



JOIN THE WORKFORCE INTELLIGENCE PROJECT

**Better information. Better decisions.
Better outcomes.**



PROJECT GOAL

Create resources that help people better understand industries, how they may be changing, and where work opportunities may exist.

Why does this project exist?

- People are often told to “look at labour market information” when making career decisions.
- But labour market information can be difficult to find, hard to make sense of, and often scattered across multiple sources.
- The project exists to help make this information more practical, clearer, and easier to access.

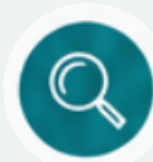
What is being developed?

Workforce Outlooks—practical resources that will become part of Thrive Aotearoa’s growing public library of industry resources that help all New Zealanders in understanding work opportunities. Each industry resource will bring together:



Industry understanding

A clear overview describing an industry and the main areas of work.



Workforce evidence

A clear summary of an industry’s workforce demands, trends, and challenges.



Future of work insights

Informed insights into what the workforce evidence may mean for industry learners and workers.

What help is needed?

We need learners, career changers, and professionals who want to develop and apply:

- **Industry knowledge:** Understand how an industry works and the main areas of work that exist.
- **Research and analysis skills:** Gather, review, and make sense of workforce trends, industry change, and the impact of AI and technology.
- **Real-world insight:** Build practical understanding by speaking with industry and workforce professionals to gain an understanding of challenges and opportunities.
- **Content creation skills:** Review and benchmark currently available workforce resources, and make recommendations to improve Thrive’s drafted template.

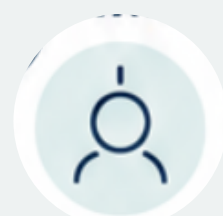
This project may suit people who are:

- Studying, training, or working in an industry
- Interested in workforce trends, business, HR, or policy
- Exploring a career change
- Wanting to understand how industries are changing

How the project works

- 1 Understand an industry
- 2 Interview at least one expert
- 3 Gather evidence
- 4 Analyse findings
- 5 Create an Industry Workforce Outlook

What could this help you build?



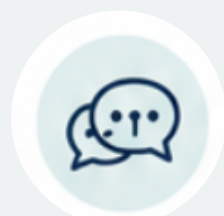
Experience

Contribute to a public resource.



Research skills

Gather workforce information.



Interviewing skills

Gather insights via thoughtful questions.



Analysis skills

Make sense of workforce insights.