



## Contents

More worth with less work.....1

Improving literacy and numeracy.....2

New courses on offer in Digital Processes programme.....2

New journalism qualification nears completion.....3

Tutors required for apprentice workshops.....3

Tailoring your qualification to your career.....4

Training programme reviews.....4

Training Completions.....4

Training Statistics.....4

# Training News February 2009

## More worth with less work

Four printing firms and PrintNZ Training were involved in an innovative pilot project funded by the Department of Labour last year. The Productivity Project was designed to test whether ITOs can be used to help stimulate growth within their member companies.

Consultants were sent into Interpac Packaging, Sentra Printing, Printlink and Leading Label and were tasked with using a 'lean thinking' model to explore workplace culture and relationships, including management and union networks. Starting with the philosophy 'more worth with less work', the consultants helped each workplace assess how value could be added without disturbing operations.

The project was considered challenging but a success by the four firms involved, with each adopting considerable changes. While the companies devised differing strategies, common to the project was the theme that small changes can make a big difference to operations.

PrintNZ Training chief executive Joan Grace says it was revealing how important staff members were to each workplace.

"The major finding of the project was that productivity improvements mostly happen through changes in the "people side" of the business and that doesn't necessarily require lots of money," she says. "The key is greater communication and transparency between staff and employers - initiatives that cost very little but make a big difference to the way work flows through the business."

Joan says PrintNZ Training is now looking at ways to circulate the insights gained from the project to the wider printing industry.

"We'll be looking at ways to provide seed funding to other companies to extend the benefits that these first four companies have reported," she says. "We'll be seeking expressions of interest from companies wanting to be involved in the next phase of the project in March."

### PrintNZ Training

T: 04 569 2804  
F: 04 569 2108  
E: info@printnz.co.nz  
W: www.printnz.co.nz

National Office:  
Riverside on Daly,  
15 Daly Street, PO Box 31-131,  
Lower Hutt 5010, New Zealand



Mike Lugg of Leading Label in Christchurch

## Improving literacy and numeracy

PrintNZ Training is undertaking a review of its written materials and training resources as part of its commitment to literacy and numeracy. Claire Derham has been appointed to head the review, which will look at whether the resources are clear and easily understood.

The project is part of the Tertiary Education Commission's focus on embedding literacy into vocational training. Claire says once the materials are updated, trainees will gain greater literacy and numeracy skills as part of their industry training programmes.

"We're hoping people will become good critical thinkers. The programmes will make it easier to learn but maintain the technical outcomes that industry wants," she says. "It will involve the whole programme of work, including the workshop, assessment, portfolios, practical tests, the written word and reading."

Claire will work with Training Liaison Officers and workshop tutors to ensure presentation materials incorporate the

new literacy standards. PrintNZ Training staff and workplace mentors will also be trained in how to identify trainees who need extra help and what resources are available.

"Also included in this is the administration information the trainees need to fill out – the literacy in those is quite high but it can be quite confusing. We'll be looking at everything the ITO puts out," she says.

Claire has accepted a two year contract with PrintNZ Training and is a co-director of Creative Family, which specialises in educational resources and design. Prior to this, she developed training resource material for Careerforce, the community services ITO, and worked as a contractor to the Ministry of Education and as a teacher for 12 years.

## New modules on offer in Digital Processes programme

Two new modules have been added to the Digital Processes training programme in Digital Photography and Digital Imaging. The new modules reflect the continuing changes in how the industry operates and increase the scope of the choices available in the programme. Both modules are available as a limited training programme.

In the first half of this year, PrintNZ Training will be reviewing the entire Digital Processes Training Programme. Volunteers are needed from a range of digital industries to join a panel discussion about whether the current curriculum is adequate or which emerging sectors need a greater focus.

If you work in graphic pre-press, signmaking, screen printing, digital printing, large format printing, embroidery or any other industry using digital processes and you are interested in having your views heard, please submit your names for the review. Attendees will be required to attend a one-day meeting and approve the changes made to the training materials.

For further information about the new modules or to volunteer for the review, please contact PrintNZ Training on 0800 654 455 or email [info@printnz.co.nz](mailto:info@printnz.co.nz)

*Show your support for industry training and become a member of PrintNZ Training today! By joining PrintNZ Training, you will contribute to the creation of a skilled workforce, assist in the development of new resources and training programmes, and help us promote the printing industry to our future employees. Industry contributions assist PrintNZ Training in sourcing more funds from government to lessen the overall cost of training for industry. As a member you will be entitled to discounts on training fees and workplace assessments. For membership or more information, please contact PrintNZ Training on 0800 654 455 or email [info@printnz.co.nz](mailto:info@printnz.co.nz)*



Modules in Digital Photography and Imaging have been added to the Digital Processes training programme

## New journalism qualification nears completion

Recent graduates from journalism schools will soon be able to add a new qualification to their Curriculum Vitae.

The National Diploma in Applied Journalism, Level 6, is in the final stages of registration on the National Qualifications Framework and is on target for its scheduled roll-out in April. Currently, six unit standards in news gathering, news writing, feature writing, court reporting, media law and ethics are being processed by NZQA. Two further unit standards on news and feature subbing are also being developed.

NZ Journalists Training Organisation (NZJTO) executive director Mike Fletcher says the new qualification will help graduates put the theory they have learned in journalism school into practical use.

"The qualification has been designed so it won't take up a lot of extra time from the trainee or the supervisor, but it's very practical and based on the work that you do in the newsroom," he says. "This is important because as we all know, newsrooms are busy places."

The qualification will be offered in three strands – print, radio and television – and will take between 12 to 18 months to complete. Mike says formal commitments have now been agreed to by industry and the ITO and 30 trainees are being sought to be the first to sign-up for the new qualification.

An assessors training course will be held in late March and



early April to familiarise assessors and supervisors with the requirements of the programme.

The qualification is the first to be developed by the Communications and Media Industry Training Organisation, which was formed last year by the merger of the NZJTO and PrintNZ Training. The new ITO will be officially launched on March 31.

## Tutors required for apprentice workshops

PrintNZ Training is on the hunt for talented new tutors to assist with our apprentice workshop programme. Experienced members of the industry are asked to register their interest in joining a tutor pool, which will be used to provide training for all areas of printing and packaging. Tutors need to have a good technical background and the ability to communicate well.

PrintNZ Training development manager Gerard Denton says apprentices learn best when industry mentorship is provided.

"The workshops are intended to complement the day to day training apprentices receive on the job," he says. "We need to build up a pool of people who are available to help with the workshops and who are able to commit to up to a week away from work to help teach the next generation of printing industry employees."

Workshops are currently held in Auckland, Wellington and Christchurch but other areas may also be used to host workshops, depending on demand. Gerard says tutors

are paid for their time and travel costs. Full training and materials are also provided by PrintNZ Training.

"Tutoring is a way of giving back to the industry as well as ensuring valuable industry knowledge is handed on," he says. "Those who have previously worked with apprentices are best suited to the position because they understand what is required."

For more information on the apprentice workshop programme or to offer your assistance, please contact Gerard Denton at PrintNZ on 0800 654 455 or email [gerard.denton@printnz.co.nz](mailto:gerard.denton@printnz.co.nz)

## Training completions

Congratulations to the following 16 people who have achieved valuable industry training qualifications between 5 December and 27 January 2009.

### Apprenticeship Completions

Kevin Lorimer, Blue Star Print Group; Jeremy Hancock, Convex Plastics; Wendy Gross, Microfilm Digital Print; Mason Hepburn, Permark Industries; Melissa Dalgety, Rainbow Print Group; Jason Eden, Sealed Air; Iasoni Palemene, Blue Star Print Group; Timothy Hall, Gisborne Herald; Talavini Seu, Permark Industries.

### Level 3 National Certificate Completions

Kelekolio Paulo, Unibag Packaging (12 September 2008); Lee Ball, Centurion Print; Melissa Dalgety, Rainbow Print Group; Talavini Seu, Permark Industries; Peter Smith, Top Print.

### Level 2 National Certificate Completions

Colin Parker, Amcor Kiwi Packaging; Sioli Tuitupou, Amcor Kiwi Packaging; Darrin Western, Wyatt and Wilson Print.

### Limited Credit Programme

Sara Sleight, Waikato Print, University of Waikato.

Our apologies to Krista Fincham of The Beacon Printing & Publishing Co Ltd, who completed her Digital Processes apprenticeship in July 2008 and was omitted from an earlier completions list.

## Training programme reviews

This year, PrintNZ Training will conduct a number of training programme reviews, including in the Digital, Sheet-fed, Reel-fed, and Print Finishing sectors.

We are seeking your comments about these programmes, such as whether the range of skills covered is comprehensive, if the unit standards for each programme are targeted at the right level and whether changes are needed because of industry and technological developments.

Please send your thoughts and comments to PrintNZ Training during February. Expressions of interest are also being sought from those who would like to be part of a technical review panel. For more information, please contact PrintNZ Training on 0800 654 455 or email [info@printnz.co.nz](mailto:info@printnz.co.nz)

### PrintNZ Training participating organisations



## Tailoring your qualification to your career

Looking to add value to your existing qualifications or extend your career in the printing industry? The Diploma in Management – Print is a flexible qualification designed for those who want to upgrade their skills to management level.

The Diploma can be started at any time and students can enrol in a full programme of study or complete their choice of papers. The qualification is available in three stages - Level 4 National Certificate, Level 5 National Certificate or Level 5 National Diploma. Each step requires a certain number of papers to be completed before the student receives their certificate.

The Diploma is designed for those who want to increase their capability in business and builds on the skills gained from completing an apprenticeship in the printing industry.

For a brochure, application form and more information please contact PrintNZ Training on 0800 654 455 or email [info@printnz.co.nz](mailto:info@printnz.co.nz)

## Training Statistics

As of 27 January 2009, 628 people were completing industry training in the printing industry, including 131 trainees and 409 apprentices. Some 36 people were studying towards the Diploma in Print Management and 139 people were completing a Modern Apprenticeship.

