



Hairdressing Industry Training Organisation Inc.

ANNUAL REPORT 2003

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Mission Statement

"To establish and maintain the achievement of high quality, relevant hairdressing qualifications as an essential investment for the industry and its clients"

Board Members

Denise Whyte - Chairperson

Angeline Thornley - Elected member

Phillip Millar - Resigned member

Roy Griffiths - Co-opted member

David Shields - NZAH President

Qualifications Advisory Committee

Jo Morshuis - 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

Lesley Hamilton - HITO Chief Executive Officer

Chairperson's Report

2003, a year of challenges. A lot of board time was taken up with compliance issues in the development of a Charter and Profile document essential to the recognition and continuance of the funding for ITO's. Approval of the HITO Charter and Profile was notified in November and expires in June 2007.

Leadership Role

The Industry Training Act 1992 states that ITO's could only be recognised after ensuring they could meet two specific roles:

- ✂ to set competency based skill standards for their industry, registered with NZQA
- ✂ to arrange delivery of industry training that would enable trainees to attain those standards and to have systems to monitor and to assess trainee competence.

The act has been amended to include:

- ✂ to provide leadership within industry by identifying current and future skill needs, developing and promoting strategic training plans to assist the industry to meet the needs of employers and employees.

This must be fulfilled in order for ITOs to be recognised and eligible to received funding from the Tertiary Education Commission. ITO's now have a clear mandate from Government to extend their influence and scope, in order to improve the productivity, profitability and employment in their industries.

CEO

In July, Lesley Hamilton resigned as CEO. The board was delighted to formally announce the appointment of Erica Cumming as CEO in October. As a previous salon owner, former HITO board member and the National Moderator for the past 6 years, Erica brings a wealth of knowledge to the

position. Building of a new team, with the appointment of new people in key roles in the National office is a challenge Erica is looking forward to in 2004.

NZHITO Review

The review of the NZHITO in 2002 continued to roll out with the most far-reaching change being the changes in territory and the role of the Regional Coordinators. Now known as Sales and Liaison Managers (SLM), their role includes marketing apprenticeship to students in pre-vocational courses and high schools. Time spent with apprentices in their workplace focuses on goal setting and ensuring their needs are met to ensure they move through the apprenticeship system with the ultimate goal of achieving their National Certificate in Hairdressing.

Results of this new focus of SLM and the changes to the final assessment, Unit 2757, was the increased number of candidates attempting their final assessment and the record 84% achievement rate in 2003.

Thank-you to the Qualification Advisory Committee (QAC) for their work on the review of the Qualifications in 2003.

Employer Training

Employer Training has been on the agenda for a couple of years. Unfortunately a bid for funding exclusively for this purpose was unsuccessful. However we still believe employer training is critical, a mechanism to provide support to trainers, and to bring together the off job training providers and assessors. All working together to ensure the best training environment for apprentices to complete their qualifications. Valid collection of evidence in the workplace should provide opportunities for verification of assessment rather than a lot of formal assessment. Trust between the off job provider and the industry trainer is essential.

HITO Board

In 2003, David Shields was welcomed to the HITO board as incoming president of NZAH. After many years service, Philip Millar resigned and was thanked for his wonderful contribution. Roy Griffiths was co-opted to fill the vacancy in the interim. On behalf of HITO members, I would like to thank Angeline Thornley, for her dedication and commitment to the hairdressing industry, firstly as a former NZAH President and the past

seven years as a member and former chair of HITO board. As a mentor for me as current chairperson, Angeline has given amazing support.

2004 is an election year for the HITO board. Nominations have not been very forthcoming, meaning one of two things, that the industry is happy with the HITO board and see no need for change or lack of knowledge of the requirements in time and skill necessary to serve on this board. Recruitment of new blood is a necessity on all boards to ensure succession planning. An overview of the governance role of the HITO board has been included on the agenda.

Looking to 2004, it is essential that the HITO and the NZAH maintain and build close links to ensure the survival of our two organisations. With our shared membership we have the ability to jointly market the benefits of training to ensure the professionalism of our industry by producing well trained hairdressers to meet the market. Thank-you to the NZAH for recognising the importance of the National Certificate in Hairdressing Qualification with the announcement of their inaugural scholarship recipients at the AGM.

Denise Whyte
Chairperson

Chief Executive Officer's Report

2003 has certainly been one of change and challenge for the HITO. There have been significant staffing changes over the last year. While this has been unsettling, we are going into 2004 with a new team who are positive about the year ahead.

The government now requires that the HITO prepare and submit a Charter and Profile of the industry. The Charter is to outline our future focus and the Profile is the way in which we will implement this. There are specific governmental requirements that have to be met which we will be working towards over the next few years. During this development we have looked at the mission statement of the HITO and reviewed this to better reflect our goals. This now reads: "To establish and maintain the achievement of high quality, relevant Hairdressing qualifications as an essential investment for the industry and its clients".

Our charter has been approved until 2007 and our draft profile has been evaluated with recommendations made. The government requires us to place a higher focus on the HITO performing a leadership role within the industry and that we look at improving our responsiveness to Maori and Pacific peoples in formal training agreements, apprenticeships.

The Industry Training Federation (ITF) now has all ITO's as members. This is a good vehicle for the industry to be represented alongside all other industries. The ITF, government, Trade unions and Employers federation is involved in supporting a new initiative called "SkillNZ", which is supporting workplace learning.

We have seen a fantastic increase in the number of people completing their qualification, which certainly helps in achieving our mission of achievement within the industry. The overall achievement for the final assessment, unit 2757 has risen to 84% for 2003.

It has been pleasing to have contact with some product companies who have expressed interest in supporting the industry by having a better knowledge of the qualification and how their training plans can inter-relate.

As the new Chief Executive Officer I wish to thank those who have offered support in this role and trust that I will serve you well in 2004 and beyond. A special thanks goes to the team at the HITO for their support and patience.

Erica Cumming
Chief Executive Officer

National Moderator's Report

Moderation in the Hairdressing industry continues to be a major function of our organisation.

For training providers in 2003, the change to the unit standards has meant that they needed to redevelop their assessment material to meet the requirements of the reviewed unit standards. This was a huge undertaking but has been met positively. I thank the providers for their efforts in this area. Some providers have only moved to implement these in 2004. The moderation focus has been on reviewing a number of the units that have been altered the most.

Moderation of the training providers is a well-known system now and most providers are welcoming the moderation visit as their opportunity to discuss any issues regarding assessment and moderation during that time. For providers who have retained consistent staff, their moderation can now begin to focus on future initiatives for assessment. For those experiencing regular staff turn over, moderation continues to be at the coalface and requiring a lot of focus on basic elements of assessment.

The Hairdressers Educator's conference in 2003 was again another good opportunity for moderation, assessment and issues to be collectively discussed. It was heartening to see the sharing of ideas, which can only help to build stronger understanding of the standards that need to be maintained.

The assessor training for 2003 focused on the changes to the two units assessed by the Industry Assessors, the level five assessments. The change to the final unit, (2757) requirements also brought about changes to the assessment material with a greater focus on the candidate being in control of their day. The feedback from assessors and candidates is that the candidates are feeling more relaxed and able to perform work to a higher standard without the constant close monitoring of the assessor.

Thanks to all those involved in maintaining the high standard in hairdressing through assessment and education throughout New Zealand. I would also

like to take this opportunity to thank the HITO Moderators for all the support they have provided over the years. This support has been invaluable. I wish Jason Hare all the very best as the incoming National Moderator and trust that his wealth of experience will serve the industry well.

Erica Cumming
National Moderator

HITO Qualifications Advisory Committee

2003 has been another busy year for this Committee. It has also had its frustrations with hold-ups internally and externally in the registration of several qualifications.

There is still a tremendous amount of work going on behind the scenes. Things such as record books, training manuals all having to be updated to accommodate the revamped unit standards.

With the exception of the Personal Presentation unit, which is still currently being rewritten to the industry specifications, the Generics units have been selected to be included into the qualifications. Some new and some old units are being used.

We have been investigating putting information about the final assessment, Unit 2757 in picture form on the I.T.O. website and hope to proceed with this in 2004. I believe it will be a great tool for employers and apprentices to access.

The Hairdressing Educators Conference provided us with some good feed back once again. This is proving to be a valuable source of information for our committee and as we all grow stronger in our understanding we can make some valuable progress.

The 80-hour continued industry experience for tutors has created some major talking points both, for and against, but I believe we have now a very clear directive.

The Barbering units continue to evolve and I believe will be much more achievable in the future to complete the National Certificates as there are now two stages.

There has been ongoing discussion in our Committee as to the value of the in salon assessment Unit Standard 2759. To date we are still seeking industry feed back and I would have to say it is a very mixed opinion we are hearing.

2004 will be a year of tidying up loose ends and trying to help in the ongoing education of our employers. I believe that we are now seeing a generation of hairdressers buying salons that know and understand the unit standard system and to this end I believe we will find the standard rising.

One of the most pleasant things to happen this year has been the increased achievement rate for the final assessment Unit 2757 using the new assessment schedule. This gives much greater emphasis on the final result rather than the process. We have had an overall achievement rate (including resits) of 84% in 2003.

I would like to thank my very hard working Committee for their input this year. We have at times all had to take home more than our share of work.

We are all looking forward to working with Erica as our new C.E.O. and wish her well in her new role.

The new Moderator will be incorporated onto our Committee and I believe this will bring new ideas that are always welcome.

**Jo Morshuis
Chairperson
Qualifications Advisory Committee**

GRADUATES IN NATIONAL CERTIFICATE IN HAIRDRESSING PRACTICE

To the following people have achieved the final assessment Unit Standard 2757 in 2003 - **Congratulation and Well Done!** These people are now able to gain the National Certificate in Hairdressing Practice.

Kirsty Abbott
Melinda Abraham
Kirsty Alexander
Hakan Altan
Sharyn Anderson
Stacey Anderson
Joanne Anderton
Sonia-Marie Andrews
Annette Armitage
Karen Austin
Erin Baker
Lacey Barker
Francesca Barrett
Jodie Bartlett
Ginavara Baumber
Catherine Behr
Rebecca Bell
Hayley Bellew
Lisa Bennett
Hannah Berry
Tania Beukenholdt
Julia Bishell
Cassandra Blackie
Shelly Blackler
Julia Booth
Anna Boston
Yvonne Botica
Anna Bowmar

Keryl Boyed
Joelene Boyer
Amy Boyle
Lana Bridgman
Clint Brooks
Sarah Brown
Dayna Bruhn
Georgina Burgess
Krystle Busch
Kristy-Leigh Butler
Hayley Callaghan
Julie Carew
Megan Cargill
Sairin Carmody
Kyla Chapman
Holly Childs
Rebecca Chisholm
Huia Churchward
Melissa Clausen
Natalie Clegg
Juliette Clouth
Natalie Cole
Jessica Copland
Amy Copplestone
Kelly Corbett
Viki Cornish
Rebecca Cottington
Jessica Crapper

Lesley Crawshay
Tracey Croucher
Brooke Cullinane
Rachel Currey
Melissa Dalgety
Jayleen Denham
Amber Derrett
Natasha Dierck



Maxina Dinou
Darlene Dobson

Barrie Dunn
Aimee Dyer
Amber Eisenhut
Rhianna Ellery
Charlotte Ellice
Serenity Emery
Melissa Erskine
Lara Espiner
Marie Fahey
Rebecca Farquhar

Nicola Flanagan
Nicola Fleck
Kelly Fletcher
Anna-Maree Fletcher
Kathryn Forlong
Julia Foster
Ronald Fox
Marie Fraser
Janelle Fynmore
Terry Gale
Natalie Gallagher
Deborah Gane
Kristin George
Sonia Gilhooly
Michelle Gillies
Felicity Gilmour
Eric Girerd
Corinne Goffriller
Ann Marie Gosse
Melissa Gowans
Rachael Grant
Kylee Gray
Jessica Green
Tania Gunning
Justine Hailwood
Eve Halliwell
Karla Hamilton
Karen Hammond
Mary Hardstaff
Kate Harvey
Trudy Hellyer
Erica Hendl
Nadine Hermansen
Karleen Hill
Janelle Hipper
Jessica Hirst
Richard Hirst
Shaylee Hitchcock

Abby Hodgins
Emma Hopkins
Rebekah Hoskin
Yu Shan Huang
Linda Huggins
Sandra Hunter
Linda Hurne
Jacqueline Hurst
Yvonne Huxtable
Mariam Ibrahim
Melissa Inder
Vivienne Jackson
Alana Jackson
Kim Jamieson
Evelyn Jenke
Cara Johnston
Kylie Jones
TeRina Joseph
Rachel Joy
Angela Judd
Loretta Karam-
Whalley
Zane Kennedy
Sonya Kerr
Tosho Kostov
Tania Kroupa
Clarice Larsen
Katrina Larsen
Lisel Lazarevski
Amanda Leach
Yam Shya Lee
Sarah Lee
Woon Yen Liew
Amber Linton
Tessa Livingston
Rachael Loader
Jodie Lockley
Rebecca Lorenz

Susan MacKay
Michelle Mackie
Sian Mackintosh
Murray Maclugash
Sharlene Malam
Sarah Mann
Beth Manning
Penelope Marr
Katrina Marshall
Anwar Matloub
Christy May
Melissa Mays
Charlotte McCallum-
Dykstra
Melinda McFarlane
Amy McFarlane
Hazel McKenzie
Janet McKessar
Vanessa McLaughlin
Kirsten McLean
Emma Meads
Amber Meikle
Rachel Melrose
Wendy Middlemiss
Kristen Miller
Adrienne Moffat
Tina Montgomery
Lisa Montgomery
Amy Moss
Jenny Murdoch
Renee Naughton
Kylie Neville
Cottia Norton
Malina Nuttall
Rose O'Dwyer
Anne O'Neill
Tracey Oneil
Charleen Pahl

Sarah Paine
Tamara Pakau
Lisa Parkash-Raj
Keryn Parker
Tracey Patana
Rachel Pengelly
Regan Pickering
Rebecca Piper
Lisa Priddle
Salina Pullen
Dylan Quinn-Conn
Kristie Rassie
Nikki Reid
Kristy Rice
Caroline Rishworth
Akiko Roberts
Rechel Robinson
Emma Rogers
Karl Ross
Natasha Ruf
Alison Russell
Nicole Sage
Yvana Sanders
Robyn Sanders
Victoria Sandes
Valentina Sawa
Lucie Scannell
Samantha Schischka
Alarna Scurr
Lauren Shaw
Angela Simms
Sarah Simpson
Toni Sinai
Melissa Smeith
Pranee Smith
Donna Smith
Lauren Snell
Jenna Soane

Ashley Solley
Susan Solly
Melissa Southee
Sheryl Spaans
Judith Spry
Sonya Stent
Debbie Sterling
Anna Stewart
Hayley Tahau
Tineil Tai
Michelle Takarangi
Jordanne Tawhai
Rachel Taylor
Heidi Te Are
Rebecca Thomas
Tina Thompson
Rebecca Tijssen
Jade Tipene
Hayley Treacy
Krystal Trotter
Sheree Turner
Kirsty Van Beers
Kim Van Dyk
Renee Veza
Michelle Vietmeyer
Rosae Viliamu
Tania Waipuka
Lena Watt
Kellie Watts
Genna Wells
Eve Whale
Sebrena Wharewera
Tessa Wilkinson
Estelle Wilkinson
Donna Williams
Julie Williams
Kim Willis
Alison Wilson

Angela Wilson
Louise Wilson
Emma Wilson
Allison Winchester
Natalie Wood
Lisa Wood
Jennifer Wylde
Shelley Wylie



**Congratulations
to the following
people for
gaining the
National
Certificate in
Barbering**

Frank Kevey
Jolene Patterson
Jaan Saeed