

Ara Institute of Canterbury

**Service
Industries**

**Ngā
Rātonga
Ahumahi**



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**GET
SET**



ara.ac.nz

STUDY GUIDE 2027

KIA ORA

Choosing what comes next can feel exciting, daunting and full of pressure — but it's also full of possibility. We believe education should open doors, build confidence and lead somewhere meaningful. That's why our learning is grounded in the real world: practical, hands-on and shaped by industry, so you graduate ready to step into work, further study or whatever future you're aiming for.

More than a qualification, study is about finding people who support you, discovering what you're capable of and building a life that feels right for you. With flexible study options, supportive tutors and a welcoming community, we give you the space to learn in a way that suits you and a place to achieve success, your way.

Ara Timaru campus >>>
163 km to the south

ARA
CITY
CAMPUS

ARA
WOOLSTON
CAMPUS

ARA
MANAWA
CAMPUS

New Brighton Beach

Te Kaha Stadium

Hagley Park

Port Hills

Avon River

WHY CHOOSE ARA?

1.

Smaller classes make a big difference

2.

You'll learn from people who've done the job themselves

3.

Industry experience is part of the learning experience

4.

Our facilities reflect modern workplaces

5.

Academic, learning & wellbeing support are always available

6.

Flexible pathways give you options

7.

Our qualifications are recognised around the world

8.

You'll graduate skilled, confident and prepared for what's next

What 'Ara' means

Ara is the Māori word for path or journey. It represents the learning process, the many pathways to success, and the routes and rivers that criss-cross the Canterbury Plains from the mountains to the sea.

The phrase *'Ara rau, taumata rau'* translates to *'many pathways, many opportunities'*.

EVERYTHING YOU NEED TO SUCCEED.

Feel supported, every step

Support available includes:

- Learning and study support
- Disability and accessibility services
- Health and wellbeing services
- Counselling and advocacy
- Māori and Pacific student support
- International student support
- Career and study guidance

Learn, connect and belong

Campus life includes:

- Libraries and study spaces
- Sport and recreation facilities
- Student clubs and interest groups
- Student events and activities
- On-campus cafés
- Student accommodation

Access funding for your studies

Funding options include:

- Scholarships
- Student loans and allowances
- Financial hardship assistance
- Youth Guarantee funding
- Māori and Pacific training initiatives
- Support through StudyLink and Work and Income



Scan to view maps of each campus on our website.

YOUTH GUARANTEE

If you're 16-24 years old and not at school or working, a Youth Guarantee programme is the smart way to get ahead. These free programmes set you up with great foundation skills for employment or further study, and enable you to make confident decisions about your future.

As a Youth Guarantee student you'll get:

- an orientation programme which includes how to access financial assistance
- transport support
- extra pastoral care
- specific cultural and learning support that's easy to access
- career planning and advice
- regular activities with other Youth Guarantee students
- access to counselling services
- guidance as you transition into work or further tertiary study

Please note: places are limited on these courses and funding may be exhausted throughout the year. If you already have a Level 1 or 2 qualification, we may refer you to a Level 3 study option. We encourage you to apply early to secure your place.

MĀORI AND PACIFIC TRADES TRAINING

If you're Māori or Pacific and aged between 16 and 40, Māori and Pacific Trades Training can help you gain valuable skills for employment and set you on a pathway to a rewarding career in the trades. These programmes are free and combine practical training, cultural support and personalised guidance to help you succeed in study, employment and beyond.

As a Māori and Pacific Trades Training student you'll get:

- support from dedicated tutors, student advisors and mentors
- a learning environment that values whānau, community and cultural strengths
- opportunities to strengthen your cultural identity in a supportive learning environment
- connections with industry, employers and apprenticeship opportunities
- help to build confidence, workplace skills and career readiness
- guidance into a study pathway that matches your goals and aspirations
- ongoing support as you move into employment, an apprenticeship or further study

Please note: places are limited and programme availability may vary throughout the year. We encourage you to apply early to secure your place and discuss the training options that best suit your goals.



Scan for more information on this subject



SALON SKILLS

If you're interested in hairdressing or beauty therapy and want to explore where your future could take you, our Salon Skills course is an excellent way to build practical salon experience, develop industry-ready skills and discover which pathway suits you best.

If you qualify for Youth Guarantee, this course is free, depending on funding availability (please see conditions opposite).

Would this suit me?

A career in hair or beauty could suit you if you enjoy working with people, have an eye for presentation and take pride in helping others look and feel their best. It helps to be professional, reliable and willing to learn. Salon work is hands-on, fast-paced and focused on creating positive client experiences.

WHAT will I learn?

- Introduction to hairdressing and beauty therapy environments
- Professional salon presentation and industry standards
- Client care and customer service skills
- Salon health, safety and hygiene practices
- Communication and teamwork skills
- Salon support and preparation tasks
- Job search and career planning skills
- Personal budgeting and workplace readiness
- Confidence, self-management and goal setting

Throughout the programme you'll have access to dedicated training salons for both hairdressing and beauty therapy, giving you the opportunity to experience authentic salon environments while developing practical skills.

After completing the programme, you'll be better prepared for: further training in hairdressing, beauty therapy or barbering; salon support roles; clinic assistant positions; or other entry-level opportunities within the beauty services industry.

Salon Skills	LEVEL	LOCATION	DURATION	INTAKES
	2	Christchurch	Full-time 19 weeks	February, July*

*Subject to availability



Scan for more information on this subject



HAIRDRESSING

Hairdressing is a hands-on trade that combines technique, creativity and people skills to help clients look and feel their best. Hairdressers consult with clients, analyse hair and scalp needs, recommend products and services then deliver treatments, styling, cutting and colouring. The work is fast paced and physical, with strong focus on hygiene, safety and

professional presentation. It can offer flexible hours, steady demand and opportunities to specialise, freelance, travel or run a business. Many stylists start in salons and progress as they build speed, confidence and a loyal client base.

Would this suit me?

Hairdressing could suit you if you enjoy working with people and like learning by doing. A good stylist is curious about trends, listens well and stays calm when things get busy. You'll need patience, resilience and pride in your work, plus steady hands and willingness to practise and take feedback.

Career Pathways

Level 3 graduates

- Salon assistant
- Junior hairstylist
- Apprentice hairstylist
- Shampoo and styling assistant

Level 4 graduates

- Hairstylist
- Colour technician
- Freelance stylist
- Barber

Advanced

- Senior stylist
- Salon manager
- Salon owner
- Educator
- Product representative

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

Level 3

- Client consultation and communication
- Hair and scalp analysis
- Shampooing and hair treatments
- Basic cutting techniques
- Colour application basics
- Blow-drying and finishing
- Setting, moulding and long hair-up styling
- Health, safety and hygiene

Level 4

- Advanced cutting, styling and colour techniques
- Colour removal, smoothing, and chemical reformation services
- Basic cutting and combination cutting techniques
- Fashion trends and creative styling approaches
- Professional social media setup (utilising social media to promote services)
- Client portfolio development

HOW will I learn?

- Tutor demonstrations and guided practice
- Practice on mannequins and models
- Supervised salon-style sessions with clients
- Industry-led demonstration days
- Work experience in a salon
- End-of-year showcase of your work

Industry connections

At Ara, you'll learn in an environment shaped by current salon practice, with support from industry salons, product companies and guest speakers. Industry-led demonstrations and work experience will help you build confidence with clients and understand workplace expectations. Through Ara's membership of Hair &

Barber New Zealand, you'll also gain access to industry resources, free entry to national competitions and opportunities to learn from industry leaders. An end-of-year showcase lets you present your work to industry professionals.

Study options

	LEVEL	LOCATION	DURATION	INTAKES
New Zealand Certificate in Hairdressing (Salon Support)*	3	Christchurch, Timaru	Full-time 1 year	February
New Zealand Certificate in Hairdressing (Professional Stylist)	4	Christchurch	Full-time 1 year	February

*Available free through Youth Guarantee. Conditions apply.

Starter options

Starter courses can help you meet the academic entry requirements for higher-level programmes.

	LEVEL	LOCATION	DURATION	INTAKES
New Zealand Certificate in Salon Skills (Introductory)*	2	Christchurch, Timaru	Full-time 6 months	February, July

Please note: Some higher-level programmes have additional entry/selection criteria. See our website for full details.

*Available free through Youth Guarantee. Conditions apply.



Scan for more information on this subject



BEAUTY THERAPY & COSMETICS

Beauty therapy and cosmetics is a client-focused personal services field that combines skin care, body treatments, hair removal and make-up. Beauty therapists consult with clients, assess needs, plan services, carry out treatments safely, and recommend products and aftercare. Work is usually hands-on in salons, spas and beauty clinics, with some roles based

in retail counters or working freelance for events. Days often include appointments, maintaining treatment rooms and equipment, completing client records, and supporting sales and customer service while keeping strong hygiene standards.

Would this suit me?

This area could suit you if you enjoy working with people and want a role that blends care, detail and creativity. You'll be comfortable listening, explaining options and building trust. It helps if you're interested in skin care, make-up and wellbeing, and you're organised, steady and happy to work in a busy, client-facing environment.

Career Pathways

Entry Level

- Salon assistant
- Beauty clinic receptionist
- Cosmetics retail assistant
- Junior make-up assistant

Intermediate

- Beauty therapist
- Skin care therapist
- Spa therapist
- Make-up artist

Advanced

- Senior beauty therapist
- Electrologist
- Salon manager
- Product company representative
- Account manager
- Salon owner

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Professional standards, hygiene, health and safety
- Client consultations and tailored treatment planning
- Advanced electrical facial treatments and devices
- Advanced body therapies and massage techniques
- Advanced hair removal, including electrolysis
- Anatomy, physiology and treatment-related science
- Skin and body conditions, advice and referral
- Business operations, sales and client care

HOW will I learn?

- Tutor-led classes, tutorials and demonstrations
- Hands-on practice in training salons
- Supervised services in our on-campus clinic
- Work-integrated learning in clinic or industry
- Portfolios, projects and practical assessments
- Blended learning using online resources

Industry connections

Your learning is shaped by industry expectations and feedback, with guest speakers, seminars and specialist demonstrations. You'll develop work-ready skills in realistic training salons, then apply them in our

on-campus clinic for real clients. Work-integrated learning is built into the programme, and in some cases you may complete it in an industry setting to strengthen your confidence and professional practice.

Study options

	LEVEL	LOCATION	DURATION	INTAKES	
New Zealand Certificate in Skincare and Cosmetics	3	Christchurch	Full-time 6 months	February, July	
New Zealand Certificate in Beauty Therapy	4	Christchurch, Timaru	Full-time 1 year	February, July^	
New Zealand Diploma in Beauty Therapy	5	Christchurch	Full-time 1 year	February	

^Christchurch only



Scan for more information on this subject



BARBERING

Barbering is the craft of cutting, styling and grooming hair, often with a focus on shorter styles, fades and beard work. Barbers combine technical skill with a strong service mindset, starting with a client consultation then delivering a precise finish that suits the person’s face shape, hair type and lifestyle.

Day to day work includes scissor and clipper cutting, traditional wet shaving, beard trimming and shaping, plus maintaining clean, safe tools and workspaces. Many barbers build their brand through social media and repeat clients.

Would this suit me?

Barbering could suit you if you’re hands-on, people focused and keen on style and grooming trends. You’ll do well if you’re reliable and comfortable chatting with different people. Attention to detail and good time management help, along with resilience when it gets busy, a positive attitude and willingness to learn.

Career Pathways

Entry Level

- Junior barber
- Barbershop assistant
- Trainee barber
- Grooming assistant

Intermediate

- Barber
- Senior barber
- Barber stylist
- Mobile barber

Advanced

- Barbershop manager
- Barbershop owner
- Barber educator
- Platform artist

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Scissor cutting techniques
- Classic cuts and modern styles
- Clipper work and fading
- Traditional wet shaving techniques
- Beard trimming, shaping and design
- Client consultation and customer service skills
- Cultural and historic influences on barbering
- Professional standards including barbershop health and safety practices
- Business systems for working in a barbershop
- Professional communication and behaviour

HOW will I learn?

- Hands-on practice in a professional barbershop
- Real client appointments to build confidence
- Tutor feedback and skills coaching
- Combination of theory and practical activities and assessments
- Work experience in industry
- Industry guest speakers and insights
- Community outreach pop-up barbershop

Industry connections

Through work experience placements, you’ll gain an understanding of real barbershop routines and workplace expectations. Guest speakers and industry professionals will share current trends, techniques and career insights, while Ara’s membership of Hair & Barber New Zealand provides access to resources, free

entry to national competitions and opportunities to learn from industry leaders. You’ll also be encouraged to enter Barber Crusade competitions, helping you build confidence, grow your professional network and showcase your skills.

Study options

	LEVEL	LOCATION	DURATION	INTAKES
New Zealand Certificate in Commercial Barbering	4	Christchurch	Full-time 1 year	February



Scan for more information on this subject



MASSAGE THERAPY

Massage therapy is a hands-on wellbeing and rehabilitation field where practitioners work with soft tissues to help people relax, manage discomfort and move more comfortably. Professionals meet with clients to understand their needs, plan sessions, provide treatment and offer simple self-care guidance. They keep clear notes, communicate professionally and refer clients to other health professionals when needed.

Work settings can include massage and multidisciplinary clinics, spas, community services, sports environments and mobile or home-based practice. Many massage therapists become self-employed with an established clientele.

Would this suit me?

This area could suit you if you like helping people feel better and you're comfortable with hands-on learning. You'll do well if you're patient, respectful and good at listening. It helps to be organised, calm and able to focus. If health and wellbeing interests you, this can be a rewarding path.

Career Pathways

Entry Level

- Wellness and relaxation massage therapist
- Spa massage therapist
- Mobile massage therapist
- Massage therapy clinic assistant
- Sports massage assistant

Intermediate

- Remedial massage therapist
- Clinic-based massage therapist
- Sports massage therapist
- Self-employed massage therapist
- Multidisciplinary clinic team member

Advanced

- Senior remedial massage therapist
- Clinical supervisor
- Massage educator
- Clinic manager
- Practice owner

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Professional, ethical and legal practice
- Client communication and therapeutic relationships
- Anatomy, physiology and human movement basics
- Wellness and relaxation massage techniques
- Client assessment and session planning
- Remedial protocols and clinical reasoning
- Sports performance and rehabilitation support
- Research-informed practice and reflective learning

HOW will I learn?

- Hands-on practice in massage labs
- Supervised clinical practice (minimum 50–100 hours)
- Case studies and scenario-based learning
- Tutorials, workshops and peer feedback
- Guest speakers from industry
- Blended learning with online support

Industry connections

You'll learn in a practice environment that reflects real massage work, including supervised clinical practice in non-classroom settings. Teaching is grounded in current standards and scope set by Massage New Zealand and

includes work-integrated learning, case studies and input from industry professionals. These connections help you build confidence with clients, documentation and professional expectations.

Study options

	LEVEL	LOCATION	DURATION	INTAKES
New Zealand Diploma in Wellness and Relaxation Massage	5	Christchurch	Full-time 1 year	February
New Zealand Diploma in Remedial Massage	6	Christchurch	Full-time 1 year	February



Scan for more information on this subject



COOKERY

Cookery is the professional craft of preparing food for people in hospitality settings such as restaurants, cafés, hotels, catering and events. Chefs plan menus, prep ingredients, cook and finish dishes, and present food to a consistent standard under time pressure. They work as part of a team, follow kitchen systems and

keep service running smoothly. The job also involves managing food safety, hygiene, allergens, waste and costs. With experience, cooks step into leadership, supervising others and helping shape what a kitchen produces.

Would this suit me?

Cookery could suit you if you like hands-on work and take pride in getting the details right. It helps if you stay calm under pressure, work well in a team and can handle feedback. A good sense of organisation, reliability and stamina matter too. If you enjoy food, flavours and learning new techniques, this is a great career choice.

Career Pathways

Entry Level

- Kitchen hand
- Prep cook
- Commis chef
- Café cook
- Catering assistant
- Larder assistant

Intermediate

- Chef de partie
- Line cook
- Sous chef
- Pastry chef
- Catering supervisor
- Section leader

Advanced

- Head chef
- Executive chef
- Kitchen manager
- Senior sous chef
- Pastry chef (senior)
- Food production manager

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Knife skills and core preparation methods
- Hot kitchen and cold larder techniques
- Sauces, stocks, soups and cookery basics
- Pastry and dessert production methods
- Food safety, hygiene and allergen awareness
- Kitchen workflow, timing and organisation
- Menu planning, costing and budgeting
- Dish development, presentation and sustainability

HOW will I learn?

- Hands-on sessions in commercial kitchens
- Blended study with online learning materials
- Real services for paying customers
- Work-integrated learning in industry settings
- Event-style practical projects and service runs
- Portfolio work and reflective skill building

Industry connections

Our cookery programmes are shaped by industry input and supported by long-term relationships with hospitality employers across Canterbury. You'll build experience through work-integrated learning and live service environments, with opportunities to learn from

industry visits, demonstrations and workshops. Industry assessors are involved in capstone-style events, helping ensure your skills and standards match what commercial kitchens expect.

Study options

	LEVEL	LOCATION	DURATION	INTAKES
New Zealand Certificate in Cookery	4	Christchurch, Timaru	Full-time 1 year	February, July [^]
New Zealand Diploma in Cookery (Advanced) Cookery Strand	5	Christchurch	Full-time 1 year	February, July

[^]Christchurch only



Scan for more information on this subject



BAKERY

Baking is the craft and production of breads, pastries, cakes and biscuits for sale to the public and to food businesses. Bakers measure, mix, ferment, shape and bake products to consistent standards, using both hand skills and commercial equipment. They follow food safety, hygiene and workplace safety

requirements, manage ingredients and storage, and work to tight production timelines. In many workplaces, bakers also check weights and labelling, monitor quality, package products and help develop new lines, including options for different dietary needs.

Would this suit me?

Bakery could suit you if you like practical, hands-on work and take pride in making food people enjoy. You'll do well if you're detail-focused, happy working to a routine and deadlines, and comfortable starting early in the day. Patience, resilience and a steady approach help, along with good teamwork and clear communication.

Career Pathways

Entry Level

- Bakery assistant
- Trainee baker
- Bakery café assistant
- Production assistant
- Apprentice baker

Intermediate

- Baker
- Pastry baker
- Cake decorator
- Artisan baker
- Bakery team leader

Advanced

- Head baker
- Bakery supervisor
- Production manager
- Quality coordinator
- Bakery owner-operator

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Baking industry safety and food hygiene
- Recipe reading, weighing and measuring
- Mixing, shaping and baking methods
- Breads, pastries, cakes and biscuits
- Ingredient knowledge and basic bakery science
- Quality checks, packaging and shelf life
- Equipment operation and simple maintenance
- Teamwork, communication and numeracy skills

HOW will I learn?

- Hands-on baking of breads, pastries, cakes, biscuits and slices within a specialised commercial baking kitchen
- Tutor demonstrations and guided practice
- Simulated production runs and task sheets
- Projects, portfolios and reflective work
- Work-integrated learning in workplaces

Industry connections

Our bakery programmes are shaped with input from industry stakeholders and advisory groups, including the Baking Industry Association of New Zealand. You'll learn in commercial bakery kitchens and a training

outlet that sells products made on campus. Work-integrated learning helps you apply skills in real bakery settings and build evidence for your portfolio.

Study options

	LEVEL	LOCATION	DURATION	INTAKES	
New Zealand Certificate in Baking	4	Christchurch	Full-time 1 year	February	
New Zealand Diploma in Cookery (Advanced) Patisserie Strand	5	Christchurch	Full-time 1 year	February	



Scan for more information on this subject



HOSPITALITY

Hospitality is a people-focused profession centred on creating welcoming, high-quality experiences. It includes food and beverage service, cafés, restaurants, hotels, events and catering. At its core, hospitality is about service — how guests are treated is as important as what’s served. The work combines practical skills with teamwork, timing and attention to detail.

Hospitality professionals help venues run smoothly, respond to guest needs and maintain standards under pressure. Sustainability is increasingly important, with a strong focus on reducing waste, using resources responsibly and operating ethically.

Would this suit me?

Hospitality could suit you if you like working with people and doing practical, hands-on work. It’s a good match if you enjoy fast-paced environments, teamwork and attention to detail. If you’re reliable, open to feedback and keen to build confidence through practice, you’ll fit in well.

Career Pathways

Entry Level

- Barista
- Café team member
- Front of house team member
- Food runner
- Functions assistant
- Catering assistant

Intermediate

- Shift supervisor
- Duty supervisor
- Senior barista
- Restaurant supervisor
- Events coordinator
- Food and beverage specialist

Advanced

- Venue manager
- Food and beverage manager
- Events manager
- Operations manager
- Hospitality business owner
- Hospitality consultant

NB: Advanced roles may require experience and/or further study.

WHAT will I learn?

- Guest service and a people-first mindset
- Food and beverage service standards
- Beverage preparation and barista skills
- Front of house operations and workflow
- Team communication under pressure
- Professional behaviour and safe procedures
- Attention to detail and quality control
- Sustainability, waste reduction and resource use

HOW will I learn?

- Live service in training restaurants
- Practice in café style settings
- Catering and pop-up events
- Industry practicum and work experience
- Guest speakers and industry insights
- Competitions, feedback and continuous improvement

Industry connections

You’ll learn in real world environments and through industry-informed teaching. Ara includes industry practicum and work experience, plus guest speakers, competitions and applied projects that reflect current

workplace expectations. You’ll also gain experience through live services and events in Ara’s hospitality venues, building confidence with real guests, timelines and standards.

Study options

	LEVEL	LOCATION	DURATION	INTAKES	
Licence Controller Qualification (LCQ)	4	Christchurch	1.5 days	Various	
New Zealand Certificate in Food and Beverage Service	3	Christchurch	Full-time 6 months	February, July	
New Zealand Certificate in Food and Beverage Service	4	Christchurch	Full-time 6 months	July	
New Zealand Diploma in Hospitality Management	5	Christchurch	Full-time 1 year	February, July	
Graduate Diploma in Hotel & Tourism Management	7	Christchurch	Full-time 1 year	February	



Scan for more information on this subject

APPLY NOW

ara.ac.nz

City campus

130 Madras Street, Christchurch
Mon-Fri, 8am - 4.30pm

Manawa campus

276 Antigua Street, Christchurch
Mon-Fri, 8.30am - 4.30pm

Woolston campus

Ensors Road, Christchurch
Mon-Fri, 8am - 4.30pm

Timaru campus

32 Arthur Street, Timaru
Mon-Fri, 8am - 4.30pm

Connect with us:

Free call (New Zealand): 0800 24 24 76

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Disclaimer: The information contained in this document is correct at the time of production (October 2026). Ara 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. Fees, programmes, entry and selection criteria, and dates, are subject to change. Please check the relevant programme pages at ara.ac.nz for up-to-date information and full entry requirements before applying to enrol. Information regarding English language requirements is available on each programme page at ara.ac.nz.