

Sept-Oct 2011



Welcome to our Spring Edition

This edition has been produced to launch our new Queensland offices, and congratulate some recent South Australian graduates. The findings from a research retail industry study are summarised over the page and reinforce the necessity to keep our focus on upskilling of our teams. Follow us on Face Book, Linked In and Twitter or check out our website at www.targettraining.com.au.

Target Training Launches Gold Coast and South West Brisbane Offices

Respected National training provider, Target Training is excited to announce two new offices, one on the Gold Coast and one in South West Brisbane, furthering the growth of its Queensland operations. The Gold Coast operation will service the population across the whole Gold Coast geographic spread, with a customised and personal training approach. The South West Brisbane office will service Ipswich, Toowoomba, Coopers Plains and Middle Park.

Target Training, a Registered Training Organisation established in 1999 by Louise Targett, with a support office in Sydney and offices in five states, has cemented a reputation as a quality provider of education and training with both Nationally Recognised Qualifications and Non Accredited Training Workshops.

Target Training **Gold Coast Business Manager, Shannon Latter**, is thrilled to be joining the team and returning to an industry in which she is extremely familiar and passionate about. As a former owner of a leading Gold Coast Registered Training Organisation, Shannon understands first hand the local industry, the needs of employers and the dreams of students.

"Having lived on the Gold Coast for 12 years, I have seen many changes, however one thing that has not changed is the employers have been, and continue to be, keen to retrain and up skill their existing staff and be the employer of choice for new employees. The Gold Coast has seen some tough times of late, however dedicated business people and individuals, keep the business momentum moving. It is one of the things I love about the Coast," said Shannon. "Training is a passion I have held for a long time and sharing life experiences with others is something that I will do until 'I can do it no more'."

Target Training **South West Brisbane Business Manager, Mandy Chen**, is equally excited to be joining the team. Mandy has over 20 years of successful retail business experience. She was the co-owner of a highly regarded chain of natural medicine clinics in Brisbane from 1990 – 2010. She owned 4 clinics and each individual clinic was run by her well trained staff, which freed her up to work on the business rather than in the business. Mandy firmly believes that it was through quality retail application and sales training that helped grow her business and improve the bottom line.

Prior to running her own natural medicine business, Mandy was an accountant, servicing small business clients in areas of tax advice and business advice. Mandy is passionate about driving the growth of business through its people and with a focus on key performance indicators.

In Target Training Southwest Brisbane, Mandy will be leading a team of experienced trainers and retail training consultants to provide training services that are customised to suit your business's specific needs.



Mandy Chen and Louise Targett Shannon Latter with Louise Targett

TARGET
TRAINING

focused on your retail success

Higher rates of training required in the retail industry

"Spend 85% of your time focusing on the opportunities of tomorrow rather than the problems of yesterday."

Employment, Skills and Training have released the latest findings in the retail industry.

Employees in retail are relatively low skilled with lower average educational attainment than workers in other industries. For example, around 58.7% of workers in retail were without a post-school qualification in 2009, which compares to the all-industry average of 39.5%. Around 20.7% of employees in retail had a Diploma or above and 20.2% had certificate qualifications. By comparison the industry average for workers with a Diploma or above was 37.7% but similar proportion of workers in all industries had certificate qualifications.

The report confirmed that the retail sector in the future will require a more highly skilled workforce including employees with good IT skills who have knowledge of website interface technology to support the move into online retailing. Depending upon the extent that retailers choose to compete on the services they offer rather than primarily the price they charge there may be greater need to develop a workforce with higher customer service skills and longer term commitment to the retail industry.

These skills can be achieved by employers providing higher rates of training to develop relevant skills, the development of incentives to encourage employee productivity, and the pursuit of higher rates of employee retention to capitalise on investment in training.

Contact us on 1300 736 005 for more details of courses or visit www.targettraining.com.au

Student Bonuses paid for Certificate IV Frontline Management

"We're drowning in information and starving for knowledge"



There is an Australian Government Program which provides funding to aged care workers who are studying to enhance their career as a personal care worker, enrolled nurse or a registered nurse.

The qualification must be BSB40807 Certificate IV in Frontline Management and the incentive payments paid directly into the aged care worker's nominated bank account are:

- \$500 on commencement of training
- \$500 on successful completion of the vocational education and training course

This program is being administered by Medicare Australia on behalf of the Dept of Health and Aging as it is a high quality Australian Recognised qualification.

Employer funding...

This qualification is being funded as a Traineeship across all states of Australia, meaning that the Australia government pay employers \$4000 for each staff member to complete a Certificate III or IV level qualification.

There is a qualifying criteria that varies slightly across each state of Australia. Please contact us on info@targettraining.com.au or 1300 736 005 if you would like further details.

This means that the employers have the benefit of upskilling their staff in key disciplines such as:

- Manage themselves and their workload,
- Communicate with team members and management,
- Develop work objectives; and
- Act as a role model for team members.

These funding opportunities are ideal for both employers and employees to benefit.

TECHNOLOGY

Congratulations to our recent graduates from Klek Roofing and Cladding



Congratulations to our recent South Australian graduates... Stacey Dealey who graduated with her Diploma of Management and Business and Natasha Nicol who completed her Certificate III Business qualification recently.



As Australia's leading sales and service training organisation, we are committed to implementing world class business development programs. Our goal is to match solutions that bridge the performance gap in your business and we support this with our 100% money back service guarantee.

We are focused on your success.

