

Forecasting strong growth in the next 10 years

The beauty industry has been given the opportunity to ensure qualifications of those entering the industry meet the future needs. A landscape report in 2012¹ confirmed the steady but strong growth of the beauty industry in New Zealand. According to Statistics NZ Business Statistics (ANZSIC06), in December 2010 there were 3,850 businesses in the Hairdressing and Beauty Services Industry. This represented a 12% growth from 2006, well above the average business growth in New Zealand.

The number of workers in this industry showed an 11% increase during the same period.

Workforce and training data show 28% of workers in the industry have no formal secondary qualification compared to 25% of the total workforce². 52% of the workforce gained a certificate (level 104) after leaving school. Beauty industry workers are less likely to have a diploma or degree qualification. Department of Labour, Skills Challenges Report forecasts have indicated that the industry will face strong growth in the next ten years; however, the skills in demand will be at a higher level of vocational qualification. This poses a challenge for an industry which has a proliferation of qualifications at a similar level, and no identified pathway with a formal qualification link.

Another hurdle that impacts on the industry is the many small beauty businesses who fail. This is partly due to significant financial problems caused by a general lack of owner/manager management and marketing skills. Management skills include financial areas such as pricing, cash flow management and cost control, as well as keeping abreast of industry technical developments.

Review of Beauty Services TRoQ

It is most timely, therefore, that a review of the New Zealand Qualifications framework by New Zealand Qualifications Authority (NZQA) has been underway since 2011. The Beauty Services Targeted Review of Qualifications has been scheduled for this year.

On Sunday 7 April 2013 a public consultation meeting with beauty industry and sector representatives will take place/took place in Wellington to review the current framework. The purpose of this review is to establish a coherent suite of qualifications that meets the needs of learners, employers, and industry and provide clear pathways to employment and/or further study.

For further information on this review see: www.beautytroq.com

¹ Education & Training in the NZ Beauty Industry – A Landscape Report 2012

² Education & Training in the NZ Beauty Industry – A Landscape Report 2012