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NEWS FROM THE SEAFOOD INDUSTRY TRAINING ORGANISATION



NEW ZEALAND
seafood. ITO

A WORD FROM THE EDITOR

IN THIS ISSUE

We introduce you to the team at Seafood ITO, talk to Foodstuffs about their seafood training and visit their staff on a field trip to New Zealand King Salmon. We also check in on the annual Golden Knife Competition to see how the best fish filleters in New Zealand fared at the national championship.

We hope you enjoy this issue. Remember you can drop us a line if you have any comments.

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Seatrain aims to bring the seafood industry relevant information and news. This is your magazine and we welcome your feedback, email admin@seafood.co.nz



FROM OUR CHIEF EXECUTIVE'S DESK

Seafood ITO's role is to facilitate training for the seafood industry to increase skills and improve productivity. Ensuring people in the seafood industry have access to relevant qualifications and consistently receive high-quality training is our top priority. We are focused on working in partnership with training providers, assessors, employers and trainees to achieve this.

We know that industry training in the seafood industry works. A recent study undertaken by Seafood ITO found that cost:benefit ratios range from 1:5 to 1:42. This range reflects particular situations for individual businesses from a very targeted programme to reduce downgraded product to more generic training to improve output and reduce waste. It also improves the career prospects for trainees who undertake a comprehensive training programme.

I encourage you to get involved in training and watch your business productivity or personal skills increase and improve your career prospects.

**OWEN SYMMANS,
CHIEF EXECUTIVE, SEAFOOD ITO**

2011 GOLDEN KNIFE COMPETITION

A breezy summer day, good cheer and a huge crowd set the scene for the 2011 Seafood ITO Golden Knife Competition at the Auckland Seafood Festival, held on 1 February.

Seafood ITO has sponsored this fish filleting competition at the Festival for the past two years, bringing together the best fish filleters from around the country to test off their skills in speed, precision and efficiency.

This year's competition attracted seven competitors, including the 2010 winner Jason Abbott.

The competitors stepped up to the table, each with 10kg of Tarakihi to fillet, skin and bone and the hushed silence at the start soon turned into cheers of encouragement.

Ant Palmer from Sanford's Tauranga took out first place with a time of 7.30 seconds, a recovery of 39.81% and a very good appearance. Quiet and softly spoken Ant shone on the day.

As well as winning bragging rights, a



2011 GOLDEN KNIFE COMPETITION WINNER ANT PALMER HOLDING THE COVETED TANGAROA TROPHY

silver cup to take home for a year and a mystery weekend, Ant will have his name engraved on the beautifully carved Golden Knife "Tangaroa" trophy.

Last year's winner and crowd favourite, Jason Abbott from Hamilton Seafoods once again cut like a machine and finished with the fastest time in a blistering 7.13 seconds, with a recovery of 37.60% and very good appearance to come in a very close second place.

The surprise of the competition was a new competitor Suipeli Tongotongo from Sanford's Auckland. Suipeli finished last in the speed stakes with a slow time of 11.38 seconds for this competition but he nonetheless took out third place with fantastic 43.40% recovery and excellent appearance, awesome effort Suipeli!

Well done to the other competitors, Matt Hovell, Bobby Salie, Yan Yinghai and Hayden Bidlake for having the courage to step up to the table in front of such a huge crowd. It's great for the general public to see the skill and talent that exists in New Zealand's seafood industry.



CROWDS LOOK ON AT THE COMPETITORS IN ACTION.

2010 FOODSTUFFS SEAFOOD AWARD WINNERS ON NZ KING SALMON STUDY TRIP

Five seafood staff from Foodstuffs stores recently visited New Zealand King Salmon sea farms and factory as their prize for winning the lower North Island cooperative's inaugural seafood retailing awards.

The winners were Launiu Leggett (Kapiti Pak'nSave), Seipepa Hosie (Petone Pak'nSave), Sarah Flood (Ohakune New World), Jacinda Davis (Thorndon New World) and Andrew Wells (New Plymouth Pak'nSave).

NZ King Salmon sponsored the awards which were presented in November at Foodstuffs Wellington's annual training awards ceremony. The winners spent two days at King Salmon's Takaka hatchery, sea farms in the Marlborough Sounds and factory in Nelson.

"Salmon is New Zealand's number one seafood seller," says George Kosmadakis.

"The visit to the fisheries was a wonderful experience for our staff to learn first-hand about the fundamentals of salmon farming from a leader in the industry."



FROM LEFT, AWARD WINNERS LAUNIU LEGGETT (KAPITI PAK'NSAVE), SEIPEPA HOSIE (PETONE PAK'NSAVE), SARAH FLOOD (OHAKUNE NEW WORLD), JACINDA DAVIS (THORNDON NEW WORLD) AND ANDREW WELLS (NEW PLYMOUTH PAK'NSAVE) WITH SHAWN YOUNG (NZKS NATIONAL SALES MANAGER) AND ROB DUDLEY (NZKS ACCOUNTS MANAGER).



NEW ZEALAND KING SALMON SEA FARMS IN THE MARLBOROUGH SOUNDS

FOODSTUFFS TAKES SEAFOOD TRAINING UP A LEVEL



Foodstuffs Wellington has customised the National Certificate in Seafood Retailing to meet the specific customer and quality requirements of the seafood departments in the cooperative's stores.

The qualification, provided through Seafood ITO, is a nationally recognised Level 2 qualification which Foodstuffs added modules to that were relevant to their business. Twenty-four staff qualified last year in a pilot programme with Foodstuffs Wellington that was very successful - and 14 are in training this year.

"Foodstuffs Wellington is committed to developing high quality education and practical training for its seafood staff," says George Kosmadakis, the cooperative's Seafood Manager. "Our stores' owner-

operators feel a strong responsibility for staff training. They pay the certificate costs and accommodation while their staff attend the workshops."

The Level 2 certificate is completed at three two-day workshops spread over a period of several months. Trainees complete two food handling units in-store as a pre-requisite.

"The four major aims of the Level 2 certificate are to develop high standards of service, customer interaction, handling expertise and quality control," George says. "Customers ask whether supermarket fish is fresh because they perceive fish shops and the market as the freshest but that perception is wrong. We at Foodstuffs insist on the freshest fish or we won't buy

it. We train our people to recognise and demand quality seafood and maintain its freshness. The person in charge of the seafood department is both the buyer and the quality controller so it is vitally important they have the necessary training. It is our intention that all our seafood department managers and their 2ICs in our Pak'nSaves and New Worlds in the lower North Island will complete the certificate."

George himself has been involved in seafood wholesaling and retailing his entire working life since he came to New Zealand from Greece 40 years ago. He represents Foodstuffs on the Seafood ITO Wholesale & Retail Advisory Group and is a trainer and assessor.

INTRODUCING THE SEAFOOD ITO TEAM

We have made a number of changes to our organisation which we hope will better serve the needs of industry, and your training requirements. We have established two new teams, Client Services and Corporate Services.

In the Client Services team we now have four Industry Training Managers and a Training Advisor, who are responsible for industry

training requirements. Our Client Services Team is here to help trainees and employers achieve positive results in training. Please don't hesitate to get in touch with your Training Manager to talk about how they can help you.

Our new Corporate Services team manage the qualifications, assessment, moderation and administrative side of our business.

CLIENT SERVICES TEAM



Daniel Edmonds

Daniel Edmonds is our Industry Training Manager for the Seafood Processing and Aquaculture sectors nationwide, except for the top of the South Island.

Daniel also manages the Wholesale and Retail sector for all of New Zealand.

Daniel can be contacted by email at daniel.edmonds@seafood.co.nz or on 027 218 6956.



Sharon Larsen

Sharon Larsen is our Industry Training Manager for the Vessel Operations sector nationwide.

The Vessel Operations sector focuses on businesses that harvest wild fish or shellfish from vessels that may range in size from small owner-operator boats to large fishing vessels.

Sharon can be contacted at sharon.larsen@seafood.co.nz or 027 286 0737.



Andree Piddington

Andree Piddington has been appointed as an Industry Training Manager, responsible for the Seafood Processing and Aquaculture sectors for the top of the South Island.

Andree manages all requirements from companies and trainees for these sectors in this region.

Andree works on a part time basis (generally Monday, Tuesday and Thursday) and can be contacted by email at andree.piddington@seafood.co.nz or 021 304 994.



Sue Morgan

Sharon is supported by Sue Morgan as Training Advisor to the Vessel Operations sector.

Sue works part-time and is the Vessel Operations sector's day to day contact for administrative enquiries from trainees or training managers. You can contact Sue by email at sue.morgan@seafood.co.nz



Victor Goldsmith

Our Industry Training Manager for the Māori and Customary Fishing sector is Victor Goldsmith.

Victor manages all requirements for iwi organisations and is focused on building capability and capacity in the Māori sector to ensure commercial and customary fisheries interests are managed the best way possible.

You can contact Victor on email at victor.goldsmith@seafood.co.nz or on 027 293 2326.



CORPORATE SERVICES TEAM



Vicki McEnaney

Supporting our mobile Industry Training Managers on the previous page is our Wellington-based Corporate Services team whom many of you will be already familiar with. This team is headed up by our Corporate Services Manager, Vicki McEnaney (our previous Aquaculture Sector Manager). Vicki is contactable at vicki.mcenaney@seafood.co.nz or 04 802 1515.



Joy Potter

Our new Product Development Advisor is Joy Potter (former Aquaculture Liaison Officer). Joy is responsible for developing all of our training and assessment resources and is now the first point of contact for trainees, assessors or training providers looking for Seafood ITO resources. You can contact Joy by email at joy.potter@seafood.co.nz or on 04 802 1505.



Wikepa Rewharewha

Wikepa Rewharewha is our Quality Assurance Advisor, responsible for Moderation, Assessment and Qualification reviews. Wikepa can be contacted by email at wikepa.rewharewha@seafood.co.nz or 04 802 1840.



Christina Dumper

Also in this team is our Contracts Administrator, Christina Dumper. Christina can help you with any general administration or contract queries. You can contact Christina by email at christina.dumper@seafood.co.nz or on 04 801 4682.

NEW SEAFOOD ITO WEBSITE

Seafood ITO has acted on feedback from industry users and redesigned our website based on the top things you said you wanted to be able to do more easily. Our primary goal was to make finding what you need a lot easier.

Some of the exciting changes to functionality in the new site include:

- all of our assessment guides and learning resources can now be found under the Assessors & Training Providers section
- you are now able to search for training material by Unit Standard number in the Training Material pages
- training resources are now grouped, to make finding relevant resources easier
- new pages about careers and qualifications in our industry



- improved search functionality throughout the site
- If you haven't already, check out our new website at www.seafoodito.co.nz
- We'd love to hear your feedback, or if you can't find something you are looking for please contact us.

Get qualified in Vessel Operations with Seafood ITO



Achieve your National Certificate in:

- At Sea Processing
- Nautical Skills
- Marine Engineering
- Fishing Technology

...and much more

Visit: www.seafoodito.co.nz



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