



Hairdressing Industry Training Organisation Inc.

ANNUAL REPORT 2002



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Mission Statement

“To establish training as an essential investment”

Board Members

Angeline Thornley - Chairperson

Phillip Millar - Member

Denise Whyte - Member

Raymond Henderson - NZAH President

Qualifications Advisory Committee

Jo Douglas - Chairperson / PTE Representative

Andrea Bullock - Polytechnic Representative

Phillip Millar - ITO Representative

Melva Brown - Employer Representative

Erica Cumming - Moderation Representative

Kerry Turner/Jacqui Broughton - Barbering Representative

Chairperson's Report

During 2002 a full review of the functions of the NZHITO was carried out, resulting in a number of significant changes in the way the business is managed.

The most far reaching change was in the role of the Regional Coordinators. In addition to redefining their territories, there were significant alterations to their job roles.

We have reduced the number of areas from five to four, and introduced office support to the role in order to increase the amount of time the Sales and Liaison Managers are able to spend in the proactive development of apprenticeship as the ideal form of training.

Their role now includes developing appropriate marketing plans that will result in high levels of apprentices who are achieving their National Certificate.

Pre Vocational Courses

It is disappointing that there are still many potential hairdressers who are attending pre vocational courses in the belief that they will emerge as qualified hairdressers. This is an area we hope to improve on in the future. We will incorporate into our accreditation and moderation action plan, a requirement that providers of these courses inform students what they will need to do to achieve their national certificate in Hairdressing Practice.

This will be followed up on by visits to classes by our Sales and Liaison Managers who will speak to students about how they can go about getting into an apprenticeship, or how they can achieve the remaining units and complete their certificate.

Workplace Assessment

Workplace assessment has been on the agenda for the last couple of years, with extensive research on how we can achieve this. I firmly believe the current system does not encourage participation, and this is resulting in an unacceptably low achievement rate

Delivery and assessment of the unit standards required to achieve the National Certificate in Hairdressing Practice, requires the participation of the apprentice, the workplace trainer and the off job training provider. This tripartite agreement relies on all parties being focused on the learning, practicing and assessment of skills. A considerable amount of trust between all parties is required to ensure that the process is seamless, with everyone fulfilling their part of the deal, and the end result being that we have appropriately trained hairdressers.

The obvious place for an apprentice to receive the majority of their practical training and all of the practice required is in the workplace. Their trainer is in the best position to see that it occurs in a natural circumstance. This being the case



the collection of evidence should be sufficient in a large number of cases for a verification process rather than requiring formal assessment for every unit. This does not occur and on the whole seems to be because the assessors do not have sufficient faith in the judgments of the trainer.

We have looked long and hard at how we can overcome this issue, including investigating bringing assessment back into the workplace. Conversely, this may serve only to bring further mistrust between providers and industry. This leads me to believe that a more proactive approach would be to strengthen the links, by requiring joint assessment activity by the provider assessors and industry assessors, and by enabling some assessment to be carried out in the provider environment and some in the salon.

Additionally the collection of evidence could be strengthened by the introduction of specific employer training, and increased monitoring by Sales and Liaison Managers. Assessment activity must focus strongly on integrated skills which may in the long-term reduce the need to assess 2757

The process could be managed by the HITO or alternatively by contracting the management to an external supplier- such

as a current provider or another organization using the same methodology

Employer Training

Employer training is the most positive initiative for this year. We intend to incorporate into the training requirements a requisite for employer / trainers to attend an annual training session if they are training apprentices. This is critical to the plan for shared assessment activity, and will ensure that trainers are au fait with the requirements of training and assessment to the national standard. The collection of evidence will be a strong focus, and the methodology of collecting that evidence in naturally occurring situations. We also see this training as a mechanism to provide support to trainers, and an opportunity to encourage open communication between themselves, and the off job training providers and joint assessors.

Our aim is to improve the enthusiasm with which people approach training, and to ensure that apprentices are completing their qualification. There is no doubt in my mind, that to achieve this we need to take steps to ensure that we all lift our game in terms of our understanding of, dedication to, our training regime.

**Angeline Thornley
Chairperson**



Chief Executive Officer's Report

Looking at 2002 from a broad perspective, we have had a progressive and busy year. It has been a year of significant change for the HITO, with the acceptance and implementation of the organisational review recommendations. The major changes included the move of five regional areas to four with administration support and the establishment of a new office in the south Auckland area. The review recommended the development of a marketing strategy to be implemented in 2003, which has recently been completed.

It has been a year of considerable investment in projects with a number of projects coming to fruition such as the 'Training Providers Manual', and the beginning development for the 'Employers Training'.

The Board has been very active in developing and defining the HITO's role and future with a comprehensive strategic plan. The Qualifications committee has had an exceptionally busy year with major achievement in the review and registration of the Hairdressing unit standards.

We have turned a considerable financial operating deficit of last year into a small operating surplus for this year. An increase in the number of apprentices being signed on annually, and more importantly there has been an increase in the student credit achievement for 2002.

And we have done this with very tight constraints on spending and developments.

However our statistics on graduates have not made significant movement which poses a challenge not only for the HITO but the industry as a whole, to have qualified staff as an investment in the future of the industry. The Board recently approved the investment in a new database that will provide greater accuracy and greater efficiency for our information and quality systems of the HITO. It promises to be a good and active year for 2003.

In closing I want to acknowledge the expert knowledge and support we have received from our industry members, Regional Apprenticeship committees, clients, Training Providers, Qualifications Advisory Committee and Board. Praise is also due to the HITO staff who have taken on the challenges of change and their continued unstinting efforts to serve the training needs of our industry.

Lesley Hamilton
Chief Executive Officer



Qualifications Advisory Committee Report

2002 has been a year of review and rewrites of our qualifications.

Certificate in Hairdressing Practice

We started by seeking feedback from the industry and Training Providers more than a year ago. This was one of the widest consultation processes this committee has ever been involved with. We were pleased with the results and quality of the feedback given to us. We tried very hard to incorporate all constructive ideas without having to rewrite the units completely. This sometimes involved a major juggling act. New units will be ready to use by the time of the A.G.M.

Barbering

These units have also been reviewed, rewritten and put out for feedback with new units representing the barbering industry better. They are now formally with NZQA for ratification. I would like to thank Andrea and Jackie for the major work they did on this.

Certificate of Salon Support

This was reviewed and changes made to hopefully make this qualification more achievable by more candidates. It is important for the on going funding for the I.T.O. that more people obtain this qualification.

Hairdressing Management

This qualification has also been reviewed, as some units have been withdrawn from the framework. We have replaced them with similar units to suit the qualification.

Generic Units

At our last meeting we reviewed these and are in the process of recommending some changes to them. We are proposing that we rewrite the unit on Personal Presentation and make this industry specific. It will depend on NZQA acceptance of this. We have also proposed we withdraw several others and replace with more relevant units.

2757

We have had a lot of industry feedback on this unit and at our last meeting it was agreed we should review this unit. We need to be focusing on the end result not the whole process. Hopefully you will see some positive changes early in the New Year.

We have had three main meetings this year and several sub committee meetings at which we have co-opted several leading industry people on to the committee. By the time of the A.G.M. all qualifications should be registered on the framework with their new versions.



I would like to thank the very hard working QAC committee for their input last year as without the team and the Support of the ITO office staff my job would not be achievable.

Jo Douglas
Chairperson - QAC Committee



National Moderators Report

As usual the year has been very full with a number of major initiatives, a variety of events and general moderation.

Moderation for 2002

All Training Providers have been moderated that are delivering and assessing hairdressing units. There were seven units requested at the beginning of the year for the providers to submit throughout the year on set dates. These were moderated on mass and this system although extremely hectic has provided better evaluations and a change of evaluation reporting sheet.

The implementation of the "Quality Mark status" has signaled to providers that they must take more responsibility for the moderation with a greater focus on internal moderation of pre-assessment material and post assessment judgements. Two Training Providers gained the "Qual Mark" status with 10 reaching "Developing Best Practice" status. The remainders are at "Moderation Focus" but they are generally aware of the areas that they need to focus on to gain a higher status.

This year I have had to repeat some visits to providers when they have not provided valid moderation days and when they have needed to return assessment material for numerous evaluations.

Moderation of Industry Assessor's has been limited due to the limited opportunities when there is more than one assessor assessing at any one time. All

new assessors have been moderated. The number of feedback forms seems to have increased and it is intended that there will be more valid feedback available to the assessors at the beginning of the year. I have planned to work with the SLM's next year to set dates for more assessment opportunities.

Industry Assessor training day

The annual training days were held around the country with the focus on how better to conduct the Guidelines meeting to provide the candidate with clearer information. There has been a suggestion that for 2003 all assessors should have a brief performance review when I conduct the assessor training. A key focus now will need to be placed on the potential changes to Unit 2757 and the implications of this in training and material development.

Unit Standard Review

The review of all units within the hairdressing and barbering qualifications has meant that I have been involved, not only on the QAC committee but in evaluating the units and considerable time has been spent reviewing the changes.

Best Practice Guide

After a slow start, the Best Practice Guide was finally completed with the significant assistance from Andrea Bullock and Emma. This document provides a resource for Training Providers to be able



to refer to for any clarification on moderation, assessment and accreditation. It is intended that this will be a living document and intend for additional and updated material to be supplied to providers whenever the opportunity arises.

Educator's conference

Again, the HITO and moderation featured highly on the agenda at this conference and the impending unit changes took a lot of discussion time. The conference also provided a vehicle for the presentation of the Best Practice Guide. This has been well received from all providers and the minimal cost of \$25 was of no concern.

Assessor availability

With the limited number of assessors in some regions, I have been called on to conduct some assessment both in hairdressing and barbering. This has taken extra time, but I guess has provided greater opportunity to review these units.

MOE & NZQA

The discussions with these two organisations has developed over the year bringing the recommendations to a head on 21 November where all Training Providers were invited to attend a meeting covering the proposed changes for funding and programme delivery content. My key role in this has been the necessity to protect the quality of training and assessment within New Zealand. While not always seen during moderation visits, the "stories" have been free in coming from industry and other providers. The

only down side to this has been the enormous time spent in discussions.

It is pleasing that this type of liaison with all organisations has been identified, by the Minister, as ground breaking and the way of the future. (Again, the hairdressing industry is at the forefront.)

Accreditation

The only new accreditation was with Northland Polytechnic. There has been a requirement for other providers who have shifted sites to also have an accreditation site visit which I have endeavored to conduct during moderation visits.

NZQA have been in the process of producing a document with best practice assessment material. It is pleasing to see that our material for Unit 2759 was accepted and will be published in this. I have also been approached to speak about this during the planned road shows for this in the New Year.

The increase in travel costs has placed a greater burden on the budget. I have endeavored to combat this with extremely early and late flights and again calling on the kindness of family and friends for their hospitality. While this is fine to a point, it does certainly limit the time spent outside work hours.

Again, the workload for the year only seems to be increasing and while identified in our organisational review, the availability of support is often limited. However, it is to be noted that I do receive good support from the HITO team both at the office and out in the field.



I trust that I have made a difference this year and appreciate that some of my endeavors have been controversial within the industry.

Erica Cumming
National Moderator

Graduates

Congratulations . . .

To the following people who have achieved Unit Standard 2757 in 2002 - Well Done!



- | | | |
|--------------------|-------------------|-------------------------|
| Gemma Agnew | Samantha Chambers | Prue Fisher |
| Ana Alexopoulos | Sarah Charlton | Joanne Fleet |
| Janette Anderson | Angela Childs | Kathryn Flett |
| Donna Anderson | Nicola Clark | Loren Fore |
| Caroline Armstrong | Melissa Clarke | Carrie-Anne Gardiner |
| Susan Ascough-Olds | Felicity Collier | Kylie Giles |
| Sarah Atkinson | Susan Collins | Jodie Gillies |
| Shelley Ayling | Michelle Cook | Paula Goston |
| Connaire Baiiley | Stewart Corkin | Kylie Grant |
| Louise Bailey | Simon Cotter | Janelle Gray |
| Jaime Bain | Leesa Dalley | Lisa Greedus |
| Nicola Baird | Joanna Davey | Joy Green |
| Debbie Balsom | Carla Davidson | Sharyn Griffith |
| Mereoni Baseisei | Rosemary Daysh | Angela Hannah |
| Renee Baty | Lisa Dean | Kylie Hargreaves |
| Kelli Baxter | Kathryn Dean | Tatiana Harnett |
| Angela Beasley | Anna Deane | Theresa Harris |
| Susan Betham | Sarah Dewe | Amanda Heke |
| Amanda Bisset | Sovann Dowall | Louisa Henderson |
| Rebecca Brent | Shannon Dowman | Marisa Hibbitt |
| Lavina Bright | Shelly Duggan | Thelma Hildred |
| Amy Brownrigg | Louise Duke | Alice Holdem |
| Toni Burn | Kyleigh Dunham | Katrina Holder |
| Janine Burn | Kate Edmonds | Sarah Hollis |
| Vivian Burt | Miranda Edwards | Sarah Hough |
| Linda Cameron | Rosalie Ephiha | Olivia Howell |
| Victoria Carson | Nicole Evans | Alisha Hughes |
| Joanne Catherall | Rebecca Fennessy | Uyen Huynh (Aka- Nguon) |
| Sharee Cawley | Anita Finlayson | Alicia Innes |



Ami Jeffery
Debbie Jenkins
Carleigh Jenkinson
Siobhan Jephson
Shelley Johnson
Carys Jones
Robyn Jones
Bridget Jones
Jessica Jordan
Sandy Jordan
Emily Kay
Monique Kehely
Theresa Kelleher
Robyn Kennerley
Julene Keown
Teresa Kibblewhite
Jussara Kokshoorn
Kathleen Laing
Liene Lanthong
Rachael Larkins
Rebecca Law
Rachel Legge
Vanessa Locke
Kleoniki Loizou
Esther Lund
Belinda Lyes
Katrina Macewan
Karla Mansfield
Hayley Martin
Julia Matthews
Rae Maunder
Terri McDonagh
Theresa McDougall
Jarrah McLaren
Melanie McLaren
Kyla McLean
Viola Mikhail

Susan Mill
Rachael Millar
Claudette Milner
Alison Motion
Justine Mutch
Julie Nel
Ann-Marie Newenham
Debbie Ngerengere
Amy Nicol
Vicki Nikolaison
Tessa Ohuka
Stephanie Olive
Michelle Palmer
Tracy Payne
Ripeka Pou
Catherine Racera (Mow)
Carolyne Roberts
Kim Robson
Kristin Rodger
Victoria Rowlands
Jamie Russ
Sarah Ryan
Amy Saotui
Rebecca Scott
Lamyai Seang- Muang
Serena Searancke
Angela Shaw
Manimonh
Hayley Skelton
Tania Slade
Heather Smiley
Purdie Smillie
Jessica Smith
Kimberley Smith
Nadia Smyth
Justine Solly
Stephanie Squire

Amy Stead
Tracey Stewart
Kylie Struthers
Rebecca Svenson
Sachiko Takahashi
Tresna Taylor
Louise Taylor
Shiella Thomas
Tracy Thompson
Delyse Thompson
Melissa Thomson
Kristy Thomson
Kelly Thrupp
Danielle Van Uden
Tania Varcoe
Marina Walker
Sheree Watson
Peter Wells
Tamsin West
Sarah Whitley
Lisa Williamson
Anna Wright
Amanda Yorston

