

# Creative Writing and Publishing






‘Writing and editing have always been interests that have run underneath everything else, and I didn’t think you could do it for a living until I started the publishing course.’

# Cadence

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 Publishing

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 Intern at Massey University Press

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## A passion for all things words

Cadence had always been an avid reader and writer, writing short fiction in their spare time. After high school, they went on to obtain a Bachelor of Arts in English Literature at Victoria University but had never been sure of how to get into the writing or publishing industry.

After graduating, Cadence found work in hospitality, and then at Transpower in Facilities management. It was work they enjoyed, but they wanted something they could really love, something creative.

One of Cadence’s favourite things is editing, so after they did a quick Google search, the Graduate Diploma in Publishing (Applied) at Whitireia and WelTec popped up, and Cadence enrolled.

## Diving into study

“The publishing process itself was a big surprise to me! Being such a big reader, I thought I knew a lot, but there’s so much that goes on behind-the-scenes. The tutors really took us through the process from the ground up and gave us so much knowledge.”

The full-time Publishing programme has students work on real books with real publishing clients. It’s an intensive programme that introduces ākongā to the full process.

“An author and a publisher will come to the course with an unedited manuscript, and you’ll take it through

the whole process: editing, typesetting, proofreading, market research, costing, design, marketing, everything! Physically seeing the final product the first time one of our books arrived was incredible.”

## Making connections

Throughout the programme, guest speakers frequently visit class to share their experience in the publishing industry. This includes publishers, print and web editors, eBook creators, designers, publicists, booksellers, and authors, allowing students to make industry connections early.

## Joining Massey University Press

Cadence first started with Massey University Press at the end of January, after finishing the programme. They’re loving being in a small team of people with years of experience.

“The industry is so small – you get to do a bit of everything. You get to try all sorts of things out. It’s not a place you can get bored.”

“It’s crazy to think that I get paid to do this because I’m having so much fun. It doesn’t feel like a job.”

Follow the QR code below to read the full story.





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

Published on 20 February 2023

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/>



'There were also several opportunities during the course to have our writing exhibited, which I loved participating in.'

# Sarah-Kate

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 Creative Writing

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 Poet

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Sarah-Kate finished the Diploma in Writing for Creative Industries just last year, a full-time online programme with courses in scriptwriting, non-fiction, writing for children, poetry, short fiction and editing. Now Sarah-Kate is busy producing pieces for various anthologies and journals, attending open mic and book launches, and entering writing competitions.

## Where did your passion for Creative Writing start?

I've been writing since I was a very small child. I was homeschooled, and my mum was very supportive of my love for writing and reading. She made sure I had the best possible resources to learn from and encouraged me to pursue my dreams.

## What sort of work do you do in the creative writing and poetry space?

I am the creative writing equivalent of self-employed and do a variety of different kinds of work. Most of my work is focused on writing and preparing pieces for publications in various anthologies or journals. There are many available in New Zealand and overseas, and often they will pay to publish pieces. I will also enter writing contests and prizes.

On several occasions I have been paid to read my work at writing events, and I will often attend open mic sessions and anthology launches to further promote my work.

A significant part of the work in creative writing is marketing yourself, which means attending events and open mics and taking whatever opportunity available to get published and make your name known.

## Why did you decide to study with us?

The Diploma in Writing for Creative Industries simply fit what I was looking for. I wanted to study writing, but didn't want to commit to a full degree.

## How was your study experience?

I studied full time, online. I overall had a very positive study experience. The website was easy to navigate, and my tutors were amazing. There were also several opportunities during the course to have our writing exhibited, which I loved participating in.

## Where do you see yourself in 5-10 years?

I hope to be even more widely published, preferably with some novels and poetry collections of my own out there. I'd love to put my training in script writing to good use and branch out in that direction. All writers dream of hitting the bestseller list, and I wouldn't say I'm averse to that happening either.

## What would you say to someone interested in studying Creative Writing?

Go for it. It's such a unique and exciting field to work in, and Whitireia and WelTec is an awesome place to study with.

Follow the QR code below to read the full story.



# Graduate Diploma in Publishing (Applied)

📖	Level 7
🕒	1 year
📅	24 Feb 2025 (Te Kāhui Auaha)
💰	\$9,904 (indicative for 2025 intake)
🌐	NZ \$26,000* (indicative for 2025 intake)

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 has been producing successful graduates for over thirty years and 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](#).

## 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](mailto:international@wandw.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

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](http://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](http://whitireiaweltec.ac.nz).

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).

### **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.

### **Touchprint Scholarship**

Awarded to a Māori or Pasifika student studying either a Graduate Diploma in Publishing (Applied); or New Zealand Diploma in Creativity (Level 5 or 6).

[Learn more](#)

## **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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