

Qualification Options

ATTTO offers a range of National Certificate level qualifications in all areas of museums, from museum practice to attraction guiding. Each qualification is set at a different level according to the depth of skills and knowledge required to achieve it.

ATTTO can help your staff work towards the following qualifications:

QUALIFICATION	DESCRIPTION
Attraction and Excursion Guiding Award	<ul style="list-style-type: none"> ATTTO have developed two Guiding Awards leading to the National Certificate in Tourism (Guiding) - Level 3 with strands in Excursion Guiding, or Attraction Guiding. The awards form stepping-stones to the achievement of full National Certificates in Tourism or Travel.
Customer Service Award	<ul style="list-style-type: none"> The award is a stepping-stone to the achievement of a full National Certificate in Tourism or Travel. Employees who receive the award will have been up skilled in: communication, customer service, servicing customers from other cultures, selling goods and services and dealing with complaints.
National Certificate in Tourism and Travel (Core Skills) [Level 3]	<ul style="list-style-type: none"> The first step for those starting a career in the travel and tourism sectors. Recognises staff who can demonstrate customer service, cultural awareness and communication skills.
National Certificate in Tourism (Guiding) [Level 3] with strands in Attraction Guiding	<ul style="list-style-type: none"> Recognises the skills and knowledge required for employment as a tour guide including interpretation within the attraction, completion of administrative tasks, and management of the health and safety of the group.
National Certificate in Museum Practice [Level 4]	<ul style="list-style-type: none"> Intended for people training for a career, or currently employed or volunteering at an introductory to intermediate level, in a museum in New Zealand. Recognises the essential skills required to work in all sectors within a museum, including knowledge of museum collection maintenance, Maori in museums, the purposes, functions, and responsibilities of museums in Aotearoa New Zealand, the skills required to scope and propose a public museum programme, and museum customer service.

QUALIFICATION	DESCRIPTION
National Certificate in Business (First Line Management) [Level 4]	<ul style="list-style-type: none"> Recognises the skills and knowledge of people who are, or seeking to be, first line managers, including relationship management, performance management, and workplace organisational principles. The elective sections allow people to select from a diverse range of outcomes to allow the qualification to be focused on the specific needs of the individual, business or workplace.
National Diploma in Business [Level 5]	<ul style="list-style-type: none"> Recognises the broad base of technical business competence required for business-related roles, those aspiring to middle management, and those wishing to extend their business skills. This qualification can build on the skills developed in the National Certificate in Business (First Line Management) [Levels 3 and 4].

Contact ATTTO for a full description of all qualifications, including the competencies required for achievement and future career path opportunities.

What Now?

Contact ATTTO to find out more about investing in your organisation through workplace training. An Industry Training Advisor will be happy to discuss your museum training requirements.

Call us on 04 499 6570 or email us at info@attto.org.nz
www.attto.org.nz



Workplace Training
 Invest in the future
 to preserve the past

What Is Workplace Training?

An investment in the future



Workplace training means employees can develop skills and knowledge while they work; training towards valuable national qualifications on the job. Training benefits all parties; providing professional development opportunities for your employees means a more highly skilled, efficient and productive workforce.

By providing employees with an opportunity to learn on the job, museums can:

- meet their organisation objectives faster
- increase morale and commitment
- improve staff performance
- improve quality and service levels
- enhance the customer experience
- increase retention rates.

Trained staff are quality staff

Over 175,000 people take part in industry training every year, with 34,000 employers making the investment¹. Training has a proven impact on productivity and profitability, with research confirming a measurable improvement to customer interactions. International studies reveal that the increase in labour productivity resulting from training can yield a return on investment of more than 30 per cent².

Valuing your assets

Staffing and labour force issues are of primary concern for any organisation - and museums are no exception. Museums Staffing and Labour Research suggests that difficulties exist in retaining skilled staff and finding trained people³. Employees who receive ongoing training are more likely to stay with you and keep their skills in the organisation, and they don't need to leave the workplace to do it.



Future Proofing

Future Proofing is the key to business sustainability. Training can keep your staff responsive to industry changes and up to date with customer requirements. ATTO has the pulse of industry in New Zealand; qualifications meet the real skill needs of museums. All qualifications are nationally recognised and have been developed in partnership with current industry professionals – developed with industry, for industry.

Investing in your staff is an investment in your organisation, preparing the future generation of museum professionals.

How ATTO Can Help

ATTO is an industry training organisation, and it is our job to work with industry partners to develop national qualifications and coordinate workplace training for the aviation, tourism, travel and museums industries. In 2007 ATTO facilitated the workplace training of 4,500 trainees in over 460 businesses throughout New Zealand.

ATTO makes it easy for you to invest in workplace training, supporting workplaces and trainees through every step of the process.

ATTO has an experienced team of Industry Training Advisors who are committed to providing the highest quality support to your organisation. Advisors help workplaces identify the training and qualifications that will best suit staff, and then customise a training programme to work towards. We deal with as much of the paperwork and detailed planning as possible, leaving you to get on with the job.

ATTO can help with identifying and recognising current competencies and prior learning, so your staff can gain a qualification for areas in which they already have experience.

ATTO can benchmark your in-house training against national qualifications. This will ensure your staff are developing skills and knowledge to national standards, with any existing skill gaps identified.

ATTO also provides a comprehensive range of resources to support training, including workbooks, manuals, videos and computer based learning packages.

Industry Feedback

'Aligning our training with nationally recognised qualifications has improved the morale of our team, increased performance, and staff have embraced the opportunity to gear themselves for their future careers.'

Steve Brady, Customer Service Manager, Te Papa Tongarewa, Wellington



'A direct outcome has been that 80 per cent of our customer surveys now comment on the friendliness and helpfulness of our staff as being integral to their enjoyment in visiting our attraction.'

Ian Johnson, General Manager, Shantytown, West Coast

'Whilst the training benefits the company it also benefits the individual. There are real positives to being able to apply what we have learnt as we go, there is no doubt this improves staff retention and individual satisfaction.'

Jimmy Samson, Air Pacific General Manager, Engineering

'You are investing in people. What you get back is good service, employees that are positive about their workplace and who know they are doing a good job. Working with ATTO has taken us in leaps and bounds towards achieving our goals.'

Vanessa Eparaima, Chief Executive Officer, Whakawerawera Village

What Does It Cost?

ATTO offers a contribution towards the cost of training and assessment, and covers the following costs:

- the development of a training plan
- ongoing support and advice
- administration
- registration of credits with the New Zealand Qualifications Authority (NZQA)
- the certificate fee.

The cost for workplaces includes a registration fee for each trainee, and resource and assessment costs. These costs will depend on how much of the training can be done on the job and whether you have a registered workplace assessor on staff.

¹ Tertiary Education Commission, "Industry Training Report 2006", Wellington

² Department of Education, Employment and Workplace Relations, 2008, Australia

³ NZ Museums Barometer, NZ Tourism Research Institute, AUT, 2008