

# Beauty Targeted Review Meeting 7<sup>th</sup> April 2013

## Minutes

### Attendees

1	Adam Berry	Elite International School of Beauty Therapy
2	Aileen Clark	College of Camille
3	Andrea Jackson	UCOL
4	Angela Williams	HITO
5	Annabelle Taylor	NZ Institute of Electrolysis & Beauty Therapy
6	Arlea Bartlett	Samala Robinson Avademy
7	Cathie Johnson	Whitireia Polytechnic
8	Chris Bradley	Elite International School of Beauty Therapy
9	Debra Hawkins	Wellington Institute of Technology
10	Denise Stevens	NZ Institute of Electrolysis & Beauty Therapy
11	Don Kendall	The National School of Aesthetics
12	Donna Smith	Professional Skin and Beauty
13	Elizabeth Easterling	Northern Institute of Technology
14	Erica Cumming	HITO
15	Florence Barrett Hill	Pastiche
16	Geri Arbnan	Samala Robinson Academy
17	Helen Daly	Skin Focus
18	Jason Hare	HITO
19	Jaye Clarke	Synergy
20	Judy Pinkham	The Wax Bar
21	Judy West	NZ Beauty Association
22	Kim Crosland	NZQA
23	Lorna Clowes	Evolution School of Spa and Beauty
24	Lorna Mercer	Arrow Beauty
25	Lorraine Lindsay	Nelson Marlborough Institute of Technology
26	Louise Bourke	Beyond Skin
27	Maggie Wells	Aoraki
28	Margot Ferrick	UCOL
29	Marguerite McDermott	Elite International School of Beauty Therapy
30	Marie Aubie	The Wax Bar
31	Mary-Kate Coles	Elite International School of Beauty Therapy
32	Michelle Woodyard	Professional Skin and Beauty
33	Oonagh Wolfkamp	Manukau Institute of Technology
34	Patrick Lander	Eastern Institute of Technology
35	Rachelle McNabney	Cut Above Academy
36	Rebecca Field	Industry
37	Robyn Fitzgerald	Facilitator
38	Rochelle Skudder	Northern Institute of Technology
39	Ruth Nicholson	NZ Laser and IPL Training Centre
40	Sara Luey	HITO
41	Scott Fack	National School of Aesthetics
42	Tania Berryman	HITO
43	Theresa Styles	Eastern Institute of Technology
44	Therese Doyle	Southern institute of Technology
45	Trish Bourke	Beyond Skin

## Welcome Presentation by Facilitator Robyn Fitzgerald

- Introduction of attendees and purpose of the meeting

To view presentation visit Beauty TRoQ Website: <http://beautytroq.com/>

## Introduction Presented by Kim Crosland – NZQA representative

- What the TRoQ is about and how the process will work
- Who is involved and what support is available

To view presentation visit Beauty TRoQ Website: <http://beautytroq.com/>

## Industry view Presentation by Tania Berryman - HITO Beauty Development and Moderation

- Video Feedback from industry about skills needed and what training is necessary to make sure skills are current.
- Determined that voice from graduate students and feedback about their course and how successful they were would also be beneficial.

To view presentation visit Beauty TRoQ Website: <http://beautytroq.com/>

Attendees separated into discussion groups based on what area of the beauty sector they primarily fit in with to determine working groups:

- The background and rationale behind the grouping was explained
1. Nails
  2. Beauty
  3. Makeup
  4. Special effects.

Makeup Artistry and Special effects groups merged together due to numbers for this meeting however consensus will be needed for future. Discussion groups were:

1. Nail Technology (small)
2. Makeup Artistry and special effects (medium)
3. Beauty Therapy (large)

The following questions were discussed within each group:

- 1) What works well in qualifications currently being delivered?
- 2) What specialties do we need to consider in the review? Is a working group required for each?
- 3) What attributes are important to your area? Are there others to add to the list?
- 4) What difference does a qualification make in getting paid work?
- 5) To what extent do we need specialists and generalists? Is an all-rounder more employable?
- 6) What theories of learning and teaching inform current qualifications in beauty services?
- 7) What should be taught in class and what needs to be taught in the working environment?
- 8) Are beauty services qualifications keeping pace with technological changes?
- 9) How well do beauty services qualifications prepare graduates to be self-employed?
- 10) What workforce planning has been developed to identify future needs and demands?
- 11) List the type of jobs for each specialty.
- 12) List the type of skills gained from this specialty.
- 13) What else should be considered?

List of questions can be found on Agenda on Beauty TRoQ website: <http://beautytroq.com/>

An allocated person from each group gave feedback from discussions:

Group 1 Nail Technology – Presented by Jaye Clarke

Group 2 Make-up and Special Effects (SFX) – Presented by Rachelle McNabney

Group 3 Beauty Therapy – Presented by Lorna Mercer

Question 1: What works well in qualifications currently being delivered?

**Nails** – National Qualifications are now being recognised.

**Make-up and SFX** – There are no National Qualifications for makeup and SFX. This is a new opportunity to design a set of qualification that are appropriate and relevant to the makeup and SFX industries.

**Beauty** - NZ Therapists are highly sought after and NZ training better than many countries.

Question 2: What Specialties do we need to consider in the review? Is a working group required for each?

**Nails** – Need to encompass changes in upcoming techniques and technology

**Make-up and SFX** – There are different roles/opportunities for makeup. Possible to have 1 working group for both makeup and SFX however there will need to be multiple industry advisors as there are very few industry people that would have the required experience and knowledge. Suggestion that a different industry representative is used for each of the 3 qualifications.

**Beauty** - Need to give them a pathway – too much high level anatomy. Basic grooming, massage, skin treatment therapies and Spa therapies post graduate (does this need to be split into open spas and destinations spas?) Skin considered the most important specialty – group agreed this needs to be starting point and then work through to higher levels.

One working group for all but consult specialist for different fields. Get core basics done first then move up the scale.

Question 3: What attributes are important to your area? Are there others to add to the list?

**Nails** – Attributes required for this qualification include basic sculpting skills, additional product technique, people skills, communication, empathy, retailing, basic business studies, health and safety of operator and client. A need to promote the health and safety aspect of qualification.

**Make-up and SFX** – Strong emphasis on self-management, self-marketing and branding. This is a predominantly freelance industry therefore professional practice and the use of social media essential for success.

**Beauty** - Attributes include customer service and selling skills, intelligence, initiative, Literacy and Numeracy skills, dealing with phone bookings. (Level 1 Entry path: answerphones, customer service, reception) Help them pathway onto higher levels. Need Time-management, communication skills, product knowledge (cosmetic chemistry), hygiene, personal grooming and accurate underpinning theory knowledge. Life and relationship skills in qualification considered but questionable.

Question 4: What differences does a qualification make in getting paid at work?

**Nails** – Employers are increasingly looking for qualified technicians.

**Make-up and SFX** – Currently no qualifications or benchmarks. Hoping qualification will create benchmarks both nationally and internationally for skill sets and skill level.

**Beauty** - NZ Therapists are highly sought after and NZ training is better than many countries. NZ Beauty Therapists are thought highly of internationally. Industry need to look at qualifications as a lot don't know what they are or what they mean. Also get feedback on course behavior/reliability.

Question 5: To what extent do we need specialists and generalists?

**Nails** – Nail technicians are considered as all-rounders.

**Make-up and SFX** – There are 2 distinctly different roles: General Makeup artist and SFX artist. While a learner that completes both qualifications can work in any environment, not all learners want to do both qualification or have an interest in make-up and SFX. While there are some common areas, each qualification needs to have separate entry points.

**Beauty** - Start generalist then go on to specialist. All-rounders are more sought after.

Question 6: What theories of learning and teaching inform current qualification in beauty services?

Question 7: What should be taught in class and what needs to be taught in the working environment?

**Nails** – It is critical that trainees get some real world skills/experience and are able to practice what they have been taught before they get their qualification. Need to have excellent knowledge as well as technique. Basic course based around health and safety and commercial viability. Traineeship to build speed and viability - skills to be signed off by both provider and employer after time or practical self-achievement.

**Make-up and SFX** – Both qualifications are highly practical and are taught in class/studio environments. Practical work experience is essential to help build students self-management capabilities, however while work experience and exposure to different environments is essential i.e. fashion shows, theatre, film sets, editorial photo-shoots and TV studios, there are no realistic options to train whilst in employment due to the nature of the industry.

**Beauty** – Off-Job training, E-learning/Distance learning, asynchronising, correspondence courses, self-directed learning, block course, face-to-face, theory online with practical class. Motivated learners needed for some of these types of training. In Class should teach Brazilian waxing, basic salon skills, underlying theory, about client days and on job training and Core skills. In the working environment training required around clinic specifics, gaining work experience and client contact, professional development. Need to focus on how to help the transition from classroom to workplace. It was agreed that all-rounders were generally sought after. However, it was noted that specialization was required further down the line. The group was divided on the discussion of Brazilian waxing. Further discussion was needed to identify what should be inserted into graduate level.

Question 8: Are beauty services qualifications keeping pace with technological changes?

**Nails –**

**Make-up and SFX –** Most changes are product based rather than based on technology, however the qualification need to be flexible enough to allow for changes in technology that may appear in the future.

**Beauty –** No, however not always a bad thing. Need to look at machines and the trends that are appearing, but the underlying knowledge around skin and lymphatic system is most important. Could include practice of how to use technology safely and update skills on computer system changes.

Question 9: How well do beauty services qualifications prepare graduates to be self-employed?

**Nails –**

**Make-up and SFX –** A strong focus on self-employment and marketing needs to be included in both the make-up and SFX qualifications.

**Beauty –** Should the training lead to people to be self-employed? Introduce basic business skills. Focus on beauty development rather than business development.

Question 10: What workforce planning has been developed to identify future needs and demands?

**Nails –**

**Make-up and SFX –** We need to look to the future. NZ has a growing film industry and we need to be prepared and have enough appropriately trained makeup artists to meet the future needs of a growing industry.

**Beauty –** Salon visits/consultation with industry, advisory committees, graduate tracking. Does industry plan for the future? Need to talk more in industry language when getting engagement with TRoQ and feedback from industry. Could use product companies and Beauty Expo to engage with industry.

Question 11: List the type of Jobs for each specialty.

**Nails –** Nail technician

**Make-up and SFX –** General makeup artist: Freelance makeup artist (editorial, wedding's, fashion show,, photo shoots, hairdressing salons, product trainer/educator, tutor, modeling agency, photography studios, funeral parlors. Cosmetic Retailer: Cosmetic counters, cosmetic house representative/trainer. SFX Artist: TV & Film sets, short films, feature films, production companies, events, advertising agencies.

**Beauty –** Name change? Qualification needs a different name? Expectation that goes with 'label' - Look at global terminology.

- Beauty practitioner, cosmetologist, laser technicians (aren't beauty therapists – specifically trained in IPL and laser), skin treatment therapist, advanced treatment therapists, beautician, electrologist, spa therapists, medical aesthetics.

Question 12: List the type of skills gained from this specialty.

### **Nails –**

#### **Make-up and SFX –**

General makeup artist: Basic make-up techniques, male and ethnic makeup, photographic makeup, catwalk, historical-decades, fantasy/ Avante Guard, Drag, Film, Portfolio, Spray tanning, face painting, body art, aging, Out of kit SFX (injury makeup), horror, hair basic styling, advanced corrective makeup, brow blocking.

Cosmetic Retailer: Professional practice, business skills – CV, branding, marketing, social media, Retail – Merchandising stock take and sales, colour theory, photography/lighting, basic skin A & P, communication, digital literacy, lash perming, eyelash tinting, eyelash extensions, brow shaping and face painting.

SFX Artist: Prosthetics, mould making, casting, sculpting, drawing, character creation, research and design, set protocols – pre and post production requirements, set etiquette – dealing with actors/contractual requirements of confidentiality, script breakdown and continuity, film & TV, body art/airbrushing, wig work, laid on hair, health & safety in the workshop, brow blocking TV & Film sets, short films, feature films, production companies, events, advertising agencies.

#### **Beauty –**

Core: Diagnostic skills, nutrition, reception, meet and greet, cleaning, personal grooming, salon etiquette, health and safety, body handling skills, manicure, pedicure, waxing (Brazilian and male), eye treatments and extensions, facials (basic), spray tanning, basic day makeup, A & P (intrinsic), product knowledge.

Level 2: Health, nutrition and exercise, diagnostic skills, research skills, microdermabrasion, peeling, skin analysis (extrinsic), product knowledge, body massage, electrics, electrolysis.

Level 3: Clinic management, business skills, IPL, Health and nutrition, spa, research skills, advanced electrolysis, skin analysis; needling, A & P.

Question 13: What else should be considered?

### **Nails**

**Make-up and SFX –** Benchmarking should be done against existing international qualifications such as Australia, UK, America and China.

Use of social media as a tool for marketing and branding and the appropriate use of social media and its effects on a freelance artist.

ITEC qualifications were discussed however these qualifications are focused more towards the makeup requirements of a beauty therapist as opposed to a freelance makeup artists and definitely do not fit the requirements of an SFX artist.

### **Beauty**

### The Project Presentation by Robyn Fitzgerald – Facilitator

- Discussed how long the project will take, what the project is and who does what.
- Visual Timeline and flow chart explained.

To view Timeline and flow chart visit Beauty TRoQ Website: <http://beautytroq.com/>

### Governance Group and Working Groups Presentation by Robyn Fitzgerald - Facilitator

- Roles and responsibilities – terms of reference
- Nomination form
- The New Zealand Association of Registered Beauty Therapists (NZARBT) offer to pay travel expenses for industry representatives on the Governance and Working groups was noted and acknowledged.

To view presentation and download a nomination form visit Beauty TRoQ Website:

<http://beautytroq.com/>

### Needs Analysis – we need your help

- Registration of interest: To receive the latest news and updates subscribe to the beauty TRoQ e-newsletter on the beauty TRoQ website.
- Qualifications List – all providers were asked to provide a list of the current qualifications and programs they currently offer and/or are registered to offer. The updated list can be found on the beauty TRoQ website.
- A needs analysis report is required. Need help to find relevant information. Attendees asked to complete form to start the analyses process.

All relevant documents can be found on the beauty TRoQ Website: <http://beautytroq.com/>

### Questions from the floor – Panel (Kim Crosland and Facilitator).

The questions were based around the process of transitioning to a new qualification and the timeframe involved. Kim Explained the process of relinquishing a qualification on the framework and setting it to 'expiring' (for active programmes) or 'discontinued' (for programmes that have not been delivered for a while and is not going to be).

Kim reassured those concerned that NZQA would not leave them without a programmed that they could not enrol learners into, within reason.

Kim explained that once the new qualifications are listed on the NZQF, it would be expected that providers who had programmes would be submitting them as a 'type 2' change to realign them to the new qualification.

Concerns around being left without a qualification and no students were raised. Kim Explained that once the programme had been approved by NZQA and the provider can enroll learners in the programme leading to the new qualification, then the old qualification will be set to 'expiring' and the provider will have to advise NZQA of a date that it will be set to 'discontinued'. This date should make sure that enough time is given for learners to complete as it cannot be awarded once the qualification is set to 'discontinued'. This is the transition period.

### Nominations – Robyn Fitzgerald (Facilitator)

Robyn encouraged participants to make a difference and to add value to the review by putting their hands up and contributing on the governance or working groups. To do this they will need to obtain support and nomination from their organization/association/business as this will involve cost and time to participate. All nominations are to be sent to Sara Luey at HITO either by email or post and the final date for submission is Friday 19<sup>th</sup> April.

The date for the next meeting will be set once the working groups and governance groups have been announced. All updated details and announcements will be on the Beauty TRoQ website and sent to subscribers via the Beauty TRoQ e-newsletter.

3.30pm Meeting Closed