



**SAFETY 'N  
ACTION**

## Safety 'n Action Staff Newsletter

16th December 2020

All

Under separate email you will have seen the high level summary of our recent Staff opinion survey. Tremendous thanks to all those who participated; we had a 90% response rate.

From the New year we will be reporting against staff opinion survey actions to ensure we measure and track progress appropriately.

We enjoyed great success at the 360 safety show, taking 4 bookings on the stand; obtaining over 200 leads and allowing the team to showcase the magic of what Safety 'n Action can offer.

The team are working very hard on following these leads up and we have set ourselves a deadline of this week to have made contact and established diagnostic appointments. Finalisation of the sales and marketing plans by region are almost complete and will be circulated to each region so you can see the things we will be concentrating on in 2021. Many of these have been devised post market visits by Nic Jessup.

We have an 'always on' marketing campaign that will run right across summer and pay particular attention to our online course offerings which of course allow learners to learn in their own time - with summer providing many a bit more time to do so.

An overhaul of the Albany training centre through Christmas will see us adding to the course range with the addition of new MEWP classes. We will also be upgrading floor coverings and the staff break out, kitchen space which is stage 1 of the improvement plan.

Our website upgrade is launched this week and chat bot also live. Both functions are designed to improve the customer experience and journey by increasing responsiveness and self help booking options.

We have just signed off on the development of a Go Safe app which will allow our clients to hold their certification electronically and all in one safe and easy place. We expect this will be released end of Q1 .

As you wind into your Christmas break ....please enjoy your end of year Safety function - and know that this comes attached to our heartfelt thanks for the year you have so admirably delivered.

We look forward to 2021 with you and for those able to take a break I wish you sunshine and laughter

Sussan Turner

A handwritten signature in blue ink that reads "Sussan T." followed by a small flourish.





## Get To Know Our Team!



Ko Ngātōkīmatawahaorua te waka  
 Ko Puketapu te awa  
 Ko Maungaturoto te maunga  
 Ko Ngapuhi Nui Tonu te iwi  
 Ko Ngati Rangi te Hapū  
 Ko Ngāwhā te Marae  
 Ko Grace Beazley tōku Mama  
 Ko Andrew Earle tōku Papa  
 Ko Sarah tōku Ingoa

Tēnā koutou katoa,

My name is Sarah and I have been working at SNA in the Customer Service team coming up to 3 years in March! I have just turned 22 and am one of the youngest SNA staff members! Over my time I have made some life long friends here at Safety and really love my CS team and the little wider team here at Albany!

I have always grown up in Beach Haven on the North Shore in Auckland and love the little community I have around me. I live at home with my mum, younger brother and my 2 beautiful kittens!

In the future I hope to one day move back to my mums small home town up north Moerewa but at the moment happy living in Beach Haven After I finished school I saved up and went overseas to Europe of a bit of an OE where I visited 6 countries in just under 3 months! I had the time of my life but still unsure as to what career path I wanted so shortly after coming back to NZ I found the role at Safety and have not left.

I love sports and Netball in particular and have always been involved with the SNA social netball team in Albany and also play for the Northcote Tigers too!

I also enjoy going to the beach and spending time with my friends and family.

If you ever come into the Albany office I will most likely be the person wearing PINK!!

Looking forward to hopefully meeting some of you from the wider team in 2021!

## Updates



A massive thank you to all those who attended the Head Office Christmas party. We hope you all had a fantastic time! Cheers to a wonderful 2020. Despite some challenges we have made it through, strong and ready to conquer 2021. For those who are yet to have their Christmas party, we all hope you have a fabulous time.

Safety n Action, the Hamilton training centre was privileged to welcome Hon. Nanaia Mahuta – Foreign Minister to showcase our training facility.

We also took this opportunity to engage Nanaia Mahuta with Oho Mauri Limited, rangatahi developing working at heights skills whilst the foreign minister was in attendance at our training centre.

Learners showcased their skills gained during the training and shared their experience of the training format Safety n Action as designed for young learners.





With a successful November having drawn to a close and the festive season rapidly approaching we reflect back on what has been yet another busy month in the Sales & Marketing space!

We have now welcomed three Business Development Managers into the Safety 'n Action whanau. Michelle van der Bank, based in Auckland with focussed areas of Highbrook, East and South Auckland, Steve Wilton also based in Auckland with focussed areas being Albany, Northshore and West Auckland. Brendon Nally, based in Christchurch with immediate focus within this region along with broader focus on the South Island.

All three BDM's have jumped on board with gusto and have had early runs on the board with customers locking in courses. Michelle, Steve, Hiren, Amy, Nick M, Marie and myself tagged in and out at the National Safety Show in Auckland. This highly successful 2 day event was attended by close to 5,000. The team engaged with 256, of which all have been connected with. Sales generated were close to \$15k. A worthwhile event!

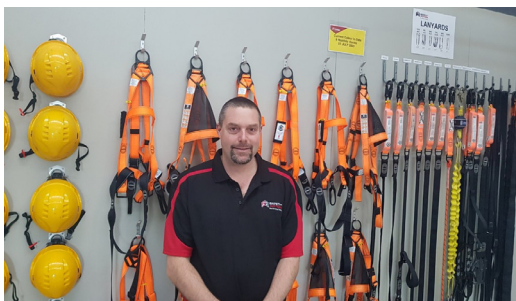
We have surveyed our Invercargill customers who have provided valuable insights into the market. This has assisted us to reshape our regional 2021 focus. Since the last update, I have been out and about in Auckland and Christchurch. Marie Willis, Group Marketing Director has visited Palmerston North. Dunedin will be featured in January. We have increased our position and visibility in market through the deployment of additional advertising campaigns on social media and via google, direct email campaigns have been sent out to databases reaching an audience of over 70k each time. A keen focus continues on the regional sales strategy for 2021. This will be shared with you all in the New Year. As always, we welcome feedback and insights from you, your team and of course our customers. - Nic Jessup

## Product Updates



We have the new and improved Online Hazard and Risk Management Course (Version 4) set-up and testing has begun. We are excited to begin the releases of updates/new versions for many of courses that are within our online system. These new versions will be for the Hazard and Risk Management and Permit to Work courses with many new ways to complete these and also versions of the courses for specific unit standard combinations. This will ensure that our customers are easily able to complete the right course for them. The remaining courses will be rolled out within the next few weeks and you will receive notification of these as this happens.

## Trainer Introduction of the Month



Hi there, my name is Peter (Pete) Bryse.

I joined Safety 'N Action June 2019. I come from a naval background having spent 18 years in the RNZN. During my time in the navy I was predominately an instructor based at Burnham where I spent 3 years attached to the Limited Service Volunteer instructing life skills to a wide variety of people from all back grounds and cultures. I then spent 7 years attached to the Services Correction Establishment. Upon my release from the military I worked construction for 6 years before finding a path back into instruction.

I enjoy teaching and helping people and I am proud to be a staff member for Safety 'N Action. Na roto I te mohio ki nga mahi a te roopu me te arahi ka taea e taatau te awhina tetahi ki tetahi. Through knowledge, teamwork, and guidance, we can all help each other out.



## Top Tips from your team



### Online-only

These files don't take up space on this device, and they download as you use them.



### On this device

When you open a file, it downloads to your device so you can edit it while you're offline.

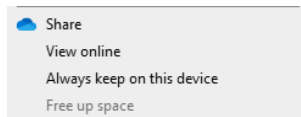


### Always available

Right-click a file to make it available offline.

### Roni's Top Tech Tip!

The below Screen shot shows the different availability of files in OneDrive or SharePoint. This will let you know if things are still downloading or if you will have access to certain files whilst offline.



### Nick's Top Training Tip! Knowing Your Subject.

Making sure you as a trainer are fully knowledgeable and rehearsed on your subject matter that you are presenting to your students is a critical aspect of your role and your credibility. Trainers should:

- Have a Strong Industry and Content Knowledge. A great trainer will have in-depth knowledge of their subject being presented and always keeping up to date with industry changes and trends
- Continuously research and continue learning from peers and industry experts
- Communication Skills. Arguably, one of the most important and most obvious characteristics of a good trainer is the ability to effectively communicate.
- Flexibility and Creativity.



Having the above aspects covered will allow you during a training session to manage your students and time accordingly. For example if you have a faster paced class you can expand more on your knowledge and scenarios to ensure they are getting the maximum benefits from your training. If the class is slower then the opposite can apply and you can drill into certain details to help explain the subject to the students.

## Marketing Updates

Hi-Vis Heroes has launched in Albany as our first trial location, we would love to see you all taking photos with the cut-out and posting these on our social media to help us kick start this promotion. We have a prize draw for the attendees that post photos to our hashtags, a branded bluetooth speaker/phone charger as shown to the right!



As you will all know we are currently running promotions for January and February to attract as many bookings as possible, this side of Christmas. We are currently sitting at 322 attendees having been booked with the "Christmas Cheer" discount since the first EDM went out. This is fantastic to see! Lets keep pushing and get as many bookings as we can before shut down!