



1. Kellianne Lysaght's diploma in digital marketing allowed her to switch to an exciting new career. 2. Former truck driver Mike Woolley gained bachelor and master's degrees, as well as a new role in transport operations, after studying with Auckland Institute of Studies.

BRIGHTER FUTURES

Look forward to a brighter future through a private training establishment (PTE), specialists in foundation-level qualifications, diplomas, degrees and apprenticeships.

PEOPLE WHO MAKE the films you watch, run your business's digital marketing campaigns, make electricity work in your factory or office, maybe even those piloting your plane – chances are they studied with a private training establishment (PTE).

"There are almost 400 PTEs across New Zealand, providing high-quality learning and new career opportunities for thousands of people," says Wayne Dyer, chief executive of industry body Independent Tertiary Education NZ (ITENZ). "Many people don't know what PTEs are but they will very likely know or work with someone who studied through one."

Operating from hundreds of sites around New Zealand, PTEs provide a vast range of tertiary study subjects within the New Zealand Qualifications Framework. These include foundation-level qualifications, diplomas, degrees and apprenticeships. Etco, the country's largest provider of electrical apprenticeships, is a PTE.

Former truck driver Mike Woolley gained bachelor and master's degrees in information technology through Auckland Institute of Studies, one of New Zealand's largest independent degree-granting

institutions. He was named valedictorian, and awarded a Māori scholarship for his final year. His qualifications helped him move into a career in transport operations and he is planning to begin PhD studies.

"I faced a number of personal and study challenges during those five years," he says. "With the support of the head of programme and some of the other lecturers, I was able to work through the difficulties and ultimately succeed."

Being highly learner-centred is a strength of PTEs. They often have smaller classes than public institutions and work closely with employers, tailoring programmes to industry needs. Domestic PTE students fund learning in the same way as those attending polytech – such as through StudyLink – and many courses are fees-free. Many learners are already in work – "learning while they are earning" – often for a career change or career development.

The Government underlined how PTEs play a critical role in education following the reform of vocational education, and ITENZ already has memorandums of understanding with three of the new Workforce Development Councils.

Specialisation is another strength. Dave Johnston is industry liaison, lecturer and career advisor at SAE Creative Media Institute's Auckland campus. The international PTE has 50 campuses in 24 countries, offering diploma and degree programmes focused on providing students with the technical skills needed for careers in the audio, film and music sectors.

"The 'specialist' part is the key thing about PTEs," says Johnston. "We don't teach



music performance or acting, we focus on the technical creative end of production. PTEs can have that strong emphasis on connections with industry. Our people, from academics through to studio supervisors, are all also working in the industry, bringing that ongoing experience into the classroom."

Graduate Ben Williams is working across a range of projects, from making music videos for Universal Music to prop wrangling for leading YouTube sketch comedy professionals Viva La Dirt League. "I looked at other programmes but after attending the open day, my mind was made up," says Williams. "Others are very theory-based but at SAE you get theory and practical learning. Relationships are a critical part of it. There are small classes and no power dynamics. Lecturers are equal to you. You become a community and take that forward into the industry."

Former commercial fisherman Peter Maich, owner of Westport Deep Sea Fishing School, is passionate about equipping students for employment and careers, with industry-created NZQA-approved qualifications. The school is supported by major fishing companies, including Sanford, Sealord and Talley's. It offers pre-employment residential programmes and further training, including radio operator, skipper and marine engineer qualifications.

It has an almost 90 percent post-learning employment success rate and is one of the most successful pre-employment businesses in the country in terms of long term employment outcomes. Many students are eligible for fees-free training and up to 75 percent of learners are Māori, 30 percent are women and the biggest intake is from the Far North.

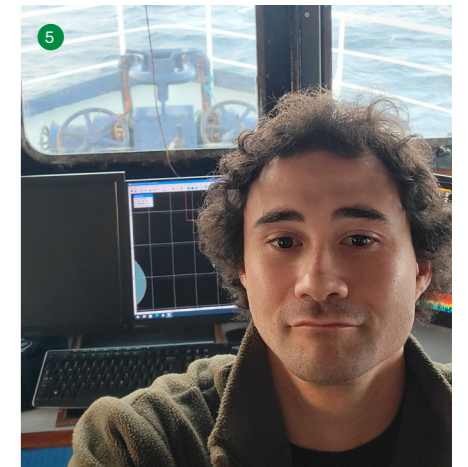
Petera Floyd Reweti-Manning (Ngāti Tūwharetoa) was a student in 2019 and went on to gain his advanced deckhand's licence. He has worked on longline vessels in the Antarctic and is currently working New Zealand waters trawling for scampi.

"For many of our students, it's a career that means they don't have to move away from their communities for work," says Maich. "They do our course and go straight into earning \$50-\$60,000pa. They are at sea for seven months of the year but home for five months, fully salaried – and it opens up a lot of career pathways."

Online learning is becoming increasingly important to meet the needs of learners. NZIE's digital marketing school offers programmes ranging from short courses to a Level 7 Diploma. All courses are co-created with industry and its classes



3. Ben Williams captures artist Kiki Rockwell on horseback for her music video, *Cup Runneth Over*. 4. Fruition Horticulture managing director Sandy Scarrow. 5. Former Westport Deep Sea Fishing School student Petera Floyd Reweti-Manning.



Operating from hundreds of sites around New Zealand, PTEs provide a vast range of tertiary study subjects.

are delivered live and online so students can study from anywhere in New Zealand.

Gaining a diploma in digital marketing enabled Christchurch-based Kellianne Lysaght to change careers. She went from working at a travel agency to becoming a certified digital marketer and now freelances for companies across New Zealand.

Fruition Horticulture provides expert consultancy to the horticulture sector. Its PTE arm delivers horticulture training programmes nationally, from short courses for seasonal workers to pre-employment programmes, Lincoln University's Level 5 Regional Diploma and its own Fruition Diploma in Horticulture Production at Level 6. "We are unique in also being consultants to growers and organisations in the sector," says managing director Sandy

Scarrow. "We sit within the New Zealand qualifications framework, but having a deep understanding of the industry's needs, we can tailor our programmes to ensure they are meaningful to the industry."

"Students may not have been successful at school and we provide a different type of learning, with work experience, that helps build confidence and self-leadership skills to the point where they can engage in employment. We had one school leaver with no concept of what he wanted to do. The aim was to get him work in the kiwifruit sector. The tutor really stuck with him, to motivate him to get his qualifications. His mother told us, 'This is the best thing that has happened to my boy.'"

For more details on PTEs and the extensive range of learning programmes they provide, see itenz.co.nz. For information on individual courses contact PTEs directly.

