

Ten reasons to start now for training in 2011.

It has been another busy year in security training. Congratulations to the 392 trainees who finish the year having completed one or more qualifications. We've also seen 930 new trainees sign up for a National Certificate in Security qualification, bringing the total number of current trainees to more than 2000.



Some of the most recent graduates, Mike Moulton [left] and Jaco Keuler [right] of Opel Security, Auckland, with Opel co-owner Samantha Raymond and ETITO training manager Jay Hourani.

That's a great start to what we're all anticipating will be an even bigger year for security industry training in 2011. With that in mind, ETITO's security training team has come up with 10 reasons [there's more but we stuck with 10 for starters!] for security firms to consider before carving the Christmas turkey.

Don't leave subsidised training any longer – act now

Training is one of those things that are easy to leave for 'another day', but if you don't get sorted now you may not get back to it before the end of January. The Private Security Personnel and Private Investigators Act is due to come into effect on 1 April 2011 and the Rugby World Cup is here next August – the sooner security personnel are in the training the better placed you and they will be.

Real and tangible benefits

Customer satisfaction is just one of the benefits. Training is not only good for staff morale and retention, it fosters efficiency and productivity.

A building block for a true profession

It's not about what you have to do. It's about what you choose to do that makes you a professional. In 2011, in a new regulatory environment there is a great opportunity for the industry to advance the agenda of professionalism. It will reward those that meet expected standards and lift the poor performers.

New opportunities for a skilled workforce

There will continue to be demand for quality security services that offer value to a wide range of public and private sector customers. Add to that the Rugby World Cup and New Zealand's growing reputation for hosting major events. We should be ready to seize the opportunity.

Training gives a competitive advantage

A trained and qualified workforce provides a competitive advantage in a highly competitive marketplace where customer expectations for high quality cost-effective services continue to grow. How well trained your security personnel are will be under scrutiny in bidding for contracts.

Quality control is key in training too

Quality is central to ETITO's training and assessment. We are continuing to work with industry to improve a robust training and assessment system. This relies on our partnership with industry to ensure that the highest standards are met.

Literacy and numeracy – no barrier to success

Up to 42% of adults in New Zealand have literacy and numeracy issues. The security industry is not immune. We have run a pilot programme to assess the literacy and numeracy needs of security staff and we will continue to work with firms to identify issues and provide support. We've seen

remarkable changes to benefit individuals and business through taking small steps.

Our training managers have the expertise to help

ETITO's training managers are skilled at working with trainees and employers to achieve completed qualifications within the required timeframe – while taking into account the needs of a busy and often casual workforce. We provide ongoing support for assessors, an essential part of a successful training system.

Working together

Achieving a skilled workforce and building a profession requires a partnership. ETITO, as the standards setting body for the security industry, works with trainees, firms, training providers and others, such as the New Zealand Security Association, to build a world-class training system for security professionals.

Contact ETITO

Pick up the phone now and speak with us about new training opportunities or how we can work with you to support or boost what you are already doing. Contact: Mike Hull [Northern, including Auckland] 09 583 1368, Kelly Walter [Central, including Wellington], 04 499 7678 and Ross Kennedy [South Island] 03 365 6391.

Best wishes from all at ETITO to our security industry current and future training partners for a safe and happy holiday season.

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