

Spotted around town?



If you've been to the movies lately or hopped on a bus, read a local newspaper, checked out TradeMe or gone shopping in a mall, you might have seen MITO's latest advertising campaign!

Based in Auckland, Wellington and Christchurch, the campaign is part of a 'big picture' plan to promote career opportunities in the automotive industry. The

campaign is designed to appeal to young people aged 18 to 25, as well as those who help them make their career decisions – their friends, their parents and their teachers.

The campaign started in November last year and finishes in February 2008. It recognises that this is the time when many school leavers are making their career decisions, especially with exam results coming through.

To get more information it's simple. Anyone interested in finding out more about MITO apprenticeships just needs to text us their name and address. As the word they text depends on the advert they see, we're also able to measure which advertising method is most effective.

And the campaign's working – in the first couple of weeks, we heard from over 250 people!



Community newspaper advertisement.



Accelerate your career
Free text the word 'MOTOR' to 5667 with your name and address.
www.mito.org.nz 0800 88 21 21
NZ Motor Industry Training Organisation (Inc)



Internet advertisement.

Industry Training Graduations

MITO is co-ordinating another year of industry training graduations.

We recognise the hard work put in by each apprentice and take pleasure in working with local and regional councils who sponsor these ceremonies. The graduation ceremonies are a Mayors Taskforce for Jobs initiative designed to promote industry training and acknowledge individual achievements. Each apprentice will receive a certificate of achievement and a MITO representative will be there to personally congratulate each graduate.

MITO gets involved in every graduation ceremony by calling eligible apprentices to personally congratulate them and encourage them to participate. Many graduates bring their employers and parents to enjoy this special celebration with them.

Listed below are the upcoming graduation ceremonies:

Date	Region	Venue
4 April	South Canterbury	Theatre Royale
8 April	Otorohanga	Wilshier Centre, Beattie Hm
29 April	Waitomo	TBC
5 May	Hauraki/Thames-Coromandel	Civic Theatre, Thames
8 May	Rotorua/Taupo	Convention Centre
16 May	Canterbury	Christchurch Town Hall
21 May	Matamata-Piako	Matamata Memorial Hall
May	Waipa District	Council Chambers
June	Kaipara District	Lighthouse Function Centre, Dargaville
16 June	Auckland City	Auckland Town Hall
22 June	Manawatu	TBC

For more information on industry training graduations please contact MITO National Office on 0800 88 21 21.

Top Survey Results



Survey Results

During November 2007, over 1,300 MITO apprentices, employers, and assessors were surveyed as part of our annual Customer Satisfaction Survey. Overall, the results are very positive with increased satisfaction across the board.

Highlights include employers rating MITO significantly higher for promoting industry training in a manner that attracts high quality people to the workplace. Both employers and apprentices would definitely recommend MITO apprenticeships and training to others in the industry. And the value of MITO's qualification also improved, with apprentices significantly satisfied with MITO providing a comprehensive skill base, having a good balance between practical and theory, and being up to date with new technology.

MITO would like to thank everyone who participated in the survey.

NEW

Administration Programme Sign up today!

MITO has introduced a new exciting career opportunity for your office support team!

This new apprenticeship programme has just been released and provides comprehensive training in computer applications, leadership and communication skills specific to our industry.

The programme has been designed to be fun, with workshops, study groups and individual learning making it easy to gain, not one but two national certificates: First Line Management Level 3 and Computing Level 2.

But this is just the beginning of your career path! This apprenticeship can lead to the Level 4 and 5 national qualifications in First Line Management, Computing and/or Business Administration.

To enrol or find out more information, please contact MITO on 0800 88 21 21 or call your local Customer Services Manager.

Keep an eye out for the new ATech® advertisement in your favourite industry magazines!



NZ Motor Industry Training Organisation (Inc)
Level 10, Tourism and Travel House, 79 Boulcott Street
PO Box 10803, Wellington, New Zealand 6143
Phone: 04 494 0005, Facsimile: 04 494 0006
Freephone: 0800 88 21 21, www.mito.org.nz



MITO NEWS

JANUARY / FEBRUARY 2008

2008 update!

With a new year underway, the team at MITO is working on a wide range of exciting new initiatives for 2008. They're all designed to deliver the skills our employers are looking for, and provide enjoyable, productive learning experiences for apprentices.

World-class resources for MITO apprentices – and more!

During 2008, MITO apprentices will be able to access online training material available through CDX Global. Recognised as a leading provider of interactive automotive education resources internationally, CDX harnesses the 'power of visual learning' by providing video and audio footage and a number of interactive activities ideal for New Zealand apprentices. CDX Global, in association with MITO, will be developing a NZ menu page. We are also reviewing a range of textbooks for some of our specialist industry sectors.

MITO has also negotiated a sub-license agreement with I-CAR NZ to access I-CAR USA training packages.

MITO is developing study reference guides aligned to these packages which will enable full integration with our national qualifications.

Meanwhile, apprentices' entitlement for their off-job training allocation has doubled with each MITO apprentice now eligible for a maximum of 80 hours per annum.

MITO is also investigating the establishment of examination centres throughout the country, providing an independently supervised venue for apprentices completing their exams.

Good news for employers and employees

All in all, these new initiatives add up to improved, more tailored training for MITO apprentices. And the best news – there is no increase in training fees for 2008!

Employers will benefit from the skills and knowledge that apprentices bring to the workplace – keeping up to date with the latest techniques as well as new technological developments. What's more, skilled, qualified employees have an invaluable role as mentors and trainers for future apprentices.

MITO's commitment to enabling superb apprenticeship opportunities means we're continually reviewing our services to ensure they meet employers' and employees' needs. Stay tuned for updates!

INSIDE

Spotted us around town?