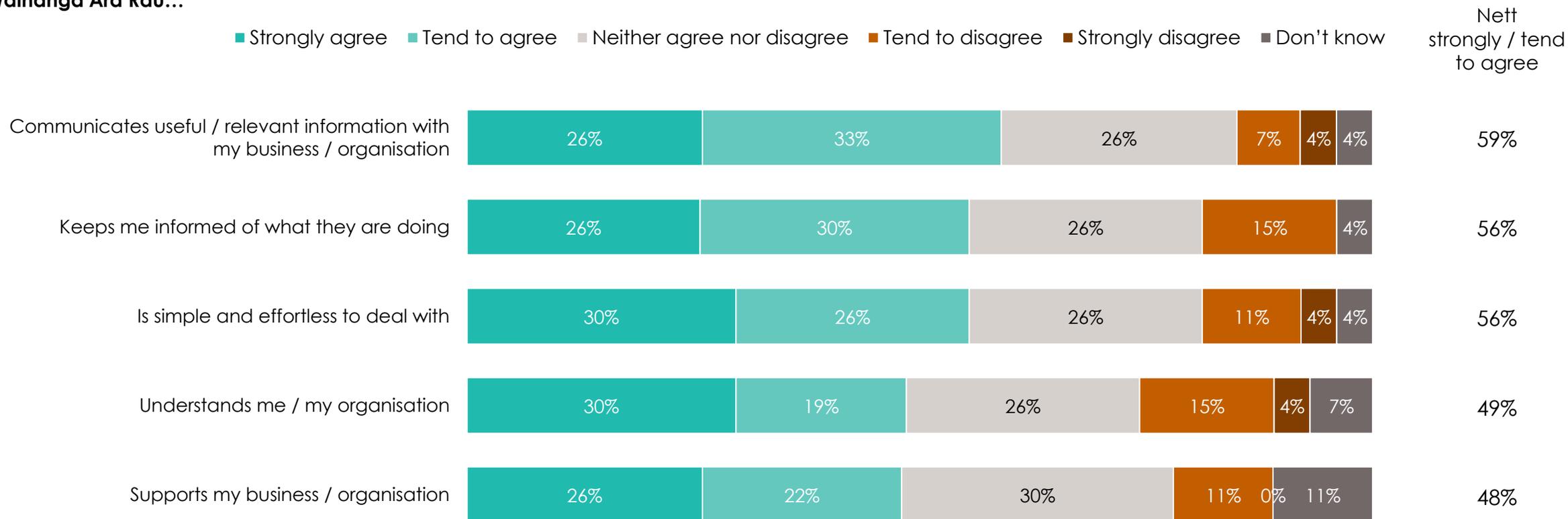
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Base: Industry stakeholders with at least a little knowledge of Waihanga Ara Rau (n=27).

Note: * Caution small base sizes.

Measures around Waihanga Ara Rau communicating with, engaging with, supporting, and understanding industry businesses tend to sit around 50% agreement.

Waihanga Ara Rau...



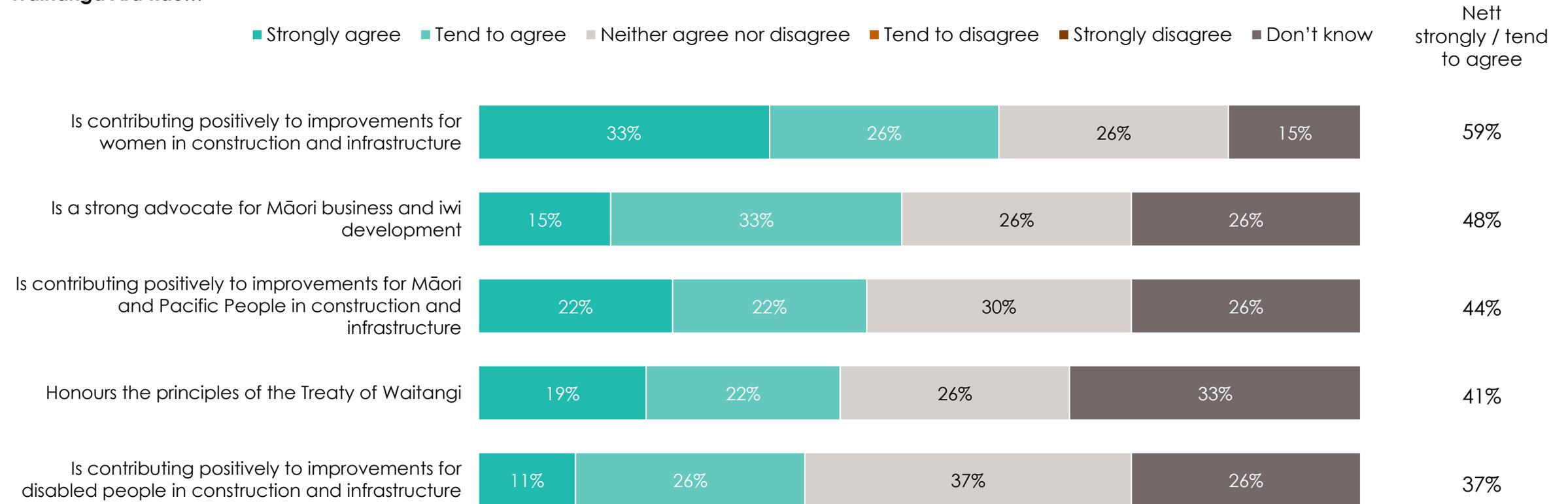
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Base: Industry stakeholders with at least a little knowledge of Waihanga Ara Rau (n=27).

Note: * Caution small base sizes.

Measures looking at perceptions around how Waihangara Ara Rau advocates for, and contributes to, industry improvements for minority groups generally site around or lower than 50%. However, this is due to many stakeholders saying they ‘don’t know’ as opposed to feelings of dissatisfaction.

Waihangara Ara Rau...



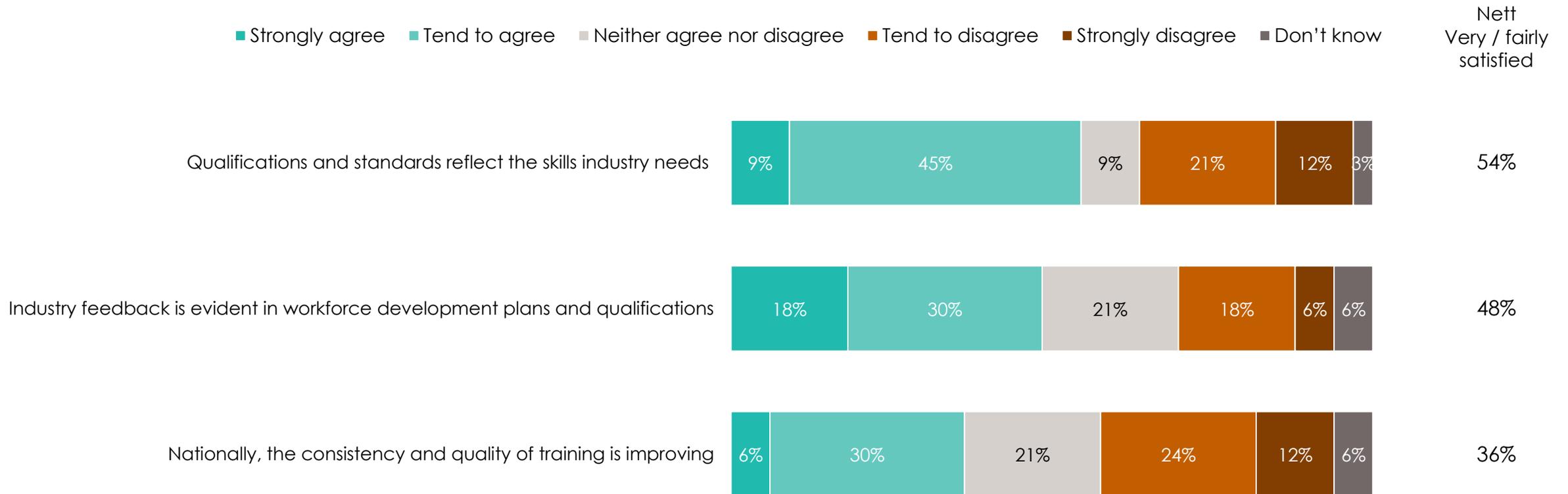
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Base: Industry stakeholders with at least a little knowledge of Waihangara Ara Rau (n=27).

Note: * Caution small base sizes.

More than half of industry stakeholders agree Waihanga Ara Rau provides qualifications and standards that reflect the skills industry needs. Less than half agree that industry feedback is evident in workforce development plans and qualifications. Just a third of industry stakeholders agree the consistency and quality of training is improving.

Workforce development in New Zealand



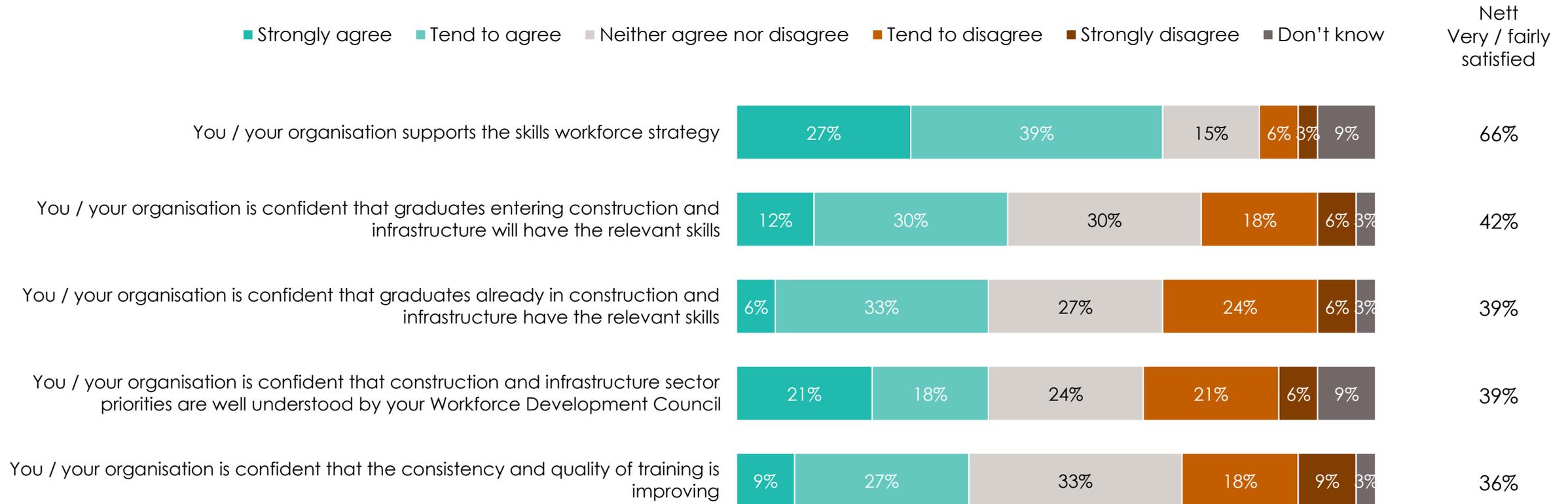
Source: Q17 - Now thinking more specifically about the workforce development in New Zealand for construction and infrastructure. Please tell us if you agree or disagree with the following statements ...?

Base: All industry stakeholders (n=33).

Note: * Caution small base sizes.

The majority of industry stakeholders say they support the skills workforce strategy. However, fewer than half are confident that graduates in or entering construction have the relevant skills, are confident that construction and infrastructure priorities are well understood, and that the consistency and quality of training is improving.

Workforce development in New Zealand



Source: Q17 - Now thinking more specifically about the workforce development in New Zealand for construction and infrastructure. Please tell us if you agree or disagree with the following statements ...?

Base: All industry stakeholders (n=33).

Note: * Caution small base sizes.



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