

HITO COVID-19 Response Project

Project title: Investigating the impact of COVID-19 on the Health and Safety components of Hairdressing Qualifications.



Submitted by: **NZ Hair and Beauty Industry Training Organisation**

Submitted to: **TEC, WDC/Transitional ITO COVID-19 Response Project**

Date: February 12, 2020

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Executive Summary

This project explores the impact of COVID-19 on hairdressing businesses and gives the hairdressing industry the opportunity to provide input to determining how hairdressing qualifications need to change to make them more responsive to the impact of COVID-19 and the future needs of industry.

The project has been funded by the Tertiary Education Commission from the WDC/Transitional ITO COVID-19 Response Projects fund. The purpose of this fund is to enable Transitional ITOs and Workforce Development Councils (WDCs) to lead COVID-19 response projects that support the recovery of the industry from the impacts of COVID-19.

Phase 1 of this project involved researching the impact of COVID-19 on the hairdressing industry and determining whether there was a need to add new qualifications or change the existing qualifications to be more responsive to the impact of COVID-19.

Research was conducted between September and December 2020. The context for the research was the nationwide lockdown in March and April 2020 to respond to the COVID-19 pandemic and a subsequent lockdown in Auckland in August/September when hairdressing businesses were not able to open.

The research consisted of focus groups held between 25 September and 2 November and a survey that was open from 25 September to 31 December, 2020.

A total of 11 focus groups were held between 25 September and 2 November covering employers/industry professionals, apprentices and providers (PTEs and ITPs). Locations for the focus groups were Napier, Dunedin, Wellington x2, Palmerston North, Invercargill, Christchurch x2, Auckland x2, and Hamilton.

The focus groups were attended by 106 people. A total of 90 surveys were completed.

The key findings were as follows:

- In general, the impacts from COVID-19 have not severely impacted client behaviour and expenditure. While there were some differences between regions, overall the number of salons saying they had increased client numbers, services, and expenditure was greater than the number experiencing decreases.
- There is increased level of concern from staff and clients and health and hygiene, however almost all survey participants (89%) agreed that qualified hair stylists fully understand what to do in terms of Health and Safety/Hygiene to deliver safe services to clients in COVID-19 circumstances.
- More than two thirds of survey participants agreed that the current qualification provides all the Health and Hygiene content required. Only 2% of respondents strongly disagreed with this.

Based on the key findings, HITO has decided there is no need to pursue any options beyond the regular development of the qualification at this time.

The options that were under consideration were:

1. Develop a separate microcredential for Health and Safety/Hygiene for COVID-19.
2. Develop a separate suite of Health and Safety/Hygiene units for COVID-19.
3. Develop a handbook with requirements for Health and Safety/Hygiene for COVID-19.
4. Increase the focus on Health and Hygiene in the hairdressing qualification to respond to COVID-19.

While a handbook was a popular option, the hairdressing association (NZARH) has already developed a handbook for COVID-19 requirements that is available to its members. There was no overwhelming desire for a separate COVID-19 qualification or suite of units. Of those wanting more focus on COVID-19, there was more support for increasing the focus within existing qualifications than creating new qualifications.

Based on these findings, HITO has concluded that the regular review of the hairdressing qualification will look at the Health and Safety components and make reference specifically to COVID-19. No new qualifications will be developed in response to COVID-19 at this time.

Given the feeling that qualified hair stylists already fully understand what to do in terms of Health and Safety to deliver safe services to clients in COVID-19 circumstances, the next steps are to ensure as many hair stylists as possible have completed the full hairdressing qualification. As this industry is unregulated, many hairdressers are not fully qualified.

HITO's role has been to encourage, motivate and promote being fully qualified in order to ensure that as many hairdressers as possible have had the opportunity to gain the knowledge and information that is part of the professional stylist qualification.

It will be important for the Workforce Development Council to continue this role and preferably invest more into ensuring the majority of hairdressers are fully qualified so that they have the skills and knowledge to deliver safe services to clients in COVID-19 circumstances.

Project Background

COVID-19 has increased the Health and Safety risks to customers and professionals who are undertaking personal services.

The COVID-19 environment has heightened the awareness of the need for a solid understanding of health and hygiene practices across the hairdressing industry. As the industry is unregulated, there are no current requirements to meet standards beyond those required to operate as a business.

Due to the personal nature of hairdressing services, the qualification requirements, including the exploration of microcredentials around this area, were in need of review.

An increased focus on Health and Safety could be achieved by introducing new skills requirements within existing qualifications, or through new microcredentials particularly focussed on Health and Safety within the hairdressing context.

HITO applied to the WDC/Transitional ITO COVID-19 Response Projects Fund for funding to undertake this project. Funding was provided towards the first phase of the project. As part of the Reform of Vocational Education, the standard setting role of Transitional ITOs will be taken over by Workforce Development Councils in 2021. This project will provide findings

and results to the relevant Workforce Development Council so they are well placed to support the hairdressing industry with its response to COVID-19 in the future.

This initial stage of the project investigated the impact of COVID-19 on the hairdressing industry and whether there was a need to add new qualifications or change the existing qualifications to be more responsive to the impact of COVID-19.

Given that this initial research did not overwhelmingly endorse proceeding with a full scale qualification development to address COVID-19, it was decided not to proceed to the next phase of the project. The next phase of the project would have involved outlining the specific Health and Safety gaps in the existing qualifications and providing options and recommendations for how best to fill these gaps.

Instead, the units within the existing qualification and subsequent programme development will be adjusted to incorporate COVID-19 as part of the regular qualification review and development process.

Methodology

The research methodology involved a combination of focus group discussions and survey questions. The survey and discussion guide are shown in Appendix 1.

Focus groups

A total of 11 focus groups were held as follows:

- 25 September – Napier
- 2 October – Dunedin
- 5 October - Wellington
- 6 October – Wellington – North Island providers
- 19 October – Palmerston North
- 21 October - Invercargill
- 28 October – Christchurch – South Island providers
- 29 October - Christchurch
- 1 November – Auckland (2 groups – 1 day and 1 evening)
- 2 November - Hamilton

Invitations were sent to all our employers and apprentices. Our Sales and Training Advisors encouraged industry people to attend. Information about the focus groups was made available through our website and stakeholder newsletters.

Focus groups for providers (PTEs and ITPs) were held in Wellington and Christchurch and were attended by providers from around the country. The 20 participants from providers represented 16 different institutions from across the country.

A total of 106 people attended the focus groups. The following numbers attended the sessions for industry professionals and apprentices: Palmerston North - 10, Invercargill - 8, Dunedin - 9, Christchurch - 10, Auckland 1 – 7, Auckland 2 – 23, Hamilton – 8, Wellington – 11. A total of 15 attended the North Island provier session and 5 attended the South Island provider session.

Each focus group was approximately 2 hours in length covering the COVID-19 component and the review of the qualification. The discussion guide followed a similar format to the questionnaire. Each focus group had a main facilitator and an additional facilitator to help ensure individual tables were on track.

Survey

Participants were asked a total of 16 questions, the first section consisted of 7 questions related to the impact on the business of COVID-19. The second section consisted of 9 questions related to Health and Hygiene. Survey questions are shown in Appendix 1.

Industry were made aware of the survey through the HITO newsletter distributed to over 5,000 industry professionals.

A paper-based survey was used at the focus groups. Survey Monkey was used to for the on-line survey.

A total of 75 respondents completed the survey at the focus group sessions. A further 15 respondents completed the online survey available through our website.

Key points from focus groups discussions

The following were the key points and conclusions from the focus group discussions:

- Regional discussions were introduced to better understand the impact presented during COVID-19 lockdown and post lockdown.
- Participants felt the hairdressing industry already has strict health and safety regulations in place throughout New Zealand.
- Most health and hygiene requirements that were introduced for COVID-19 are already included within the current NZ Hairdressing Health Regulations.
- Issuing a handbook that outlined the health and safety requirements was favoured and this is now available through the New Zealand Association of Registered Hairdressers (NZARH)
- While individual qualified stylists take responsibility for individual client safety, it is also a requirement for each business to meet local council health and safety guidelines.
- Industry strongly agreed that the professional stylist qualification provides the health and safety requirements that meet the hairdressing industry needs.
- It was concluded by industry that current practices were sufficient, however an increase of knowledge of health and safety could be amplified in the qualification. This will be addressed as part of the qualification review which is currently underway.

Focus group participants were also able to fill in the survey and these results are included below.

Survey results

The analysis of the 90 survey responses is as follows:

Section 1 - How has COVID-19 impacted on your business

Q1 The number of clients booking services with the salon since COVID

Respondents were asked whether the number of clients had increased, decreased or were similar in number to pre COVID lockdown.

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 13 | 27 | 49 | 1 | 90 |
| Percentage (of those answering) | 15% | 30% | 55% | | |
| | | | | | |

Comment:

Overall 85% of respondents reported that the number of clients had increased or was similar to the numbers prior to lockdown.

In terms of regional differences, Christchurch indicated the highest percentage of decreased customers at 31% compared with the average of 15%. Christchurch also had the lowest level of increased customers at 15% compared with the average of 27%.

Q2 The types of services required by each client since COVID

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 12 | 14 | 62 | 2 | 90 |
| Percentage (of those answering) | 14% | 16% | 70% | | |
| | | | | | |

Comment:

Overall 86% of respondents indicated that the types of services required by clients had increased or was similar to the types required prior to lockdown.

There were no particular differences identified between regions.

Q3 Total expenditure per client since COVID

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 20 | 31 | 37 | 2 | 90 |
| Percentage (of those answering) | 23% | 35% | 42% | | |
| | | | | | |

Comment:

Overall 77% of respondents indicated that total expenditure per client had increased or was similar to that before lockdown. The 35% indicating increased expenditure is positive for the industry.

Auckland and Christchurch were more likely to indicate a decrease in expenditure than other regions.

Q4 The length of time between services requested by clients

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 13 | 28 | 47 | 2 | 90 |
| Percentage (of those answering) | 15% | 32% | 53% | | |
| | | | | | |

Comment:

Overall, 32% indicated that the length of time between services had increased. This was highest in Christchurch with over 50% indicating that the length of time between services had increased.

Q5 Clients' level of concern about Health and Safety/Hygiene when undertaking services

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 2 | 50 | 37 | 1 | 90 |
| Percentage (of those answering) | 2% | 56% | 42% | | |
| | | | | | |

Comment:

Over half the respondents (56%) indicated that clients' level of concern about health and safety and hygiene had increased.

The highest levels of increase in concern were in Christchurch and Auckland.

Q6 Staff level of concern about Health and Safety/Hygiene when undertaking services

Results for the total 90 respondents were as follows:

| | Decreased | Increased | Similar | N/A or not answered | Total |
|------------------------------------|-----------|-----------|---------|---------------------|-------|
| Number | 5 | 60 | 23 | 2 | 90 |
| Percentage (of those answering) | 6% | 68% | 26% | | |
| | | | | | |

Comment:

A total of 68% of respondents indicated that staff had an increased concern with Health and Safety/Hygiene.

This increased concern was across all regions.

Q7 What other impacts, if any, have you seen on your business due to COVID-19?

Of the 90 respondents, 65 (72%) did not indicate any particular impact. Of those that did answer, the following responses were received.

- Bigger gap between appointments as clients realise they can go longer (4)
- Last minute cancellations (from nervous clients/those with sniffles) (3)
- Rebooking increased (2)
- Big rush and then no-one (2)
- Increased costs with PPE (2)
- Growth potential decreased
- Loss of staff, particularly from overseas
- Loss of earnings from lockdown
- Problems getting stock
- Stylists dropping days of work due to quieter days
- Big effect on mental health of staff
- Fewer elderly clients
- Fewer students
- Lack of commitment/more online shopping
- Less education and mentoring
- More personal clients
- Sanitation and health awareness increased and improved
- Clients more cautious with hygiene
- More time cleaning
- Busier

Section 2 - Health and Hygiene

Q8 Qualified hair stylists fully understand what to do in terms of Health and Safety/Hygiene to deliver safe services to clients in COVID-19 circumstances

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|------------------------------------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 41 | 38 | 8 | 2 | 1 | 90 |
| Percentage (of those answering) | 46% | 43% | 9% | 2% | | |
| | | | | | | |

Comment:

Almost all respondents (89%) indicated that they strongly agreed or agreed that qualified hair stylists fully understand what to do in terms of Health and Safety/hygiene to deliver safe services to clients in COVID-19 circumstances.

Q9 The current professional stylist qualification provides all the Health and Safety/Hygiene content required to respond to COVID-19 requirements

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|------------------------------------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 16 | 43 | 25 | 2 | 4 | 90 |
| Percentage (of those answering) | 19% | 50% | 29% | 2% | | |
| | | | | | | |

Comment:

More than two thirds (69%) of respondents agreed or strongly agreed that the current professional stylist qualification provides all the Health and Safety/Hygiene content required to respond to COVID-19 requirements. Only 2% strongly disagreed with this statement.

Because the industry is unregulated, it is not a requirement for hairdressers to have a qualification at all. Given that the qualification includes relevant content, it is important to keep encouraging and motivating hairdressers to become fully qualified so they gain the knowledge and skills required to respond to COVID-19.

Q10 There should be a separate Health and Hygiene qualification/suite of Health and Hygiene units offered to supplement the existing qualification to respond to COVID-19

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|------------------------------------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 13 | 34 | 33 | 6 | 5 | 90 |
| Percentage (of those answering) | 15% | 40% | 38% | 7% | | |
| | | | | | | |

Comment:

Just over half of respondents (55%) agreed or strongly agreed that there should be a separate Health and Hygiene qualification/suite of Health and Hygiene units offered to supplement the existing qualification to respond to COVID-19. Stronger levels of agreement were in Auckland and Christchurch compared with other regions. Strongest level of disagreement was in Hamilton.

Given the strong agreement that the current professional stylist qualification provides all the Health and Safety/Hygiene content required to respond to COVID-19 requirements, it is not felt that there is an overwhelming need to develop new qualifications to cope with COVID-19.

Q11 Each salon should be issued with a handbook outlining the required Health and Hygiene requirements for the industry in response to COVID-19

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|--------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 34 | 41 | 10 | 3 | 2 | 90 |

| | | | | | | |
|------------------------------------|-----|-----|-----|----|--|--|
| Percentage (of those answering) | 39% | 47% | 11% | 3% | | |
| | | | | | | |

There was very strong agreement (87%) with the concept of issuing each salon with a handbook outlining the required Health and Hygiene requirements for the industry in response to COVID-19. Strongest levels of agreement were in Auckland and Christchurch.

The New Zealand Association of Registered Hairdressers (NZARH) has already developed guidelines that are available to members and for salons. Therefore, it is not necessary to pursue this as an option.

Q12 Hairdressing business owners would like more Health and Hygiene knowledge and skills to respond to COVID-19

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|------------------------------------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 18 | 38 | 29 | 2 | 3 | 90 |
| Percentage (of those answering) | 21% | 44% | 33% | 2% | | |
| | | | | | | |

Comment:

A total of 61% of respondents agreed that hairdressing business owners would like more Health and Hygiene knowledge and skills to respond to COVID-19. Christchurch was the area that showed the most agreement with this.

Q13 Business owners, not stylists, are responsible for Health and Hygiene in the salon to respond to COVID-19

Results for the total 90 respondents were as follows:

| | Strongly agree | Agree | Disagree | Strongly disagree | N/A or not answered | Total |
|------------------------------------|----------------|-------|----------|-------------------|---------------------|-------|
| Number | 18 | 21 | 40 | 9 | 2 | 90 |
| Percentage (of those answering) | 20% | 24% | 45% | 10% | | |
| | | | | | | |

Comment:

More respondents disagreed (55%) with this than agreed. It appears that individual stylists take responsibility for the health and hygiene which is why it is important that health and hygiene is part of the overall stylist qualification and not only treated as part of the owner or salon responsibility.

Q14 Do you think there should be more focus on Health and Hygiene in hairdressing qualifications to respond to COVID-19?

| | NO | YES | N/A or not answered | Total |
|------------------------------------|-----|-----|---------------------|-------|
| Number | 33 | 42 | 15 | 90 |
| Percentage (of those answering) | 44% | 56% | | |
| | | | | |

Comment:

Slightly more than half (56%) of respondents agreed that there should be more focus on Health and Hygiene in hairdressing qualifications to respond to COVID-19. This will be incorporated into the overall development of the qualification.

Q15 If you answered yes, how would you suggest increasing this focus

A total of 42 answered yes:

Results for the total 42 respondents were as follows:

| | Number | Percentage |
|---|-----------|-------------|
| More focus in existing qualification | 21 | 50% |
| Separate new Health and Hygiene qualification | 16 | 38% |
| Not a whole unit but added onto updated H&S booklet | 1 | 2% |
| Both – more focus and separate qualification | 4 | 10% |
| Total | 42 | 100% |

Comment:

Slightly more than half of respondents wanted more focus in the existing qualification than a separate new qualification.

Q16 Are there any other areas of the hairdressing qualifications that could be changed to help the hairdressing industry respond to the impacts of COVID-19?

A total of 79% of respondents said no or not applicable.

Of those that had suggestions, they were as follows:

- Stress management (4)
- Mental health (3)
- Resilience strategies
- Financial support easier
- More funding for the owner to support mental health of staff
- Online learning
- How to deal with a pandemic
- Better understand hierarchy of risk
- Skills to communicate with clients
- Soft skills
- Online sales
- Basic first aid as part of qualification
- Sufficient material supplied to staff on H&S

- More focus on bacteria/hygiene
- Allow sitting assessments on mannequins
- Integrated assessment that includes health and hygiene

Options

The options that were under consideration as part of the research were:

1. Develop a separate microcredential for Health and Safety/Hygiene for COVID-19.
2. Develop a separate suite of Health and Safety/Hygiene units for COVID-19.
3. Develop a handbook with requirements for Health and Safety/Hygiene for COVID-19.
4. Increase the focus on Health and Hygiene in the hairdressing qualification to respond to COVID-19.
5. Other options as suggested by participants.

Option 1 - Develop a separate microcredential for Health and Safety/Hygiene for COVID-19.

Almost all respondents (89%) indicated that they strongly agreed or agreed that qualified hair stylists fully understand what to do in terms of Health and Safety/hygiene to deliver safe services to clients in COVID-19 circumstances.

Just over half of respondents (55%) agreed or strongly agreed that there should be a separate Health and Hygiene qualification/suite of Health and Hygiene units offered to supplement the existing qualification to respond to COVID-19. However, only 15% strongly agreed with this.

Given that 45% of the survey respondents disagreed, and the focus group discussions indicated that current practices were sufficient, it was not felt that there was an overwhelming mandate for a new and separate qualification to be developed at this time.

This may be an area that the WDC would like to continue to monitor in the future, depending on the ongoing status of the pandemic.

Option 2 - Develop a separate suite of Health and Safety/Hygiene units for COVID-19.

If there had been an overwhelming desire for a new qualification identified through the focus group sessions, the option of whether this would be best handled via a microcredential or a separate suite of units would have been explored in more detail.

Given the general preference to focus on the existing qualification, the Health and Safety units within the existing qualification are being reviewed and updated to take into account COVID-19.

Option 3 - Develop a handbook with requirements for Health and Safety/Hygiene for COVID-19.

A handbook was a popular option. A total of 86% were in agreement with a total of 39% strongly agreeing. The hairdressing association (NZARH) has already developed a

handbook for COVID-19 requirements that is available to its members and it was not felt that creating another handbook would add value.

The WDC could consider discussing with NZARH how to ensure a copy of the association handbook is made available in printed form to all salons.

Option 4 - Increase the focus on Health and Hygiene in the hairdressing qualification to respond to COVID-19.

When asked directly about whether there should be an increase in focus on Health and Hygiene in the hairdressing qualification to respond to COVID-19, just over half (56%) said yes.

For those that answered yes and were asked how they would suggest increasing this focus, fewer respondents wanted a separate new qualification (38%) than more focus in the existing qualification (50%).

Therefore, it was concluded that any increased focus would be through the existing qualification rather through a new qualification.

It will also be important for continued emphasis to put on encouraging hairdressers to become completely qualified.

Option 5 – Other suggestions

Survey respondents were asked whether there were any other areas of the hairdressing qualifications that could be changed to help the hairdressing industry respond to the impacts of COVID-19. The majority (79%) said no or not applicable. Of those that provided suggestions, Stress Management and Mental Health were mentioned most often. These topics are not being considered for inclusion in the hairdressing qualification. It may be an area that the WDC would like to consider in the future.

Conclusions and Recommendations

Based on the findings of this research, HITO has concluded that the regular review of the hairdressing qualification will look at the Health and Safety components and make reference specifically to COVID-19. No new qualifications will be developed in response to COVID-19 at this time.

Given the feeling that qualified hair stylists already fully understand what to do in terms of Health and Safety to deliver safe services to clients in COVID-19 circumstances, the next steps are to ensure as many hair stylists as possible have completed the full hairdressing qualification. As this industry is unregulated, many hairdressers are not fully qualified.

HITO's role has been to encourage, motivate and promote being fully qualified in order to ensure that as many hairdressers as possible have had the opportunity to gain the knowledge and information that is part of the professional stylist qualification.

It will be important for the WDC to continue this role and preferably invest more into ensuring the majority of hairdressers are fully qualified so that they have the skills and knowledge to deliver safe services to clients in COVID-19 circumstances.

In the future, the WDC may want to reconsider whether additional microcredentials are required in the industry depending on the ongoing status of the pandemic. In addition, the WDC may want to investigate how the topics of stress management and mental health might be covered as part of qualification or skills within the hairdressing industry.

Next steps

This project report will be made available through the HITO website to the general public.

HITO will make the industry aware of the availability of the report through its newsletter which is distributed to over 5,000 industry professionals.

Once the WDC is set up, HITO will provide the report to the WDC.

HITO will continue to promote '100% Qualified' within the industry, encouraging all practicing hairdressers to gain their Professional Stylist qualification.

HITO will continue to operate its recognition programme, providing pins to qualified stylists that they can wear to demonstrate to their customers that they are fully qualified.

HITO will discuss with the WDC, once operational, additional promotional ideas for increasing interest of hairdressers in becoming fully qualified so that they gain the skills and knowledge required to address the Health and Safety requirements of COVID-19.

Appendix 1 – Survey Questions

COVID-19 Response Survey

COVID-19 has increased the Health and Hygiene risks to customers and professionals who are undertaking personal services. As the industry is unregulated, there are no current requirements to meet standards beyond those required to operate as a business.

We are seeking to better understand the impact of COVID-19 on the hairdressing industry and give the industry the opportunity to provide input to whether and how hairdressing qualifications need to change to make them more responsive to the impact of COVID-19.

1. How has COVID-19 impacted on your business? Please circle the answer that most applies to your situation
 - a) The number of clients booking services with the salon since COVID:
has increased, is similar to pre-CoVID levels, has decreased
 - b) The types of services required by each client since COVID: -
has increased, is similar to pre-CoVID levels, has decrease
 - c) Total expenditure per client since COVID
has increased, is similar to pre-CoVID levels, has decreased
 - d) The length of time between services requested by clients
has increased, is similar to pre-CoVID levels, has decreased
 - e) Clients level of concern about Health and Safety/Hygiene when undertaking services
has increased, is similar to pre-CoVID levels, has decreased
 - f) Staff level of concern about Health and Safety/Hygiene when undertaking services
has increased, is similar to pre-CoVID levels, has decreased
 - g) What other impacts, if any, have you seen on your business due to COVID-19?
Please specify:

2. Please circle your level of agreement or disagreement with the following statements about health and hygiene:
 - a) Qualified hair stylists fully understand what to do in terms of Health and Safety/Hygiene to deliver safe services to clients in COVID-19 circumstances.
Strongly agree, agree, disagree, strongly disagree
 - b) The current professional stylist qualification provides all the Health and Safety/Hygiene content required to respond to COVID-19 requirements.
Strongly agree, agree, disagree, strongly disagree
 - c) There should be a separate health and hygiene qualification/suite of health and hygiene units offered to supplement the existing qualification to respond to COVID-19.
Strongly agree, agree, disagree, strongly disagree

- d) Each salon should be issued with a handbook outlining the required health and hygiene requirements for the industry in response to COVID-19.
Strongly agree, agree, disagree, strongly disagree
- e) Hairdressing business owners would like more health and hygiene knowledge and skills to respond to COVID-19.
Strongly agree, agree, disagree, strongly disagree
- f) Business owners, not stylists, are responsible for health and hygiene in the salon to respond to COVID-19.
Strongly agree, agree, disagree, strongly disagree

3. Do you think there should be more focus on health and hygiene in hairdressing qualifications to respond to COVID-19?

Yes No

If you answered yes, how would you suggest increasing this focus:

- Including more focus/units in the existing qualifications
- Having a new separate, small qualification covering health and hygiene for hairdressing
- Other, please specify _____

4. Are there any other areas of the hairdressing qualifications that could be changed to help the hairdressing industry respond to the impacts of COVID-19?

Discussion guide for focus groups

Background

COVID-19 has increased the Health and Safety risks to customers and professionals who are undertaking personal services. As the industry is unregulated, there are no current requirements to meet standards beyond those required to operate as a business.

We are seeking to better understand the impact of COVID-19 on the hairdressing industry and give the industry the opportunity to provide input to whether and how hairdressing qualifications need to change to make them more responsive to the impact of COVID-19.

Focus group questions – more open ended

1. What have the main impacts to your business been from COVID-19?
2. What qualification changes, if any, would you recommend to respond to the impacts of COVID-19 on the hairdressing industry?
3. Do you think there should be an increased focus on health and hygiene in hairdressing qualifications to respond to COVID-19?

If you think there should be an increased focus, how would you suggest increasing this focus. For example:

- Including more focus/units in the existing qualifications
 - Having a new separate, small qualification covering health and hygiene for hairdressing
 - Other, please specify
4. What other suggestions do you have for responding to COVID-19 impacts on the hairdressing industry?