



*NZ Hairdressing Industry Training Organisation Inc.*

# **ANNUAL REPORT 2005**

**NZ Hairdressing Industry Training Organisation Inc.**



## The NZ Hairdressing Industry Training Organisation Inc

### **Mission Statement**

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

### **Purpose Statement**

The NZ Hairdressing Industry Training Organisation Inc exists to provide leadership within the Hairdressing and Barbering industries so that trainees and employers experience the benefits of a professional standard of hairdressing and barbering qualifications and ensuring training is at a cost no greater than trainees, the industry and the Tertiary Education Commission can sustain.

The NZ Hairdressing Industry Training Organisation Inc was established in 1993 as the recognised Industry Training Organisation (ITO) for the hairdressing industry. As a non-profit organisation funded by industry and Government, Hairdressing ITO provides leadership in education and training, develops national qualifications with industry, maintains national standards, co-ordinates training, records achievements and provides ongoing support for trainees and employers. We also administer the apprenticeship programme, including the delivery of on and off job training.

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# **HITO Board**

## **BOARD AUTHORITY**

The board carries the authority for the organisation. Board members are trustees representing the interests of the organisation's owners both constitutional and moral. As such, both the board and its members are entrusted to ensure that the organisation is soundly managed for the benefit of all.

## **BOARD GOVERNANCE**

The role of the board is governance rather than management, which is the preserve of the Chief Executive Officer and her staff. Governance focuses on the organisation's wider issues of organisational purpose, including the setting and monitoring of strategic direction, and the establishment and monitoring of board-level policies. The board works in close partnership with the Chief Executive Officer to ensure that its objectives and goals are achieved, supporting and resourcing the Chief Executive Officer to carry out her responsibilities. In order for board members to carry out their governance role they must be familiar with the organisation's policies, plans, and priorities and be able and prepared to demonstrate this familiarity through debate and participation in all areas of the board's responsibilities.

## **2005 Board Members**

**Denise Whyte** - Chairperson

**Roy Griffiths** - Vice Chairperson

**Julie Addis** - Elected member

**Larissa Sulzberger** - Co-opted member

**Fay Haakma** - NZARH President

## **Qualifications Advisory Committee**

The role of the Qualifications Advisory Committee is to monitor and upkeep the current qualifications and unit standards, as well as future planning and development in response to the needs of the industry.

### **2005 Committee Members**

**Jo Morshuis** - Chairperson / PTE Representative

**Andrea Bullock** - Polytechnic Representative

**Jacqui Broughton** - Barbering Representative

**Gabrielle Bundy-Cook** - Employer Representative

**Denise Whyte & Roy Griffiths** - HITO Board Representatives

**Erica Cumming** - HITO Chief Executive Officer

**Jason Hare** - Moderation Representative

## HITO Chairperson

2005 has been a successful year with apprentice numbers slightly up on 2004, the ongoing implementation of Recognition of Current Competence programme, the approval of Limited Credit Programmes; the development of unit standards for the Gateway programme and a parliamentary delegation from HITO to discuss issues faced by our industry with the Minister of Labour.

As part of the government's leadership role requirements, HITO have employed New Zealand Institute of Economic Research (NZIER) to conduct a two-stage research programme to help identify current and future skill needs. This is now complete and this investment has given HITO a very clear picture of our industry's position.

The findings of the research regarding the leadership role cover many aspects of the hairdressing industry, some which fall outside the Industry Training Act. This has created an opportunity to collectively define leadership and develop a closer relationship with New Zealand Association of Registered Hairdressers and other stakeholders.

A major highlight for HITO has been the approval of our Profile for 2006-2008 and the securing of funding from the Tertiary Education Commission in recognition of HITO's achievements throughout the year. The Profile identifies requirements set by government for all organisations receiving funding for education. It also reflects HITO's Strategic and Business Plans. With the initial stage of the NZIER survey results available, we have a great resource to effectively identify the needs of industry and ensure governmental directives (Statement of Tertiary Education Priorities and Tertiary Education Strategies) were reflected in this document.

On behalf of the Board, I acknowledge and thank our Chief Executive Officer Erica Cumming for her enormous contribution, without which the organisation would certainly not be where it is today. I also extend an acknowledgement to HITO staff that give invaluable support to apprentices, employers and many other stakeholders in our industry.

HITO is the Industry Training Organisation for hairdressing and we are here to meet the needs and to help provide relevant qualifications that industry feel are relevant to the needs of their staff. We are keen to work with you to help you up-skill your apprentices and, as more who gain recognition of their skills through qualifications built on relevant work-based training, the more they are able to contribute. Focus on increasing completion rates, addressing the numbers of trainees in training agreements, the changing culture of our workplace, the labour market and developing professionalism in our industry are seen as key issues that face HITO.

It appears through research (NZIER) that the strengthening of good management and human resource (HR) practices and skills are critical to successful salons. The important role of good management and HR practices impacts on a wide range of skills related issues.

Economic forecasters (NZIER) consider, the "Personal Service" industry will not be affected to the same degree by the predicted economic "down turn" as other industries. With this in mind we go forward considering productivity to be the key issue, working wiser not harder.

HITO will continue to seek feedback from industry and ensure that future skill needs are being identified and training promoted to meet these needs. We look forward to taking up new challenges in 2006 and beyond as HITO consolidates and builds on the services it is able to offer to our industry.

**Roy Griffiths**  
**Acting Chairperson**  
**HITO Board**

## HITO Chief Executive Officer

The HITO has continued to focus on supporting apprentices and employers in the goal to provide trained people for the hairdressing industry throughout 2005. We have achieved the targets agreed in terms of Standard Training Measure's, which has resulted in full funding allocation again from the Tertiary Education Commission (TEC) for 2005. At the end of 2005 the HITO had 1443 people currently signed into a training agreement. The number of credits reported (96,611) is above the targeted figure however the number of trainees completing their qualification (255) is lower than we had anticipated. Again this remains a key focus for the HITO and industry to ensure that there are sufficient qualified people for industry requirements.

After many months of correspondence the HITO approved that we further investigate the opportunities of being involved in the launching of the International Cosmetology Licensing Organisation (ICLO). The key purpose of this is to unite cosmetologists internationally through the recognition of agreed industry qualifications. This organisation is based in South Korea with Australia, Canada, South Korea, UK and USA along with New Zealand becoming the founding directors of the organisation. This is very much in development mode and further meetings will be undertaken to benchmark the qualifications.

As a result of feedback from our research undertaken the HITO has applied to TEC for the approval of two Limited Credit Programmes (LCP's). These are made up of units from the Management qualification with the intent that people can gain an award for the attainment of a "Train the Trainer" or "Advanced Hairdressing" group of standards. We are in the process of working out the logistics of these programmes and how we can offer them to the industry.



As referred to in last years report, the HITO has been working on developing standards suitable for the Gateway programme. The HITO will continue to work with secondary schools to support and implement the use of these standards in the coming year.

The results of the leadership survey have not really unearthed any major surprises however it is good to have some assumptions confirmed by the information collected. The HITO has invested heavily in this research and is now determining the best way to utilise this information beyond the development of strategic training plans for the industry.

The new look HITO vehicles are on the road and getting great responses from the public. The employer's brochures have been developed and updates on existing resources are constantly occurring. Advertising in the school diaries was undertaken for the first year in 2005. We are thrilled that in 2005 the HITO commenced issuing National Certificates. This is a great opportunity for our brand to be reinforced but also for trainees to have a prestigious certificate that they are proud to display.

Training providers tendered for the Off Job Training contracts for 2005 with limited changes occurring to those delivering. The HITO has commissioned NZIER to conduct surveys of apprentices to determine the levels of satisfaction with this delivery. These results have been made available to the providers.

Again the submission of the HITO Profile became a major focus for the HITO during the middle of the year. This is the key document that our funding is based on by the TEC.

The HITO has continued to strengthen our relationship with the Industry Training Federation and other ITO's. We continue to utilise the opportunities to attend seminars, training days and be involved in joint ventures where possible. The HITO was involved in the Coke Expos in 2005 on a national basis, which

provided an opportunity to meet secondary school students as well as career advisors. A communications and marketing network has been set up throughout the ITO's, which offers opportunity to share ideas and look at how we can work more closely together in the future.

In 2005, after years of commitment to the HITO Noel Petherick left to undertake a new business interest. We are fortunate to have Pene Burns join the Central team as the Sales & Liaison Manager. Megan Nott has also joined the National office team as Administration Assistant and Dianna Mainland has extended her role into Finance Administration for the National Office.

Thanks to these team members and Cathy, Claire, Jason, Lorraine, Louise, Pam, Paula, Roshni and Tania for your constant commitment and support to the HITO. Also my thanks to the Qualifications Advisory Committee for their continued work in developing and maintaining the qualifications and unit standards for our industry. Further to the board members for their focus on the future direction of the industry.

**Erica Cumming**  
**HITO Chief Executive Officer**

## National Moderator

2005 has been a busy year for moderation. After two years in the role it is good to have assessors from industry and training providers making contact to discuss any issues and suggestions they may have. This has been positive for the HITO.

The industry moderators meeting was held at the beginning of 2005 with a focus on maintaining and promoting good assessment and moderation practices. This theme was continued during the annual Industry Assessor Seminars.

Moderation of the Industry Assessors has been a focus during 2005. It will continue to remain a priority to ensure consistency is maintained and candidates have access to a transparent, fair and valid assessment process.

Training Provider moderation during 2005 consumed a large proportion of moderation time. It has been pleasing to see that many of the suggestions from the 2004 moderation visits have been implemented. While the majority of providers are generally maintaining good assessment practices there are some that remain a focus of the HITO moderation. This has meant extra meetings and discussions around assessment practices and judgements to clarify the assessment requirements. Several providers have asked for the annual moderation visit to be an unplanned "spot visit" to be able to catch a more "real" snapshot of assessment practices which will be trailed in 2006.

There have been several new training providers seeking accreditation and some providers extending their number of hairdressing sites. HITO continues to work with New Zealand Qualifications Authority (NZQA) and Institute of Technical Polytechnics of New Zealand (ITPNZ) to ensure that any accreditation meets the industry requirements.

The HITO continues to offer Recognition of Current Competency to people who have been in the industry over a period of time and wish to gain the National Certificate in Barbering, Hairdressing Practice or Hairdressing Management. There have been a steady number of candidates for this. As part of this is to award credit for generic unit standards an assessment booklet has been developed to ensure sufficient evidence is gained in line with NZQA and the Retail ITO requirements.

This year the HITO has been asked to be a part of the Moderation Consortium, a group of ITO moderators, recognised by NZQA, who have developed a high standard of moderation and assessment practice. I have also been working closely with the Retail ITO. We have developed a process to externally moderate and review the respective ITO's assessment and moderation processes. This has been valuable in reviewing the HITO moderation practices to ensure it continues to monitor and maintain the standard of assessment required. In 2007 the HITO will be externally audited by NZQA. This audit will focus on external moderation and assessors and these new external moderation processes will help ensure the HITO is meeting all requirements.

I look forward to working with the HITO on the many new initiatives this year and continuing to monitor the assessment practices to ensure the national standards are maintained so the industry can achieve high quality qualifications.

**Jason Hare**  
**National Moderator**

## HITO Qualifications Advisory Committee

2005 has been another positive year for the Qualifications Advisory Committee (QAC). It is with mixed feelings that I am delivering my final report and stepping down from my involvement with the H.I.T.O. after 14 years.

Being a foundation member of the organisation, I have seen many changes all of which have been positive. We have come a long way since the change to unit based qualifications.

This year we have moved towards an International Memorandum of Understanding with several other countries. This would have not been possible with our old qualification and is a very positive move for those hairdressers who wish to travel overseas.

The Regional Apprenticeship Committees (RAC) have been more proactive this year, which has given us a lot of useful feedback. We would like to encourage the industry to give QAC more information about their specific skill needs and future developments but also for units and qualifications. This could be through the R.A.C. Committees.

We are working hard on helping salon owners and trainers upskill themselves to be better equipped to train their apprentices. The QAC supports the development of the 'Train the Trainer' Limited Credit Programme, which the HITO is currently implementing.

The Hairdressing Educators Conference was again a good source of feedback to the QAC and continues to be a positive forum. The QAC appreciates the ongoing support of the training providers.

We are continuing to work on the issues around numeracy and literacy in the industry and how this effects our qualifications.

2005 saw the approval and incorporation of unit standard 20929, Develop safe and professional practice in the salon environment. This unit is more industry relevant than the previous personal presentation unit. The National Certificates in Salon Support, Hairdressing and Barbering were updated to include this unit.

The new Foundation Units that have just been registered will be a great introduction for students into our industry and can be used through various programmes such as Star and Gateway. They are mostly practical based, elementary unit standards and are more realistic to the work that students could be doing in work experience.

2006 will focus on further investigating any developments as a result of industry feedback. We don't anticipate any major changes to the current qualifications.

Denise Whyte resigned from the HITO Board in 2005 and Roy Griffiths, Acting Chairperson, attended the last meeting of 2005 as the Board representative.

Debbie Barron will be my replacement on the Committee as a Private Provider representative and I wish her all the best. I am sure Debbie's contribution to the Q.A.C. will be valuable.

Andrea Bullock is my likely successor to takeover as Chairperson. Andrea has a huge wealth of knowledge and is extremely committed to seeing the QAC move forward. The Committee will be in good hands with her leadership.

I would like to thank everyone that I have worked with during the past 14 years and wish everyone involved every success for the future.

**Jo Morshius**  
**Chairperson**  
**Qualification Advisory Committee**

## Graduates in National Certificate in Hairdressing Practice

To the following people who have achieved the Final Assessment, Unit Standard 2757 in 2005 - **Congratulations and Well Done!** These people are now able to apply for their National Certificate in Hairdressing Practice.



Louise Adamson  
 Kristin Atwill  
 Seba Baraz  
 Rachel Batchelor  
 Marie Bax  
 Patvakan  
 Bayanduryan  
 Alexander Beasley  
 Michael Beel  
 Kylie Belcher  
 Monique Bernard  
 Lisa Bircham  
 Jennifer Blake  
 Michelle Blommaart  
 Hayley Bloomfield  
 Samar Bousaab  
 Myra Brown  
 Rakati Brown  
 Jeanette Browne  
 Tavis Brush  
 Angelique Burdon  
 Stacey Burmester  
 Cindy Butcher  
 Tania Butcher  
 Kimberley  
 Butterworth  
 Hallie Cameron  
 Michelle Campbell  
 Mikaela Campbell  
 Colleen Carman  
 Mei-Ying Chan  
 Kanan Chauhan

Amy Chin  
 Charmaine Chong  
 Mabel Chui  
 Ruth Coard  
 Olivia Collier  
 Dana Collins  
 Melissa Compton  
 Jamie Cresswell  
 Laura Cuff  
 Anneka Cumming  
 Kate Davidson  
 Sarah Davidson  
 Natalie Davies  
 Cynthia Dean  
 Nicole Devereux



Arthur Devine  
 Dannii Dinh  
 Diana Dodds  
 Anna Donnelly  
 Claire Dowd  
 Shandell Eastwood

Rochelle Eccles  
 Laille Edgar  
 Sara Edmonds  
 Vanessa Elers  
 Kim Exposto  
 Chelsey Ferregel  
 Nanette Ferris  
 Rochelle Finlay  
 Pauline Fisher  
 Jodie Fitch  
 Nicole Foote  
 Carla Gates  
 Sarah Gilmore  
 Rosemary Girardin  
 Sarah Glover  
 Sophia Goodwin  
 Cassandra Gordon  
 Annette Gribble  
 Teresa Grice  
 Megan Gudsell  
 Sarah Hannah  
 Gemma Harding  
 Christopher  
 Hathaway  
 Annette Hawkins  
 Debbie Hemara  
 Maki Herbert  
 Sharelle Hindrup  
 Leonie Hoare  
 Eve Hockey  
 Rochelle Holyoake  
 Rebecca Hooper

Anna Horsfield  
 Kellyann Hoskins  
 Sarah Howard  
 Joanne Hunt  
 Anna Ingleton  
 Kate Jurgens  
 Nirender Kaur  
 Stacey Kincaid  
 Abbey King  
 Kendra Kitson  
 Sangeeni Kumar  
 Adriana Kunikowski  
 Hayley Laing  
 Manaka Lambert  
 Tracey Lawson  
 Michelle Le Noel  
 Jaymie Lister  
 Natasha Longmuir  
 Sarah MacDonald  
 Chantell Mantle  
 Carolyn Marett  
 Natasha Marriner  
 Kay McEwan  
 Lanii McFarland  
 Heidi McGill  
 Emma McIntosh  
 Rachel McLuckie  
 Maree McNaughton  
 Liscelle McVicar  
 Haley Meechan  
 Kim Mehrstens  
 Clare Milburn

Jessica Mills  
 Kendyll Mitchell  
 Cheryl Monaghan  
 Sheryle Moore  
 Cherloe Morgan  
 Hollie Morgan  
 Nelson Morrison  
 Holly Mortimer  
 Brenda Mulder  
 Ellen Murphy  
 Joanna Murphy  
 Erin Nielsen  
 Rebecca Nixon  
 Tara Nuttall  
 Sandra O'Dey  
 Michael O'Halloran  
 Paulette Oldeman  
 Thary Ouk  
 Rachael Parkes  
 Cristy Pascoe  
 Kimberley Pedersen  
 Luke Penney  
 Stacey Penson  
 Kim Phillips  
 Rachel Pierce

Nadia Price  
 Julie Rains  
 Sarah Rasmussen  
 Denise Reddish  
 Katrina Reed  
 Shannon Reti  
 Lisa Reumers  
 Lisa Reynolds  
 Rochelle Roberts  
 Nicole Rowe  
 Joanne Russell  
 Michelle Rykers  
 Justine Salton  
 Rachel Sambrook  
 Nicola Schumacher  
 Bronwyn Sharrock  
 Chantell Shaw  
 Deborah Shennen  
 Karina Sidon  
 Kellie Silich  
 Salosh Singh  
 Kaliska Slade  
 Jaimee Smale  
 Annmarie Smith  
 Emma Smith

Sarah Smith  
 Sarah Smith  
 Anna Southee  
 Tammie Sparks  
 Aimee Stephenson  
 Nikki Stevens  
 Susan Stewart  
 Michelle Stowe  
 Julia Stowers  
 Melissa Tait  
 Kamira Te Rangi  
 Christina Telea  
 Kathryn Tetlow  
 Lyndsay Theunissen  
 Casey Thompson  
 Corina Thompson  
 Kristie Thompson  
 Rebecca Thompson  
 Renata Thompson  
 Laura Tompsett  
 Elayne Toomey  
 Natasha Trainor  
 Kirsty Trass  
 Kimberly Troughton  
 Rochelle Turfrey

Nicole Turner  
 Harumi Umezu  
 Suphaporn Unsaeng  
 Nadia Vroombout  
 Vicky-Lee Wade  
 Samantha Ward  
 Melissa Warmouth  
 Shannon Watson  
 Renee Watt  
 Tania Weastell  
 Anna Wells  
 Maraea Wesche  
 Chistopher White  
 Carol Whitford  
 Searnne Whitmore  
 Vanessa Wickett  
 Jessica Williamson  
 Melanie Wilson  
 Anna Wood  
 Neisha Woodward  
 Rebecca Yalden  
 Andrew Yeoman  
 Kristal Yorke  
 Nicolle Youngman

The image shows a certificate template for a National Certificate in Hairdressing Practice. At the top left is the NZQA logo (New Zealand Qualifications Authority / Mana Tohu Mātauranga o Aotearoa). The main title is 'NATIONAL CERTIFICATE' in large black letters, followed by 'Hairdressing' in green and 'HAIRDRESSING PRACTICE' in black. Below this, it says 'This is to certify that in January 2005' followed by a blank space 'XXX' for the recipient's name. The text 'was awarded this qualification by' is followed by another blank space 'XXX'. At the bottom left is the HITO logo (Hairdressing Industry Training Organisation Inc.). At the bottom center is the signature of Erica Cumming, Chief Executive Officer of HITO. At the bottom right is a red circular seal for the NZQA and the text 'CEO NAME HERE' followed by 'Acting Chief Executive, New Zealand Qualifications Authority, NZQA/NSN Number #00123'.



## Graduates in National Certificate in Barbering

To the following people who have achieved the Final In Salon Barbering Assessment, Unit Standard 10650 in 2005 - **Congratulations and Well Done!** These people are now able to apply the National Certificate in Barbering (Level 3).

Raymond Allsworth

Ann Pembroke

Alesha Hartwell

Michael Seator

Timothy Heal

Chenelle Shingleton

Izaac Kiro

Chamroeurn Sokhan

Jennifer Locke

Jerome Toa-Wairere

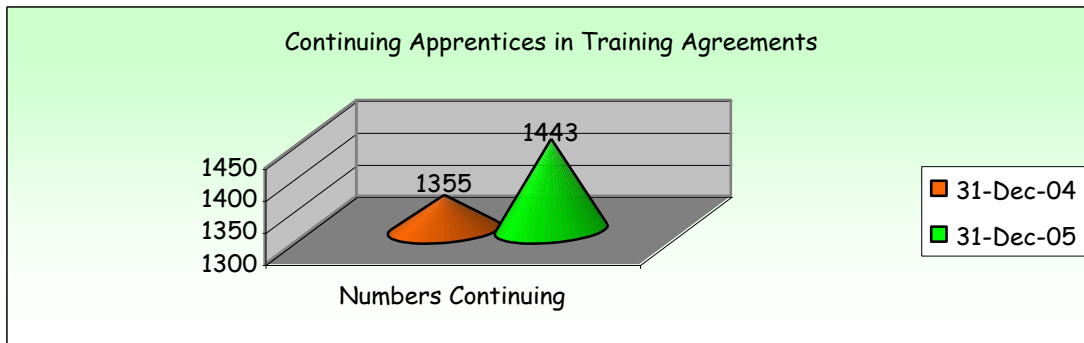
Laura McComb

Andrea Watson

Henriette Mathieson

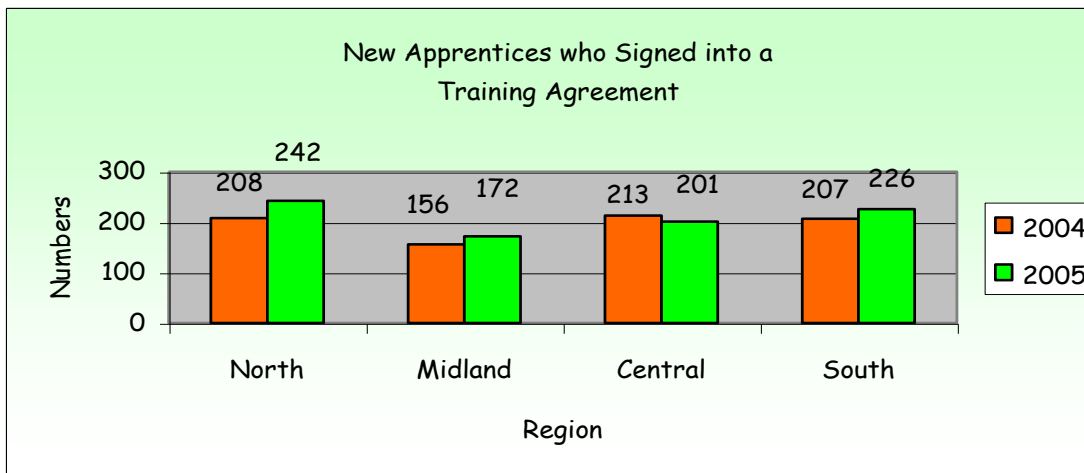


## Total Number of Continuing Apprentices



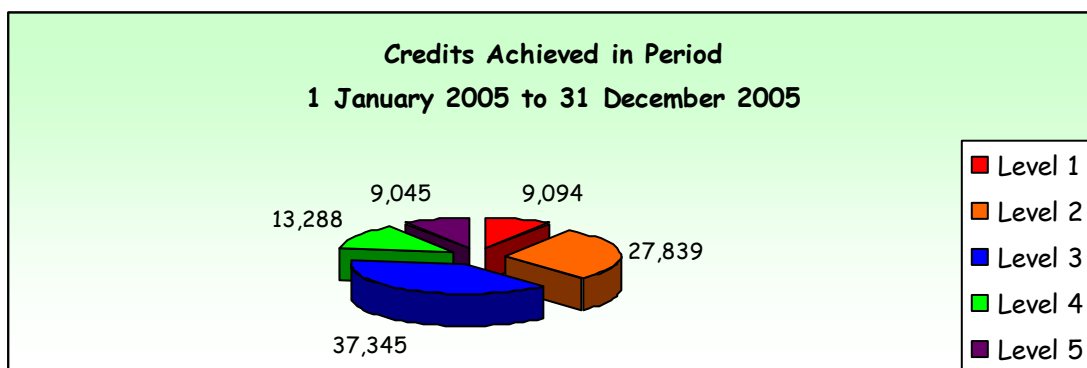
NZ Hairdressing ITO had a total of 1443 of Apprentices Continuing in Training Agreements as at 31 December 2005. This is an increase of 6.49% to the same time the previous year.

## New Apprentices



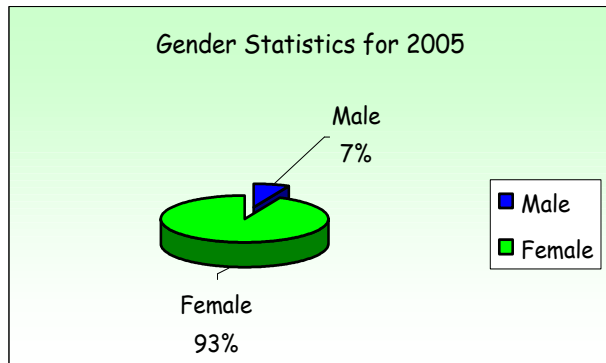
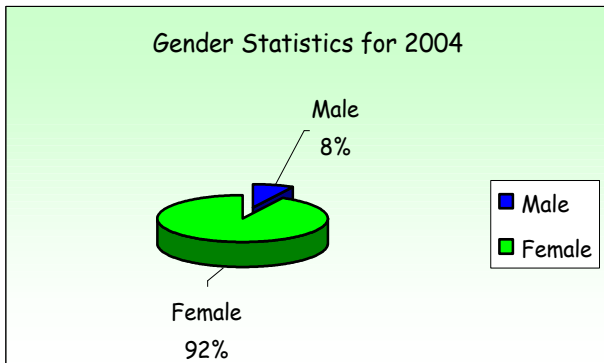
The above figures are based on the number of Apprentices who signed into a Training Agreement during the period of 1 January 2005 and 31 December 2005.

## Credits Achieved In 2005

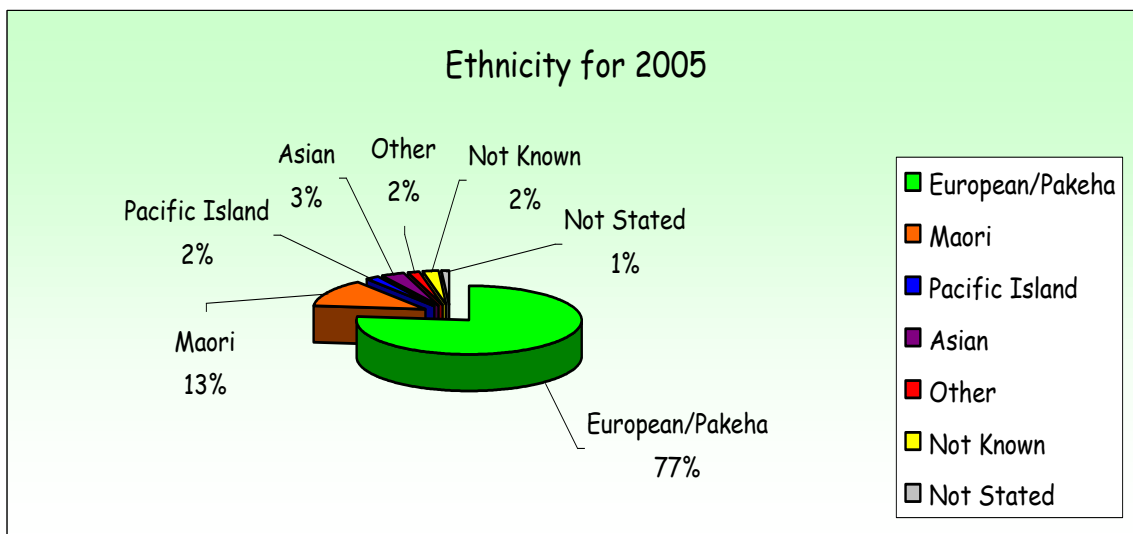
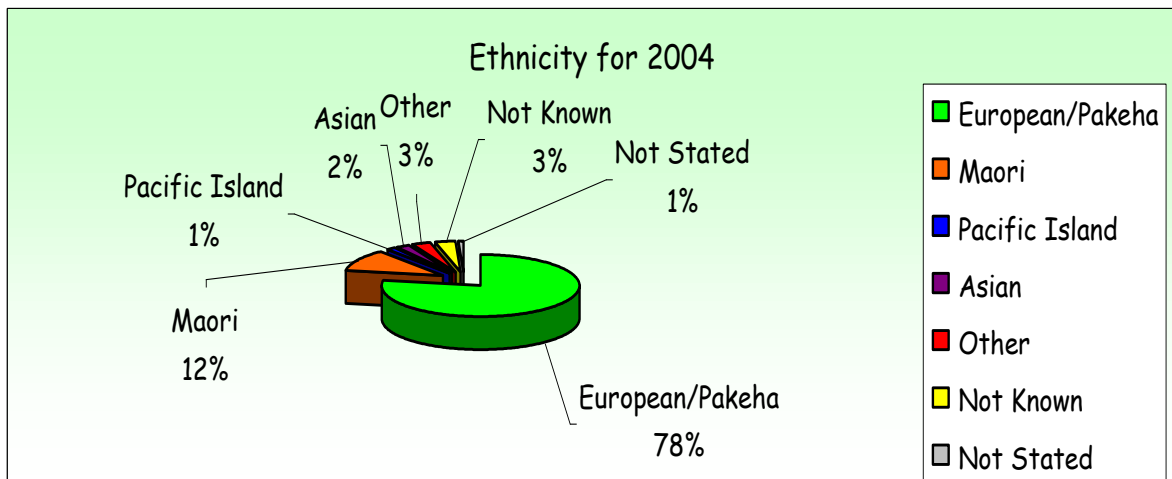


Our Credit Achievement Target for the period 1 January 2005 to 31 December 2005 was 84,627. We over achieved this amount by 11,984, reaching a total of 96,611 credits.

## Gender



## Ethnicity



## National Certificates

Since October 2005 HITO has been issuing National Certificates to people who meet the criteria for the following qualifications: Salon Support, Barbering, Hairdressing Practice, and Hairdressing Management.

The figures below are based on the candidates who have been issued a copy of their National Certificate to the end of 2005. This is not in anyway reflective of the number of people who completed a National Qualification in 2005.

