



Who we are

Muka Tangata is the voice of the food and fibre sector in vocational education and training (VET). We ensure that vocational education qualifications, programmes and delivery meet industry workforce skills needs.

- We develop qualifications, standards, and micro-credentials to make sure people in our sector have the skills they need for our industries.
- We ensure that the vocational education and training system delivers relevant and quality programmes that meet the diverse needs of employers, employees, and communities.
- We advise government on how much to spend on these qualifications, standards and programmes across vocational education and training.
- We work closely with Māori on ways that Māori businesses, employers, and learners can flourish in the food and fibre sector.

Why we exist

Muka Tangata exists because there are important skills and workforce challenges faced by our sector and industries, these include:

- skill and labour shortages, and productivity challenges;
- qualifications and programmes that don't meet industry and community needs;
- delivery approaches that don't fit with industry and community needs, and don't deliver good outcomes for learners; and,
- policy settings and investment that don't meet industry needs.

What we've heard and learnt

From our engagement with industry over the last year, and analysis of available statistics and reports, the following key themes have emerged:

- skill and labour shortages are endemic and won't be going away;
- the main positive demographic opportunities in our sector are for Māori and Pacific peoples - but the system is not currently set up for them to succeed;
- the numbers of people in formal vocational education in the food and fibre sector has been dropping for decades;
- employers, learners and even vocational education providers find formal vocational education inflexible, complex and hard to use; and that,
- the system doesn't currently work for the diverse needs of employers, learners, or iwi / hapū Māori.

What we are doing

Simplifying and improving speed to market

- **A New Approach to Learner Pathways:** Our publication, [A New Approach to Learner Pathways](#) has identified how we can simplify and reduce the complexity, and improve the useability and flexibility of qualifications, standards and micro-credentials. We will be using more standardised qualification sizes, simplifying standards, and fully stacking all qualifications with micro-credentials that create multiple entry and exit points.
- **Food and Fibre Skills Framework:** We are building a Food and Fibre Skills Framework to enable the creation of clear pathways between our qualifications and programmes, as well as supporting connections between the wide range of informal and non-formal learning that takes place in the food and fibre sector.
- **Qualifications Development Projects:** We are working on four major qualifications development projects in the **Seafood, Forestry, and Agricultural** industries, as well as looking at all of our **entry-level qualifications** at once. We are doing this in partnership with industry, iwi Māori and vocational education providers to develop qualifications, standards, micro-credentials, and programmes in parallel. This will mean that people can start learning in programmes a year after we start work, instead of several years later. Further projects will follow to implement [workforce development plan actions](#).
- **Targeted qualifications, standards and micro-credentials:** We are developing additional qualifications, standards, and micro-credentials in priority areas. We have already moved to create line retrieval standards in forestry, a new equine qualification, and micro-credentials in Horticulture (freshwater farm plans, leadership and line management), nutrient application in Agriculture, and entry-level and introductory packages in Forestry and Seafood.

Improving relevance, accessibility and quality

- **A new approach to quality:** Our publications [Te Whakatōnga](#) and the [External Moderation Review](#) set out how we are changing our approach to quality to focus on the whole programme, on learner outcomes, and on greater support for Māori and Pacific peoples' success in vocational education.
- **Programme endorsement and quality:** We are focussing programme endorsement work on meeting industry needs and improving outcomes for Māori, Pacific peoples and disabled people. We have a strong focus on improving pastoral care. Our new approach to quality focuses on the whole programme and overall learner outcomes, and moderation of standards supports this.
- **Provider workshops:** We are supporting food and fibre vocational education providers so they can deliver better outcomes for our learners, employers, iwi and hapū Māori. Our provider workshops have been well attended and received, and we see them making a difference in moderation outcomes.
- **Advice on funding and provision:** We have provided advice to the TEC and to vocational education providers on the skills and training needs of industry, including supporting more work-based learning; increasing funding for leaders and managers in industries such as Dairy, Forestry, Fruit, and Vegetables; targeting funding to address seasonal delivery requirements; funding for new qualifications and micro-credentials; and highlighting the impact of policy settings such as removing the eligibility for migrant visa holders for workplace training.

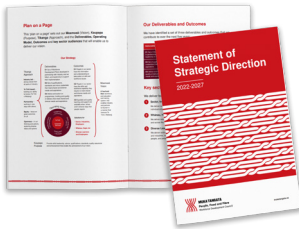
Delivering good and easily accessible information

- **Shared data platform:** We have developed, with our fellow WDCs, an online shared data platform so that we are all using common data and insights, and our industries and vocational education providers are all using common workforce skills information. We have published this data and analysis at www.workforceskills.nz.
- **14 industry workforce development plans online:** We have put our 14 industry-specific workforce development plans (WDPs) online at mukatangata.workforceskills.nz, so that everyone in our industries, and vocational education providers, are clear about our industries' skills needs and what actions are required to address them. Through our online plans, our industries, vocational education providers, and iwi Māori can track progress on these actions and participate in addressing them.
- **Māori and Pacific workforce development plans:** Supporting our industries to increase workforce participation by Māori and Pacific peoples is essential for the future of our sector. We are developing sector-wide workforce development plans for these two groups that complement our 14 industry plans and actions.
- **Skills forecasting:** Building on the shared data platform and the insights we have gathered from industry in building and implementing our workforce plans, we are now building models to help us and our industries forecast workforce skills needs. These forecasts will assist industry, iwi Māori, vocational education providers and government to make good business decisions and investments in future skills.

Removing barriers and complexity

- **WDP roadmap actions:** We have identified 86 actions across our 14 industries - including 6 sector-wide actions to address the workforce skills challenges identified by industry. We are working with our industries, iwi Māori and vocational education providers to implement these actions and remove barriers that prevent industries and communities having the workforce skills they need.
- **FOMA Māori workforce advisor:** We have embedded a team member inside the Federation of Māori Authorities (FOMA) who can work with Māori agribusinesses to help them address their skill and workforce needs.
- **Food and Fibre CoVE projects:** We have taken leadership roles in many Food and Fibre Centre of Vocational Excellence (CoVE) projects, including projects on residential and group training, non-formal and informal learning, secondary school transitions and food and fibre leadership development. We are using the outcomes of these projects to advance WDP roadmap actions.
- **Solving industry challenges:** We are working with our industries to solve complex workforce skills challenges. For example, we have worked with the Wool Harvesting industry to find a solution to the long-standing problem of training in that industry. We have agreed to work with the industry to develop four foundational micro-credentials to rebuild formal training in that industry.

Our publications



Statement of Strategic Direction 2022 - 2027

Sets out our deliverables and outcomes for the next 5 years, and our operating model to achieve that. [Read here](#).

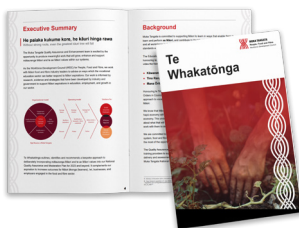
(Sep 2022)



A New Approach to Learner Pathways

Radical simplification of our qualifications, standards and micro-credentials. [Read here](#).

(Jan 2023)



Te Whakatōnga

Our new approach to incorporating mātauranga and te ao Māori into quality assurance - which plays a key part in our overall new approach to quality enhancement. [Read here](#).

(Feb 2023)



External Moderation Review

A review that underpins our shift towards a more holistic and supportive approach to quality assurance and working with our providers towards quality enhancement. [Read here](#).

(Feb 2023)



Whiria te Muka Tangata

This report highlights research that shows how a strong focus on Māori pedagogical approaches is central to the success of Māori learners. [Read here](#).

(Sep 2022)



Initial Sector Workforce Development Plan

The food and fibre workforce development plan provides an overview of the whole sector's workforce and skills issues. [Read here](#).

(Jun 2022)



Future of the Food and Fibre Workforce

This report collates the results of our discussions with 14 key industry groups in early 2022. [Read here](#).

(Jun 2022)

Our People



Jeremy Baker

Chief Executive

Jeremy leads a team of passionate professionals with extensive experience in the education, training, public, and primary sector organisations.



Moerangi Vercoe

(Ngāti Awa, Ngāti Whakauae)
Manukura

Moerangi advises and works with both the Council and Senior Leadership team on ways all staff can add value and commitment to honouring te Tiriti o Waitangi.



Craig Langdon

GM Qualifications and Standards

The Qualifications and Standards team creates pathways that reflect the current and future skills needs of our workforces, and develops credentials that recognise these skills needs.



Justine Stephen

GM Skills Leadership and Advice

The Skills Leadership and Advice team provides the research and analysis of the current and future needs of the food and fibre sector which support the future focused workforce development plans for our sector.



Lester Hoare

GM Quality Assurance and Enhancement

The Quality Assurance and Enhancement team monitor, engage and support providers to deliver high quality training and assessment to ākonga.



Mitzi Austin

GM Engagement and Partnerships

The Engagement and Partnerships team build relationships with people in our sector, including iwi, hapū, and whānau Māori, to understand their aspirations and challenges, and use this knowledge to inform industry specific workforce development plans.



Hina Davis

(Ngāti Koroki Kahukura, Ngāti Maniapoto, Waikato-Tainui)
GM Corporate Services

The Corporate Services team ensures that all our teams are able to deliver and meet the needs of industry, iwi Māori and learners.

Our Council



Erin Simpson, Chair
(Taranaki, Te Atiawa)
Horticulture



Kevin Ihaka, Deputy Chair
(Ngāti Kūhungunu)
Forestry



Antonia Lillii, Associate Director
Union, Pacific peoples



Bernadette Kelly
Farming, Health and Safety



Cathy Webb
Seafood



Cheyenne Wilson
(Ngāi Tūhoe, Ngāti Awa)
Dairy, Youth, Māori



Chris Flatt
Workers Union



Geoff Taylor
Dairy



Iani Nemani
Pacific peoples



Paul Crick
Sheep and Beef Farming



Renee Rooney
Dairy, Farming



Turi Ngatai, MNZM
(Ngāi te Rangi, Ngāti Ranginui)
Māori, Horticulture, Education