



All

Thanks for a strong and progressive start to the year.
We've made our first budget thanks to all of you and it remains as appreciated as ever!.

I enjoyed catching up with the RTM's in Auckland last month as they set their direction of travel for 2022 and got together to feedback valuable ideas and insights from our trainers perspective.

As mentioned in the Action notes from last week's SLT - I will be circulating our scorecard of performance for the 2021 year, plus the one page strategy for 2022.

As always the senior leadership team are here to answer any and all questions you have on these 2 papers. Our soft launch into Hawke's Bay occurs this quarter alongside further investigation of 2 other markets for expansion.

I'm thrilled to be able to tell you our Australian on line pilot training will commence March as we have agreed all terms and conditions with the clients - and we see this as the start of our venture into Australia. We will be running our staff opinion survey in June to check in on how you are finding things, but in the meantime open to all and any feedback on how we can be ' better ' for you.

Suffice to say Omicron and your safety plus that of clients is something we talk about daily. We have successfully been accredited ' critical business ' status and will ensure you're made aware of what this can mean for us to minimize the disruption to training (safely).

Sussan Turner

Sussan T.



Get To Know Our Team!

Head Office Staff Introduction



I'm Shivi and I'm the newest Sales & Marketing Support Representative!

I've recently completed my Marketing degree from UoA and I am excited to get my foot in the door and learn the ins and outs of Safety 'n Action.

In my spare time you'll find me on the golf course or trying to catch a wave in the waters!

Can't wait to meet more people as the year goes on (hopefully with less COVID-19 restrictions!).

Trainer Introduction



My name is Anand Murthy and I am new to training with Safety 'n Action. I am based in Auckland.

Have worked in HR/Training roles in Hospitality/Retail/Education Sector for 10 years in Fiji and recently worked as HSE/Trainer- Facilitator in the Transport and Manufacturing in New Zealand for 5 years.

Passionate about customer satisfaction, HSE, performance management and Learning/Development, also love cooking, singing, rugby and soccer during my leisure

Long Service Announcements



Congratulations William for 3 Years at Safety 'n Action as of 01/02/2022

William is a very valued member of our Safety 'n Action team, having been our Northland Trainer for a majority of his time with us so far. William has now embarked on a new role with Safety 'n Action in the Bay of Plenty, as our Health and Safety Trainer / Customer Service Consultant.

Thank you William for all the hard work you put into every day at Safety 'n Action.

Sales Updates

Nicola Teal, Sales and Marketing Director

Kia ora All,

January flew by and almost seems like a distant memory...

It was a shorter month of 'sales' days sprinkled with some customer apprehension due to 'covid' ... but none-the less customers booked, and this helped us reach company revenue target! WOOHOO!

Region	Number of NEW Customers – January 2022
Northland Te Taitokerau	5
Auckland Tāmaki Makaurau	34
Waikato Kirikiriroa	6
Bay of Plenty Te Waiariki	3
Manawatu Papaioea	6
Taranaki Ngāmotu	2
Hawkes Bay Te Matau-a-Māui	2
Wellington Te Whanganui-a-Tara	10
Nelson Whakatū	3
Christchurch Ōtautahi	12
Otago Otakou	5
Southland Murihiku	0
TOTAL	88

These new businesses come from a range of sectors including construction, packaging / manufacturing, Councils, Schools, hospitality and even the Crusaders.. (that's a Rugby team in case you were wondering)

We know how important it is to make customers feel welcome and we have commenced a new 3 step process to wrap our 'virtual' arms around them.

This ensures they feel valued and engaged with a passionate and professional leading-edge Health & Safety company.. ultimately, we would LOVE all customers to become raving fans for eternity...

The 3 steps are:

1. Welcome email sent from me once they have made their first booking... warm, friendly, professional
2. Follow up phone call made by a Sales team member i.e: BDM. Purpose: to assist us in gaining a deeper understanding of their needs so we can deliver solutions.
3. Follow up email from Sales Team member - recapping phone call and providing additional information (hopefully at this stage some additional bookings..)

Following this we have additional touch points logged to ensure we have ongoing communication/engagement with customers.

Check back in next months edition to read about what else is going on in the sales zone..

Hiren Sheth, Director - Business Development, Education and Verticals



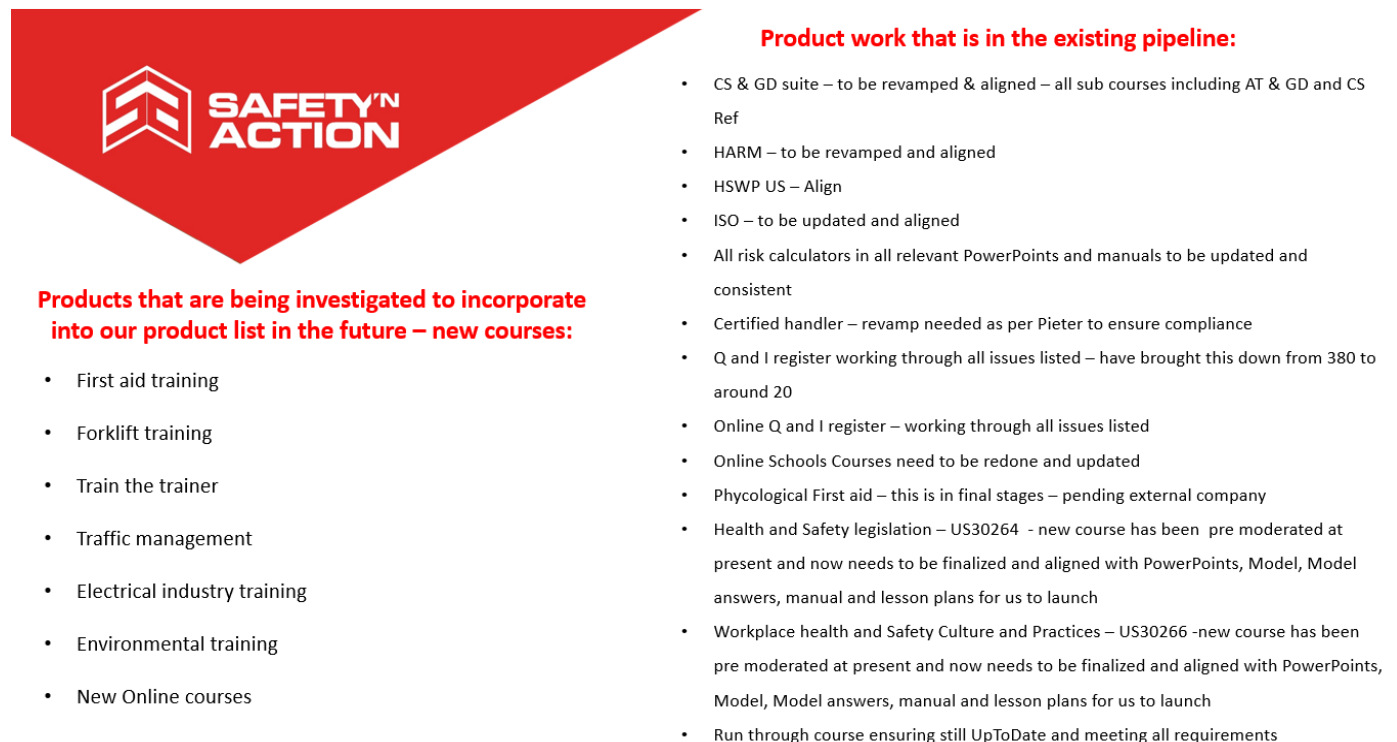
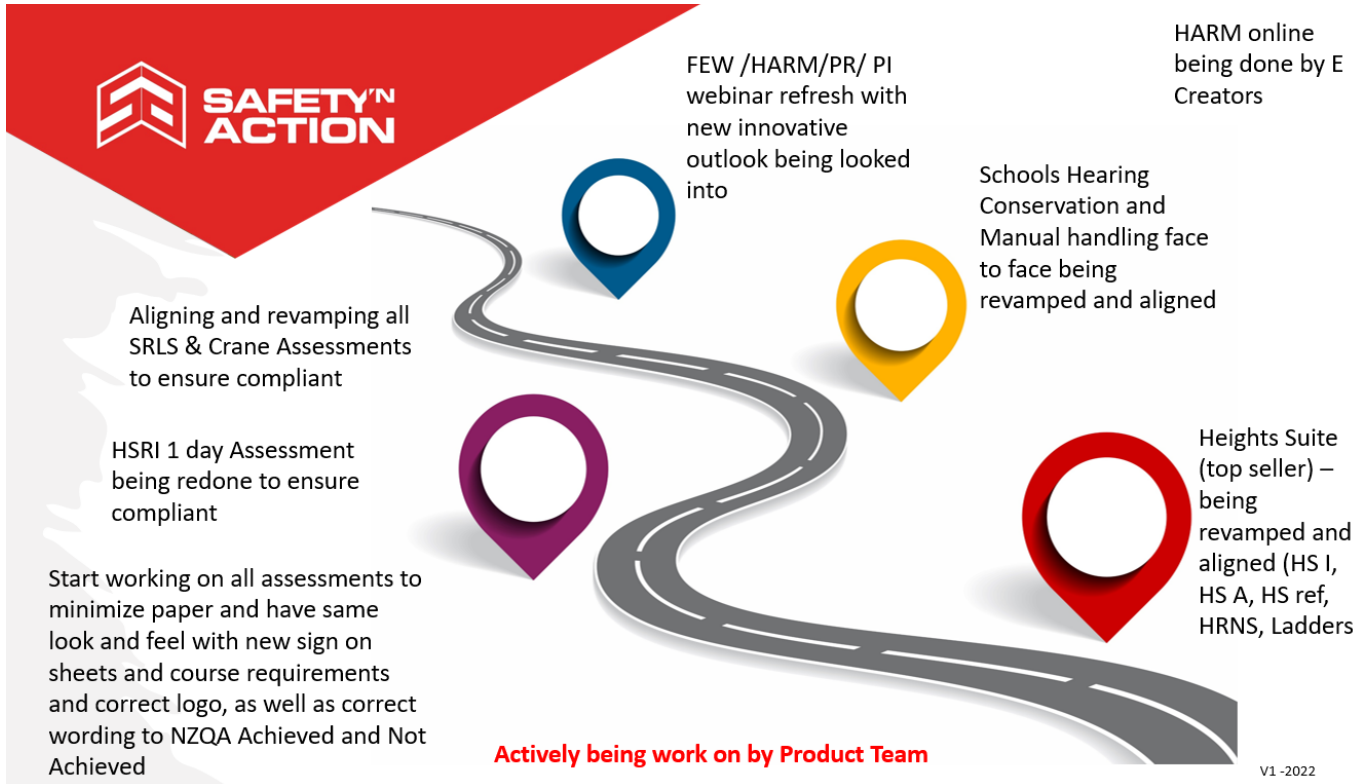
Hiren shared a fabulous opportunity with Ministry of Social Development (MSD) Ministry of Business, Innovation and Employment #jobsandskillshub team at the Safety 'n Action, Tāmaki Makaurau - Highbrook training facility.

We discussed, infrastructure, safety skills, safety training pathways aligning to industrial #skills demand. Enabling our future workforce to engage and learn with the industry has always been our kaupapa and its great to learn about wonderful mahi #Jobs& Skills Hub, teams are undertaking.

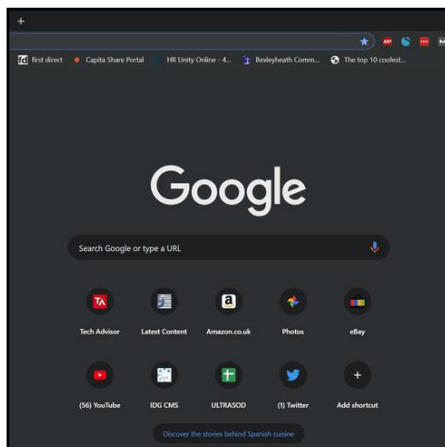
Product Updates

Shelly Matzopoulos, Operations and Product Manager

Shown below is the product teams current road map for course development. If you have any feedback, or would like to raise a query, please speak with Shelly and she will further assist you or provide further information.



Top Tips from your team



Activate Dark Mode!

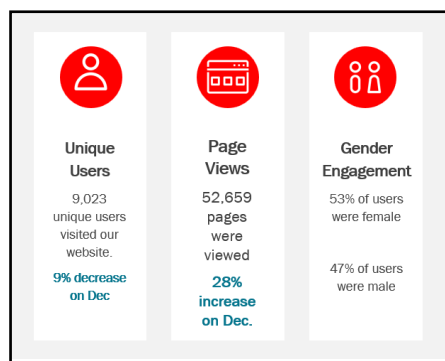
Enable Dark mode in Windows 10

Change colors in Dark mode
Select Start > Settings .

Select Personalization > Colors.
Open Colors setting

Under Choose your color, select Dark.

Marketing Updates



Website Insights for Safety 'n Action!

Website insights is something that Marie is constantly tracking when looking at how we are doing with marketing resources. We are able to see many different useful pieces of information that help us to direct where we need to promote our services further. For example you would see here that we have had a reduction, in January for the traffic coming through which is not unexpected due to annual leave.

Social Media

We have had the wonderful Dan on board this year assisting with marketing across group. Dan has put together some wonderful Facebook series for us to promote through January and February. We have done a mixture of posts around why our clients should choose us. And also some schools promotional posts.



Team Challenges!

WORDLE



I am sure you have all heard of Wordle by now, but if you haven't Wordle is a web-based word game where players have six attempts to guess a five-letter word, with feedback given for each guess in the form of colored tiles indicating when letters match or occupy the correct position.

We would love for you to all get involved! We are going to open up a teams chat where you can submit your daily results and engage with each other about the Wordle of the day.

If you would like to take part and have some Wordle fun, please let us know at sales@safetynaction.co.nz and we will add you in!

SAFETY 'N ACTION STEP CHALLENGE



The long awaited Safety 'n Action Step Challenge is BACK!

March your way down the country, beginning 1st March, but this time with a twist. With feedback from our previous step challenges, we have decided that this time the competition will not be based upon the number of steps taken, it will be based on the number of KM's traveled.

Your normal way of tracking your progress will still continue as normal, however this give our long and short legged participants, equal chance of taking out the leading spots.

Stridekick Prizes!!

The participants who take out the top 5 places on our leader board, by the end of March will each get a \$50 Prezzy Card.

In order to register for the "March the country" challenge, email sales@safetynaction.co.nz. If you need any help, let us know!

TEAM CHALLENGE SUGGESTIONS?

If you would like to see Safety 'n Action bring forward any other specific challenges or games for us all to take part in please don't hesitate to pop us an email and we will get to work on some more team fun!

Let us know what other challenges or game suggestions you have and you never know... we maybe able to make it happen!

Email ideas to: sales@safetynaction.co.nz