



**Fact Sheet for Media and External Audiences**

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## About *KiaOraMai*

*KiaOraMai* is an entry-level employee training programme aimed at increasing the national consistency of customer service skills within the service industries. *KiaOraMai* is an Industry Training Organisation (ITO) limited credit programme.

Graduates will gain a *KiaOraMai* certificate issued by the Tourism Industry Association and the Service Industries Training Alliance<sup>1</sup> (SITA) and will gain unit standards on the National Qualifications Framework.

To successfully complete the programme and be awarded the *KiaOraMai* certificate a trainee must have:

- Gained the three unit standards (21 credits) in the training programme:
- Demonstrated the *Essential Service Skills* in a job role in a service sector for a minimum of 200 hours

The employer is the driver for the enrolment, workplace learning and the verification process. The employer gives the final sign off. To earn the certificate the employer must certify that the employee has consistently demonstrated the skills in the workplace for a period of 200 hours from the end of the first workshop. The programme materials provided to the employer and participant includes guidelines and support for the employee's workplace supervisor as well as the employer.

## *KiaOraMai* start date

The Hon. John Key, Minister of Tourism, will officially launch *KiaOraMai* on 22 October 2009. Trainee registrations will be taken from 22 October. The first off-job training workshops are likely to begin in November 2009.

## What skills will be taught?

The *KiaOraMai* content has been developed with industry input. It covers a broad range of skills such as customer service, personal presentation, managing customer complaints, knowledge of New Zealand tourism features, activities and events, and the two values central to the NZ Tourism Strategy 2015 – kaitiakitanga and manaakitanga. Manaakitanga implies a reciprocal responsibility upon a host, and an invitation to a visitor to experience the very best we have to offer. Kaitiakitanga is about guardianship, care and protection. It provides a basis for our approach to sustainably managing our natural, cultural, and built environment for current and future generations.

*KiaOraMai* includes three unit standards and these are linked to national qualifications in the service industries. The unit standards provide trainees with the building blocks for their career pathway. The unit standards for *KiaOraMai* are core units in a new National Certificate in Service Sector (Level 3) being developed by SITA.

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<sup>1</sup> Aviation Tourism and Travel Training Organisation, Hospitality Standards Institute, Hairdressing ITO, Retail Institute, Skills Active, and Tranzqual

### Who is *KiaOraMai* designed for?

This is an entry-level training programme designed for employees and employers working with visitors and customers across the tourism and service industries, including hospitality, accommodation, travel and transport, tourism events and activities, retail, hairdressing, beauty and spa.

The *KiaOraMai* training programme has been designed to:

- Provide employees with the skills and knowledge to provide a world class visitor and customer experience that is uniquely New Zealand
- Primarily support the training of entry-level employees across service sector workplaces
- Provide a learning and development package that is enduring and that includes up-to-date learning examples, case studies and assessments
- Give recognition to employees who meet industry entry-level essential service skills standards
- Provide appropriate supervisory/management materials, systems and processes to ensure employees successfully complete the programme
- Provide opportunities for further workplace training by linking employees and workplaces to national qualifications developed and implemented by SITA ITOs

The desired uptake of the programme is 8000 - 10,000 trainees between launch (October 2009) and the Rugby World Cup 2011, which starts in September 2011.



### What does 'kia ora mai' mean?

'Kia ora mai' means 'be well here – in the direction/vicinity towards the speaker'.

'Kia ora mai' means conveying a genuine care and willingness to bring our best to how we engage with others. By asking others to 'be well in the vicinity of the speaker' we hold the expectation that others will bring with them good attitudes and feelings and a willingness to engage in a harmonious way. It can also be expected that as hosts, we will reciprocate those same feelings towards anyone we engage with and exceed their expectations. It embraces the concept of manaakitanga (hospitality), one of the values central to the New Zealand Tourism Strategy 2015.

### How is the training delivered?

The programme is a mixture of on and off-job learning.

A RFP has been issued to select training providers to deliver the off-job component of the programme. They will need to meet set criteria and have proven experience of delivering customer service training.

The off job workshops will be delivered consistently throughout the country and all trainers will be required to attend and pass a 'train the trainer' programme.

A dedicated Service Centre is being established within the ATTTO offices in Wellington to administer *KiaOraMai* on behalf of all the SITA ITOs. The Service Centre will be in place by early October 2009. It will have two staff members who will be responsible for all aspects of the programme from enrolment to registration of the unit standard results with NZQA. This will be the main point of contact for all employers and the *KiaOraMai* website ([www.kiaoramai.co.nz](http://www.kiaoramai.co.nz)) is the main tool for enrolments.



### What is the programme user charge?

The user charge per trainee is \$198 (inclusive of GST). Tertiary Education Commission funding through the SITA ITOs supports the delivery of *KiaOraMai*.

### **Does *KiaOraMai* lead to further training opportunities?**

Yes. The *KiaOraMai* programme includes three unit standards and these are linked to other SITA national qualifications, offering graduates a career pathway. The unit standards in *KiaOraMai* are also core units in a new National Certificate in Service Sector also developed by SITA and this will be a natural progression for some graduates.

### **Who developed *KiaOraMai*?**

The Tourism Industry Association New Zealand ([www.tianz.org.nz](http://www.tianz.org.nz)) and the Services Industries Training Alliance (SITA) have developed the *KiaOraMai* training programme. Funding from the Ministry of Tourism ([www.tourism.govt.nz](http://www.tourism.govt.nz)) and Te Puni Kokiri (Ministry of Maori Development [www.tpk.govt.nz](http://www.tpk.govt.nz)) supported the development.

### **Background to the development of *KiaOraMai***

New Zealand relies on quality service. In our cafes, hotels, adventure and excursions business, taxis, coaches, retail stores and everywhere else we 'serve' a customer or visitor. The goal of *KiaOraMai* is to provide people in the service sector with the set of skills to deliver a consistent, positive, New Zealand customer experience every time, everywhere for every customer in New Zealand.

The Tourism Industry Association (TIA) identified that there was an industry-wide concern at the lack of an accepted single, recognisable entry-level standard for employees working directly with visitors and/or customers in the service industries. Employers were confused by the proliferation of local qualifications (currently there are hundreds of local qualifications in the sector typically with no links to national qualifications).

Employers expressed concern at the poor alignment of local courses to industry needs. These findings were supported by the Tertiary Education Commission-funded Career Maps and Paths research conducted by ATTTO and Hospitality Standards Institute in 2008.

### **For further information**

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