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Training News December 2008

Training remains key despite challenging times

2008 has proved to be a rewarding year in so many ways. Despite the tough economic situation, our member companies continue to place a high importance on providing apprenticeships and workplace training and making sure staff members are up to date with the latest technology.

To date for this year, just over 200 new training agreements have been signed, which is a fantastic achievement considering the financial pressure some firms are facing. I'd like to extend my thanks to all the companies that have been involved with industry training in 2008. It takes a strong commitment on your behalf and a combined effort from both employers and trainees to make this possible.

As at November 30, 636 people were involved in our industry training programmes, whether as a trainee, apprentice, a student in the Diploma in



PrintNZ chief executive Joan Grace

"Training is the most important thing that we do and the greatest investment we can make in the future of both our industry and the people who work in it".

Print Management or a school-aged person involved in Gateway Learning. This represents an increase of 5% over the year.

The nature of our training programmes is now noticeably different, with a drop in the percentage of those studying traditional print-related programmes such as Sheet-fed and Reel-fed as we diversify our range of programmes to meet the increasing range of technology and business models in the industry.

In the coming year, the focus for PrintNZ Training will be on literacy, improving the quality of our material and ensuring both the trainers and the trainees have as much support as they need.

Literacy remains a significant challenge in our industry, but it is one of the most important skills required by workers. Poor literacy skills impact on both businesses and the wider economy, leading to lower productivity, lost time, wastage and errors, and can be a contributing factor to workplace accidents.

We will continue to look at how we use training throughout our industry as part of our Productivity Project and look forward to implementing these strategies under the umbrella of the Communications and Media ITO, which will be formally launched on March 30. We will also continue to raise the profile of the industry and encourage the perception of print as a vital communications tool.

Training is the most important thing that we do and the greatest investment we can make in the future of both our industry and the people who work in it. Thank-you for your commitment and support, and have a wonderful Christmas and New Year.

Joan Grace

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Placing a value on industry training

A report into the value of industry training for the Niche Manufacturing sector is being seen as a valid reflection of the grouping. The report was commissioned by the Niche Manufacturing ITO Group with the aim of gauging how training and skills are contributing to the success of the sector in New Zealand. The Niche Manufacturing ITO Group covers the following industrial groups:

- Plastics and material processing;
- Printing and allied industries;
- Boat building; and
- Apparel and textiles.

Each industry is represented by an Industry Training Organisation, which administers formal qualifications as measured on the National Qualifications Framework. Training routes are varied, with apprenticeships, tertiary education courses and workplace training on offer.

A team from Infometrics Ltd was tasked with measuring the impact of industry training on the sector and determining its value among the businesses that make up each industry. Four to six organisations from each industry group were interviewed, including a mixture of varying sized companies, as well as firms based in both the North and South Islands, and urban and rural areas.

Many of the companies interviewed reported a move to more formalised or structured training in the past decade, a significant change from the traditional 'buddy' system, where new staff were trained by existing employees. Now, many use standardised and often qualifications-related training, and some firms have developed their own skills training programmes.

Overall, the report found it is impossible to place a financial value on the benefits of industry training as the worth of a skilled workforce is an intangible advantage to a company. However, the benefits of industry training can be seen in a happier workplace, with employees reporting greater job satisfaction when given the chance to upskill. On-site training, such as learning by doing and machine-specific training, is seen as the most effective form of training for the sector.

The report singled out apprenticeships as an example of beneficial industry training, with value for both the apprentice and employer. The advantages of apprenticeships were identified as:

- 'Ownership' of learning for apprentices;
- Safety is learned in a systematic way;
- More efficient 'whole position' learning rather than a 'spoon-feed' approach; and
- Cost effective labour for the firm.



Apprenticeships provide value for both employers and employees

A lack of motivation by apprentices was seen as a difficulty with the system by several firms, although many mentioned mentoring and senior-level support as being key to countering this.

The changing technology base was identified as the most significant issue facing the printing industry, with some firms updating technology as regularly as every five years. While companies report most employees are able to adapt to this quickly, two issues were identified:

- Common literacy standards not being met; and
- The out-dating of existing skills.

PrintNZ Training chief executive Joan Grace says the report provides a timely stocktake of industry training which will assist the members of the Niche Manufacturing ITO Group in providing relevant programmes.

"Receiving this kind of feedback from our industries helps keep us in touch with what training packages are working and which aren't," she says. "It's also important for us to understand what value companies place on industry training and what we can do to encourage more employers to become involved."

Countdown to Calgary

Seventeen young people will travel to Calgary in Canada next September to compete in the biannual WorldSkills International Competition and among them will be Royce Richards from Rainbow Print in Christchurch.

Royce, 19, won the printing division of the WorldSkills national competition in September, edging ahead of a field of seven regional finalists. As well as picking up the gold medal for print, Royce was also awarded the Best of Region for Canterbury.

As part of the Tool Blacks team selected to compete in Canada, Royce now has 10 months to hone his skills to international standards. Skill expert Grant Letfus, who will travel to Calgary as a judge, says Royce needs to extend his expertise in several areas.

“Between now and February, Royce will need to complete a basic unit in guillotining, which is not part of the press training he has already completed, but which is part of the WorldSkills competition,” he says.

“He will also need further training in ink mixing, using a



WorldSkills printing representative Royce Richards during the competition's national finals in September.

densitometer and understanding LAB readings and dot gain. By February, we will know what machine will be used in Calgary and have an outline of what the format of the competition will be. Royce will then participate in a series of practice sessions, depending on what type of press is selected.”

Royce will be required to attend two weekend camps with the other members of the Tool Blacks and administrative staff. Regional monthly meetings will also be held from February.

PrintNZ chief executive Joan Grace says New Zealand's participation in WorldSkills has been made possible through generous sponsorship.

“We are very pleased to have sponsorship for 2009 already confirmed from Trust4Skills and our industry partner BJ Ball Papers,” she says.

Business as usual for ITOs

The recent change of Government has ushered in a new Minister for Tertiary Education – Anne Tolley. Mrs Tolley, who is the MP for the East Coast, has also been awarded the portfolios of Education and Minister Responsible for the Education Review Office.



Minister for Tertiary Education Anne Tolley.

While there are unlikely to be many changes for Industry Training Organisations under the new National Government, there have been some key policies announced for the sector.

National has promised a better balance for tertiary education by freeing-up education providers to respond to economic and community demand, and ensuring the

Government has certainty about overall levels of spending. Restrictions will also be introduced on fee increases by institutions for publicly funded courses and the Tertiary Education Commission will be revamped.

PrintNZ Training chief executive Joan Grace says ongoing support for industry training is included in National's plans.

“Our job is to work with the new Government and to promote the advantages of industry training across the board,” she says. “We hope to establish a relationship with the new Minister for Tertiary Education and her Government to the benefit of the print industry.”

Formal training for Pad Printing

A new qualification for Pad Printing has been launched – the first formal training programme for this specialist industry.

Those who work in the sector – which involves transferring a 2-D image onto a 3-D object, such as a pen or a golf ball – have previously not been formally trained. Instead, more experienced printers have provided informal training on the job.

The National Certificate in Pad Printing, Level 3, formalises this process, allowing trainees to receive industry recognition for the skills they learn. Those already employed within the industry can also have their knowledge recognised by fast-tracking the new qualification.

PrintNZ Training Development Manager Gerard Denton says unit standards have been registered on the National Qualifications Framework for pad printing at both introductory and advanced levels.

“I would think people could finish the full qualification possibly in 18 months to two years,” he says.

The qualification includes unit standards in safety, industry knowledge related to pad printing, equipment, substrates, preparing for printing, setting up machinery, producing printed items, maintenance, colour theory and inks.

Applications for the new qualification are open now with workplace training programmes available in the new year. For more information, please contact Gerard at gerard.denton@printnz.co.nz or 0800 654 455.

Training completions

Congratulations to the following 60 people who have achieved valuable industry training qualifications between 16 July and 5 December 2008.

Apprenticeship Completions

Frankie Abraham, Amcor Kiwi Packaging Case Div Ltd; Gareth Barton, Soar Printing Ltd; Matthew Burke, Original Screen; Guy Brady, Blue Star Print Group; Troy Carlaw, Screensign Arts Ltd; Ryan Chapman, Blueprint; Harley Conner, Guardian Print Ltd; Timothy Coopey, Blue Star Print Group; Keri Damerell-Stevens, Huhtamaki Packaging Worldwide; Jason Eden, Sealed Air (NZ); Brendon Evans, Sealed Air (NZ); Shane Everitt, Amcor Kiwi Packaging Case Div Ltd; Martyn Hall, Tasman Westside Printers Ltd; Miles Goodlet, Thames Publications Ltd; Joseph Gray, APN Print – Wanganui; Wendy Gross, Microfilm Digital Print; Matthew Growcott, Adhesif Print Ltd; Jeremy Hancock, Convex Plastics Ltd; Brett Hannah, Hannah & Young Printers Ltd; Matthew Harris, Format-Blue Star Print Group (NZ) Ltd; Mason Hepburn, Permark Industries Ltd; Iupeli Iafeta, Sealed Air (NZ); Malo Iuta, GEON Brebner; Thomas Kemp, Viscount Plastics; Jason Maera, APN Print – Manukau; Neil Martin, Blue Star Print Group; Tyson Martin, Pope Print Timaru; Gerard Morris, APN Print Centre Hastings; Anthony McVey, Amcor Cartons Australasia; Casey-Lee Newman, Fintech Ltd; Steven O’Connor, Handitags Ltd; Jonathan Orams, Pronto Print Ltd; Iasoni Palemene, Printlink, Graham Rerekura, Horton Media Limited; Donnall Rickard, Service Printers (1978) Ltd; Talavini Seu, Permark Industries Ltd; Grant Straiton, Labelmakers Limited; Subendra Singh, Hally Labels Ltd (Auckland); Sukhvinder Singh, PMP Print; Vaine Tereapii, Carter Holt Harvey Packaging Carton Auckland; Khanh Thai, Oliver Young Ltd; William Tokelau, Amcor Kiwi Packaging Case Div Ltd; Jonathan Tupaea, APC Innovate; Leon Watson, University of Canterbury Library Bindary, Andrew Wellington, Tainui Press Design & Print.

Level 3 National Certificate Completions

Lee Ball, Centurion Print Ltd; Adam Hambrook, Wickliffe Ltd; Brenton Hughes, Quality Transfer and Labels; Stewart Luamanu, Amcor Kiwi Packaging Case Div Ltd; Peter Smith, Printstop @ Top Print; Suliasi Taulagi, AP Woodham Ltd; Raymond Tevi, Amcor Kiwi Packaging Case Div Ltd; Junior Tiaiti, Amcor Cartons Australasia.

Level 2 National Certificate Completions

Thomas Kissel, Aperio Group Ltd; Colin Parker, Amcor Kiwi Packaging (Case); Dennis Stowers, PMP Print – Christchurch; Siouli Tuitupou, Amcor Kiwi Packaging Case Div Ltd; Darrin Western, Wyatt & Wilson Print Ltd.

Diploma in Print Management

Ricky Howes, Brebner Print; Kurt Krueger, PMP Print – Christchurch.

Apprentice workshops review

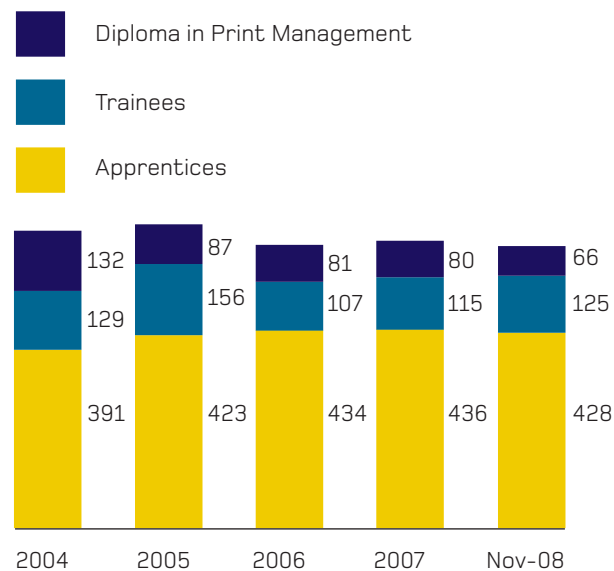
PrintNZ Training is engaged in a review of its workshops programme – a core requirement of all the apprentice schemes offered through the ITO.

The workshops review focuses on what is being taught during the sessions and how the information is presented. PrintNZ Training general manager Ashley Chisholm says the tutors who run the workshops will be given the opportunity to update their skills.

“In essence, we’re training the trainers,” he says. We need to take into account that a broader range of people are attending our workshops – people with a range of literacy skills, ages, backgrounds and interests who take up a range of programmes. The review will enable these people to build upon the skills they already have and make sure the information we’re providing is up to date and relevant to the needs of the print industry.

Training Statistics

As of 30 November 2008, 636 people were completing industry training in the printing industry, including 125 trainees and 428 apprentices. Some 66 people were studying towards the Diploma in Print Management, including 39 who have enrolled in the new qualification.



PrintNZ Training participating organisations

