



ETITO

LOOKING BACK, MOVING FORWARD

A YEAR
IN REVIEW
2010



Apprentice electrician Quintin Tupe [centre] with his employer Rhys Goodwin [left] and mentor Andrew Ilich.



CONTENTS

Introduction	3
A Report from the Chairman	4
A Report from the CEO	6
Statistics	8
Telecommunication	10
Ambulance	12
Offender Management	14
Security	16
Contact Centre	18
Electrotechnology	20
Financial Services	22
ETITO in Schools	24
Financial Statements	26
Governance	31



INTRODUCTION

ETITO IS THE INDUSTRY TRAINING ORGANISATION [ITO] FOR THE AMBULANCE, CONTACT CENTRE, ELECTROTECHNOLOGY, FINANCIAL SERVICES, OFFENDER MANAGEMENT, SECURITY AND TELECOMMUNICATIONS INDUSTRIES.

Industry skill development and workplace learning are organised by ITOs. ITOs are established by industry, recognised by Government, and funded by both.

Successful industry training relies on collaboration between ITOs and many other organisations, including employers, employees, training providers, industry associations, trade unions and government agencies.

Specifically, ETITO is mandated by industry training legislation to:

1. PROVIDE SKILLS LEADERSHIP

This involves lifting the effectiveness of the tertiary system as a whole to respond to skill and training needs. We collaborate with others to identify

strategic trends influencing current and future skills needs, develop strategic training plans to assist industry to meet those needs, and promote to employers and employees training that will meet those needs.

2. SET NATIONAL STANDARDS

This is about setting skill standards and designing national qualifications for the industries we serve.

3. MANAGE TRAINING SYSTEMS

This includes arrangements for monitoring training and assessment to ensure it enables trainees to attain the qualification in which they are enrolled.

YOUR ACHIEVEMENT

In this annual report, we are pleased to be able to share with you stories of achievement and initiatives from each of our industries. These are just a few examples of the great work of our industry organisations, firms and trainees nationwide.

We thank those who have generously shared their stories with us. We congratulate and commend all of you who have recognised the value of national qualifications training and are working with us to reap the rewards. We know the benefits are not only being shared by individuals and the firms and organisations in which you work but by industry and New Zealand as a whole.



A YEAR OF SOLID PERFORMANCE

BRIAN NOWELL

The past year saw significant changes to the environment in which industry training organisations operated. This required ETITO to adapt and to manage change. I am pleased to report that the organisation emerged more agile than it was before and it has cemented itself as a leading, professional ITO well-placed to continue to respond to the demands of our industries and government.

In 2010 the Tertiary Education Commission [TEC] introduced changes to its operational policy that fundamentally changed the nature of the sector, aligning funding more closely with performance. ETITO welcomed the renewed focus on both its performance and that of its trainees and apprentices. Trainees must be successfully achieving and reporting credits and completing qualifications in a timely manner. No one can argue things should be any different.

Another key feature was the organisation's close work with the Securities Commission [now the Financial Markets Authority — FMA] and the Ministry of Economic Development to develop and implement a training and certification process for Authorised Financial Advisers. This programme saw us invest capital and time into a programme that we will continue to operate into the future on behalf of the industry and in partnership with the FMA. At the same time we endeavoured to service all six of our other industries in the manner to which they have become accustomed.

With the renewed focus on training outcomes we have realigned our systems to ensure that we continue to be one of the high performing ITOs.

Since balance date we have strengthened our training field staff, opened a new office in Palmerston North to support the lower North Island, and have restructured the way that we provide regional training support nationwide through our customer support and field teams.

We have also completed a review of all our trainees to ensure those enrolled with us are meeting eligibility criteria, including achieving credits. New trainees are being more closely monitored, and the organisation is ready to intervene should they fail to meet performance milestones. We have introduced a new training information management system which will be a vital tool in our ability to monitor and foster high performance.

The economy has continued to have some impact on training although we are pleased that the number of people training in our industries remains relatively high. In 2010 there were 12,976 people in training arrangements with us, approximately 1,000 less than the previous year. We share our industry's desires to see the long-promised recovery and there are positive signs. Demand is expected to increase in the construction sector as a result of weathertightness issues, a shortage of housing in some centres and of course the devastation of the Christchurch

earthquake. The security industry is poised for regulation and there are opportunities for the broader financial services sector to engage in national qualifications training.

We expect the coming year and beyond will continue to involve change. There may be a rationalisation of the number of ITOs, for example. I can say with confidence that ETITO continues to be in a strong position to anticipate and respond.

We take our responsibilities to our stakeholders very seriously. ETITO has a board, management and staff that are truly committed to the vital role of upskilling New Zealanders. In the broadest sense, this is about improving opportunities for individuals, prosperity for firms and industries, and contributing to a better New Zealand for all of us.

ETITO will continue to take a leadership role in working with our industries and government to ensure we have efficient and effective Industry Training Organisations that the tertiary education system requires to maintain the skills we need today and into the future.

Each year ETITO produces Annual Industry Statements for each of its seven industries. The statements outline the major components of our work programme for the year ahead. We report against progress at the year end. For the 2010 summary visit www.etito.co.nz/annualreview2010



IN 2010
THERE WERE

12,976 PEOPLE

PEOPLE IN TRAINING
ARRANGEMENTS
WITH US.

THE NUMBER OF
PEOPLE TRAINING
IN OUR INDUSTRIES
REMAINS HIGH.





A REPORT FROM THE CEO



COLLABORATION KEY TO OUR WORK AHEAD

GARRY FISSENENDEN

Industry training runs on two key platforms — collaboration and cooperation. Collaboration is about assembling the right people with the right skills; cooperation is the spirit in which the work is done. We are going to need both more than ever as we work with industry to face some challenges and make the most of opportunities over the year ahead. We are in good shape to do this.

Having joined ETITO at the start of 2011, rather than focus on the year that's been, I want to look ahead, with a particular focus on the opportunities for strengthening partnerships with the many people committed to building skills across our seven industries.

One significant example is our work as part of the Built Environment Training Alliance [BETA] of seven construction and infrastructure sector ITOs on a project to ensure there are enough suitably skilled people available to meet the demands of the Christchurch reconstruction in the wake of the February earthquake. The BETA Skills for Canterbury initiative takes a whole-of-region, whole-of-construction-sector, all-tertiary education sector and all-of-government approach. We are working closely with industry bodies, government agencies, training providers, iwi, employers and many other groups on a project whose success relies on close links along all parts of the chain. With the additional electricians needed to work in the reconstruction alone this

is a challenge for us and the industry. However, done well it presents an opportunity for an influx of new trainees that will benefit industry well beyond the Canterbury rebuild. As always our focus is on working with industry to find sustainable jobs for new trainees and to then ensure they get the quality training that both we and industry continue to expect.

Qualification reviews are an ongoing collaborative effort and in 2011 we have significant opportunities to reassess the skills needed to work effectively in today's workforce and the future across numerous industries. The convergence of skills between electrotechnology and telecommunications professionals will be a key focus, with plans to allow for electrotechnology tradespeople to gain a telecommunications qualification to cover the new kinds of work they are increasingly engaged in. A much-awaited new security industry qualification is around the corner and there is also a shift to taking a wider view of the qualifications on offer outside of the traditional industry or trade focus. We are able to offer qualifications in business administration and management tailored to individual and business needs and which reflect that successful firms and organisations today are those that acknowledge that these so-called "softer skills" are the glue that holds firms together.

The financial services sector also moves into a new era with the arrival of

the 1 July 2011 deadline for financial advisers to be authorised. This milestone comes at the end of a significant period of work that evidenced ETITO's ability to work with many to build a world-class industry training system. We now move into a new phase of working with industry and agencies to establish a continuing professional development programme to stretch beyond regulation.

The nature of industry training, particularly in a multi-industry ITO such as ours, means there are often competing interests. There are obligations to government and the taxpayer to be accountable and spend funds wisely and there are the needs of the greater industry, individual employers and trainees, regulators and training providers to consider. The relative complexity of the system means not everyone agrees all of the time. Working effectively in these situations means welcoming robust dialogue. A multi-sector ITO brings benefits across its industries through strong engagement. Communication is the key.

On that note, I wish to acknowledge all of you with whom ETITO has been engaged this last year. The team and I are looking forward to working with you in the year ahead as it is only together that we can continue to deliver an effective and sustainable training system.



SINCE 2007,
APPRENTICES AND
TRAINEES THROUGH
ETITO TRAINING
SYSTEMS HAVE ACHIEVED

OVER
1.2 MILLION
CREDITS



ACROSS 7
INDUSTRIES

TRAINEE VOLUMES

AMBULANCE

2007	2008	2009	2010
2,613	2,257	2,386	1,024

A TOTAL OF
12,976

TRAINEES
ENGAGED IN AN
ETITO TRAINING
ARRANGEMENT
IN 2010

CONTACT CENTRE

2007	2008	2009	2010
2,005	1,787	1,728	1,641

ELECTROTECHNOLOGY

2007	2008	2009	2010
4,640	4,657	4,225	4,089

FINANCIAL SERVICES

2007	2008	2009	2010
1	1	21	379

OFFENDER MANAGEMENT

2007	2008	2009	2010
2,260	2,712	2,719	2,433

SECURITY

2007	2008	2009	2010
759	1,683	2,665	3,305

TELECOMMUNICATIONS

2007	2008	2009	2010
54	145	178	105

TOTAL

2007	2008	2009	2010
12,332	13,242	13,922	12,976

EMPLOYER VOLUMES

AMBULANCE

2007	2008	2009	2010
26	21	20	12

CONTACT CENTRE

2007	2008	2009	2010
180	168	174	176

ELECTROTECHNOLOGY

2007	2008	2009	2010
1,536	1,542	1,473	1,466

FINANCIAL SERVICES

2007	2008	2009	2010
1	1	9	11

OFFENDER MANAGEMENT

2007	2008	2009	2010
15	14	10	8

A TOTAL OF
1,851

COMPANIES
RECOGNISED
THE BENEFITS
OF TRAINED
APPRENTICES
IN 2010

SECURITY

2007	2008	2009	2010
106	121	132	146

TELECOMMUNICATIONS

2007	2008	2009	2010
33	48	48	32

TOTAL

2007	2008	2009	2010
1,897	1,915	1,866	1,851

CREDIT COMPLETIONS

AMBULANCE

2007	2008	2009	2010
24,640	10,995	16,066	27,911

CONTACT CENTRE

2007	2008	2009	2010
34,228	30,644	31,645	27,209

ELECTROTECHNOLOGY

2007	2008	2009	2010
199,784	187,582	164,130	151,449

FINANCIAL SERVICES

2007	2008	2009	2010
0	0	8	1,564

OFFENDER MANAGEMENT

2007	2008	2009	2010
23,791	24,518	30,169	27,687

IN 2010,
ETITO CREDIT
COMPLETIONS
ACROSS
THE SEVEN
INDUSTRIES
TOPPED

318,588

SECURITY

2007	2008	2009	2010
14,336	31,011	72,906	79,837

TELECOMMUNICATIONS

2007	2008	2009	2010
357	1,361	2,578	2,931

TOTAL

2007	2008	2009	2010
297,136	286,111	317,502	318,588

QUALIFICATION COMPLETIONS

AMBULANCE

2007	2008	2009	2010
128	143	122	197

CONTACT CENTRE

2007	2008	2009	2010
484	509	483	471

ELECTROTECHNOLOGY

2007	2008	2009	2010
2,336	2,375	1,884	1,910

OFFENDER MANAGEMENT

2007	2008	2009	2010
78	212	342	198

IN 2010,
TRAINEES
COMPLETED
4,013
ETITO
QUALIFICATIONS

SECURITY

2007	2008	2009	2010
94	348	678	1,208

TELECOMMUNICATIONS

2007	2008	2009	2010
5	7	21	29

TOTAL

2007	2008	2009	2010
3,125	3,594	3,530	4,013

This data is based on firms and trainees/apprentices engaged in subsidised national qualifications training arrangements with ETITO.



“I REALISED I COULD STUDY FOR FOUR YEARS AND THEN WORK WITH TECHNOLOGY OR I COULD START AN APPRENTICESHIP AND WORK FROM THE GET GO.”

William Rowe is a young man with a bright future in an industry that is fast-moving into a fibre optic era.

The 21-year-old Auckland apprentice with major engineering and infrastructure company Downer EDI is New Zealand's 2010 Telecommunications Apprentice of the Year and has already been identified as a potential future leader.

William is one of more than 100 apprentices now working towards a national telecommunications qualification and preparing for the growth and changing landscape brought about by technology advances and major projects such as the Government's ultra-fast broadband rollout.

William had his eyes set on a technology career while at Pukekohe High School. In his final year he was one of 2,000 students to complete ETITO's National Certificate in Electronics Technology.

“I'd always been into electronics and it helped me decide I wanted to learn about the technology behind everything.”

After school he began a Bachelor of Technology degree at Auckland University until, as he says, “I realised

I could study for four years and then work with technology or I could start an apprenticeship and work from the get go.”

William made contact with ETITO's training services team which led him to Downer and the offer of an apprenticeship which he began in January 2009.

Since then William has travelled from one end of the country to the other, setting up and repairing cell sites. A particular highlight for him was assisting in the aftermath of February's Christchurch earthquake by helping install a mobile cell site in the city.

Being named Telecommunications Apprentice of the Year was also a significant achievement and as a result — and to recognise his leadership potential — William attended a 21-day course at Outward Bound in the Marlborough Sounds, sponsored by ETITO.

“Outward Bound was an experience and a half!,” he says. “I overcame my shyness and walked away with a lot more self-confidence which has really helped me since.”

Near the end of the Outward Bound course participants spent three nights alone in the bush and during the time

were asked to write a letter to themselves which would be posted to them six months later.

“I wrote that I wanted to be finished my qualification by the time the letter arrived. I've sent all my on-job assessments in — so far it's looking good!”

Now nearing the end of his apprenticeship William is upbeat about his future in the industry.

“I definitely plan to stay with Downer and keep training. I want to learn about new technologies and get even more into the technical side of things and some of the new developments.”

National qualifications are now undergoing a review to keep pace with change, with updated fibre optic content being included in strands of the National Certificate in Telecommunications [Level 3].

105

APPRENTICES WERE WORKING TOWARDS A NATIONAL QUALIFICATION IN 2010

2,931

CREDITS WERE ACHIEVED DURING THE YEAR

32

TELECOMS COMPANIES WERE RECOGNISING THE BENEFITS OF TRAINING APPRENTICES BY YEAR END





AMBULANCE

A QUALIFICATION AND TRAINING SYSTEM PRODUCING MORE PROFESSIONALS LIKE CALLIE IS GOOD NEWS FOR ALL NEW ZEALANDERS.

Ambulance officers care for and save the lives of thousands of New Zealanders each year.

Their skill and dedication are essential in the care and well-being of our communities. As well as the many medical and other callouts, they have dealt with extraordinary and devastating events such as the Canterbury earthquakes and Pike River Mine explosion.

St John New Zealand provides ambulance services for about 95% of New Zealanders with the remainder of the country being serviced by operators such as the Wellington Free Ambulance Service and a District Health Board.

For St John, 2010 was another significant year in the growing development and recognition of its work in producing qualified professional staff — through a leading national qualification and a world-class approach to education.

St John led an industry consultation group working with ETITO to develop the National Diploma in Ambulance Practice [Level 5] as the core ambulance qualification for officers.

In 2010, St John was recognised for its work on developing and successfully rolling out the new qualification to 400 people in the first year by receiving a Council of Ambulance Authorities award. The awards recognise excellence among

ambulance providers across New Zealand, Australia and Papua New Guinea.

St John Senior Clinical Education Tutor Callie Tyrer was part of the team to write the qualification and develop the programme which is based on self-paced learning using cutting edge electronic media and class sessions in which simulation is a key part of learning.

Callie is based at the St John Northern Region Clinical Education Centre in Mt Wellington, Auckland, where, under the leadership of Clinical Education Manager Douglas Gallagher, the new qualification and learning approach is the foundation of a centre of excellence and improved success.

Staffed by highly qualified and experienced paramedics, there is a clear sense of camaraderie grounded in a commitment to their profession and to the highest quality care for patients. Producing well-qualified officers is at the heart of this.

Callie, a St John ambulance paramedic for 11 years, after qualifying as a military medic with the Air Force, and an educator for the past five years, says the new qualification is producing officers and volunteers that are heading out into the field with the right knowledge and skills they need.

“We have a greater focus on

formative assessment — whereby they are learning and assessed as they go using the kind of technology and tools that work for today.”

Simulation facilities are as close as they can be to real life scenarios. There’s nana’s bedroom where the elderly patient is at home in bed. Next door is the garage shed where the home handyman is working with his various tools, and the actual true to life ambulance, minus its wheels.

“The manikins we use have certainly come a long way since I started,” says Callie. “We’ve gone from having a torso with no arms or legs to something that is now very close to being human. They have flexible body parts, they can breathe and have a pulse, bleed, sweat, go blue, have palpitations and even ‘talk’”. The voice comes from a microphone inside from which a tutor can speak as the patient.

Trainees attend true to life callouts in the simulation suite while they are observed by the tutor and fellow trainees from a screen in a nearby classroom.

“This is a very important part of their learning. The simulation is as close to real life as it can be and this has meant huge benefits for the learning process. We can talk through what they are doing with other students and get their feedback. Each time the trainees are involved in simulation you usually see



Callie Tyrer

197
PEOPLE
COMPLETED
AN AMBULANCE
QUALIFICATION
IN 2010

27,911

**CREDITS WERE
ACHIEVED DURING
THE YEAR**

1,024

**TRAINEES WERE
ENGAGED IN
NATIONAL
QUALIFICATIONS
TRAINING AT
YEAR END**

a great deal of improvement from the time before.”

Throughout the 300 hours of online and classroom learning students are mentored in actual operational ambulances as part of a clinical placement.

Once officers achieve the national diploma, professional development doesn’t stop there. All staff are required to undergo 40 hours of clinical education within 12 months and there are advanced programmes as well.

Callie, for example, will complete her Bachelor of Health Studies this year, which will enable her to work as an Intensive Care Paramedic, the highest practice level in St John. It will mean a return fulltime to the ambulance frontline, up from the 20% of her working hours currently. Ambulance officers of Callie’s calibre and a qualification and training system producing more professionals like her is good news for all New Zealanders.

“WE’RE NOT JUST THE LOCK AND KEY PERSON – WE’RE PROFESSIONALS, AND BEING QUALIFIED IS THE BASE FOR ANY PROFESSION.”

In June 2012, Hati Kaiwai is looking forward to making a ground-breaking announcement — that every Corrections Officer who works at the Whanganui Prison he manages has a qualification.

He is tracking well. One of his Principal Corrections Officers — Marsh Tangaroa — has just become the first Corrections Officer to complete his National Certificate in Offender Management [Level 4] as part of a targeted initiative, and administration staffer Jane Bilderbeck is the first Prisons Services employee taking part in a pilot to provide the National Certificate in Business Administration and Computing to Corrections administration staff.

The Corrections Government Training Establishment [GTE] is working with six target prison sites to reinvigorate national qualifications by identifying and working with key individuals and by using a new integrated, contextualised assessment approach that best fits the demands and challenges of the professionals working within Prison Services.

A schedule of 100 National Certificate in Offender Management [NCOM] Advancement Days is underway at Northland Region, Whanganui, Manawatu, New Plymouth, Auckland

Women’s, and Arohata prisons as part of an agreement between Prison Services and Public Service Association [PSA] members. The initiative will be rolled out progressively to all staff at the sites and the country’s other prisons.

GTE manager Vicki Walsh says the commitment of prison managers, staff and a network of prison officers seconded and trained as assessors, to a fresh approach has been vital. “We have worked together to remove the barriers that may have stopped people completing the qualification. We are targeting our Senior Corrections Officers and Principal Corrections Officers, working with people who want to complete their qualifications and designing a personal plan backed up with support to get them there.

“We are all very much focused on having the right people in the right place with the right resources.”

The transformation within a relatively short period of time is evident and exciting.

Marsh Tangaroa was one of those identified by the GTE to take part and has just become the first Advancement Day participant to go on to achieve his qualification — the Level 4 NCOM.

Marsh is now being encouraged to complete his level 5 certificate by the end of 2011.

A modest man, for Marsh it is straightforward — choosing to be qualified is about choosing to be a professional.

“We are not just the lock and key person — we’re professionals and being qualified is the base for any profession.”

Hati is proud of what Marsh has achieved and the example he sets for others. Hati, with the GTE which has 4500 Prison Services staff under its training umbrella, is focused on providing pathways to qualification and achievement for everybody.

“By the end of June 2012 I want to be able to say that everyone at my site is qualified — from prison officers to the admin team. That is my strategic goal and with the many other committed partners in this, such as the GTE and ETITO, we are proactively working to achieve it.”



198

OFFENDER
MANAGEMENT
TRAINEES GAINED
A QUALIFICATION
IN 2010

27,687

CREDITS WERE
ACHIEVED DURING
THE YEAR

2,433

TRAINEES WERE
ENGAGED IN
NATIONAL
QUALIFICATIONS
TRAINING AT
YEAR END



SECURITY

“THEY REALLY APPRECIATE THE OPPORTUNITY TO DEVELOP THEIR SKILLS AND VIEW IT AS A CHANCE TO BETTER THEIR FUTURE PROSPECTS AND THOSE OF THEIR FAMILIES.”

Just over one million adult New Zealanders have literacy and numeracy skills lower than they need to meet the demands of their jobs and lives.

Tackling the issue by identifying needs and providing support as part of industry skills training is playing an increasingly important role.

Literacy and numeracy issues exist across all industries and walks of life to varying degrees. ETITO's literacy and numeracy programmes are designed to assist trainees and companies to make improvements that make a difference. Better literacy and numeracy means staff and firms are able to work more effectively and achieve their goals, including the experience and service enjoyed by their customers.

A significant project is underway to provide support to security firms and trainees after an ETITO pilot showed early success in making improvements.

ETITO has plans to boost the literacy and numeracy skills of thousands of trainees across all of its industry sectors.

Almost 2,000 trainees now undertaking the National Certificate in Security [Level 2 or 3] will undergo an assessment using the Tertiary Education Commission's online Literacy and Numeracy for Adults Assessment Tool.

The assessments will identify where

a trainee may need support to improve literacy and numeracy skills and allow practical support and resource material to be tailored for him or her.

Among the firms engaged in supporting improving staff literacy and numeracy is Auckland firm Eagle Eye Security.

Once trainees have completed an online assessment, the results are discussed between the firm and ETITO's literacy experts to craft a solution. ETITO visits the firm each week to provide training.

Eagle Eye Security general manager Mark Vaauli says the firm has quickly seen improvements in staff tasks such as completing logbooks and writing incident reports.

“When I compare what they do now with what they did a couple of months ago there is a big improvement in the structure of their report writing. The training improves their ability to format their reports in a chronological order of events when completing their entries in logbooks and incident reports,” says Mark.

“One of the guys has independently enrolled in a reading and writing programme at Orehunga High School.”

ETITO vocational literacy manager Lee Agnew says improving literacy and

numeracy skills in conjunction with completing level 2 gives trainees a huge confidence boost.

“Many trainees have left school before they could achieve a qualification and this is their first experience of educational success. They really appreciate the opportunity to develop their skills and view it as a chance to better their future prospects and those of their families.”

Among them is Eagle Eye trainee Apiako Napaa who is working towards her first qualification.

“I train every Tuesday with Lee. She really encourages me to focus on reading. Before this training I was at level 3 or 4 on the literacy learning progress scale and now I'm at level 8 already.”

Apiako says her note taking and report writing have improved. “My skills have improved a lot and training has helped me to understand how important it is to get the reports right. I'm more confident now completing levels 2 and 3.”

Apiako, who has three children, is juggling homework around work and family. She finds doing homework with Eagle Eye Security's other trainees an advantage.

“The training has taught me to respect different cultures, share what I have and help others. Training is a really good opportunity for all of us.”

3,305

TRAINEES WERE WORKING TOWARDS A NATIONAL QUALIFICATION THROUGHOUT THE YEAR

1,208

TRAINEES COMPLETED A QUALIFICATION IN 2010

146

SECURITY COMPANIES WERE RECOGNISING THE BENEFITS OF TRAINING APPRENTICES BY YEAR END



Eagle Eye Security manager Mark Vaauli with trainee Apiako Napaa



CONTACT CENTRE

“THE SKILLS AND KNOWLEDGE GAINED FROM ACHIEVING NATIONAL QUALIFICATIONS ARE RELEVANT AND A WAY OF GROWING AND RECOGNISING THE PROFESSIONALISM OF STAFF.”



Standing from left: Daniel Umaga, Kaanon Hauwai, Anne Duncan, Irene May-Thomas, Mele Sanerivi and Senior Moli. Sitting from left: Edith Rerekura, Marea Nicolle, Marian Witham and Alison Huxford

Thousands of New Zealanders have quit smoking with the support of The Quit Group since it began just over a decade ago. At the heart of its success is the team behind the Quitline service which in 2010 alone helped over 58,000 people to give up smoking.

The Quit Group is a charitable trust committed to helping all New Zealanders quit smoking, with a particular focus on Māori, Pacific peoples and pregnant women. Its free services, including access to support via telephone, text or online, are funded by the Ministry of Health.

The Quitline contact centre in Wellington is the hub of support for New Zealanders facing the difficult challenge

of giving up smoking. Like many other contact centres who deal daily with people under stress, the professional and caring nature of its staff is critical to the service provided and the experience and success for its customers or clients.

Underpinning the valuable work of Quitline is a team committed to quality delivery and its own professional development.

Quitline takes a proactive approach to its service to help ‘more New Zealand smokers to quit and stay quit’ and does the same in its own upskilling of staff through national qualifications training. Since introducing contact centre national qualifications four years ago, staff have achieved more than 30

qualifications. Seventeen Quitline staff are now working towards a national qualification.

Marea Nicolle leads the Quit Group’s Service Quality Team whose role is to monitor and evaluate calls and requests to Quitline and its responses. The team plays a key role in recognising emerging trends in calls and also in identifying training and development needs.

Previously a Quitline Advisor herself, Marea sees firsthand the role Quitline Advisors play in the attempt of the smoker to give up.

“Our advisors make a very real difference in providing practical support with empathy and understanding. They believe wholeheartedly in what they do

and we know our clients appreciate their commitment and expertise.”

Marea says given the responsibilities that sit with the advisors it is important that The Quit Group and its customers have confidence the frontline staff have the skills and the special attributes they need to do their job.

The skills and knowledge gained from achieving national qualifications are relevant and a way of growing and recognising the professionalism of staff, says Marea.

“For our staff it’s great they can have a recognised qualification, a way of formalising their skills. Often achieving the qualification will highlight to the person that they actually know more

than even they thought. That’s also good for their confidence and ongoing development.”

It also means benefits for the wider organisation and improving the capability and knowledge to achieve the very important outcomes that Quitline is charged with.

In 2010 Marea was one of four Quitline Advisors to take part in ETITO’s pilot programme for a new contact centre qualification, the National Certificate in Contact Centres [Senior Customer Service Representative] [Level 3]. She has since moved on to complete the level 4 team leader qualification and is also one of Quitline’s assessors for the level 3 and senior customer service

representative qualification.

Each part of the national qualification training process has presented new challenges and achievements.

“Becoming an assessor has been a great extension of my skills and each step along the way I’ve been able to put to good use what I have learned.

“I have just completed the level 4 qualifications and it’s been great as I’m using all of those skills like time management, goal setting everyday.”

Each member of the Service Quality Team holds a national qualification, some more than one. “The qualifications cement all the skills and knowledge they have.”

“I’VE BEEN EXPOSED TO A BROAD RANGE OF WORK ALREADY, AND I’D THOUGHT AN APPRENTICESHIP WOULD MOSTLY BE JUST RUNNING CABLE. IT’S BEEN MUCH MORE.”

Quintin Tupe is a 26-year-old apprentice electrician with a bright future as part of a new pilot project to bring more Māori and Pasifika young people into the industry.

He is one of the first nine apprentices to be in training under a new ETITO project which is already showing promising results.

A key strategic focus for industry training is to increase the involvement of Māori and Pasifika in the trades — groups previously under-represented but with great potential to contribute.

ETITO’s pilot project is aimed at recruiting Māori and Pasifika into electrical training and then supporting them to become qualified electricians. They must achieve the same high standards as all apprentices but the approach reflects research that Māori and Pasifika trainees achieve their best results when they have a strong social network to support them. A central platform of the pilot is providing a mentor for each apprentice — someone from a similar background — who can offer guidance and support.

For Quintin and the others, it is already making a difference and they are on the journey to becoming qualified.

Quintin was studying electrical theory

in a pre-trade course at Unitec when his potential for the pilot was recognised. He is now working with Goodwin Electrical in Auckland, as part of the ETCO group apprenticeship scheme.

“It’s been going great! My boss [Rhys Goodwin] is very involved and he also has another qualified electrician who I work with sometimes. I’ve been exposed to a broad range of work already, and I’d thought an apprenticeship would mostly be just running cable. It’s been much more.”

Quintin says he knew an apprenticeship was right for him from an early age. “I’ve always been a practical person — I always liked pulling things apart and putting them back together and learning how they work.”

Quintin’s mentor Andrew Ilich says the first step in working with Quintin was to develop trust and confidence to allow them to interact easily.

“Confidentiality is a key part of the relationship. There’s some issues that they may want advice on that could be difficult to broach with their employer such as around pay. I am here as a sounding board for all kinds of things.

“Where mentoring works best is when a situation arises that the guys might not have had experience with in the past.

For instance, one of the apprentices had his grandfather die last year, and wasn’t sure how to ask his employer for leave to attend the tangi. It was really just about having someone there to tell him that his employer would understand.”

Quintin values having a mentor.

“It’s good to know he’s there to back me up. I talk with Andrew at least once or twice a month. He basically just gives me a rev-up, and he’s there to give me advice when I need it. It’s a casual arrangement but it works.”

For Quintin motivation is rarely in short supply, particularly with a family of four young boys at home to support. He has consistently been a high performer in the theory component of training with his lowest mark to date at around 90%.

Key to his success has been a solid study routine, says Quintin. “I have some time with my boys in the evenings, and then I wall myself off to get some study done.”

Quintin is clear about where his trade will take him. “I’m going to finish my qualification, get some experience under my belt, and then start working for myself. I also want to buy a home.”



Quintin Tupe

4,089

APPRENTICES WERE WORKING TOWARDS A NATIONAL QUALIFICATION

1,910

APPRENTICES COMPLETED AN ELECTROTECHNOLOGY QUALIFICATION

1,466

ELECTROTECHNOLOGY COMPANIES WERE RECOGNISING THE BENEFITS OF TRAINING APPRENTICES BY YEAR END



“FOR ME, IF I WANT TO BE CONSIDERED A PROFESSIONAL, AND BE IN THIS TRUSTED POSITION, A BIG PART OF THIS IS TO HAVE A SOLID EDUCATION BASE.”

New Zealand’s financial services sector is in the midst of arguably the most significant change in its history — regulation and embracing a new era of professionalism.

A new regulatory framework was finalised in 2010 based on key pieces of legislation aimed at building investor confidence in the country’s financial markets — the Financial Service Providers (Registration and Dispute Resolution) Act 2008 and Financial Advisers Act 2008. A key feature is a new Code of Professional Conduct for Authorised Financial Advisers.

ETITO, in partnership with industry and government agencies such as the Securities Commission [now the Financial Markets Authority], has built a whole-of-industry, whole-of-tertiary sector infrastructure to deliver training and assessment to enable advisers to meet the standards required of them under the regime.

From 1 July 2011, advisers who wish to provide retail clients with investment planning services, discretionary investment management services or personalised financial advice on complex products, must be authorised. Exception will be given to those who belong to what is known as a Qualifying Financial Entity, whereby a larger organisation such as a bank or financial institution takes responsibility for the

quality of advice.

To become authorised, advisers must meet specific conduct and disclosure obligations as well as minimum standards of competence, knowledge and skill, ethical behaviour and client care, and commitment to continuing education and training.

The National Certificate in Financial Services [Financial Advice] [Level 5] has been set as the minimum standard of competence for Authorised Financial Advisers [AFAs]. The qualification is made up of core standards that focus on knowledge of the industry code, legislation and professional practice. There are additional standards tailored to particular sectors including investment advice, insurance and residential property lending.

Annabel Riley, from Insurance Brokers Alliance Ltd in Invercargill, is one of the thousands of financial advisers who faced the challenge of meeting the new legislative requirements. With the majority of her clients being small business owners or self-employed, Annabel believes the new regime will benefit them and the industry alike.

“Regulation will change the industry. It can only help us shift the perception from where we were in 2008 and 2009 to a position where we can all have confidence and be proud.”

From as early as 2008 when national

standards were proposed as the measure of competency, Annabel and her previous employer SBS Financial Advisers decided to complete the level 5 qualification.

“We felt that gaining the qualification was one way to help guarantee meeting the requirements of regulation. At the time there were no exemptions listed but by getting engaged early it provided us with a way of getting some certainty and being prepared for the shape of things to come.”

Annabel admits when it became clear what was needed to become an Authorised Financial Adviser she had a moment of “how am I going to fit it in?”

“Then I moved to ‘bring it on and let’s get started’. Becoming an AFA is a chance for dedicated advisers to spread their wings.”

Annabel completed the level 5 qualification and was registered as an Authorised Financial Adviser in March 2011. “For me, if I want to be considered a professional, and be in this trusted position, a big part of this is to have a solid education base.”

She believes the onus for continuing professional development lies with each adviser and she is not resting, having moved on to resume her study towards a business studies graduate diploma through Massey University.

AS AT 1 MAY 2011

4,179

FINANCIAL ADVISERS HAD ENGAGED IN THE QUALIFICATION AND ASSESSMENT PROCESS

2,758

PEOPLE PASSED THE STANDARD SET B EXAMINATION — THE STANDARD SET ALL FINANCIAL ADVISERS ARE REQUIRED TO GAIN FOR AUTHORISATION

411

HAD ACHIEVED AUTHORISED FINANCIAL ADVISER STATUS



ETITO IN SCHOOLS

Working with schools is a vital way for ETITO to help develop the pipeline of new talent for industry. We have developed a successful multi-pronged programme to generate enthusiasm for technology careers, to give students a practical chance to invent and experiment, to achieve relevant qualifications and be part of a transition-to-training initiative.

BRIGHT SPARKS

The Bright Sparks programme involves an online club where around 2,500 passionate young inventors from across the country [and some from further afield] gather to share information and inspiration about hi-tech and electronics topics, as well as the annual ETITO Bright Sparks Awards. The awards engage the imagination of intermediate and secondary students nationwide by challenging them to develop and enter technology inventions. Their projects often produce clever solutions to everyday practical issues.

ETITO Bright Sparks Awards winners frequently go on to achieve on a bigger stage. In 2010 winner Shahn Taylor of Hawkes Bay and placegetter and People's Choice Award winner Nicholas Mabey of Auckland went on to take part in the Taiwan International Science Fair which attracted 170 students from 11

countries. Shahn's wind turbine crafted from an old washing machine and Nicholas' transformer robot took first and second place respectively in the engineering category. This marked the third consecutive year that young New Zealanders have won podium places at the Taiwan fair with projects they developed for Bright Sparks.

Nicholas is now studying engineering at Auckland University and Shahn has plans for an engineering apprenticeship.

PART OF THE CURRICULUM

An ongoing priority for ETITO is encouraging electronics learning in schools. Our primary vehicle is the National Certificate in Electronics Technology [NCET] programme, taught to more than 2,000 students in approximately 200 schools. The students achieve a relevant qualification while at school and many go on to further technology training or trades.

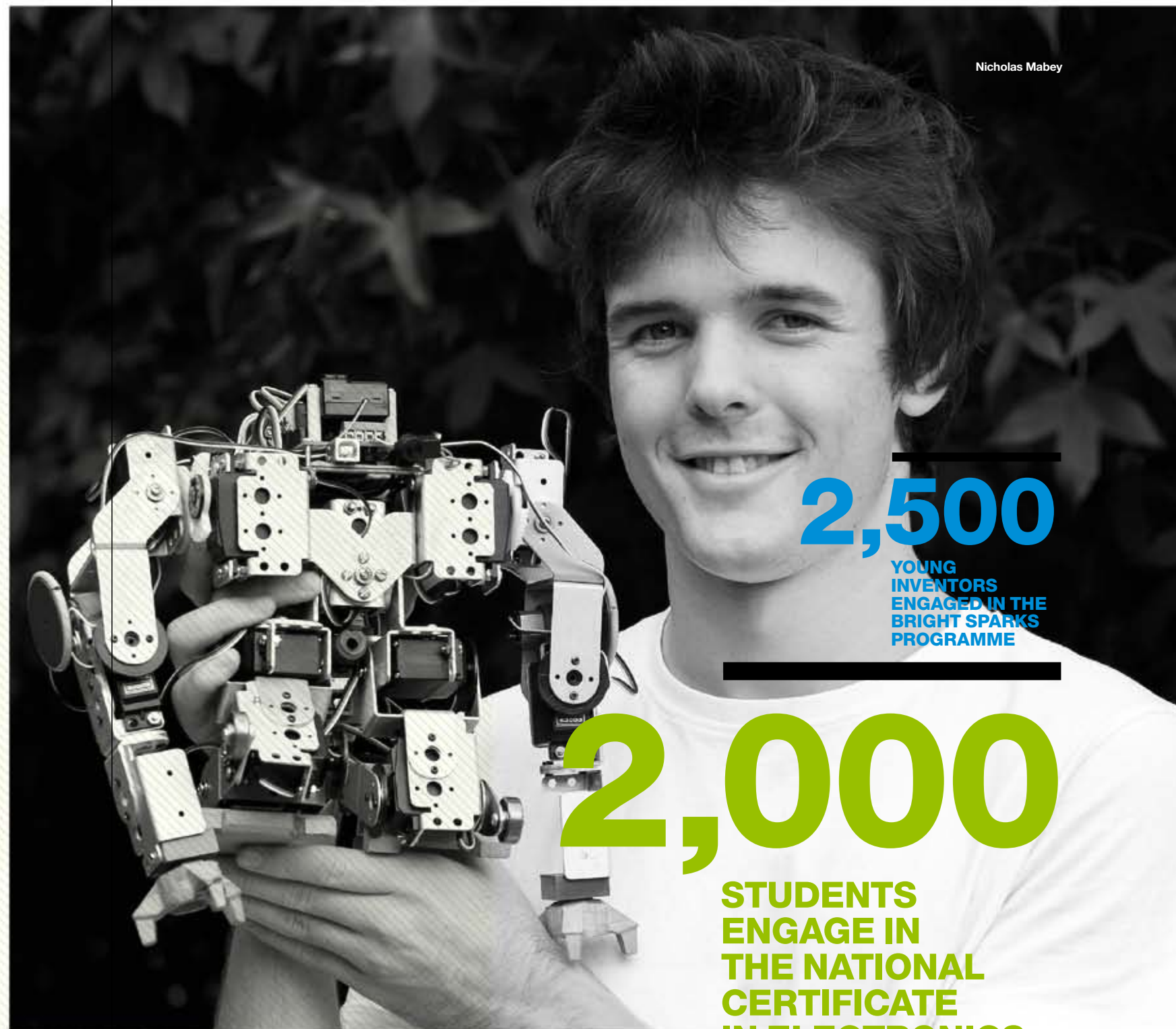
ETITO also worked closely with the Ministry of Education on the new digital technologies curriculum, which incorporates electronics alongside other subjects such as computing. ETITO has played a key role in this, and will be running a series of two-day professional development workshops in conjunction with the Ministry of Education in 2011 to upskill electronics teachers and increase

their understanding of the new curriculum.

TRADES IN SCHOOLS

Working with careers advisers and technology teachers and providing them with the tools to encourage students is a key platform to promoting trades careers. In 2010, part of this involved bringing teachers and employers together at a forum to enable teachers to gain firsthand information about the opportunities for students and the attributes they need to succeed. This successful pilot, in conjunction with the Electro-Technical Association, will be repeated in 2011.

The Gateway programme provides students with the chance to spend a day each week getting work experience with local employers. They gain practical skills and can complete unit standards that count towards a future apprenticeship and importantly get a taste of a possible future career. Students who perform well in the Gateway programme and achieve good marks in relevant school subjects can apply to be awarded ETITO's Electrotechnology 101 foundation certificate which demonstrates to employers their potential as apprentices.



Nicholas Mabey

2,500

YOUNG
INVENTORS
ENGAGED IN THE
BRIGHT SPARKS
PROGRAMME

2,000

STUDENTS
ENGAGE IN
THE NATIONAL
CERTIFICATE
IN ELECTRONICS
TECHNOLOGY
PROGRAMME
EVERY YEAR

IN
200
SCHOOLS

DELIVERING THE NUMBERS

SUMMARY FINANCIAL STATEMENTS 2010

INDEPENDENT AUDITOR'S REPORT

To the Members of Electrotechnology Industry Training Organisation Incorporated (ETITO)

The summary financial statements on pages 28-30, which comprise the summary statement of financial position as at 31 December 2010, the summary statement of comprehensive income, summary statement of changes in equity and summary cash flow statement for the year then ended, and related notes, are derived from the audited financial statements of ETITO and group for the year ended 31 December 2010. We expressed an unmodified audit opinion on those financial statements in our report dated 15 April 2011. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required for full financial statements under generally accepted accounting practice in New Zealand. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of ETITO and group.

This report is made solely to the ETITO's members, as a body, in accordance with generally accepted accounting practice in New Zealand. Our engagement has been undertaken so that we might state to ETITO's members those matters we are required to state to them in our report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than ETITO and ETITO's members as a body, for our work, for this report, or for the opinions we have formed.

Responsibilities of the Members of the Board

The members of the board are responsible for the preparation of summary financial statements in accordance with FRS-43: *Summary Financial Statements*.

Auditor's Responsibilities

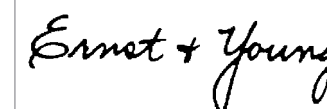
Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) (ISA(NZ)) 810, "Engagements to Report on Summary Financial Statements."

Ernst & Young provide consulting advisory services to ETITO and the group.

Partners and employees of our firm may deal with the ETITO on normal terms within the ordinary course of trading activities of the business of the ETITO.

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of ETITO and group for the year ended 31 December 2010 are consistent, in all material respects, with those financial statements, in accordance with FRS-43.



15 April 2011
Auckland

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the year ended 31 December 2010

	2010 \$	2009 \$
Revenue		
Government Grants	16,491,680	15,655,125
Industry Contribution	965,585	938,757
Other Income	828,451	94,117
Interest Income	347,692	348,139
Total Revenue	18,633,408	17,036,138
Industry Training Expenses		
Training Subsidies & Support	10,421,007	9,920,313
Qualification Development & Quality Assurance	3,328,541	1,848,115
Research & Stakeholder Relations	1,168,593	1,095,218
Total Industry Training Expenses	14,918,141	12,863,646
Other Expenses	4,162,124	3,748,186
Total Expenses	19,080,265	16,611,832
(Loss) / Profit For The Year	(446,857)	424,306
Other Comprehensive Income	-	-
Total Comprehensive (Loss) / Income for the Year	(446,857)	424,306

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the year ended 31 December 2010

	2010 \$	2009 \$
Opening Retained Earnings	4,930,863	4,506,557
(Loss)/Profit for the Year	(446,857)	424,306
Other Comprehensive Income	-	-
Total Comprehensive (Loss)/Income for the Year	(446,857)	424,306
Closing Retained Earnings	4,484,006	4,930,863

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 31 December 2010


	2010 \$	2009 \$
ASSETS		
Current Assets		
Cash & Cash Equivalents	5,688,486	4,755,511
Term Deposits	607,495	1,863,101
Receivables	1,216,280	870,424
Inventory	26,197	10,093
Total Current Assets	7,538,458	7,499,129
Non Current Assets	968,404	746,301
Total Assets	8,506,862	8,245,430
LIABILITIES		
Current Liabilities		
Payables	3,614,380	2,904,918
Employee Entitlements	357,546	330,939
Deferred Income	27,780	27,780
Total Current Liabilities	3,999,706	3,263,637
Non Current Liabilities		
Deferred Income	23,150	50,930
Total Liabilities	4,022,856	3,314,567
Net Assets	4,484,006	4,930,863
Equity		
Retained Earnings	4,484,006	4,930,863
Total Equity	4,484,006	4,930,863

For and on behalf of the board who authorise the issue of these financial statements on 15 April 2011.

Chairman



Chief Executive



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 31 December 2010

	2010 \$	2009 \$
Net Inflow from Operating Activities	310,264	1,155,167
Net Inflow/(Outflow) from Investing Activities	622,711	(1,602,729)
Net Increase/(Decrease) in Cash Held	932,975	(447,562)
Cash & Cash Equivalents at Beginning of the Year	4,755,511	5,203,073
Cash & Cash Equivalents at End of the Year	5,688,486	4,755,511

NOTES TO THE SUMMARY CONSOLIDATED FINANCIAL STATEMENTS

For the year ended 31 December 2010

CORPORATE INFORMATION

These summary consolidated financial statements are for the Electrotechnology Industry Training Organisation Incorporated (ETITO) and its subsidiary.

The summary financial statements are for the year ended 31 December 2010 and were authorised for issue by the Board on 15 April 2011.

MEASUREMENT BASIS

The functional currency is New Zealand dollars and the summary financial statements are presented in New Zealand dollars. The summary financial statements have been prepared on a historical cost basis.

BASIS OF PREPARATION

The summary financial statements have been prepared in accordance with FRS 43 – Summary Financial Statements and have been extracted from the full financial statements. The full financial statements have been prepared in accordance with NZ GAAP. The full financial statements comply with New Zealand equivalents to International Financial Reporting Standards, and other applicable Financial Reporting Standards as appropriate for a public benefit entity.

The amounts in the full financial statements have been audited and an unqualified opinion has been issued.

These summary financial statements cannot be expected to provide as complete an understanding as provided by the full Financial Statements. Full financial statements are available on request from ETITO.

ADOPTION OF NZ IFRS

The full financial statements are the first set prepared based on New Zealand IFRS and comparatives for the year ended 31 December 2009 have been restated accordingly. Reconciliations of equity at 1 January 2009 and 31 December 2009 and profit for the year ended 31 December 2009 under New Zealand IFRS to the balances reported in the 31 December 2009 financial statements are detailed below.

Transition and restatement adjustments were required on the total equity and profit as reported under the previous New Zealand Generally Accepted Accounting Practice (NZ GAAP), with the adoption of New Zealand IFRS.

	2010 \$	2009 \$
Equity under previous NZ GAAP	5,345,658	4,844,115
Adjustments to retained earnings:		
Restatement of income in advance	(377,399)	(337,539)
Restatement of long service leave provision	(37,396)	-
Total equity under NZ IFRS	4,930,863	4,506,576

Reconciliation of profit under previous NZ GAAP to that under NZ IFRS

	2009 \$
Prior year profit as previously reported	501,563
Adjustments:	
Deferral of income in advance	(39,861)
Recognition of long service leave expense	(37,396)
Prior year profit under NZ IFRS	424,306

An explanation of the above adjustments is included in note 2 of the full financial statements.



2010 BOARD OF DIRECTORS



ETITO Board of Directors. From left: Ian Butturini, Ross Beal, David Grant, Ray Pilley, Scott Carter, Brian Nowell (Chairman), David Waters and Murray Hobson

BOARD OF DIRECTORS

Brian Nowell, *Chairman*
Company Director

David Grant, *Deputy Chair*
General Manager
Rakon Ltd

Ross Beal
General Manager
Total Power Services Ltd

Ian Butturini
Managing Director
Seven Electrical Ltd

Scott Carter
Chief Executive
Matrix Security Group

Murray Hobson
Director
McAlester Holdings Ltd

Ray Pilley
New Zealand Engineering,
Printing and Manufacturing Union

David Waters
Chief Executive
Ambulance NZ

LEADERSHIP TEAM

Garry Fissenden
Chief Executive

David Askew
Financial Controller

Nicola Dashper
Human Resources Manager

Michael Frampton
Manager – Strategy and
Corporate Relations

Lloyd Olivecrona
Acting Manager – Qualifications
and Quality Manager

Tim Wake
National Manager – Training Services

OFFICES

ETITO Head Office
and Northern Region Office

Level 3, Building B
65 Main Highway
Ellerslie, Auckland 1051
Phone: [09] 525 2590

Hamilton

1st Floor, WEL House
711-737 Victoria Street
Hamilton East
Hamilton 3204
Phone: [07] 839 7395

Rotorua

Unit 1, The Business Hub
1209 Hinemaru Street
Rotorua 3010
Phone: [07] 349 3461

Palmerston North

1st Floor, 328 Broadway Avenue
Palmerston North 4441
Phone: [06] 350 1953

Wellington and
Southern Region Office

Level 11, Baldwins Centre
342 Lambton Quay
Wellington 6011
Phone: [04] 499 7670

Christchurch

Level 1, 137 Victoria Street
Christchurch 8013
Phone: [03] 365 9819

Dunedin

Arrow House, Office 3,
469 Moray Place
Dunedin 9016
Phone: [03] 479 2978

FOR MORE INFORMATION
VISIT WWW.ETITO.CO.NZ

CONTACT US BY EMAIL
INFO@ETITO.CO.NZ



ETITO