

Our mission and role

Yoobee Colleges Ltd strives to alleviate workforce shortages in high demand areas, meet industry needs, and address national and regional priorities – with a particular focus on underserved learners. Our focus on holistic support, industry relevance, and lifelong learning equips students with the tools to achieve their education goals, gain the confidence to progress to further study, and become work and world ready.

We recognise traditional university settings don't work for everyone, with some students feeling like one among thousands. That's why we are proud of our student-centric approach, catering to the unique needs of each student to foster an enriching and empowering educational journey for diverse learners to thrive.

Our organisational mission is built on the following dimensions:

1. **Diverse and research-based curriculum:** We offer a curriculum that combines established fundamentals, emerging trends, and niche areas of expertise. This unique approach ensures that our students receive a well-rounded education that prepares them for the evolving future of work.
2. **Specialised education offerings:** We specialise in animation, design, technology, film and television, travel and tourism, hospitality, hair and beauty, providing a unique education offering within the tertiary sector.
3. **A seamless pipeline into education and work:** We work in partnership with secondary schools and tertiary providers across New Zealand to ensure our programmes are tailored to learner and regional needs. To keep up with the evolving industry needs and the future of work, we deliver micro-credential and short courses to allow career changers to upskill in fast changing sectors.
4. **Giving effect to Te Tiriti o Waitangi:** We have a principal treaty partnership with Ngāti Whātua Ōrākei, as mana whenua descending from Tumutumuwhenua, with connections to major tribes throughout New Zealand. We also have relationships with mana whenua in other locations where Yoobee Colleges has a physical presence.
5. **Focus on underserved learners:** We have a high proportion of Māori, Pacific, and learners with low prior achievement. Our enduring goal is to provide tailored support and opportunities they need to succeed.
6. **Utilising software and hardware to meet the needs of neurodivergent students:** We continue to progress specialised tools designed for neurodivergent learners, such as speech recognition software, text-to-speech software, mind mapping software, and spell checkers.
7. **Power BI: Improving reporting literacy of our teams' capabilities (Power BI) to drive real time decisions to track course progression and student parity.**
8. **Working with external authorities:** Nationally and locally, we place a high priority on working in partnership with Regional Skills Leadership Groups, Work Development Councils, industry and community organisations.

Yoobee Colleges is dedicated to delivering innovative solutions that cater to the needs of learners and communities in New Zealand.