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National Office

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Adam Buckingham
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Dear Mr Buckingham

Thank you for your recent email to the Minister of Education recommending that advertisements specific to men be used to attract more men into teaching. The Minister has referred your email to me for reply.


I am aware that you have corresponded regularly with the Minister and the Ministry of Education about this issue.

The Ministry is aware of the limited gender diversity apparent in the New Zealand teaching workforce, a pattern also observed in the teaching workforce of most OECD countries. Although the Ministry of Education has focused on lifting the number of men in teaching roles through the use of male role models in recruitment advertising, particularly in the material dedicated to early childhood education, our research reveals that there is no single reason for the limited number of men who choose to teach. Advertising alone will not attract men into the teaching profession, a fundamental change in the status of teaching is required.

The Ministry is currently developing a new promotion strategy to support teacher recruitment that will focus on lifting the status of teaching and the diversity of the teaching workforce, including the number of men in teaching roles. As a result of this strategy it is possible that in the future the Ministry will use advertisements that explicitly aim to attract men to embark on a teaching career.

Thank you for your continued commitment to this issue

Yours sincerely



Rebecca Elvy
Group Manager Education Workforce