

ANNUAL INDUSTRY TRAINING SURVEY REPORT 2019

FOREWORD

It is with great delight that we are releasing the findings from the inaugural New Zealand Association for Training and Development (NZATD) Industry Training Survey conducted in February 2019. The survey was administered on behalf of NZATD by Dr Russell Wordsworth from the University of Canterbury Business School. It is a very exciting time in NZATD's history and signifies our continued commitment to leading the way in supporting people working in the training and development field and the organisations who employ them. Working in collaboration with UC has allowed us to generate a baseline of data of the T&D landscape in Aotearoa New Zealand. The report gives a valuable insight into the commitment organisations have towards staff T&D and allows NZATD to have a better understanding of the breadth of issues facing our members. From here, we can adapt our offerings to our membership and our contribution to the T&D community, The report which follows covers the scope, nature and quantum of training and development investments in New Zealand (NZ) organisations.



Executive Summary

In 2019, the New Zealand Association for Training and Development (NZATD) and the University of Canterbury (UC) collaborated to conduct the inaugural NZATD Industry Training Survey. The survey was adapted, with permission, from the annual survey conducted by *Training* magazine in the United States of America (US). The survey was distributed to NZATD members, their affiliates, database subscribers, and members of the Human Resources Institute for New Zealand (HRINZ). Participants completed the survey online. A total of 57 useable surveys were completed for analysis using SPSS.

Respondents worked in a variety of roles, with most being a Learning and Development/training Manager or Human Resource manager. They mostly worked in a large (100-999 employees) or very large organisation (1000+ employees) in all regions of NZ but the majority were based in Auckland, followed by Wellington. "Professional, scientific and technical service" and "Local or national government" were the most common employing organisations with "retail trade" and "wholesale trade" organisations having the lowest representation. The training departments of respondents recorded little change in numbers on the previous year and the teams generally had 5 or fewer

members. Over 70% of respondents reported content development and training facilitation was partially or completely outsourced. The respondents' organisations had on average a 13% of the workforce who identified as Māori or Pasifika. Over half respondents stated no members of the T&D team identified as Māori or Pasifika.

Many respondents did not provide financial data as requested in the survey but from those who did, an average annual training budget of \$900,000 was identified. Over half of respondents stated that 75% of all employees received training in the past year, compared to 15% of respondents who stated that half or less of all employees received training. An average of 33.5 hours of training were provided per employee. Nearly half of respondents reported an increase in their training budget, with an increase in learner numbers and increased training scope being the main reasons cited for the increase. 15% of respondents reported their budget was reducing, with lowering use of outside providers and fewer employees attending learning events, being the main reasons. Learning Management Systems (LMS) and online tools and systems were the two most identified costs in the T&D budget.

Compliance and mandatory training was the most common training topic and desktop application training the least. Projected increases in budget for the coming year were focussed on interpersonal skills and management/supervisory training with projected reductions in executive development and IT systems training. At nearly 50%, instructor led classroom style training remains the most common approach to training delivery in NZ, with blended learning being the next most common at 25% and more common in larger organisations. Social and mobile learning are still rarely used in NZ. 28% of organisations offered te Reo Māori courses to employees and 6 respondent stated a small percentage of their training was delivered in te Reo Māori. 2% of training sessions in the past year focussed on cultural awareness/biculturalism/treaty of Waitangi.

This report provides a clear baseline of data and identifies areas of similarity and difference in training content and spending priorities across NZ and in comparison to the US. As the inaugural survey, the ongoing collection of survey data will continue to inform organisations and T&D professionals.