

Telecommunications sector 2007 activity follow up to the research group

Telecommunications 2007 activity which will contribute to a future telecommunications sector Strategic Training Plan.

Background

Research into the telecommunications sector was undertaken in 2005. The resulting research report is available on the ETITO website and a summary of this report is also available on the website at www.etito.co.nz.

In 2006 ETITO established a research group with representatives of the industry to follow up recommendations in the 2005 research. The group chose to include all of the following from the earlier research in their brief

- Improving recruitment
- Developing a high status training model
- Improving quality

This group developed and endorsed a research group submission which was then given to ETITO's management team. This submission is available on ETITO's website at www.etito.co.nz.

The ten recommendations in the submission could be broadly classified into three areas

Qualification promotion

Submission recommendations 2.1.8 and 2.1.9

Political lobbying

Submission recommendations 2.1.1, 2.1.2, 2.1.6, 2.1.7, 2.1.10

Strategic training plan considerations

Submission recommendations 2.1.3, 2.1.4, 2.1.5

The ETITO management team has considered the recommendations in relation to available resources in 2007 and has committed to the following high priority activities in 2007. In future years, further recommendations will be reviewed.

Qualification Promotion

[2.1.8] Promoting the telecommunications career – including educating the industry about the qualifications and promoting the attractions of this career pathway to potential careerists.

ETITO plans to:

- Develop a specific telecommunications section on the homepage of the website [June]
- Increasingly engage Electrotechnology staff in proactively seeking out telecommunications employers and taking the training need message to them
- Update current telecommunications information on the ETITO website [ongoing]
- Include articles relevant to the telecommunications industry [and about telecommunications apprenticeships] in the Electrotechnology newsletter delivered to all telecommunication apprentices and employers, [March, June, October]
- Increase ETITO presence at careers expos, promoting telecommunications apprenticeships, including:
 - Tongan Community Careers and Training Expo [January]
 - Porirua Hands-on Expo [March]
 - Pathways to Employment, Auckland [March]
 - Career Paths Expo [June]
 - Made it in Manawatu Interactive Expo [June]
 - Mount Maunganui College Career Pathway [June]
- Develop new display signage [rollaway banners] to promote telecommunications apprenticeships [to be completed early April]
- Develop new marketing collateral to promote telecommunications apprenticeships to employers and potential apprentices [to be completed end of May]

Strategic Training Plan Considerations

ETITO will investigate as part of its development of a strategic training plan for the telecommunication industry

[2.1.3] - Simplification of the current number of qualifications offered

[2.1.4] - Establishing a general level 2 electrotechnology qualification, to provide a broad basis for later options in either electrotechnology, or telecommunications

[2.1.5] - Identifying linkages and pathways between engineering, ICT and IT qualifications