

## CREATIVE

advertising & media planning & buying  
arts funding, investment, partnerships & donor management  
design: digital, graphic, packaging, branding  
design: fashion, wardrobe, jewellery, textiles  
digital media: film, television, video, DVD & audio  
content development & production

### C galleries, museums & exhibitions

hairstyling, modelling, stage make-up, beauty therapy etc.  
integrated digital media for gaming, movies, animation, special effects, virtual & augmented reality platforms  
performance arts: dance, drama, comedy, music, opera  
product, industrial or furniture design or spatial design: architecture, interiors, stage, landscape  
visual arts: photography, painting, sculpture, illustration etc.

## DATA • ACCOUNTING • FINANCE

banking & lending: business, corporate, retail, venture capital & merchant banking  
business & systems analysis  
chartered accounting: accounting, audit, tax, business insolvency, forensic accounting, business services, advisory etc.  
economics & economic development  
financial or management accounting services  
financial, mortgage & superannuation investment, fund management, financial planning  
insurance protection, investigation, underwriting, actuarial services etc.  
share market, broking, trading & investment

## ENVIRONMENTAL MANAGEMENT • SUSTAINABILITY

W climate change risk management, research, monitoring & carbon tax: CO2 reduction, greenhouse gas emissions etc.  
environmental management of waste & hazardous substances  
environmentally sustainable land use practices & management of pests, weeds, plants & animal diseases  
W protection of indigenous habitats & biological diversity of ecosystems i.e. bird, animal, plant species & bush regeneration  
resource management planning: infrastructure, urban, regional, traffic etc.  
sustainability of fisheries for commercial & recreational use

sustainable management of energy use & production: renewable energy, building materials, alternative fuels etc.  
water quality & quantity management: pollution of fresh & coastal waters, water supply & treatment etc.

## FARMING • LAND • OUTDOORS

agricultural farming of crops, livestock & dairy farming  
animal care, handling, breeding, training or veterinary care  
aquaculture (marine farming) & ocean fishing  
cartography, land & marine mapping  
dog handling & breeding for police, border control & biosecurity protection gardening, landscape gardening, green keeping, nurseries etc.  
W horticulture, beekeeping & market gardening of fruit, food, flowers etc.  
mining, drilling & quarrying  
silviculture (forestry)  
wine or olive oil growing & production

## HEALTH

community based support & outreach services for physical & mental health  
H complementary health therapies & services  
dental services  
environmental health protection  
medical diagnostic & treatment: audiology, podiatry, laboratory testing, pathology, optometry, imaging etc.  
medicine specialties, general practice medicine, medical research  
nursing & midwifery  
nutrition & diet services & products  
pharmacies, pharmaceuticals, pharmacology  
H physical therapies: physiotherapy, chiropractic, osteopathy etc.  
private & public hospital surgery & patient care  
public health care & health promotion for healthy living & well-being  
C rehabilitation services & occupational therapy

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## HOSPITALITY • TOURISM • ENTERTAINMENT

accommodation: hotels, motels, lodges, B&Bs  
audio, video, film, concerts etc. delivered via the internet by independent services  
entertainment, cinema, theatre or gaming or hobby conventions  
H **event management:** conferences, **concerts**, festivals, sport, hospitality etc.  
food & entertaining: restaurants, hotels, cafés, bars, nightclubs, vineyards etc.  
food preparation, catering, styling & artisan food production  
gambling: casinos, lotteries, racing etc.  
in-bound & domestic travel & tourism & adventure or eco-tourism  
music production & performance management  
radio or TV: public, cable, satellite broadcasting & media programme purchasing & scheduling  
theme or amusement parks or indoor sport e.g. skiing, go karting, 10 pin bowling etc.  
venue, stadium & convention centre management

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## INFORMATION TECHNOLOGY

C **computer programming** & systems development  
cybersecurity, quality compliance & audit services  
digital animation, 3D motion graphics, visual effects, simulation & gaming  
digital technology development: email, app's, web, mobile, TV, cable & satellite platforms  
\*H **help desk & customer support services**  
IT database & systems administration  
IT hardware & software management & sales  
IT network & technical support services & training  
IT research & design engineering & science  
IT software & applications  
the internet of things (IoT), digitalisation, connectivity & cloud computing services

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## LAW • LANGUAGE • COMMUNICATION

fiction or creative writing, poetry etc.  
industrial relations, arbitration, mediation or alternative dispute resolution  
journalism: sport, news, TV, radio, on-line  
W **language teaching, interpreting & translating**  
law, judicial & courts  
C **libraries:** corporate, media, **parliamentary, education, public**, archiving, reference etc.  
policy research & analysis: economic, business, social etc.  
politics, diplomatic services & political science  
public relations & communication management of publicity strategies & campaigns, press releases, promotional copy & events  
publishing: magazine, books, on-line  
qualitative & quantitative research  
technical writing, copywriting & non-fiction writing

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## MANUFACTURING • PRODUCTION • DISTRIBUTION

biotechnology: bioscience, environmental management, food & drug manufacturing  
clothing & textile manufacturing  
energy production, generation, transmission: electrical, gas, petroleum, wind, solar  
forestry, logging, paper & pulp production  
general manufacturing & factory production  
logistics: distribution & transportation of goods  
primary food production & manufacturing: meat, fish, poultry  
procurement, purchasing, inventory & stores management  
storage & records management  
supply chain management

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## MĀORI DEVELOPMENT

management of resources of cultural & economic importance: indigenous flora & fauna, seabed, foreshore etc.  
Māori based management of community, health, mental health, housing, social & advocacy services  
Māori cultural development & preservation of C **heritage in New Zealand arts, sport, media, tourism etc.**  
Māori economic & business development services  
Māori knowledge & technology development: medicinal plant or animal use, cuisine, design etc.  
Māori language & culture education & development: tikanga Māori, te reo Māori & performing arts  
Māori medium education management: kōhanga reo, kura kaupapa or waʻnanga  
Māori Trust Boards: governance & management of collective organisations, assets & land  
legal services & and support for Treaty of Waitangi & Māori Land Court claims, Māori Land Registry & Māori Land Services that support Māori land owners

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## PEOPLE • EDUCATION • DEVELOPMENT

adult education, training, group facilitation & learning & development management  
career development, coaching & mentoring  
early childhood education & pre-school care  
education in schools: primary, secondary & special education  
e-learning, long distance learning, tele-learning, robotic learning  
human resource management & organisational development  
recruitment, selection, search services & digital identification platforms to match workers to jobs  
C **tertiary education: university, polytechnic & vocational training providers**

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## PEOPLE • SOCIAL • SUPPORT SERVICES

aged, disabled & residential care

charitable agencies or international aide & development services

H counselling, psychotherapy, life or well-being coaching

cultural & diversity policy, funding & service delivery via government sectors, social enterprises, community trusts etc.

funeral & burial services

human rights: civil rights, race relations, equal opportunity etc.

immigration services

Pacific Island, migrant & refugee communities social & support services

psychology

religion & celebrancy

social sciences: history, social geography, anthropology, sociology etc.

social welfare support: residential care, youth services, social work etc.

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## REGULATORY • PROTECTION • INSPECTION

civil aviation: air traffic control, security, safety, accident investigation, licensing etc.

civil defence, emergency & natural disaster planning & response management

criminal, defence & global security intelligence & surveillance services related to war, terrorism & crime

defence forces: air, army, navy

fire & emergency services: volunteer & paid firefighting, medical first response, search & rescue, fire engineering & fire safety services

inspection: fisheries, biosecurity & quarantine, border control & customs etc.

medical & paramedic emergency services: land & air ambulance, alpine, land or sea search & rescue etc.

operational risk, audit & compliance management

police service & investigation

prison & probation services

quality & process improvement management & control

security services: commercial, home, event & personal

workplace health & safety management & compliance

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## SALES • MARKETING • TRADE • CUSTOMER SERVICE

consumer goods & FMCG (fast-moving consumer goods) sourcing, marketing, sales & distribution

W consumer insights & customer experience data collection, analysis & research to understand & predict buyer behaviour

H corporate social responsibility (CSR): responsibility for the effect of their business on the environment & the wellbeing of society

customer relationship management (CRM) strategy, technology & data analysis

H \* customer service & call centres

digital marketing, multi-channel communications, social media & website design & content management

ecommerce: on-line business

exhibition & expo management

global market development & international trade, import, export, wholesale buying & sales

innovation & strategy management using design thinking methodologies to design products, services, environments & digital experiences

marketing, market research, direct marketing, promotion, telemarketing etc.

real estate: residential, commercial & rental properties

retail sales, demonstrating, buying, merchandising, display & window dressing

sales representation, territory sales, product management, new business development

H sponsorship & fundraising

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## SCIENCE • MATHEMATICS

agricultural, horticultural & silvicultural (forestry) sciences

artificial intelligence, automation, robotics, 3D printing etc.

big data science, analytics & research

cellular, molecular, genetic or forensic sciences

chemistry sciences: industrial, food science or wine science (oenology)

W environmental & ecological sciences

exercise science & sport physiology

geological & geophysical sciences: hydrology, oceanography, seismology etc.

life sciences: biology, biochemistry, botany, zoology, marine biology, biomedical etc.

mathematical & statistical services & biometrics, demography, epidemiology

physical sciences: meteorology, metallurgy, physics

research laboratories: medical, industrial, scientific, innovation

veterinary science & conservation medicine of zoo & wildlife species

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## SPORT • RECREATION

anti-corruption & integrity in sport related to match fixing, betting, doping etc.  
fitness: gyms, swimming, yoga, pilates etc.  
high performance & professional sport athlete management & player welfare  
outdoor adventure sports  
professional & amateur sport organisations: governance & management of funding, competitions, rules & regulations etc.  
recreational planning & administration  
recreational sports: walking, cycling, running, trampolining etc.  
sport event management  
sports performance coaching & training  
water sports: sailing, boating, surfing etc.

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## TECHNOLOGY • ENGINEERING • MINING

aerospace & space travel  
business machines: photocopiers & electronic equipment repair & installation  
civil engineering technologies & trades: roading, forestry, water etc.  
digitalisation of assets connecting objects to data platforms, business processes & worker use of digital tools on the job  
electrical & telecommunication cabling, lines & equipment installation & maintenance  
electronic instrument, automation, control systems  
W & transport signalling  
engineering professions: civil, mechanical, chemical, electrical or interdisciplinary specialties  
information engineering technologies: software, communication systems etc.  
mechanical engineering, technologies & trades: aircraft, materials, mechatronics etc.  
mines & quarries  
process engineering technologies & trades: chemical, bioprocess, food etc.  
scientific, medical & industrial equipment installation & maintenance  
technical services: installation & repair of fire alarms, security systems etc.  
telecommunications

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## TRADES

building trades: carpentry, joinery, cabinetmaking, boat building etc.  
construction related trades: bricklaying, tiling, flooring, roofing, plastering, painting, glazing etc.  
digital printing, sign writing & installation  
electrical or electronic trades  
heating, ventilation, air-conditioning & refrigeration  
metal trades & technologies & precision metal trades  
H of engraving, locksmith etc.  
motor vehicle repair & maintenance, panel beating & painting  
plumbing, drain laying, gas fitting, roof plumbing  
upholstery & furniture construction

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## TRANSPORT • CONSTRUCTION • PROPERTY

airport, road, seaport & rail construction & maintenance  
construction & site project management or historic site & heritage building conservation  
land & marine surveying  
H passenger transportation: air, road, rail, marine  
property development & property management  
quantity surveying & estimating  
residential & commercial building repair & maintenance  
valuation: land, property & assets  
WC waste management

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## SECTORS OF WORK

small business entity up to 20 employees  
medium business entity of up to 20-50 employees  
H large business entity of 50+ employees: commercial, corporate or multinational  
H entrepreneurial startup business  
central government & public sector: SOE's, crown entity, public service ministry or departments  
local government council or council controlled organisation (CCO's)  
W NGO, not-for-profit or social enterprise  
professional services practice or organisation