

Creative Writing

whitireiaweltec.ac.nz



Whitireia and WelTec (Te Pūkenga) launch first micro-credentials for the publishing industry

In response to demand from organisations in the world of publishing and editing, Whitireia and WelTec (Te Pūkenga) has launched the first micro-credentials to support training and development in this sector. The two micro-credentials are NZQA-approved, with one covering **grammar and punctuation**, and the other **copy-editing**.

“There is a huge potential audience for these courses,” says Theresa Crewdson, a publishing tutor at Whitireia. “They are aimed at people already in the workplace who want to sharpen or develop their language skills, as well as people wanting to dip their toes into editing. The courses would be helpful for international students who want to brush up on their English.

“We put these together with strong support from the Aotearoa New Zealand publishing industry, who want a flexible, easy-to-access study and professional development option.”

Speaking on behalf of the Publishers Association of New Zealand, Claire Murdoch, Head of Publishing at Penguin Random House New Zealand says: “Publishers in Aotearoa keenly welcome the launch of these micro-credentials by Whitireia and WelTec. For a long time, we have sought to bring new people from diverse backgrounds into our wonderful industry and to upskill our mid-career people – wherever they might be based. We know the demand for this kind of learning is substantial. Whitireia’s expert publishing team has well-established connections to industry, and is superbly positioned to deliver high-quality tuition that will equip many more New Zealanders to work with words as part of their careers.”

“These micro-credentials are designed for self-directed study at your own pace,” says Theresa. “Each course will take up to 50 hours to complete through an online app called Moodle. A tutor will be available to support students in their studies. Participants have up to 10 weeks to complete each course, and we provide a suggested timeline for study. However, you can complete them more quickly if you want to.”

A micro-credential certifies achievement of a coherent set of skills and knowledge. It is smaller than a qualification and focuses on skill development opportunities not currently catered for in the regulated tertiary education system. Micro-credentials are worth 5–40 credits and are based on strong evidence of need from employers, industry and/or community.

“The micro-credentials are part of a suite of provisions from the Whitireia Publishing programme. For an insight into Whitireia Publishing, take a look at our **website**; find us on **Facebook**, **Instagram** or **Twitter**; or sign up to our **newsletter**, where you’ll receive regular updates and get a sense of our classes and activities,” concludes Theresa.

Further information on the micro-credentials can be found here: <https://www.whitireiaweltec.ac.nz/study-programmes/creativity/creative-writing-and-publishing/>

Graduate Diploma in Publishing (Applied)

📖	Level 7
🕒	1 year
📅	24 Feb 2025 (Te Kāhui Auaha)
💰	\$9,100 (indicative for 2023 intake)
🌐	\$25,000* (indicative for 2023 intake)

Celebrating 30 years of Publishing at Whitireia! Learn the publishing process by working on real books with real publishing clients. Work as a publishing team as you gain skills in editing, project management, typesetting and publicity for print and digital media. Benefit from regular industry speakers and complete two work placements in publishing companies.

What you will learn

This highly-regarded programme is the only full-time training course for publishing in New Zealand. Developed and run in partnership with the industry, the Graduate Diploma in Publishing (Applied) is modelled on an apprenticeship. It focuses on practical experience and industry contacts.

All tutors are practitioners in the publishing industry. Students attend work placements in publishing firms. Guest speakers include publishers, print and web editors, eBook creators, designers, sales reps, publicists, booksellers and authors.

In addition, students on the programme work in groups to take a manuscript through to publication, dealing with every aspect from developing the idea to selling the product.

The programme covers:

- Planning and promoting a publication (through manuscript assessment, market research, costing, scheduling, marketing and distribution)
- Production, from idea to printed or digital publication (through writing, editing, typesetting, and supervision of design and print)

To hear from our graduates, find out more about the tutors, check out past student projects and more, [scroll](#)

to the bottom of the [Creative Writing and Publishing page](#).

More detail about this qualification

Our course requires a full-time commitment throughout the year, with classes at Te Auaha, Monday to Friday 9:30am–12:30pm, and meetings and related course work outside of the classroom hours. The afternoon timetable has some flexibility, so get in touch if you have questions about workload.

Entry requirements

- Undergraduate degree or equivalent
- Evidence of suitability based on written application and interview
- Working knowledge of specified publishing software
- International students: IELTS 7.0 in all bands

The written application assesses:

- written communication skills
- computer competency
- ability to contribute to a team environment
- experience in and/or commitment to working in publishing or editing roles

The interview assesses:

- oral communication skills
- professional presentation
- ability to contribute thoughtfully to a discussion about publishing
- evidence of research into and understanding of the area in which they wish to pursue a career

International

Find your country's [equivalent academic entry requirements here](#)

**International fee displayed is for 1 year of study (equivalent to 120 credits) and does not include insurance, administration and student service fees. For more details, please email: international@wandw.ac.nz.*

Disclaimer: The information contained in this document is correct at the time of print. Whitireia and WelTec | Te Pūkenga reserves the right to cancel or postpone any of the programmes, and shall not be liable for any claim other than the proportion of programme fees that the cancelled portion bears. Some programmes may be dependent upon formal approval from NZQA (New Zealand Qualifications Authority), TEC (Tertiary Education Commission) funding allocation, and the number of enrolments. As part of the NZQA targeted review of all Level 1-6 New Zealand qualifications, there may still be changes to some programmes starting in 2024. Fees, programmes, entry and selection criteria, and dates, are subject to change. Please check the relevant programme pages at whitireiaweltec.ac.nz for up-to-date information and full entry regulations before applying to enrol. Information regarding English language requirements is available on each course page at whitireiaweltec.ac.nz.

Publishing Scholarships and Awards

Mason Publishing Scholarship

The AV and MJ Mason Trust offers an annual publishing scholarship. Established by Andrew Mason, a highly respected book editor, the scholarship is offered to one student studying publishing each year. The scholarship is awarded on the basis of financial need and is aimed at students who would not otherwise be able to study publishing. The scholarship aims to cover approximately 75% of the tuition fee for one student studying full time.

[Learn more](#)

Penguin Random House Māori and Pacific Publishing Scholarship

To reduce barriers to equitable representation and encourage diversity and inclusivity in publishing in Aotearoa, Penguin Random House and Whitireia Publishing are offering a scholarship for one Māori or Pacific student to study the Graduate Diploma in Publishing.

[Learn more](#)

Read [Luke Finnigan's story](#), the first ever Penguin Random House Publishing Scholarship recipient.

Creative New Zealand Publishing Internships Initiative

This internship offers paid work to three graduates of the Graduate Diploma in Publishing each year. It is funded by Creative New Zealand and administered by the Publishers Association of New Zealand (PANZ).

The internship is a structured programme of mentoring for interns. It gives talented newcomers additional support after graduation to develop their confidence and experience, and it allows publishers to try out a new employee or role in their organisation and can facilitate a one-off project.

[Learn more](#)

Andrew Mason Prize for Most Promising Editor

This annual prize acknowledges and encourages editors starting out on their careers. It has been offered by the Mason Publishing Trust each year since 2011 to a graduate of the Diploma in Publishing (Applied).

Excel Digital Scholarship

The scholarship is to be awarded to:

- A student who is enrolled in any of the below programmes:
 - Graduate Diploma in Publishing (Applied)
 - New Zealand Diploma in Creativity (Level 6)

- New Zealand Diploma in Creativity (Level 5)
- Preferably of Pacifica or Maori ethnicity

Applications must be received by 28 January 2023.

[Learn more](#)

Hachette Aotearoa New Zealand Best All-Round Student

This annual prize rewards a Whitireia Publishing student at the end of each year who has:

- achieved high grades on the course
- demonstrated a passion for all aspects of publishing and the book industry in Aotearoa
- contributed positively to the class and projects.

How to apply

- Complete the online Application for the Graduate Diploma in Publishing (Applied) through the Te Auaha or Whitireia websites.
- An Enrolment Advisor will be in contact and share an information pack with details about the written information to be submitted.
- Once the applicant has returned the requested written application an interview time will be set with the Publishing team

Interviews can be face-to-face, or online.

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