

MITO News

January – February 2009

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Campaign hots up

After hearing the exciting news that more than a million people watched the MITO 'Accelerate your career' advertisements last year, MITO has run the campaign again this year.

So keep a look-out for the eye-catching ads, which feature in local and community newspapers and on everything from buses to the internet, billboards and cinema screens.

Of course MITO won't stop there. We'll continue to promote careers in the motor and industrial textile fabrication



One of MITO's Wellington ads.

Survey goes in-depth

You may already know that MITO organises an independent 'customer satisfaction survey' every year – but you may not know that the latest survey took quite a different approach from previous ones.

The 2008 survey aimed to find out not only what MITO does well but also where they could improve, and to get suggestions on how to make change happen. It took place through 18 focus groups and 25 in-depth interviews with apprentices, students, employers, assessors, schools and tertiary education providers from around the country.

A big thank you to everyone who took part. Your contribution will help to improve the way MITO works and provide an even better service to you.

industries at expos, tradeshows and high school career days, and on TV and the internet. And remember, word of mouth is the best recommendation – so if you know someone who'd be great for your industry, suggest that they contact MITO ASAP!

2009 AA Motoring Excellence Awards

MITO is so passionate about car safety that they're sponsoring the AA Safest Car Award again this year!

The Award goes to the car available to the New Zealand public in 2008 that achieves the highest score in two independent testing programmes. Both programmes test new cars for occupant and pedestrian safety in serious crashes.

The winner will be announced on Friday 6 March at the AA Awards Gala Night in Auckland. We'll let you know the results!



The Subaru Impreza 2.0R, winner of the 2008 AA Safest Car Award. MITO has purchased seven of these cars for its national fleet.

Keeping ahead with research

In the world of industry training, great qualifications and great service depend on great information, about what's happening now and what's likely to happen in the future.

That's why MITO undertakes a number of research projects every year. It's all about getting relevant, up-to-date information that can be used to make long-term decisions. MITO also uses this information to develop 'Strategic Training Plans', which outline the current and future skill needs of the motor and industrial textile fabrication industries, and identify any gaps in the training that is available.

For example, research on the motor industry indicates that:

- employment will grow more slowly in the next five years, mainly because of the slower vehicle

market but also because of continued productivity growth and vehicles' increasing reliability

- rapidly advancing technologies will require people to have more skills in problem solving, critical thinking and information technology (IT)
- people in the industry will need to have a good knowledge of New Zealand's environmental laws and regulations as well as environmentally sustainable work processes and products.

And the industrial textile fabrication industry is likely to:

- need more managers and management skills
- need design skills among staff other than 'designers' – for example, canvas fabricators
- see a continuing shift from sewing to other bonding methods.

MITO also researched the value (or 'return on investment') of industry training for individual apprentices, their employers and society as a whole. This research indicates that:

- apprenticeships are a worthwhile investment for apprentices, because the skills they gain stay with them and provide a basis for increasing their lifetime earnings
- apprenticeships are a good investment for employers – within two years they recoup all the costs and their apprentices provide them with benefits from then on.

A big thank you to everyone who contributed to the research with time, expertise and industry knowledge – you're playing an important part in your industry's future!

MITO's new CSMs



Joe Bond, CSM for South West Auckland.

Two new Customer Services Managers (CSMs) have recently joined the MITO team, offering local support

to apprentices and employers in South West Auckland and Southland.

Joe Bond complements the Auckland team, responsible for South West Auckland. Bringing experience as an automotive technician and vehicle salesperson, Joe's received a number of awards for his sales expertise, including being named in the top 10 sales staff nationwide by his previous employer.

Michelle Findlater – our new CSM in Southland – is also an award winner. Having worked as an automotive electrical technician, her successes have included being named runner-up in the MTA Apprentice of the Year 2005 award.



Michelle Findlater, CSM for Southland.

MITO's Customer Services Managers will soon be joined by three Regional Managers. They'll provide leadership and assist in co-ordination in the regions.

Online revamp

When you're next online, take a few minutes to check out MITO's new-look website.

With one click to www.mito.org.nz you'll find information that's specific to you – whether you're an apprentice, a student, an employer

or an assessor. You'll also be able to read the latest news and events information.

And come back again, because MITO will be making even more improvements during the year!

MITO's new website www.mito.org.nz.



Change for MITO

Always on the lookout for ways to improve how we work – and how we deliver services to you – MITO has recently developed a new organisational structure.

The following Group Manager appointments have been made:

Corporate Affairs –
Lucie Wenmakers

Corporate Services –
Russell Dive

Workforce Development –
Verna Niao

Apprentices essential to success

A belief in the importance of apprenticeships is so central to one Kiwi business' success that it employs a new one every year.

Truck Stops (NZ) Ltd is a nationwide supplier of commercial vehicle parts and workshop services to New Zealand's road transport industry. Like many others throughout the country, their Napier branch has adopted the Apprenticeship Policy – and Service Manager Barrie Martin says it's vital in maintaining skill levels in the business.



Tyrone Gavan at Truck Stops Napier.

Truck Stops Napier currently has four apprentices working through their programmes – including Tyrone Gavan, who's already completed his National Certificate in Motor Industry (Automotive Heavy Engineering) (Level 4) Road Transport strand and has just embarked on ATech® – MITO's elite training programme for people who want to work in advanced technical roles.

"Tyrone is an excellent example of the type of person our industry needs," says Barrie. "He's worked through his studies quickly – an approach that's backed up with a strong work ethic and great practical abilities. When work gets busy or difficult – like having to work in the snow! – he goes the extra mile to get the job done, and he's well respected by our customers."

Tyrone, now aged 22, joined the company after completing a pre-apprenticeship course. He came top in his class, an achievement that meant Truck Stops Napier snapped him up when he went looking for a job.

"Tyrone had all the qualities we look for in an apprentice," says Barrie. "A strong academic performance at school, a good study ethic, a willingness to work and a high level of self-motivation."

Truck Stops (NZ) Ltd's commitment to supporting their apprentices is reflected in the training opportunities they offer, which also include in-house, brand-specific courses. Every apprentice gets two hours per week for at-work study. "It's an opportunity to spend some focused time on their theory work," says Barrie. "We're also available to answer any questions they have, and it's a good way to check on their progress."

"Tyrone has a big future ahead of him," says Barrie. "We're pleased to be helping him to achieve that – he deserves recognition for his performance so far, and has great potential as a high-flier in our company."

mito
Qualifying Your Future

Contact us

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Upcoming Events

19-22 February

Te Matatini - National Kapa Haka Festival - Tauranga

5-7 March

THE Expo (Transport and Heavy Equipment) - Hamilton

14 March

Pasifika Festival - Auckland

17-19 April

V8 Supercars - Hamilton

Industry training graduations:

2 April New Plymouth

7 April Otorohanga

26 April Manawatu

For more information visit our website www.mito.org.nz.