

# Get To Know Our Team!

## Trainer Introduction



Steve Coubrough

Coming from the deep south I have traveled across New Zealand staging and managing events.

In between shows I have worked in sales, manufacturing, and logistics.

Building on this experience I have moved on to develop my skills as a trainer for professional drivers and young people.

I love the lightbulb moment when someone sees a new idea shine a new light on what they are doing.

My happy place is at my workbench building and fixing things or learning new things from the people I work with.



Hi there. I'm Brendan from the Christchurch centre. My training journey started in 2005 at Christchurch Polytechnic (now Ara) as a part-time tutor at night school teaching apprentices maths and technical drawing.

In 2008 my family and I moved to Mount Isa in Queensland, Australia. Isa is a well-established, large mining town in the middle of nowhere! I first worked as a supervisor for a large engineering firm and then as a Safety and Training Advisor for Glencore - Mount Isa Mines until 2016.

I enjoy training workers and being on the 'coal face' driving change of culture in workplace health and safety. My role in Safety 'N Action allows me to do this.... that is why I get up and go to work each day.



Hi there. I'm John from the Auckland centre. I started out in adult education as a driving instructor and defensive driving course teacher in 2004 after spending several years in the golf industry. Within a few months I was asked to join the PassRite commercial driver training team and stayed there for the next 5 years doing truck, forklift and dangerous goods licence courses. After that I moved to Agoge Training which is now I.V.S Training. I continued to do the same courses and added Rollers, Tracks and Wheels plus bio security courses and after 6 years I had an opportunity to do an in-house training role with Linfox New Zealand.

At Linfox every day was different. My role included driver training and licencing, pre-employment drives, inductions, S.W.P training, Health and Safety team, container lifter operation, and security over several sites plus drive cams. I enjoyed the job however staff turnover was sky high and one week I had my 3 different bosses resigned. After 4 years I had an opportunity to teach driving instructors back at PassRite. There were only about 10 trainers for this course in the country, so it was a great opportunity to give back knowledge in

this industry I had learnt over the years.

After 18 years of Adult education in the transport industry, I have never stopped learning and started looking for a new role outside of driver training to continue to develop and grow and that's where Safety N Action came in. This was just the challenge I was looking for and everyone has been great making me feel welcome in my first week and I am looking forward to meeting the rest of the team over time.

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## Long Service Announcements

Karl Johnson  
Rebekah Lowe

5 years on 10/04/2022  
3 years on 29/04/2022

Peter Bryse  
Tim Heap

3 years on 17/06/2022  
5 years on 17/07/2022

# Sales Team Updates

Nicola Teal, Sales and Marketing Director

Kia Ora Safety Whanau... update from the Sales camp..

April was a hard slog.. short weeks (x3) with Easter and Anzac, coupled with customers being on leave and / or stretched for labour / manpower due to covid impacts. As a business we were also not immune to having courses cancelled due to trainers being caught up with covid and / or household isolation requirements. Despite challenges we still forged ahead and below are some snippets:

**Sales Team 1 day hui with core focus linking back to the following 3 statements:**

- One stop shop
- Training anywhere anytime
- Customer for a lifetime

The day consisted of covering the below areas with team work + collaboration + knowledge share throughout. Actions out the backend – all of which received with passion and enthusiasm.

- Revenue review of YTD + future focus for May – June – July to ensure clear picture of what we seek to achieve as a business. Targets shown for each region.
- Solid discussions held with a brainstorm on what additional and proactive measures need to be applied to leverage maximum revenue opportunities. Naturally all of which ultimately super serves customers. This is targeted heavily at the Top 200 existing customers + high stake 'prospects'.
- Brand Health – 'how' we stack up against our competitors as reviewed by an external agency.
- New regions we are mobilizing (AU and Fiji), + those we intend to mobilise.
- Product session. New product being reviewing + the 'process' for new product development that is coming from 'market demand'. Solid brainstorm session held regarding what else we should bring to the table.
- Consultant strategy – discussed the potential army of H&S consultants in NZ and how we can best put a strategy in place to leverage this influential group.
- Association strategy – overview of the project underway exploring associations i.e: Master Plumbers, Electricians, Builders, etc and how we seek to leverage either membership or partnership. Maximizing the opportunity to promote SnA and draw out members / leads etc.
- Acquisition strategy – what to 'offer + when'.. i.e: discounts verses other options when procuring new business as well as 'extra' sales from existing businesses especially when needing to try our courses.
- Website. Discussed the current way a customer searches courses and landed in agreeance that giving customers the opportunity to search via vertical and / or industry would be valuable.

**What else has been happening?**

- Top 200 Customer engagement strategy continued.
- Hosted customers at our Auckland and Waikato Training facilities. We know that customers / prospects alike get a deeper understanding and sense of who we are so these increased site visits are beneficial.
- Focus on Hawkes Bay continues with connecting with prospects
- Auckland Chamber of Commerce member to member offers deployed. Noted: YTS we have not seen any uptake from these M2M offers.
- Review underway to explore 'why' and 'what' would therefore be more advantageous.
- Telesales – ongoing robust refresher cycle. – note we had our most experienced Telesales team member depart end of April. Replacement has been hired, started 4th May
- Unsold seats campaign continued.
- Fortress Auckland Highbrook – going gang busters! Market naturally has come back post covid, but this has been coupled with relentless activity from BDM's.
- Waikato, Christchurch, New Plymouth, Wellington received additional attention.
- Wellington review – project activated to lift the lid on this region to understand warts and all what's going on in region. Sussan, Nick M and Nic T travelled into region and did a deep diagnostic alongside lead Wellington Trainer. In brief summary: Training centre remains in a prime location however a lot of work needs to be done to maximise this regions opportunity. Solid activation strategy to be applied.
- Education vertical – Secondary schools training was quiet in April due to school holidays, however strong line up of activity for Q3 + Q4.
- Noted: Skills Organization remains steady and growing (Apprentice training)
- **Construction vertical** – we are seeing this area grow as our BDM's continue leveraging existing relationships, taking knowledge to market and engaging with new prospects which include companies of varying sizes: large / high end, right through to contractors feeding into this. We know this is a vertical that is huge and requires significant focus too

**That was just a snapshot!**

**Events coming up:**

- May: Chamber of Commerce event being hosted at Dunedin Training Centre.
- July: National Safety Show; Chamber of Commerce Event being hosted at Northland Training Centre; Participating in Women in Infrastructure Event in Northland

**Sales team vacancies.**

- Auckland, Inside sales (formerly Telesales) x 1.
- Christchurch, Business Development Manager x 1
- Wellington, Business Development Manager x 1
- Waikato, Business Development Manager x 1



Ensuring we are being kind to those who assist us!

Here is our friendly courier team picking up course packs from Albany Auckland office.. another day.. another box. Always with a smile!

Nic Teal had a spare block of Whittaker's chocolate on hand - perfect recipients... we got the thumbs up!

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## Hiren Sheth, Business Development Director | Education Verticals



Fantastic first-time welcome visit from key Downer T – stakeholders this afternoon ( Angela Tarrant – Team Lead & Caroline Otton – Training coordinator). Lee Dannhauser, great feedback from Caroline with service and enquiries actioned in timely manner.

Deep layered talks on Scholarships, A2 WPC, Various Divisions, and regional key booking coordinators Angela looks after. They were impressed with practical buzz and housefull today at Porirua Training Facility with MEWP & Heights training taking place at the same time.

Wahine in Construction mahi was discussed which they were deeply impressed about.... We have asked them to provide guidance on TTM training pathways they engage to upskill their workforce nationwide for us to review our product mapping strategy.

With Govt funding boosted in Apprentice training schemes & Mana – Mahi in this year's budget - <https://www.beehive.govt.nz/release/budget-2022-supports-38000-apprentices-accelerate-recovery>

Our tactical plan is to grow significant revenues and establish consistent sales pipeline within this sector as per Industry and Govt trends.

Great feedback of our quality training and strategic relationship building initiatives from Skills Wlg team with consistent positive feedback for Amy & Admin team all around.

Grant's inclusion was timely to add on his experience and inputs in between his busy training schedule.



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# Operations/Product Team Updates

## Quality and Improvement Register

Reminder to Trainers around the Q and I Register – with new staff on board in the Product team we are streamlining processes. A reminder to all trainers that if you can please add in your comments and or suggestions on this document for us ensuring to give us the full version numbers and as much information as possible to assist. If you need any additional assistance with this link or register, please reach out to Shelly to assist you.

## Product Current Tasks

Current roadmap we are working on in the Product Department at present with assistance from our Subject Matter Experts:

- First Aid
- Forklift
- Changes and amendments to products as they are reported
- Online Products review process in place
- Redesign of Manual Handling and Hearing conservation online
- Exploring new courses based on demand

# Top Tips from your team

## Roni's Top Shortcut Tips!

Open a document. Ctrl+O  
Create a new document. Ctrl+N  
Save the document. Ctrl+S  
Close the document. Ctrl+W  
Cut the selected content to the Clipboard. Ctrl+X  
Copy the selected content to the Clipboard. Ctrl+C  
Paste the contents of the Clipboard. Ctrl+V  
Select all document content. Ctrl+A  
Apply bold formatting to text. Ctrl+B  
Apply italic formatting to text. Ctrl+I  
Apply underline formatting to text. Ctrl+U

Decrease the font size by 1 point. Ctrl+Left  
Increase the font size by 1 point. Ctrl+Right  
Center the text. Ctrl+E  
Align the text to the left. Ctrl+L  
Align the text to the right. Ctrl+R  
Cancel a command. Esc  
Undo the previous action. Ctrl+Z  
Redo the previous action, if possible. Ctrl+Y

## Nick's Top Training Tip!

### Type 2 FADs:

Always remember that this is a 'fall arrest device' and not meant for work positioning. Avoid showing students how it will support and hold them in the 'locked up' state, half-way up a ladder, for example. It could lead students to believe that this is an appropriate method on how to use a Type 2 FAD. What they see at SnA, may be what they go and do out in a workplace.



# Te Tiriti o Waitangi Session

## Thinking back,

We had the fantastic opportunity to be a part of the Te Tiriti v Waitangi Workshop at the Albany office, learning all about the Maori culture, and traditions. As well as learning and reflecting on how we can incorporate Maori traditions into our day to day lives, in work and at home.

We would love to hear about how this workshop helped those of you who were able to attend, and also if you have made any changes to your daily life, after learning more about Te Tiriti o Waitangi



## Te Tiriti o Waitangi Workshop

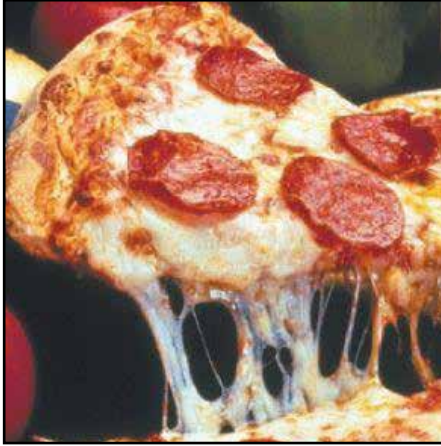
ALBANY TRAINING ROOM

Wednesday 27 April or  
Friday 29 April  
10am - 11.30am  
with breaks

Join this interactive workshop on the Treaty of Waitangi. You'll gain a thorough overview of Te Tiriti, why it came about and what it means today. Suitable for those new to the topic or wanting to refresh their knowledge.

# Referral Programme

Did you know we have referral programs - you could earn pizza and \$\$\$\$



You are really important to us... and so are new clients as they are part of the life blood of our business. We would love to reward you for helping us grow ..it's simple...!!!

1. Refer a friend (a NEW client to our business) who goes on to do an 'Open' face to face course or an 'Online' course and receive a pizza on us  
... this offer will last until New Zealand runs out of pizza...

Send your application for this incentive to Sales Support who will validate this: [sales@safetynaction.co.nz](mailto:sales@safetynaction.co.nz) . view Terms & Conditions

2. Refer a friend (a NEW client to our business) who goes on to sign up for company courses and earn up to \$1000

Here's the detail... they book one company course ... you earn \$500.

BONUS .. when they sign up for a second company course, we will pay you an additional \$500

Send your application for this incentive to Nicola, Sales & Marketing Director: [Nicola.teal@safetynaction.co.nz](mailto:Nicola.teal@safetynaction.co.nz) . view Terms & Conditions

## Terms and Conditions

- 'New client' = a company that has not used our services before.
- Application for incentive must be made in advance of the Company booking.
- Application for incentive must include the 'relationship' you hold with the referral. I.e: 'Friend'
- SLT; Director- Business Development, Education and Verticals ; Business Development Managers are excluded from referral campaigns 1 and 2.

Attracting new team members to Safety 'n Action is equally as important – therefore we have the following referral program in place..

3) If you refer someone you know to Safety n Action and they are successful in securing a role, you will get paid \$500 initially, then, a further \$500 once they have stayed in their role for 6 months

We have the following roles currently advertised:

- Business Development Manager, Canterbury
- Telesales Rep, Auckland
- Instructional Designer, Auckland
- Trainers, Waikato and Auckland

Send your application for this incentive to your upline Manager

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