



Fresh Start

February 2014
Merger of Primary ITO with NZITO – Food Processing

New Chairman – John Parker
New Constitution

August 2014
New Directors appointed for skills
– Barry Harris & Donna Smit

New CEO – Mark Jeffries

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The logo for Primary ITO, featuring a stylized globe icon with green, blue, and orange segments, followed by the text "Primary ITO" and "KNOWLEDGE TO GROW" below it.

The slide has a vertical bar on the left side, divided into blue, orange, and green sections.

Fresh Partnerships

With the merger of Primary ITO and NZITO, the organisation now maintains networks across a wide range of sectors.

Industry Partner Groups provide input to strategy, quality assurance, development and demand

- Dairy Processing
- Dairy Farming
- Meat Processing
- Sheep, Beef & Deer farming
- Seafood & Fishing
- Equine & Racing
- Production Horticulture
- Amenity Horticulture Services
- Nursery Production
- Sports Turf
- Water
- Wool Harvesting

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Fresh Strategy

October 22 2014 Board Meeting

Now beyond the phase of mergers, the Board seeks a Refreshed Strategy to drive the next phase of the Primary ITO.

Building demand and driving completions through

- Quality assured programmes of learning
- Facilitation of partnerships

This will include:

New products and services

New performance drivers

New tools

New accountabilities – internally and externally

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Fresh Thinking

Te Kauta is an unincorporated joint venture between FOMA and the Primary ITO

The main purpose of the partnership is to drive demand from young Maori to engage in formal learning pathways.

We have the:

- Intent
- Resources
- Processes for implementation and completion

How do we collectively take a leap to significantly lift our outcomes?

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Fresh Commitment

- The new Primary ITO Board and CEO are primed to engage.
- Te Kauta and Maori strategy are high priorities for the organisation.
- Our staff will receive new focus and support to implement fresh strategies.

Primary ITO commitment to training and education is focusing on the needs of the Māori agri-business sector, the Trusts, the Incorporations, the Whanau and the allied businesses

Māori comprise 20% of all ITO trainees across all of our industries

Nearly 75% of those in training over the past 2 years were first time learners

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Our Workplan

- Fit for Purpose Training initiatives – Meat Processing, Seafood Processing, Fishing, Pastoral Farming, Wool Handling, Pest Management, Horticulture
- Whole Farm Assessments – Dairy
- Governance Needs Analysis
- Competitions of Excellence
 - Ahuwhenua Trophy, Young Māori Farmer of the Year

What's next?

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Fresh Aspirations

- The Board seeks to take the Primary ITO to new levels of industry engagement.
- Our strategic alliances to be assembled over the next few years will change the perceptions held on the strategic purpose we offer the industry.
- We will earn the respect to be regarded as a strategic partner to commercial and non-commercial agribusinesses.
- Our partners will acknowledge our key role to integrate the capability needs of their businesses with practical, relevant and quality training solutions.

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Fresh Alignment

Our work plans will be

- Co-created with our partners
- Developed to identify where the responsibilities lie with each partner
- Time-bound with assigned personal responsibilities
- Tested by industry
- Celebrated

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Fresh Ideas

- More customisation - specifically designed “fit for purpose” training that the business wants and needs
- Fewer classrooms and more on farm, in orchard, in plant, in the shed.....
- New computer tools
- Mentoring and coaching
- Blended approaches to create the motivation for Māori to pursue training completions through to Diploma in Agribusiness and onto Lincoln and Massey
- User-pays opportunities to capture more resources from the Primary ITO

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ReFreshed Connections

Take home message –

- The Primary ITO seeks to REFRESH its approach to doing business.
- The new broad-basis of its sector responsibilities will generate new thinking and create new learnings to share across sectors
- Our commitment to Māori has been strong and is evidenced.
- We seek to take this responsibility to higher levels with refreshed relationships, new thinking and stronger outcomes.

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Agriculture
Horticulture
Water
Equine
Sports Turf
Food Processing

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