

Careerforce 2024 Annual Employer Survey

Findings and Actions
May 2025



Kia ora

When we first launched our annual employer survey in 2017, we received a benchmark satisfaction score of 7.1 out of 10. Alongside that score came clear and candid feedback, highlighting areas where we needed to do better. We took that feedback seriously, set a new target of 7.5, and were proud to reach it in 2020. At that point, we raised the bar again — this time aiming for a score of 8.0.

It has often been said that insanity is doing the same thing over and over and expecting different results. The same principle applies to improving employer satisfaction — meaningful progress requires us to do things differently.

Your feedback enables this change. And this year, we're delighted to report that we've reached our revised target score of 8.0. This isn't a fluke, nor is it the result of luck. It reflects a steady upward trend since this survey began — and, more importantly, it reflects our commitment to listening, learning, and acting.

While we're genuinely proud of this year's result, we never take your satisfaction for granted. In this report, we not only share the headline results and key themes, but also the concrete actions we're taking in response. Because that's what drives further improvement — and that's how we'll aim even higher in our ninth annual survey later in 2025.

Ngā mihi

Rod Bentham

Executive Director
Careerforce



Survey background

Careerforce supports workplace-based training across the health, mental health, aged residential care, disability, social services, home and community support, youth work, cleaning and urban pest management industries. Over 2024, we worked with over 2,000 employers and nearly 15,000 learners nationwide, supporting the achievement of New Zealand Qualifications Authority (NZQA) approved qualifications.

We are industry driven, seeking to understand and meet the workforce development needs, in order to improve the health and wellbeing of New Zealanders.

This research was first commissioned in 2017 to provide a benchmark for measuring Careerforce's performance from an employer perspective on an annual basis. The aim of the research is to gather feedback that can help identify Careerforce's strengths and areas where improvements can be made at operational/delivery and strategic levels. Careerforce is committed to improving services and programmes, and the research findings provide valuable feedback that we can respond to.

The 2024 survey represented its eighth iteration and allows us to see any trends emerging over time.

Survey methodology

Research company Carte Blanche conducted this research on behalf of Careerforce. The research is longitudinal in nature, allowing Careerforce to monitor employer satisfaction over time.

This eighth annual survey was carried out over Nov/Dec 2024. We received a great response rate with 476 survey completions, nearly double the responses from the inaugural survey back in 2017.

Year	Number of employers who completed all survey questions	Maximum margin of error at the 95% confidence level
2024	476	+/- 3.9%
2023	536	+/- 3.8%
2022	284	+/- 5.0%
2021	489	+/- 3.9%
2020	434	+/- 4.2%
2019	433	+/- 4.2%
2018	423	+/- 4.3%
2017	242	+/- 5.8%

We received a great response rate with 476 survey completions, nearly double the responses from the inaugural survey back in 2017

Key findings

- Overall employer satisfaction has steadily increased across the seven years the survey has been running, and with a new record level of satisfaction for 2024 of 8.0 (out of 10).
- Inaugural Net Promoter Score (NPS) of +38. Any score above zero is considered 'good' (more 'promoters' than 'detractors'), and the benchmark score for tertiary education in New Zealand for 2024 was +22.
- 476 survey completions, nearly double the level of completions from the inaugural survey in 2017.
- Our programmes remain highly relevant, with 93% of employers saying they meet or exceed their needs (just 2.6% say they 'do not meet')
- 90% of employers feel that our programme assessments match workplace requirements (just 2.4% feel they 'do not meet')
- Satisfaction with Careerforce functions/roles stable with previous years, with our Workplace Advisors and Learning Engagement Advisors receiving the highest level of satisfaction (4.5/5).
- Satisfaction with our technology services/platforms also largely stable with previous years. Satisfaction with Aka Toi, our online learning platform has

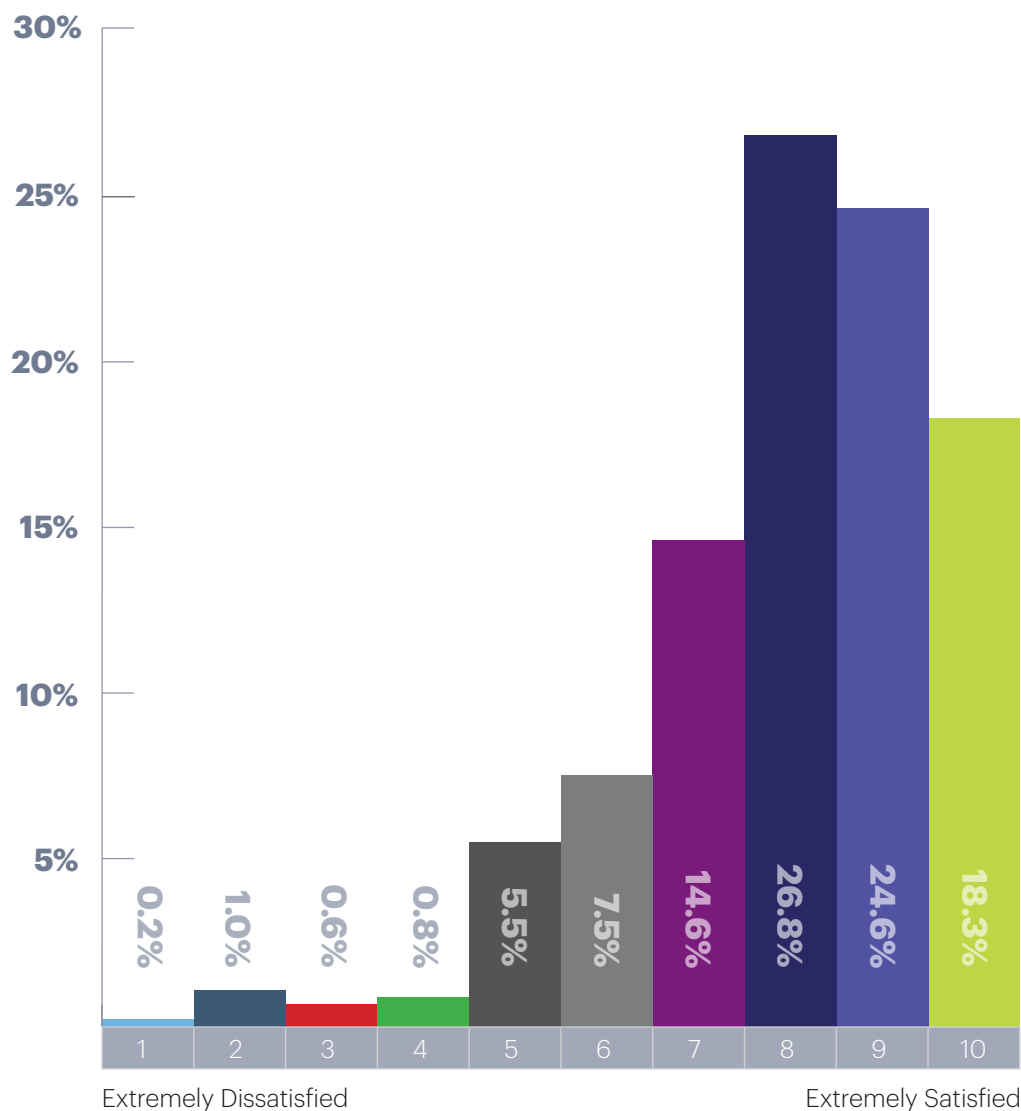
steadily improved over the years, from 3.6 (out of 5) in 2017 to 4.2 in 2024.

- Satisfaction with our communications and engagement also stable with previous years.
- Insufficient English language skills steadily increasing as a barrier to learner completion, and now the second most significant barrier.
- Lack of time remains the most significant barrier, consistent with feedback from learner surveys. While employers feel that providing dedicated study time is the second most effective strategy in ensuring successful training commencement, just 7% of employers actually provide dedicated trainee study time.
- Insufficient funding/resources and government policy changes are the most significant challenges facing our employers over the next 12 months. Lack of staff has reduced substantially as a challenge, from 22% of employers in 2022 to just 9% in 2024.
- Less employers than previous years expect their training needs to increase over the next 12 months, with a significant jump in 'unsure' responses, likely attributable to funding challenges and government policy changes.



Overall satisfaction 2024

Most employers continue to be satisfied with their relationship with Careerforce. Average rating is 8.0 out of 10, a record result.

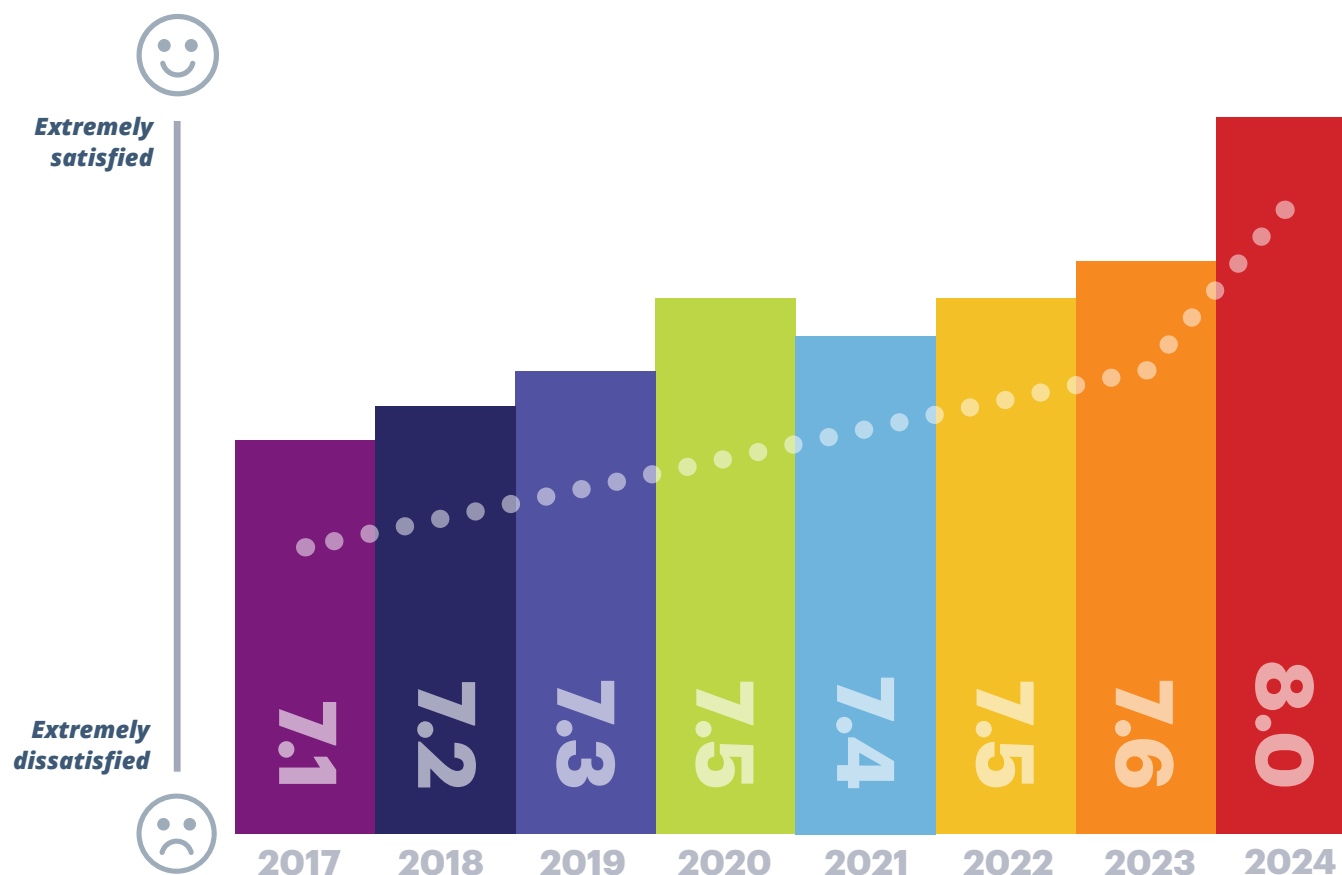


“Our learning environment has not always been the best or encouraged. Going back to Careerforce and actively engaging with workers has been an overwhelmingly positive experience for all involved, especially our staff. Confidence is contagious so when one of them succeeds, it encourages others to either give it a go or do just as well. Our business is better for it !”

Average rating is
8 out of 10.
A record result.

Overall satisfaction has steadily increased (2017 – 2024)

Overall employer satisfaction has steadily increased across the eight years the survey has been running, from 7.1 in 2017, to a record result of 8.0 in 2024. Employers' average (mean) satisfaction is shown in the following graph as a rating out of 10.



“We have had huge success with our relationship with Careerforce this year on the whole. I wish to commend you that during a year of significant flux for you, your service delivery and quality has been so solid. Thank you!”

“Their unwavering commitment to providing exceptional support and guidance has been instrumental in helping our organization meet its workforce development goals. Careerforce consistently delivers high-quality training programmes that are tailored to the practical needs of the workplace, ensuring that learners gain skills and confidence directly applicable to their roles.”

Net Promoter Score

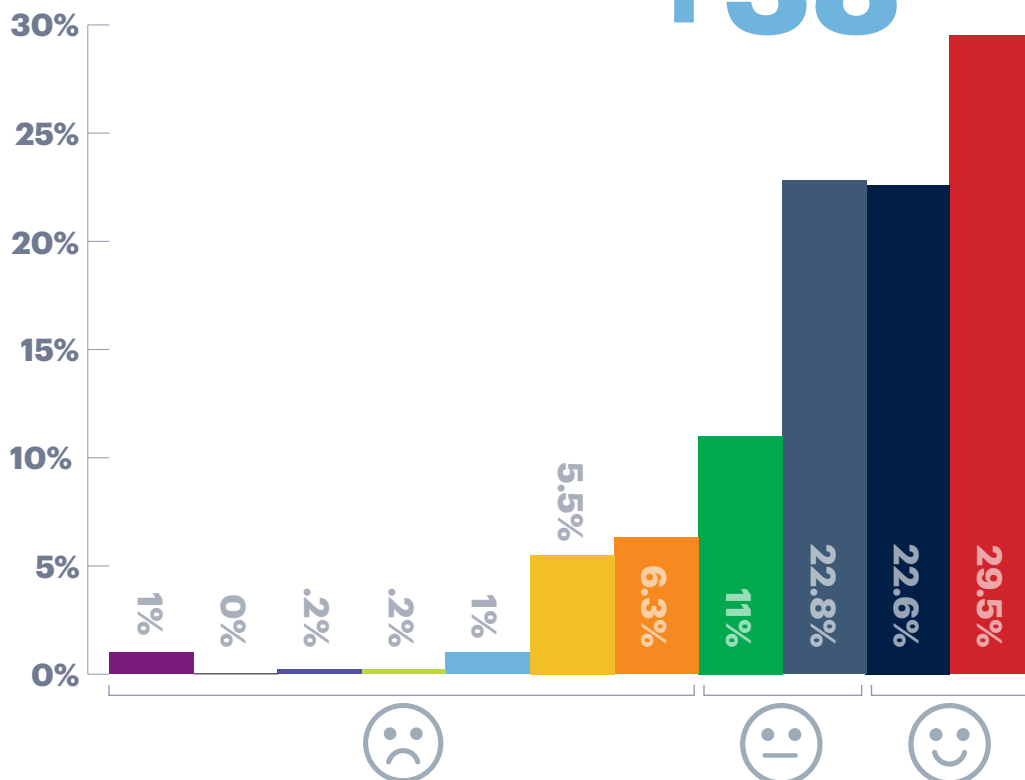
In the 2024 survey, Careerforce asked a Net Promoter Score (NPS) question for the first time. NPS measures customer satisfaction and the likelihood of a person recommending a business, product, or service to others.

The NPS score is calculated by subtracting the 'detractors' from 'promoters'.

Any score above zero is good (more promoters than detractors), and the benchmark score for tertiary education for 2024 was +22.

Employers are nearly four times more likely to recommend us to others than not (52% are 'promoters' and 14% are 'detractors').

Careerforce 2024 NPS = +38

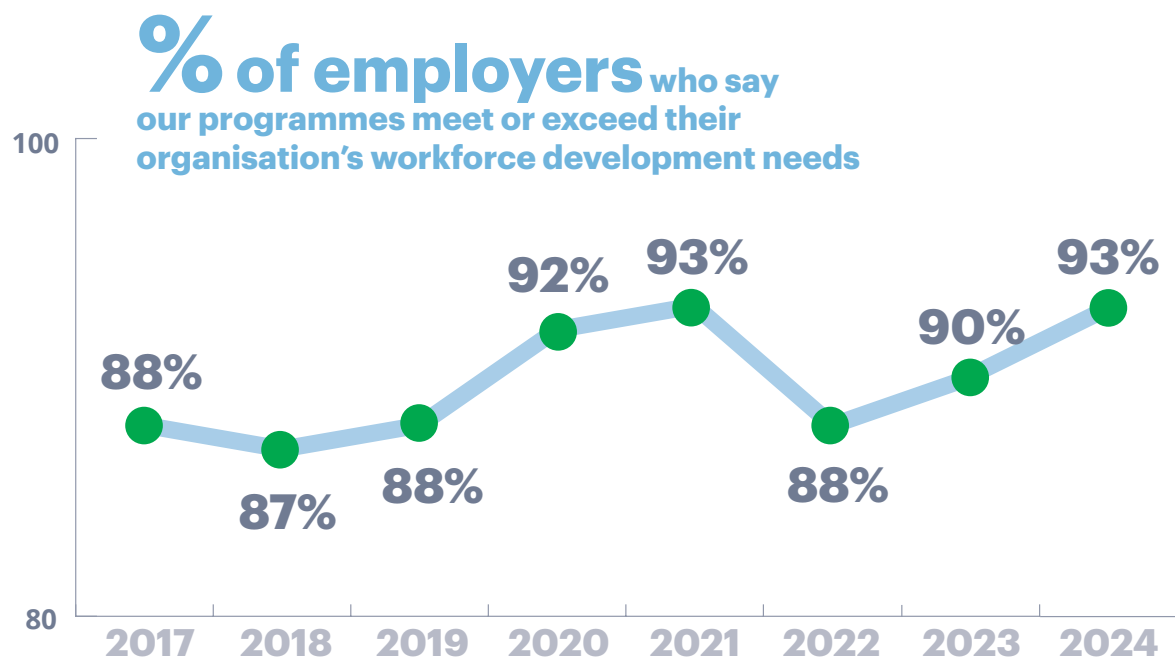


"You are doing a wonderful job in some trying times for your organisation. You have not missed a beat, and I have loved it, and continue to grow as a kaiwhakaako and ākonga! Thank you! Keep up the great work."

"We are very pleased with Careerforce and would recommend them to anybody who needs to do the learning."

Programme relevance

93% of employers say our programmes meet or exceed their workforce development needs. This has generally trended upwards since survey inception in 2017, and a reflection of the improvements made to our programmes across this period. Just 2.6% say Careerforce programmes 'do not meet' their needs.



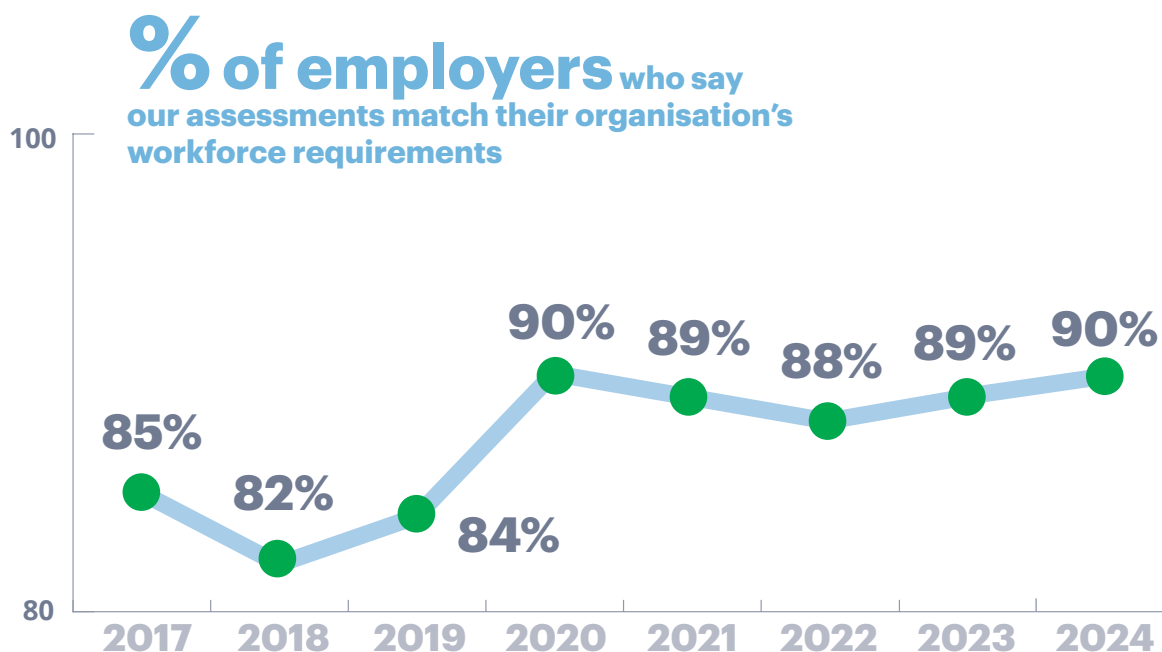
"The programmes provided by Careerforce and support given is outstanding. Our kaimahi feel empowered and someone is always available to help which has been key to our kaimahi achieving with whatever training they are doing with Careerforce."

"Careerforce for us, provide programmes that support the learnings for our staff, and it is easy to access. A 'One Stop Shop'."

"Careerforce training programmes are exceptionally well-aligned with our workforce development needs. They consistently deliver high-quality, relevant training that supports our organization's growth and enhances the skills and capabilities of our team."

Programme assessments

90% of our employers say assessments in our programmes match their workplace requirements. As with programme relevance, this has generally trended upwards since survey inception in 2017, and again, a reflection of the improvements made to our programme assessments across this period (for example, reducing assessment duplication, and focus on the use of plain English). Just 2.4% say they do not match workplace requirements.



"The assessments in Careerforce training programmes are exceptionally well-designed, aligning seamlessly with workplace requirements. They effectively reinforce practical skills and knowledge, ensuring learners are well-prepared to excel in their roles."

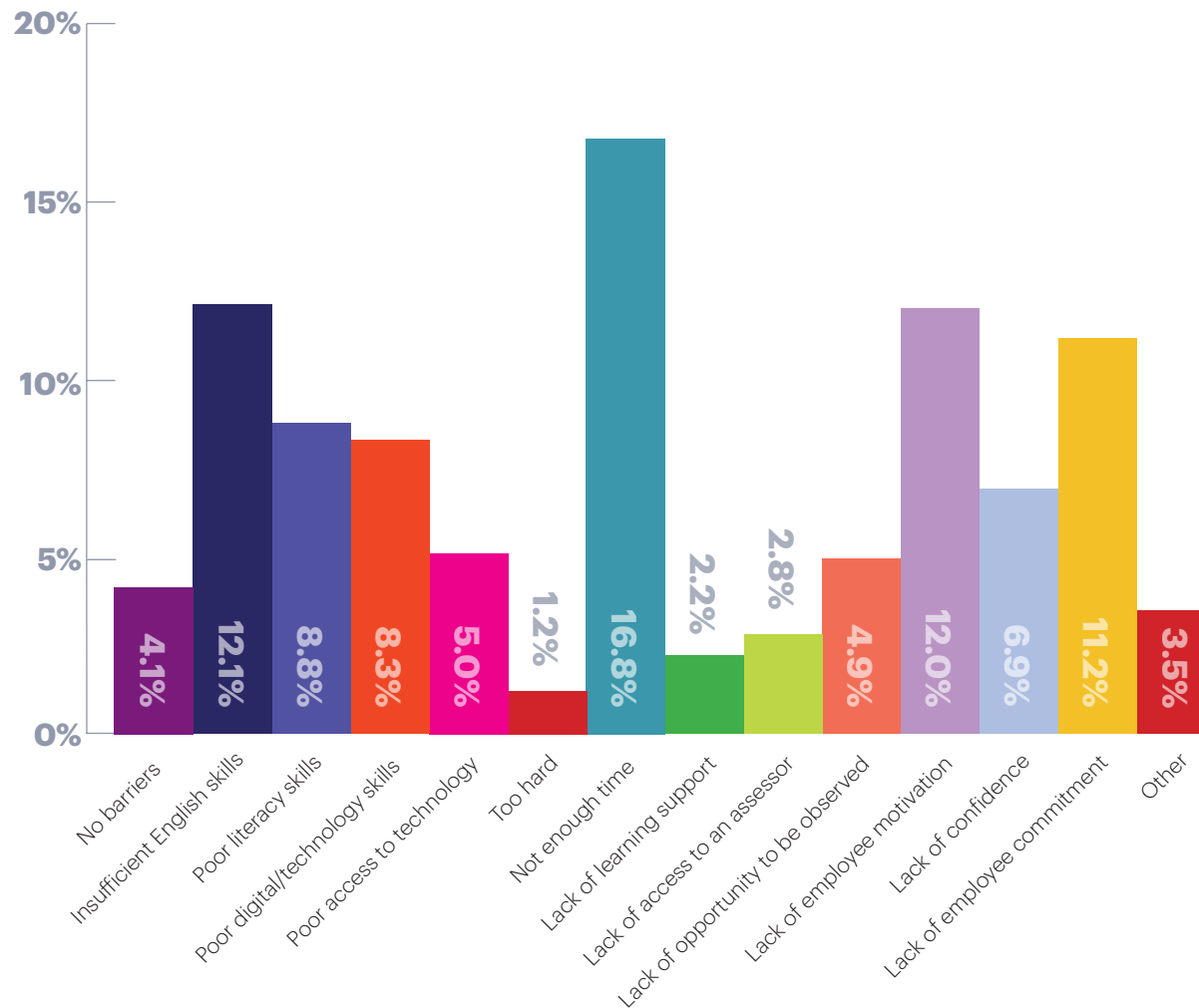
"Assessments align perfectly with the service we want to be offering, and increase the high standards."

"Very appropriate and practicable for our kaimahi and our mahi we do."

"Encourages more critical thinking from the learners."

Barriers to completing training

'Not enough time' has consistently been the most significant barrier, and this remains the case in 2024. However, 'insufficient English language skills' has progressively climbed across the years, and now the second greatest barrier, with 'lack of employee motivation' seen as the third greatest barrier.



"The nature of the work and the roster means that there is very little 'left in the tank' at the end of your work day, there is also very limited non-contact time during the work day."

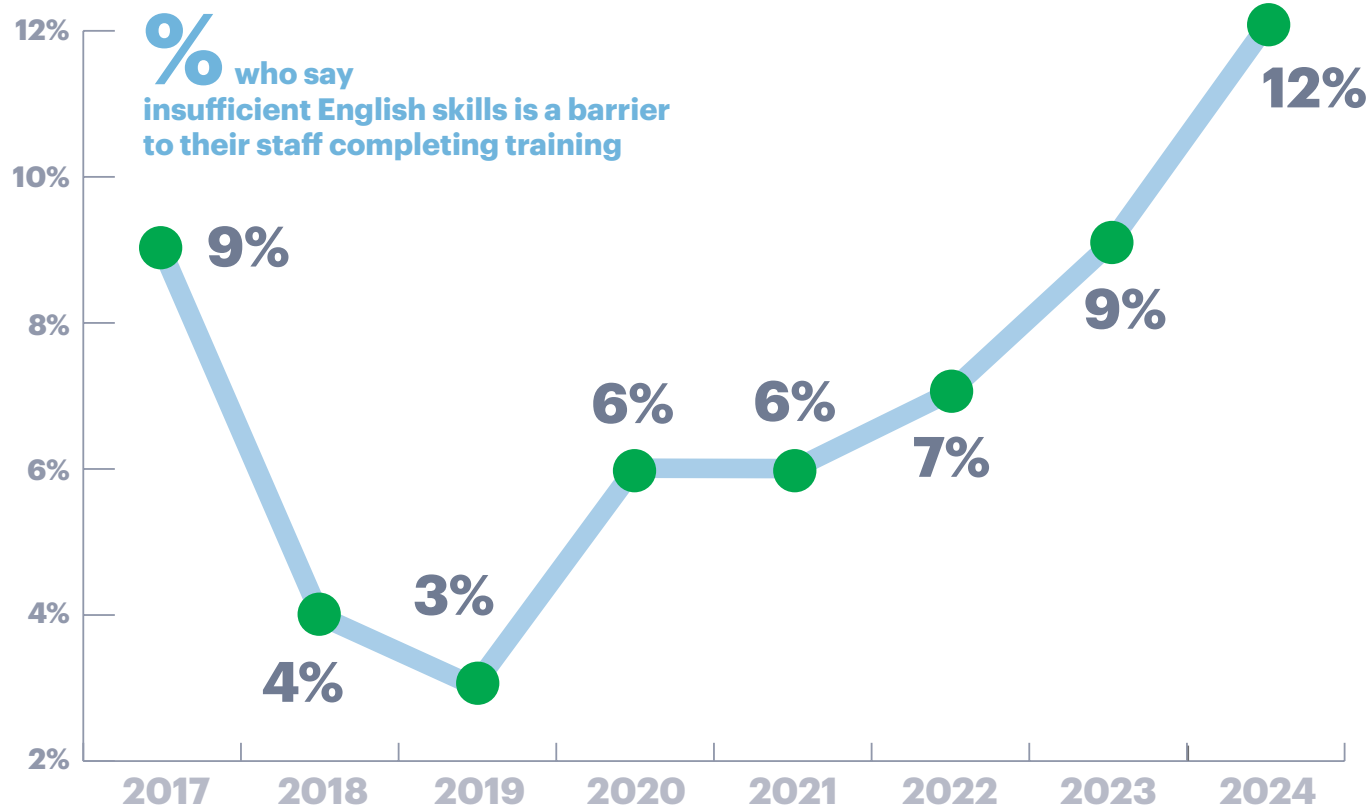
"Encouraging kaimahi to study can be hard at times this comes down to confidence, time management and prioritizing outside commitments."

"They are just hesitant to start, probably not confident with their English literacy."

"The only barrier is finding and committing the time to their studies which sometimes is hard to juggle with personal and work lives."

Barriers to completing training (cont'd)

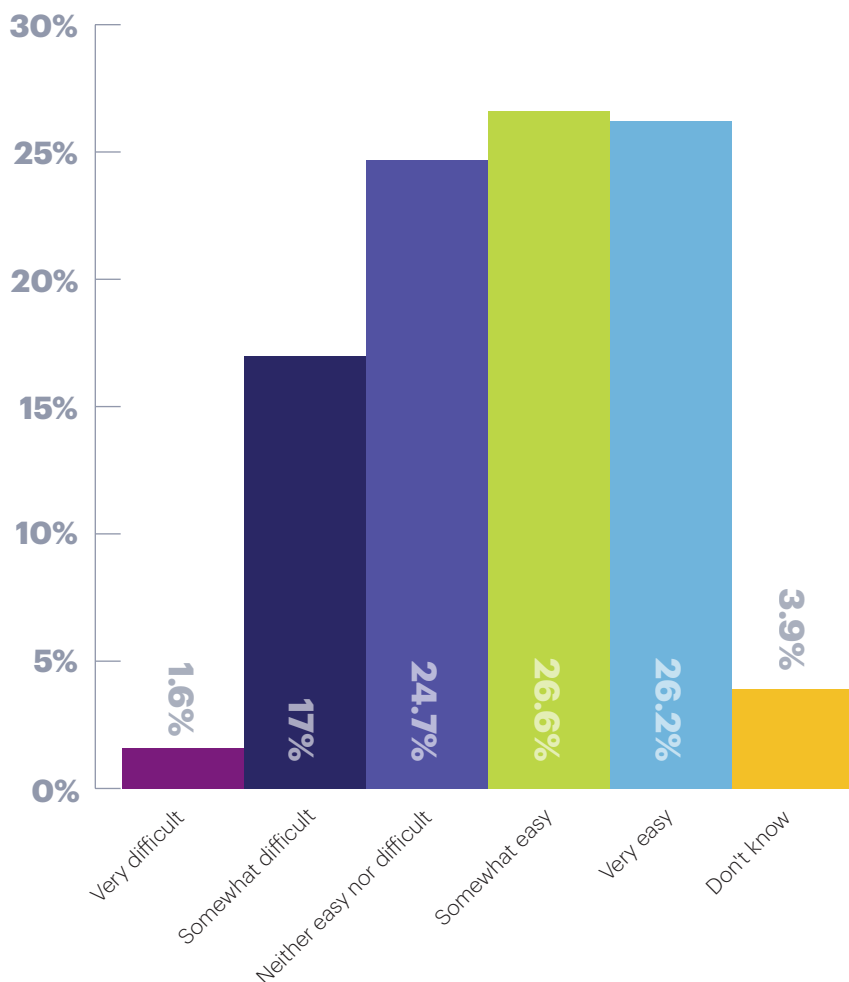
**Insufficient
English skills has
risen as a barrier.**



**“Staff with English as
a second language
sometimes lack the
confidence to reach out.”**

Commencing training – ease of getting started

Over half of respondents (53%) think it is somewhat or very easy for staff to get started on a training programme. Just under one-in-five (19%) think it is somewhat or very difficult.



“It’s the first time that makes them somewhat nervous and they find it a bit hard. Then once they are on it, they love it.”

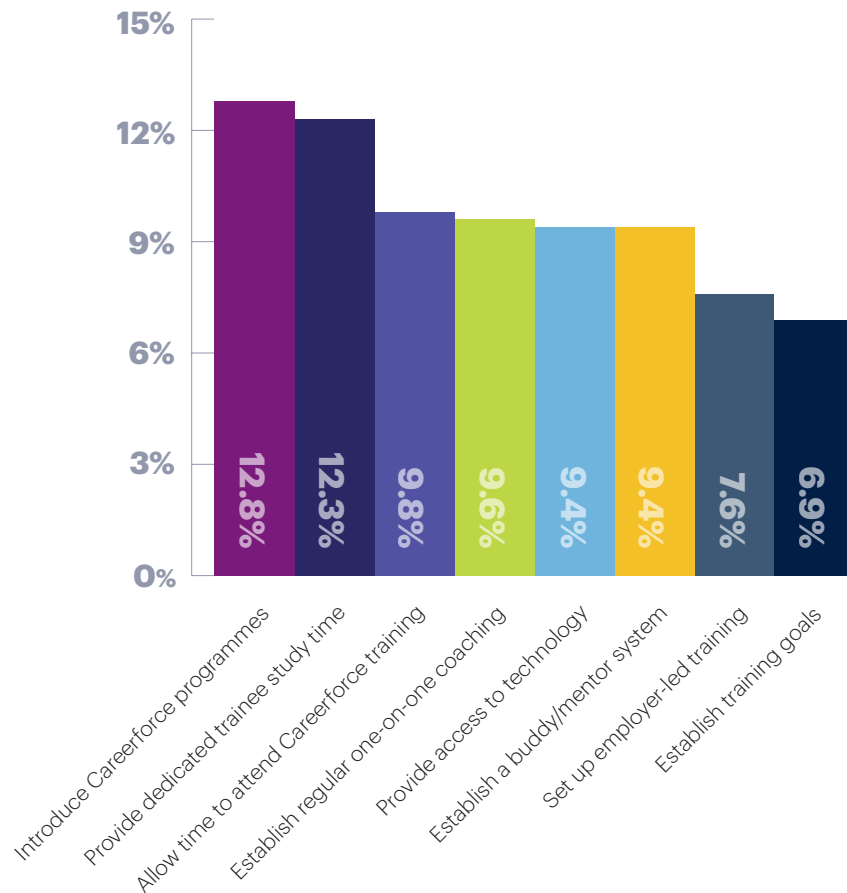
“Staff member needed a lot of encouragement and support to get started, and to continue their journey.”

“Careerforce has made the onboarding process for learners straightforward and efficient. From the start, learners receive clear guidance on how to enroll in their desired program, with well-organised steps to ensure they know what's required and what to expect. Careerforce’s streamlined processes allow learners to quickly access their training and focus on developing essential skills without unnecessary delays.”

Commencing training – most effective initiatives

Top three most effective activities to support learners as they commence their training:

1. Introducing Careerforce training programmes and how they work
2. Providing dedicated time to study
3. Allowing time to attend Careerforce training sessions



“When our apprentice returns to work after a training session with her peers, she is super-charged about what she has learnt and how it applies to her mahi.”

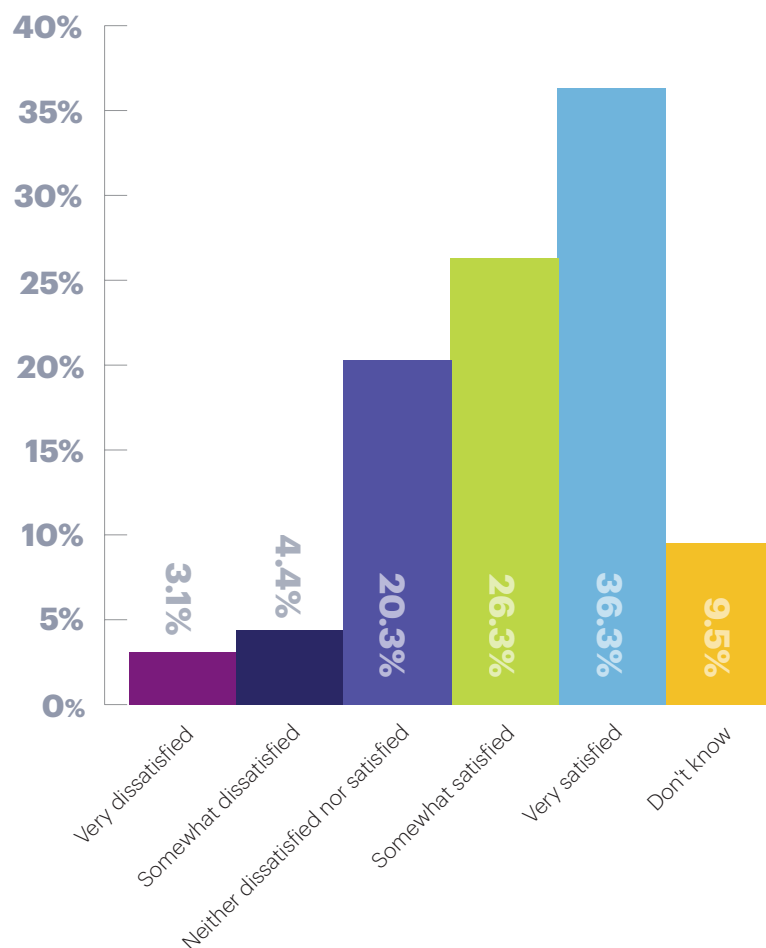
“Our organisation supports professional development and time is given to complete study in work.”

“Staff are paid to attend training and complete assessments on site at our office premises during training hours.”

“We introduce the staff from induction and at every refresher training. Our L&D facilitators are extremely helpful in directing staff to the modules. We are passionate about ensuring the team have every opportunity for personal growth and learning as this enhances their competencies and confidence, job satisfaction and great client outcomes.”

Commencing training – satisfaction with support from Careerforce

The majority of employers are satisfied with the initial support Careerforce provides to learners, with just 7% dissatisfied.



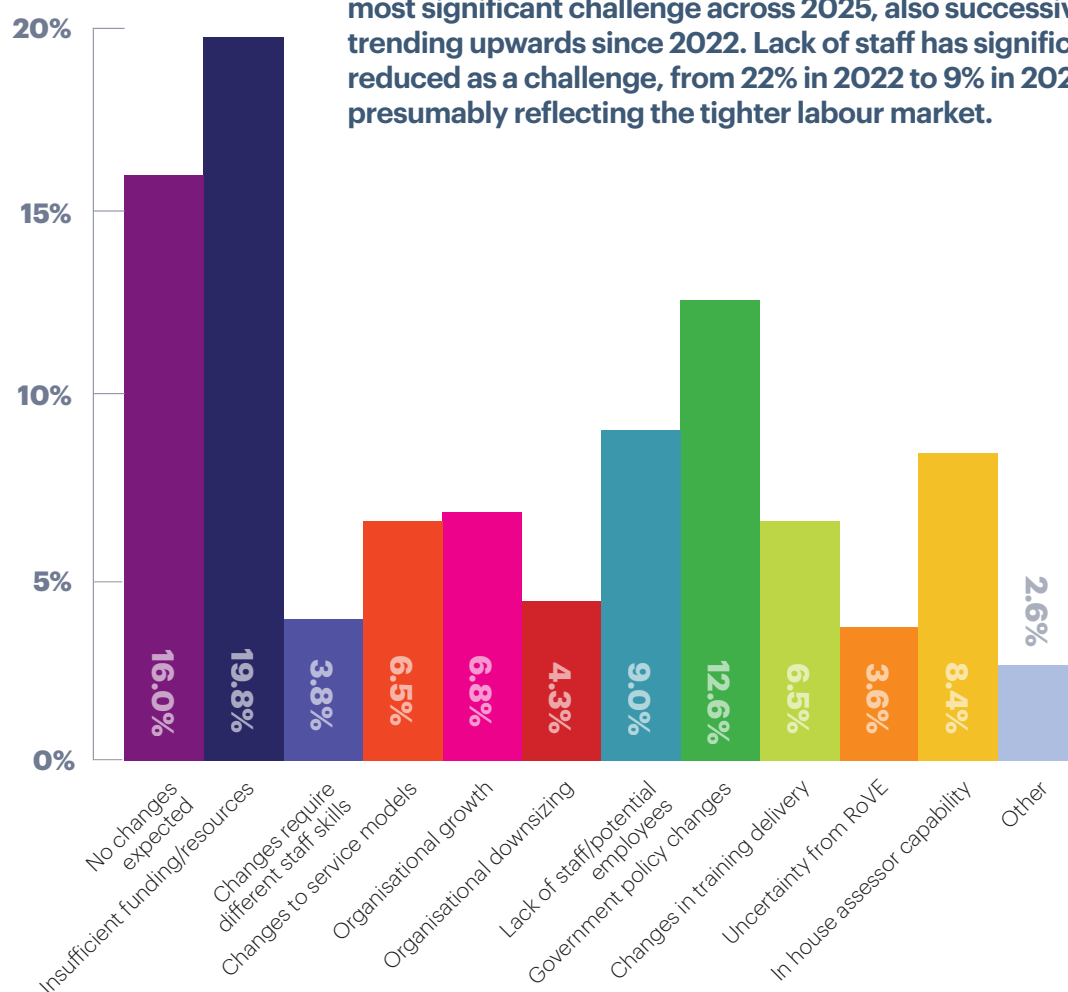
“Our staff are very excited firstly that they can do their study, and the access to support from Careerforce is excellent.”

“Careerforce provides clear and detailed guidance about the training programme, helping learners understand expectations and processes.”

“We are very satisfied with the level of support Careerforce provides to our learners. Their commitment to offering guidance and resources throughout each stage of the training journey ensures our kaimahi feel confident, supported, and empowered to succeed. Careerforce’s proactive communication, accessible learning materials, and responsive assistance make a significant difference in helping learners stay engaged and motivated”

Challenges/changes facing organisational training

The most significant challenge employers will face over the next 12 months continues to be insufficient funding/resources (20%) which has trended upwards since 2021. Government policy changes are expected to be the second most significant challenge across 2025, also successively trending upwards since 2022. Lack of staff has significantly reduced as a challenge, from 22% in 2022 to 9% in 2024, presumably reflecting the tighter labour market.



“Funding has stopped for our team, so I’m not sure what’s happening, but funding is the biggest issue for us.”

“With a change in the funding this has limited our staff’s ability to advance their career as we need to seriously consider which staff member would benefit the most from the training opportunity...”

- Top three:**
- Insufficient funding/resources
 - Government policy changes
 - Lack of staff/potential

Next 12 months training requirements

77% of employers predict that their training requirements will either increase or stay the same over the next 12 months. While just 5% expected their training needs to decrease, there has been a significant increase in those who are unsure (to 17%), perhaps reflective of the current challenging operating environment.



"In our industry, legislation changes frequently, which means continuous staff training."

"The requirements of the clients staying at home in the community are becoming more complex which in turn [means] the support workers need enhanced training to manage these clients."

"We seem to be having a lot of more experienced staff leaving so we will move towards a more inexperienced workforce - so they will need more training."

The Good Stuff



Strong relationships & supportive staff



"Our Workplace Advisor is incredibly helpful and always responds to queries promptly. She has a great working relationship with our internal assessors and is always lovely to interact with."

"Great support and very approachable advisors and assessors."

"Careerforce provides exceptionally professional and user-friendly services."

Effective communication & responsiveness



"I have always been impressed with the quality of support my staff have received along with the open and transparent communication."

"Information sent via emails and the use of the portals has been great. I am able to follow up on our staff at any time to check in on their progress."

"Careerforce go out of their way to support the staff and ensure we have all our questions answered."

Smooth processes & administrative efficiency



"The processes are clear, and I appreciate the regular communication and support provided."

"I like the fact that I get the reports on staff that are going through their units as I can follow it up to check if they are experiencing any issues or need support."

"Easy to contact - good communication with facility along with progress reports."

"The iportal is a great tool, I use it almost daily, having access to this assists greatly with supporting those enrolled. The reporting aspects available also enable me to monitor progress and I can access these as and when required."

Commitment to continuous improvement



"They have increased the support I have received this year, and it has been very helpful."

"We have had huge success with our relationship with Careerforce this year on the whole. I wish to commend you that during a year of significant flux for you, your service delivery and quality has been so solid. Thank you!"

"Support has improved recently and is more responsive to care home staff needs."

High-quality training & learning resources



"The assessments in Careerforce training programmes are exceptionally well-designed, aligning seamlessly with workplace requirements. They effectively reinforce practical skills and knowledge, ensuring learners are well-prepared to excel in their roles."

"The Careerforce training programmes are very helpful as they give the trainees the opportunity to achieve the theoretical part of what they do practically, and this enhances their practical conduct. Theoretical knowledge helps the trainee to think and apply this on their day to day practical work."

Positive learner & organisational outcomes



"Going back to Careerforce and actively engaging with workers/ākonga has been an overwhelmingly positive experience for all involved especially our staff. Confidence is contagious so when one of them succeeds it continues to encourage others to either give it a go or do just as well :). Our business is better for it!!"

"Our learners have developed into confident carers following their training. Gives them a better idea of how to care and they put those skills learnt to their day to day care with the residents."

The Not So Good Stuff



Lack of communication & support



"Have never had any communication with Careerforce since the sign up of my staff member."

"Very little or no contact with I2/I3 assessors. Call centre message left, no one returns call/ they can't answer queries."

"We had a great area advisor, who worked with us to set up and supported me as an assessor, but now since Covid, we don't see anyone."

Enrolment delays & administrative challenges



"The enrolment process should be faster and more streamlined—there are too many steps."

"More one-on-one support is needed during the enrolment phase, as some students find the process confusing."

"Processing of paperwork takes too long, and sometimes we don't get confirmation of enrolment for weeks."

Issues with assessments & moderation



"As an assessor, I feel the material is very repetitive, and in each category or module, the questions could be reduced as a number of them seem to ask the same thing."

"Some of the questions are very obscure and it is hard to understand what is being asked."

"Many of the assessments focused on our trainees needs but were often written in a way that was difficult to understand."

Financial barriers & funding



"Cost of some of the courses hinders us in getting more staff hooked onto various opportunities."

"High fees for non-residents."

"Funding has stopped for our team, so I'm not sure what's happening, but funding is the biggest issue for us."

Technology & platform challenges



"Some staff don't have access to computers at home, which makes enrolling and completing initial training challenging."

"Tauira have given feedback that they find Aka Toi difficult to navigate and find the information they need."

"The Careerforce website search function is less than helpful. Aka toi is generally functional but does some odd things at times."

Programme relevance & development



"The jump from Level 3 Health and Wellbeing Qualifications to the Apprenticeship programme is a large jump. We've collaborated with Careerforce to support this transition."

"Home and community are different from in house...Careerforce could try and work with Home and Community setting to work out what could be done."

Recommendations to employers

Workplace based training with Careerforce involves a tripartite agreement between yourselves as the employer, your staff as learners, and Careerforce. We all want the same thing, notably for learners to successfully complete their training journey, which in turn enhances performance in their role.

We all have an important role to play in supporting these successful outcomes.

On the later pages, we have detailed a range of activities and initiatives that we are rolling out, or have already rolled out, to support improved learning outcomes.

Based on the feedback you have shared via this and previous surveys, and combined with insights from our learner surveys, our key recommendations to you as an employer are to:

- **Encourage your newly enrolled learners to register for one of our new Good to Go onboarding sessions** – these are designed to give new learners the confidence to gain some early momentum.
- **Regularly review the monthly [emailed] training reports that we send out,** to identify staff who may just need some further support or encouragement. We know that early and sustained momentum is a strong predictor of learning completion.
- **Encourage your staff to participate in one of our many face-to-face or online workshops** happening across the country, and across the year.
- **Consider if and how you can provide some dedicated study time for your staff.** Time is, and has always been, the single biggest barrier to training success.



Issue themes emerging	Careerforce actions to address
Concerns around the ongoing reforms of vocational education, and risks of disruption to work based training	<p>The Reform of Vocational Education (RoVE) was first announced in February 2019. Our commitment throughout has been to maintain ‘business as usual’, and our continued growth in satisfaction results across this period should confirm this to be the case.</p> <p>Since this last survey was completed, the Minister has released further decisions, and which include current Work Based Learning divisions of Te Pūkenga (former ITOs), transitioning out of Te Pūkenga and into newly formed Industry Skills Boards (ISB’s) on 1 January 2026.</p> <p>As with our previous transition into Te Pūkenga, we do not expect any disruption to our employers and learners, and we will continue to share regular updates with you.</p>
Lack of employer and assessor capacity	<p>While we appreciate our employers’ commitment to training, we also understand the resource constraints many continue to operate under.</p> <p>We offer employers flexible training options: ‘employer-led’ delivery (supported by a workplace-based assessor) or ‘full service’ (with Careerforce providing complete assessment support). Employers can also access a pool of contract assessors.</p> <p>We value the continued commitment of many of our employers to maintaining their own workplace-based assessors, and have reduced 2025 enrolment pricing on our employer-led programmes to reflect this commitment.</p> <p>Please contact your Careerforce Workplace Advisor or assessor-admin@careerforce.org.nz to discuss options when or if assessor capacity becomes a problem at your workplace.</p>
Complexity of enrolment process	<p>We are always conscious of simplifying our enrolment processes, and making them as streamlined as possible. One of the most commonly expressed frustrations is around the need to provide verified ID’s, but please note that this is a statutory requirement we simply need to comply with.</p> <p>We are currently refreshing the training agreement template to improve ease of completion.</p>

Issue themes emerging	Careerforce actions to address
Enrolment delays, and uncertainty around status of new enrolments	<p>Our standard SLA for enrolment processing is 5 working days, which we consistently meet.</p> <p>Any delays in processing training agreements are typically based around returned training agreements, where the agreement has not correctly completed (including ID requirements), and which results in back and forth between Careerforce and the employer.</p> <p>If you are unsure where an enrolment request is at, please contact us on 0800 277 486, and we can update you on the status of any training agreements.</p>
Training durations	<p>All Careerforce programmes have ‘expected’ durations which are based on the credit value of the programme. These are however just a guideline. One of the inherent strengths of work-based learning is its flexibility, and the ability of learners to complete earlier or later than this expected duration. Furthermore, workplace training programmes are competency-based, and so the sooner that learners can provide evidence of the required competencies, the sooner they can be awarded their qualification.</p>
Early engagement and support for learners	<p>We know that if learners make early progress in their training, they are much more likely to go on and successfully complete their qualification.</p> <ul style="list-style-type: none"> • We recently introduced our “Good to Go” online cohort learner induction sessions, guiding new learners through workplace learning, Aka Toi, and iportal registration. • We have expanded the number of face-to-face learner support sessions across Aotearoa, including Achieve Study Hubs, Wananga/ Noho Marae for our Maori learners, and Talanoa for our Pacific learners. • We also continue to offer free wellbeing support for learners.

Issue themes emerging	Careerforce actions to address
Cost and funding challenges	<p>We understand the financial pressures many of our employers are facing, often due to changes in funding.</p> <p>For 2025, we have reduced our [employer-led] enrolment fees by over 50% for our most popular Level 2 and Level 3 Health and Wellbeing, and Cleaning programmes, now just \$95 (incl. GST).</p> <p>All apprenticeship programmes also continue to qualify for Apprenticeship Boost, now extended to 2028. This provides a \$500/mth payment for all eligible apprentices for up to 12 months (\$6,000).</p> <p>We do however hasten to add that enrolment costs should not be considered in isolation, but rather in the context of the service offering you actually receive for the cost, and for the integrity of the end qualification – please refer to The Careerforce Difference here.</p>
Lack of time as a barrier to learner progress	<p>Lack of time has consistently been the #1 barrier to learning progress, as expressed by both employers and learners. As work-based learners, your staff are having to balance many demands upon their time.</p> <p>If you are able to provide any dedicated study time for your staff, this will, without doubt, help your staff progress their learning towards completion.</p> <p>Careerforce also continues to run an increasing number of learner workshops, both face-to-face and online, and we welcome any support and encouragement you can provide your staff to attend these. We know they make a difference.</p>
Lack of contact	<p>Careerforce has a nationwide field team, supporting thousands of employers and learners. If you feel that you have not heard from Careerforce for some time, or would like more frequent visits, please reach out to your Careerforce contact, or call 0800 277 486 and we will arrange.</p> <p>If you feel we have not been responsive enough, or that you are not having issues resolved, you can also now complete a 'complaints' form on the Contact Us page on our website. We will investigate and respond.</p>

Issue themes emerging	Careerforce actions to address
<p>Literacy & numeracy support and challenges with English as second language learners</p>	<p>If you have learners with language barriers, dyslexia, or neurodivergence, please ensure this is specified on the training agreement, so we can consider what additional learner supports we can make available.</p> <p>As reported on within this report, we have seen a steady increase of insufficient English language skills as a barrier to completion. If you feel that this applies to your learners, please reach out to us, as we can help to put you in touch with organisations that can provide support, including:</p> <ul style="list-style-type: none"> • English Language Partners – who provide [Government funded] bespoke programmes for ‘Workplace English’ language development for employees (need a group of 4-6 learner minimum). • Pathways Awarua – Government funded online learning platform for adults with English language, literacy and numeracy learning needs. • Skills Highway – Further information and guidance around the funding and resources available to support workplace literacy and numeracy funding. <p>We also offer flexibility in modes of assessment that may help some learners (e.g. <i>kōrero matanga</i>, assessment by professional conversation between the learner and the assessor). Please discuss with your Careerforce Workplace Advisor.</p> <p>We are also constantly reviewing our learning and assessment resources, with a key focus on the use of plain English.</p>
<p>Tracking learner progress</p>	<p>Careerforce supports learners across over 2000 sites across Aotearoa. For each of these sites, we provide monthly training progress reports that provide a simple snapshot on the status of enrolled learners. If you do not currently receive training reports, please let us know and we can arrange. Employers and assessors are also able to access iportal to review learner progress.</p>
<p>Anything else that you are not happy with?</p>	<p>In the last year, we created a ‘compliments and complaints form’ which can be found on the ‘Contact Us’ page of our website. We know that we are not always perfect, but we are always striving to be. We can however only improve upon issues that are brought to our attention.</p>



A big thank you to all that completed the 2024 survey and provided such valuable feedback.

While our annual survey provides an important feedback mechanism, please feel free to share feedback at any time of the year. We are always striving to improve, but can only act upon feedback that is shared with us.

If you have any questions or comments about this survey, please get in touch at:

Phone: 0800 277 486

Email: info@careerforce.org.nz

Web: careerforce.org.nz

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