

ACTION

Putting this into action for the Real Estate industry

Transformational change in the Service sector workforce will take time, but to achieve that change, we need to start taking action now. The following plan includes the key areas of focus, medium-term actions and short-term initiatives. These initiatives and actions can be thought of as individual threads that weave together to achieve workforce transformation.

	Māori succeeding as Māori	Attracting and retaining the future workforce
Actions Where we would like to be	<ul style="list-style-type: none"> ▲ Māori business and workforces have opportunities to connect. ▲ The Service sector and vocational education system understand and act on Māori perspectives of success. ▲ The vocational education system is shaped by a Mātauranga Māori lens. 	<ul style="list-style-type: none"> ▲ Enhance the availability and use of high-quality information about the Service sector ▲ Increase participation of Māori, Pacific People, Tāngata Whaikaha, and other groups. ▲ Promote the industry widely to a diverse range of potential ākonga and kaimahi. ▲ Organisations involved in workforce development work collaboratively and have well-defined roles.
Initiatives What we can do to get there Service sector initiatives	<ul style="list-style-type: none"> ▲ Establish and grow the Māori Service Sector Forum. (joint effort between Ringa Hora and Industry) ▲ Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations. (led by Ringa Hora) ▲ Te Kāhui Mātauranga Māori to provide Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches. (Joint Ringa Hora and Industry) 	<ul style="list-style-type: none"> ▲ Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040. (Ringa Hora) ▲ Amplify efforts to grow the participation of specific groups, such as Pasifika Navigators of Tomorrow or Jobs for Mums. (led by Industry) ▲ Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data. (led by Ringa Hora)
Real Estate Specific initiatives	<ul style="list-style-type: none"> ▲ Industry and WDC's to showcase successful Māori businesses/ role models in the industry to further attract Māori to the sector. ▲ Increase mentoring and networking opportunities, especially for Māori. Ensure that mentoring opportunities are culturally appropriate. 	<ul style="list-style-type: none"> ▲ Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's/ events. ▲ Develop content about a range of jobs for the TEC Careers Services to use in its products and services, such as the current website and its planned successor, Tahatū. ▲ Employers participate in the Inspiring the Futures programme with local schools. ▲ Industry to showcase successful businesses role models in the industry to attract priority groups. ▲ Explore alternative models for entry into the sector to attract a more diverse workforce that better reflects the communities they serve.

Developing broad skills for the future	Creating mana-uplifting jobs and opportunities
<ul style="list-style-type: none"> ▲ Vocational education and training are flexible and adaptable to industry needs. ▲ Workforces and businesses are well-prepared to adapt and innovate. ▲ Investment decisions are transparent and based on high quality advice. 	<ul style="list-style-type: none"> ▲ Workplaces are accessible and attractive to the current and future workforce. ▲ The workforce is recognised, valued, and safe. ▲ The range of roles is articulated and available. ▲ Learning and skills development support both upward and lateral progression.
<ul style="list-style-type: none"> ▲ Create a package of short, sharp, stackable credentials through Waihangatia te Āmua Ao Shaping the Future of Service Skills project. (led by Ringa Hora) ▲ Amplify efforts that support learning broad skills for the service sector, such as MBIE's Digital Boost initiative (joint effort between Ringa Hora and Industry). 	<ul style="list-style-type: none"> ▲ Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs. (led by Ringa Hora) ▲ Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works, Living Wage, and Rainbow Tick. (led by Industry)
<ul style="list-style-type: none"> ▲ Collaborative work between industry, government agencies, and Ringa Hora to: <ol style="list-style-type: none"> improve the transparency about vocational education and training funding, ensure high quality information is available to inform Government policy and investment decisions. ▲ Increase provision of digital literacy training for older workforce. ▲ Ensure Residential Property Managers are registered, trained and licenced in accordance with new regulations, and have skills to meet the needs of the increasingly diverse range of property models, including social housing. 	<ul style="list-style-type: none"> ▲ Improve transparency of pathways by mapping job roles to education, regulatory, licensing, or other relevant requirements. ▲ Identify and act on opportunities in qualification and workplace settings to facilitate alternative career pathways, such as the transition from residential property management to real estate agent and vice versa.

PROGRESS

Real Estate Workforce Action Plan

What has been delivered in the last 12 months

<p>Industry and WDC's to showcase successful Māori businesses/ role models in the industry to further attract Māori to the sector.</p>	<p>In February 2023, Ringa Hora worked with industry to re-launch a marketing project called Service100 to (a) Bring mana back to Service sector to highlight industry future through storytelling (b) Grow brand awareness to highlight what Ringa Hora can offer to industry (c) Grow engagement so we can channel voices from our sector into the vocational education system. Marketing material has been created to celebrate Ani Armstrong- Property Manager of the Year 2023 in Career.govt.nz</p>
<p>Increase mentoring and networking opportunities, especially for Māori. Ensure that mentoring opportunities are culturally appropriate.</p>	<p>Ongoing networking opportunities for participants at Conferences - however Māori participation at these events are low.</p>
<p>Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's/ events</p>	<p>Multiple events have been created to support communities into their first home and accessing Kainga Ora. This provided authentic opportunities for Pacific and Māori to see role models succeeding in Real Estate supporting their community.</p>
<p>Develop content about a range of jobs for the TEC Careers Services to use in its products and services, such as the current website and its planned successor, Tahatū</p>	<p>Ringa Hora went out to industry for feedback on multiple roles within the Real Estate sector. To understand if this is a good representation of their role and what else can be included. This information will help form as part of the Tahatū pilot. Ringa Hora sought feedback from the industry on multiple roles within the financial and advisory sector to understand if these roles are well-represented and what else can be included. This information will help form part of the Tahatū pilot.</p> <p>The Tahatū pilot project will gradually increase over the following months.</p>
<p>Industry to showcase successful businesses/ role models in the industry to attract priority groups.</p>	<p>Selected Industry practitioners have been selected. Follow up with Ivan Wongkee as another Real Estate Salesperson. Fred Ofa also identified as featured industry person in Property Management.</p>

What will be delivered in the next 18 months

Who is responsible?

<p>Connect with Marketing team to identify and continue to highlight Māori in Real Estate and Rental Services.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Networking opportunities at conferences. Potential Pacific and Māori network for Real Estate and Property Management.</p>	<p>Industry</p>
<p>Continuation of events to support communities into their homes will provide authentic opportunities for Pacific and Māori role models to their communities.</p> <p>Marketing pieces featuring local people in Real Estate, Property Management and Rental Services. Look at promoting these same people in their old schools etc.</p>	<p>Industry</p>
<p>Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. We have designed it to help those who do know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration.</p> <p>Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place.</p> <p>The change we are seeing in property managers moving to own their own property management franchises/businesses rather than moving to real estate salespeople - especially for Māori and Pacific workers. The key skills and drive for property managers call on people that love managing properties and engaging with people overtime. Real estate salespeople are more driven by short term contact with customers and financial property sales.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Follow up on 2023 actions and continue featuring successful role models for underrepresented communities.</p>	<p>Industry</p>

<p>Explore alternative models for entry into the sector to attract a more diverse workforce that better reflects the communities they serve</p>	<p>Career changers have reported the ease in being able to upskill into the Real Estate Industry, however, to ensure financial stability, practitioners often juggle multiple employment until Real Estate income has elevated.</p>
<p>Collaborative work between industry, government agencies, and Ringa Hora to</p> <ul style="list-style-type: none"> a. improve the transparency about vocational education and training funding b. ensure high quality information is available to inform Government policy and investment decisions. 	<p>There are fortnightly connect meetings with REINZ and Real Estate Authority to discuss any industry developments and how these organisations can work together on key strategic challenges.</p>
<p>Ensure Residential Property Managers are registered, trained and licenced in accordance with new regulations.</p>	<p>This has been put on hold after first reading in parliament (during the consultation period) and we look to see some movement in mid-2024.</p>
<p>Improve transparency of pathways by mapping job roles to education, regulatory, licencing, or other relevant requirements</p>	<p>Ringa Hora are connected with Real Estate Authority and REINZ to ensure mapping of roles were in line with NZ practice.</p>
<p>Identify and act on opportunities in qualification and workplace settings to facilitate alternative career pathways, such as the transition from residential property management to real estate agent and vice versa.</p>	<p>Ringa Hora went out to industry for feedback on multiple roles within the Real Estate sector. To understand if this is a good representation of their role and what else can be included. This information will help form as part of the Tahatū pilot. Ringa Hora sought feedback from the industry on multiple roles within the financial and advisory sector to understand if these roles are well-represented and what else can be included. This information will help form part of the Tahatū pilot.</p> <p>The Tahatū pilot project will gradually increase over the following months.</p> <p>The Tertiary Education Commission (TEC) have updated the Tahatū interactive careers website including real estate to provide a personalised experience to help people figure out what kind of work they might like to do, and how they can get there. Tahatū was released as a pilot to a small number of secondary schools on 2 April 2024. You can read more about our plans for this at Tahatū pilot.</p>

<p>Real Estate seen as a role that attracts the right people generally except for Pacific and Māori. Those who are Pacific and Māori have expressed interest to do things differently and are more protective of doing this together including disengagement from generic conferences etc. Potential to support Pacific/Māori networks in Real Estate and Property Management.</p> <p>Require more authentic opportunities for successful Pacific and Māori to be seen as successful role models in the industry who are open to mentoring those new to the industry</p>	<p>Joint Ringa Hora and Industry</p>
	<p>Ringa Hora</p>
<p>Businesses are responsible for ensuring compliance with any regulations. Ringa Hora to stay connected with Industry to identify any challenges experienced and support any gaps.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Work with Government agencies/industry/stakeholders to ensure these pathways are accurate and up to date on Careers NZ website. Currently Website refers to Real Estate agents and this terminology needs to be changed to Sales Person. Various income brackets should be visible to see how much you can earn as you move up to Principal owner.</p>	<p>Ringa Hora</p>
<p>Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. We have designed it to help those who do know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration.</p> <p>Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place.</p> <p>The change we are seeing in property managers moving to own their own property management franchises/businesses rather than moving to real estate salespeople - especially for Māori and Pacific workers. The key skills and drive for property managers call on people that love managing properties and engaging with people overtime. Real estate salespeople are more driven by short term contact with customers and financial property sales.</p> <p>Ringa Hora's Hidden gems project highlights and showcases the career and qualification pathways of people in the real estate industry.</p>	<p>Ringa Hora</p>