



President's Prerogative The Tariff question?



There is no doubt that the Printing, Packaging and Print Media industries need our South African paper and board mills. Our two local producers of paper and board have worked hard with their customers over the years to

improve quality and reliability of supply.

So why is PIFSA "rocking the boat" with its application to withdraw tariffs on imported paper and board? It certainly isn't because we want to irritate our local producers! We view them as valued and respected partners in the chain of added value.

To answer this question, we need to go back to July 2002 when the Federation originally applied to reduce tariffs on imported paper and board. The reason for the application was that imported print

and packaging are not subject to import tariffs whilst raw materials, generally speaking are. It is true that grades imported from Europe are now free, and that most other grades are at a level of 5% (with the exception of carbonless, self-adhesive label papers and impregnated papers which vary between 15% and 20%).

In March 2003, the International Trade Administration Commission issued a finding saying that "after careful consideration" they regretted to inform us that they could not support the reduction. So what was this "careful consideration"? Unfortunately for our members, it consisted of ITAC referring to a report on the industry which was *more than ten years old*. They failed to investigate the matter afresh.

On this basis we challenged ITAC in court and the result, one and a half years later, is that they have been compelled to conduct a new investigation

into the tariff structure of the industry.

Our industry is facing increasing threats from low cost producers of non-time sensitive print and packaging from overseas. I have written before, that it is time for many of us to review our business models and perhaps position ourselves differently, but one of PIFSA's functions is to work towards decreasing the input costs of our members wherever possible. The two main inputs are labour costs and raw materials and this is why Federation staff pays attention to these two areas (amongst many others). PIFSA is the mouthpiece and representative of its members and anything that can be done to make the industry more competitive is appreciated. Our overall productivity as an industry has improved vastly over the last ten years, largely as a result of the more efficient use of labour and equipment. Our members believe that the time has now come to level the playing field with paper and board as well.

Part Two

Strategic planning for ongoing success

Last month we got as far as examining the type of business we were in; we established the need to establish the market facts and we set out to identify where we are in the league. Now we move forward in our strategic plan looking into the next important factors...our share of the spoils.

4. WHERE ARE YOU AIMING FOR AND BY WHEN?

Now we have that under our belts...where do we want to aim for? Be practical! If you are number 5 and want to stay in the business you are in then aim to be number 3 in say 18 months and then on to number 2 in another 2 years. But don't kid yourself that in this war you are going to get to number 1 in a year! Of course there is the implication of the time you are planning for. In this day and age, 6 months are pretty well OK. A year is probably as far as you can plan with any certainty in mind. But don't leave the longer term out of your thinking. You need to consider a longer term plan which you will adjust as you go along. Remember what Louis Allen in Profession of Management said "If you don't know where you are going any road will take you there".

One of the first things you need to do in this section of the exercise is to cut up the elephant into eatable chunks. You know the old adage "How do you eat an elephant...one piece at a time" well it certainly applies here. You need to work out an accurate detail of where and when the sales are coming from so that you have a strict handle on the way forward in detail.

Don't leave it to hopes. Or dreams. Get real and get ahead. Have a handle on it at least month by month, sales person by sales and customer by customer. Better still if you can do it week by week and even better still day by day. That way there will be no unpleasant surprises! Remember it is a war zone. Plan the attack in the smallest possible detail and you will win.

5. WHAT ARE THE HINDRANCES AND OBSTACLES STOPPING YOU?

In this section of your business plan you will have to start with the existing

situation. In other words, if all things and market forces stay as they are, what will your situation be?

The first of these hindrances and obstacles will be the competitors you have in the market place. In what way do they hold you back? Is it the Product? People? Their relationships with customers? Distribution? Range? Prices? Marketing? Advertising? Infrastructure? What makes them what they are to you...a competitor! Look at it as if they are taking away your piece of the cake. Not that you can eat it all, but how much more do you want, and therefore how are you going to get it from them?

Next, life is not set to be a continuum. It has been frequently said that there are three things which are inevitable: death, taxes and change. That is where scenario planning comes in and that is the subject of another article in the future. BUT there is some speculation you should include in your current strategic plan. Facts which are known or on the cards; things that are going to impact on your business. Take them into account NOW.

You also need to take into account what the competitors are likely to be doing in the year or two ahead. Put yourself in their places with their knowledge, experience and psyche. What do you expect them to be doing? So too, your customers. Are they going to demand anything different? Or act in a different way maybe as technology changes or the exchange rates or bank interest rates impact on their businesses?

You will probably end up with a matrix of possibilities and eventualities. Now you can set up a business target with more confidence.

For further information on your target market, see the third part of Strategic planning for ongoing success in the August edition of Printalk.



CEO Corner

New BBEE Revised Codes Released



The latest revised BBEE Codes of Good Practice have just been released for public comment and it is expected that cabinet will approve the codes by mid July. Unfortunately the Small, Medium and Micro Enterprise Scorecard has not yet been released. The revised Codes now refer to "Exempted Micro Enterprises" and a Qualifying Small Enterprise scorecard which implies that SMMEs will be treated differently from larger businesses. In manufacturing, the definition of a micro enterprise one which has the lesser of: 5 employees, or a turnover of less than R200 000, or gross assets (excluding fixed property) of less than R100 000. A small enterprise is classified as having the lesser of 50 employees, or a turnover of less than R13 million per annum, or gross assets (excluding property) of R5 million.

It is important for small businesses to remember that they will not be exempted from the broad thrust of the BBEE Act, but will in all likelihood only be scored differently on Code 100 – Equity ownership.

It is encouraging that the commitment to broad-based empowerment has been once again emphasized in the revised Codes. Members still have some suppliers and customers asking their BEE status in narrow-based terms such as "are you black-owned or black influenced?" In fact at PIFSA we have had one or two members recently asking us the same question. We have encouraged those members to attend the BEE workshops we will be running shortly in order to better prepare themselves for the Scorecard evaluation.

In the last PRINTalk I wrote about the difference between strategy and tactics. Unfortunately some businesses have adopted a tactical view of BEE which has lead to "window dressing" in the area

of Equity Ownership only. The broader emphasis in the Balanced Scorecard means that the Codes regarding Management, Employment Equity, Skills Development, Preferential Procurement and Enterprise Development will all give opportunities to improve scores.

Our industry has shown a commitment to developing its employees for many years – not to earn credit in the eyes of government, customers or suppliers, but because skilled staff are more productive and it made sound business sense. I believe that BBEE should be approached in this light – it makes sound business sense. If you have not yet signed up for the BEE2Business Workshops, I would encourage you to do so urgently. Please contact Louis Moralee at 011 699 3000 or email her at lmoralee@pifsa.org to reserve your place.

Chris Sykes
Chief Executive Officer of PIFSA

Power Of Print

Let's talk about the virtues individually

Last month we included a broad and general discussion on the virtues of Print.

First listed, but not necessarily first in the line of importance, was INTRUSIVE.

The dictionary tells us that intrusive is "characterised by intrusion or tending to intrude" Well that's a fat lot of use so we go to intrusion for the answer... "the act or an instance of intruding; an unwelcome visit!"

Well we all know that that is not entirely true in the case of print. Print is not an unwelcome visitor anywhere in the world. Even those who we have characterised as 'A-literates' still do

not see print as unwelcome and in fact frequently embrace print but it is not a regular or preferred habit of theirs.

What we do know is that when people become regular and avid readers they certainly turn frequently to the written word and it becomes intrusive in their lives. It becomes a very focus of their habit and their activity. The written word tends to shut us off from the rest of the world and so how intrusive can print get? It in itself is not intrusive it becomes intrusive in our hands.

We settle down with the paper or with a good book or favourite magazine and then print

becomes intrusive into the world around us. We are in our own world.

Print has moved in and removed us from that world. We are captivated as we read.

So the intrusion we talk about is the happy way we set ourselves aside to do what we want to do, with the written word at the centre of our very being for that time.

It has intruded and it stays there for as long as you want it to! You remain in control under the spell (for the want of a better word) of the magic of the written word.

Creating an indelible impression. Part 3

What is a Brand and do I have one?

Remember how David Ogilvy, the infamous advertising guru, described a Brand as 'an indelible imprint on a consumers mind'. What a fantastic description. You go ahead and think of any number of the Brands you use in life. And think about them. Have they left an indelible imprint on your mind? Betcha, if that Brand is your first choice!

The anthesis of a Brand is a commodity! Something of use but with no name or standing, no indelible impression just a thing to use! Last month we discussed how important it is to see our business as being in the Brand business. Both from the perspective of our own business as well as being the custodians of our clients and customers businesses.

Lets now focus on our own business. Do the products or services you make and/or sell leave an indelible impression or are you just another supplier of print? If they do...stop reading now. You've got other work to do. If they don't then this is an important exercise for you because it could add to the value of your company

10-fold and could ensure your sales success well into the future.

Let's start by understanding exactly where the word comes from. Cattle and sheep farmers have a special symbol that identifies their particular farm and herd. They have it forged in steel and positioned at the end of a metal rod. It is a branding iron. Then they heat it up red hot and they burn it on to the animal so that they can identify it as theirs. That is branding. Making it identifiable. Keeping it apart from the others.

Now we have to apply this process to other areas of life. Foodstuffs, cosmetics, personal care, airlines, hotels, motor cars and so forth. There is not an area in life where brands are irrelevant or superfluous. Not even humans as we discussed last month, YOU are a brand yourself.

And it is no different with products and services, when they grow up and take on a personality. In fact one of the exercises we do when researching Brands, is to do what we call a Personification. The research respondents are asked to think deeply and to convert the Brand we are discussing into a person. To visualise that Brand as a person. Age, sex, marital status, where

they live, style of home and furnishings, where children go to school. Sort of clothes they wear. Interests, likes and dislikes, people they associate with and places they go to shop, holiday etc. What car do they drive? Perfume or aftershave preferences. You build up a set of similarities for products and it is really remarkable how Brands cluster in their similarities.

Same too with a Brand. It also has clusters of similar people that use the Brand and other dissimilar people use other Brands. These clusters are important in your life. They are your core users. And therefore are the ones who make up your majority of users.

Equally those in the other cluster constitute the ones from where you will be going fishing to acquire some new users. Those closest to your cluster are the ones most likely to be persuaded to move to your Brand first. Keep this in mind as we move forward in this series next month.

That's what a Brand is all about. More next month on Brands and your Brand.



Techno Chat

Can ink technology ensure our continued existence?

Many printers; especially general and jobbing printers; do not regard their choice of ink as overly important, except perhaps when this is based on price. However, basic training already informs us that there is an ink formulation for every substrate. Although many litho inks are universally applicable, ink manufacturers insist that for best results, differently formulated inks should be used for coated and uncoated paper, matt or high gloss substrates, super calendared or cast coated paper and board etc.

The importance of using the correct ink for an application often only manifests itself when a job is rejected because of ink problems such as scuffing, poor drying, chalking, mottling, picking, marking, scratching, colour drying back/changing etc. Printers are quick to look for blame elsewhere, but should prevent these potential problems by using the correct inks and ensuring that they have the correct control instrumentation to ensure colour quality and consistency.

The demands on brand protection and increased security of a host of products has led to significant developments within the ink industry. Press automation and increased press

speeds have placed further demands on ink manufacturers, together with emerging technological changes such as various digital printing processes, dry offset, hybrid presses, dispersion/ water based inks, online coatings and different curing systems.

The ink industry has risen to these challenges with R&D to provide solutions which printers can use to their own advantage and to increase their market offerings and penetration.

A range of inks with special features is available for most printing processes. These include, for example, iridescent, phosphorescent, pearlescent, photochromic, thermo-chromic, magnetic, conductive, ultra violet and infra red, overt and covert inks, coin- or pen reactive, optically variable, metallic, organic, odourless inks and many more variants.

In line with transforming our businesses to survive and to become globally competitive, we should examine our product portfolio and either increase or specialise our offerings by making use of the many new substrates, ink and coating products available to us. Printers often avoid these special processes because of their

intricacies and the complexities of their application, but with a modest amount of care, the discerning printer can now incorporate most of these in his offerings.

For further information please contact Erich Köhl Director Commercial and Technical Services (011) 699 3000 or on ekuhl@pifsa.org

Legal Matters: Attention!

**Standards Act 29/1993
Government Gazette 27560 dated 13/5/2005**

**The following new standards were issued
Schedule 1 - Issue of New Standards**

SANS 289:2005

Labelling requirements for pre-packaged products (pre-packages) and general requirements for sale of goods subject to legal metrology control.

Specifies requirements for labelling, measuring units to be used and prescribed sizes for pre-packaged goods.



Cape Chamber News

The first half of the year has been particularly challenging to our Industry sector with right sizing, restructuring and retrenchments being the order of the day. The Chamber has assisted a number of member companies through the operational requirement consultative process that has led to significant job losses.

The Chamber has also provided Chamber members with other consulting services including:

- Facilitating corrective disciplinary counseling sessions;
- Chairing disciplinary hearings;
- Wage negotiations;
- CCMA Preparation and representation - at conciliation and arbitration;
- Skills development facilitation and submission of plans and grants;
- Labour law advice;
- Drafting employment contracts including personalized company disciplinary and grievance procedures;
- Compiling job descriptions;
- Labour and commercial dispute resolutions, including strike handling;
- Finalising recognition agreements;
- BBBEE advise and training.

(The above-mentioned consulting totaled over 400 hours).

With the publishing of the BBBEE Codes of Good Practice, members will be placed under greater pressure to become BEE compliant. To this end the PIFSA is running BEE Scorecard Development Programmes and BEE Workshops. If you have not yet registered for these workshops please contact Louise Moralee on (011) 699 3000 urgently.

The Chamber was recently approached by the Western Cape Provincial Development Council to represent Industry on their Paper, Printing and Publishing Specialist Committee in light of the fact that this sector, amongst others, has been identified as a key priority sector. The key challenges that have been identified are the following:

- The development of a common vision for the sector;
- Identification of research papers/ information on the contribution of paper, printing and publishing to the local and national economy;
- Issues impacting on the competitiveness of paper, printing & publishing with respect to employment creation;
- Identification of possible remedies to address the existing challenges to:
- Increase employment opportunities in the paper, printing, publishing and value chain industries;
- Develop & enhance domestic and new markets and the expansion of value added activities;
- Create and sustain a stable and internationally competitive industry;
- Addressing historical imbalances; and ensure human resource development.

Members are invited to make representation to the Chamber that might assist in developing a comprehensive sector strategy.



Brian Kirsh of ABC Press, Leon Kaimowitz of United Varnish and Print Finishing and, Past Chairman of the PIFSA Cape Chamber, Dennis Nick at Geotek's recent Mid-Winter Bash and sneak preview of the Cape's 1st full size 8 colour press.



Central Chamber News

PRINT IT SA

PIFSA has entered into an agreement with the above company in respect of an I T service provision. The full details have been forwarded to all members with e-mail facilities within the past week. There are many similar offerings on the market, sourced from a variety of different providers, but without them understanding the specific requirements of producers and users of printed communication. The management of PRINT IT SA has been involved in the printing industry for in excess of 40 years and fully understand the commercial and technological requirements required for the management of a successful printing company; interaction with its clients and suppliers; and the electronic transfer of printed data.

The Chamber and National Executive and Management Committees of PIFSA have been involved in this project since its inception several years ago and have been made aware of adjustments and improvements at every step. Consequently, the entire project has the endorsement of PIFSA and agreement has been reached with the management of PRINT IT SA to allow PIFSA members a significant discount for use of the various options available.

One of the major attractions of this service is that printers are not required to continually update their IT facilities, at ever-increasing costs and may sub-contract this responsibility to the management of their strategic IT partner - PRINT IT SA. All members are encouraged to investigate the system and to accept the opening offer published.

NEW MEMBERS RECEPTION

It has become a tradition over the past 8 years, originally under the presidency of Mr Colin Finck of Ultra Litho, to host a small cocktail function at the conclusion of every second monthly executive committee meeting. The purpose of this function is to welcome new members who

have been admitted in the previous two month period, to present them with their membership certificates and to introduce them to the Executive Committee on an informal basis. At the same time, the opportunity is taken to invite a random selection of existing members to the function to improve "networking" facilities amongst members and to give individual members direct access to those whom they had elected to office. Any members who wish to be invited to one of these functions is requested contact Ms Nicky Pottow at their convenience.

LABOUR LAW REPORTS

Perusal of recently published Law Journals, reveals the following interesting principles arrived at in connection with employment law:

While there is no absolute right to legal representation at disciplinary hearings or the CCMA, the presiding officer has the discretion to allow such representation;

- An employee on a fixed term contract of employment may not be retrenched prior to the expiry of that contract;
- An employee who admits to drug/alcohol dependency and seeks the employer's assistance, has a right to expect that assistance;
- An employer who failed to implement "no-smoking" rules in a factory was guilty of Constructive Dismissal of a non smoking employee;
- Erroneous overpayment of remuneration may be recovered within a period of three years;
- Employees have no contractual entitlement to smoke in the workplace;
- Issuing of circulars to staff regarding retrenchments does not constitute "consultation";
- An employee disabled at a workplace accident is entitled to expect special treatment under the provisions of Employment Equity Legislation, as a disabled employee.

Enquiries may be directed to Ms Nicky Pottow on (011) 699 3044 or email nickyp@pifsa.org

Kwa-Zulu Natal Chamber News

Good News - Claim your Skills Levy Back

All employers who pay their monthly Skills Development Levy to SARS for forwarding on to MAPPP SETA must claim back what is due to them. This is the message that is going out to the Printing and Packaging companies in KZN.

Skills Plan and Regular Reporting

Recently, Geoff Warren, Director of the KZN Chamber assisted a medium sized company that has been actively involved in skills development to submit a Skills Plan to MAPPP SETA.

The process involved the company appointing Geoff as their Skills Development Facilitator. He then consulted with management and staff and prepared a Skills Plan. This was submitted to MAPPP SETA – and followed up with regular Skills Reports. The company was rewarded for its efforts by being paid back a Cash Grant – a substantial sum, based on the original levy paid. The payment of this Cash Grant has enabled the company to forge ahead with further training and development of staff – and it was money to be used, over and above what had been budgeted for Small and Micro Enterprises can also Claim back on the Levies they have paid.

The opportunity to claim back this levy is not

limited to medium and large enterprises. Small and micro businesses can also make a claim on the levies they have paid. The process has been simplified for businesses that employ less than 50 employees. These companies do not need to submit a Skills Plan to the SETA. A claim can be made based on the actual expenditure incurred on training. The Cash Grant received in return will be calculated using the levy paid as a basis.

ATLAS PRINTERS EXPANDS AND FINDS A NEW HOME

After some fifty years existence, and two prior business locations, Atlas Printers have moved to new premises in the Briardene Industrial Park.

Managing Director Jay Gokool has been in the industry for more than fifty years, and has built up the business from humble beginnings to the force it now is.

The business began in Mayville in 1954 as a small print shop with handfed letterpress machines. Due to the growth in the business, larger premises were required, and the business was relocated to the central business district. Foresight by the Gokool family saw business continue to grow, and the first of two five-

colour Heidelberg Speedmaster 102 presses was installed in 1995. These installations were complemented by modern in-house pre-press facilities, CTP workflow system, and an automated bindery.

The Pine Street premises were outgrown, and this led to the relocation of the business to its current premises in Briardene. The increased floor space has seen a further expansion of the company, and the introduction of large format digital-print capability.

The company now boasts more than 20 printing units, an expanded automated bindery, DTP facilities and modern digital pre-press technology. This technology, and the company's attention to detail has placed it as a front runner in the industry. The Gokool family take great pride in the business as do all the members of staff. Managing Director Jay Gokool is ably assisted by his son Vinesh Gokool who heads up the Administrative and Sales and Marketing portfolio, nephew Rajan who heads up the Technical portfolio with his vast experience in print technology, and daughter Mayshree who takes care of the Finance portfolio.

The KZN Chamber of the Printing Industries Federation wishes you well for the future.

For further information on the activities of the Kwa-Zulu Natal Chamber please contact Geoff Warren on (031) 705-8744 or at: kzn-chamber@pifsa.org or www.printkzn.co.za



Profile Ken Leid



Ken started his apprenticeship as a Process Engraver in Zimbabwe in 1981. He arrived in Cape Town in 1982 on a 2 week holiday permit with a guitar, a bag of clothes, R700 and a US\$100 bill sewed into his tie (just in case) to further his career in Print. Within that two week period he secured employment at the then Nasionale Handelsdrukkery and was able to secure permanent residency in South Africa. While at Nasionale Handelsdrukkery he changed trade direction and qualified as a Photolithographer in November of 1985.

Ken became involved with modular training within Nasmedia as senior training officer of the group in 1988 and in January 1990 became National Examiner for Photolithography trade testing. He joined the newly founded Industries Training Board (PNPIETB) in the December of 1990 as accreditation manager and was

instrumental in designing and developing the competency based modular training system used in our Industry.

After successfully completing the National Diploma in Print Management he relocated to Johannesburg to take up the position as Director of Print Production at the Technikon SA.

The call of the Cape was too strong and Ken finally was granted his wish after being appointed as Director of the PIFSA Cape Chamber in November 1997 where he continues to serve the Packaging and Printing Industry in an ever increasing capacity. He represents the Cape on the Provincial Development Council, the MAPPP-SETA Printing & Packaging Chamber, the CMTC Management Committee, the PIFSA Management Committee and as an alternate on the Statutory Council.

He is married to Miempie and has a son of 12 and daughter of 4.

Ken Leid: Director PIFSA Cape Chamber (021) 595-1367 or e-mail to kleid@cape.pifsa.org



PIFSA FINANCE CAPE TOWN

Ricardo Herandien has recently been appointed to head up Cape Town's division of PIFSA Finance. PIFSA Finance is an alliance between PIFSA and ABSA Bank.

Ricardo has successfully completed his B.COMM degree at Stellenbosch University and is currently studying towards obtaining his CIMA (Chartered Institute of Management Accountancy).

Ricardo comes from a commercial banking background and is now looking at different ways of financing deals for clients. He is clearly adequately prepared to take on this exciting venture.

He will be working closely with his clients in Industry to work out strategies on how quickly a machine or system can pay for itself and will look at different ways to structure transactions that will meet the client's requirements.

Using PIFSA Finance is definitely not always about price, although we offer competitive pricing, it is all about service and quality. Since financing forms 90% of a deal, it is very important that clients ensure that they get the right deal that suits their situation.

For further information please contact Ricardo on (021)595 1367 or e-mail to ricardohe@absa.co.za

Should you require any other information on the courses offered by the Business School, please contact Helga at 011 699 3000.



Successful Progressive Management students who received their certificates on the 30th June.

"FACTINATION...
bet you don't know this?"

In the late 1700s.....

At local taverns, pubs, and bars, people drank from pint and quart-sized containers. A bar maid's job was to keep an eye on the customers and keep the drinks coming. She had to pay close attention and remember who was drinking in "pints" and who was drinking in "quarts," hence the term "minding your 'P's and Q's,"

CROSS M MEDIA TRAINING CENTRE Cross Media Business School General information

Prize giving for the Progressive Management and Supervisors course.

The Progressive Management and Progressive Supervisors course presented the certificates to the successful candidates on completion of the first phase of the course on 30 June 2005.

The candidates have completed 6-months of management, time management, interpersonal skills and a Microsoft Office Product course. At this point the candidates will either choose management or supervisory skills for the balance of their training. It is vital that the candidate chooses the correct course as they focus on very definite needs of the candidate. The managers learn about labour relations, power speech and presentation skills and further their management knowledge.

The supervisors attend a course which develops their leadership abilities and team work abilities, as well as disciplinary and grievance codes and procedures workshop. They also attend the supervisor's course before completing and graduating after a year of training. The managers continue their course for a third phase which takes a full year to complete and covers essential aspects such as finance, costing and estimating and project management.

Sales Training ready to launch.

Does the Printing Industry sell print? Or perhaps we are selling a service. There are so many excellent printing companies to choose from. Why do your customers keep coming back? Or not?

It seems that Printing has become a commodity and that your customers are buying a service. If that is the case? How good is your service?

The Spirit of Service is one of the aspects which we have included in our training on the Progressive Sales Course. This vital component teaches staff about service strategy and how to deliver extraordinary service that enhances customer loyalty. The course also covers the customers expectations with which sales staff, both internal and external, must deal.

This course will provide the candidate with the essential sales knowledge which they require to close a deal. It will also provide them with the confidence gained from a presentation skills course. The basis of good sales rests on the ability of the sales persons interpersonal skills. On this course, a great deal of focus is placed on this ability in addition to other essential components such as time management, finance, team building and the basics of Microsoft Office Suite.

This course will run over a 4-month period with training taking place on a Friday and a Saturday, to accommodate the needs of the sales staff. We will offer elective subjects such as costing and estimating and introduction to printing. The starting date will be towards the end of July and another course is planned for the beginning of 2006.

This will be the third course in the very successful range of progressive training.



Cross Media Training Centre We still need you!



The Cross Media Training Centre is seeking the services of qualified and experienced subject matter experts in the fields of Lithography Offset Machine Minding, Rotary Web Offset Machine Minding, Flexographic Machine Minding, Packaging, Electronic Origination and Mechanised Book Binding.

These part time appointments will focus on upgrading existing course material in alignment with the new Unit Standards as well as the offering of Skills Programmes at the Cross Media Training Centre campuses as well as within the workplace of PIFSA members.

Ideally candidates should be available for ad-hoc training interventions at various locations. Should you wish to make yourself available please contact Christopher Mason on Tel: 011 699 3000 or by email at cmason@pifsa.org

IMPORTANT COLLEGE DATES

Supervisors Course		
Front Office /	(3 Days)	3 – 5 August
Telephone Skills Workshop	(1 Day)	11 August
Health & Safety	(1 Day)	24 August
Progressive Management for New Managers		
Intermediate (2)	(3 Days)	17 – 19 August
Management 3	(5 Days)	11 – 12 August Part 2
Disciplinary and Grievance		
Code Procedure Workshop	(1 Day)	2 September
Public Speaking & Presentation Skills	(1 Day)	7 September
Labour Relations Course	(3 Days)	21 – 23 September
First Aid Level 1	(2 Days)	29 & 30 September

Cross Media Training Centre Training staff attends Outcome Based Assessors Course

In an effort to ensure that the assessment techniques being used during the various training interventions at Cross Media Training Centre, are current and in line with the new Mapp Seta Accreditation criteria, the entire training department as well as management and other staff members attended a 3-day Outcome Based Assessment course. This course was conducted by Assessment College on site at Cross Media Training Centre on behalf of the Mapp Seta.

The focus of the course was on the Assessment processes used in Outcomes Based training interventions.

The course structure was based on an overall view of the National Qualifications Framework (NQF) and the implementation thereof as well

as relevant assessment techniques and processes focussing on portfolio building and assessment verification.

Although the content of the course is of a serious nature, a lot of light hearted humour was allowed for as the course structure included team work, role plays, demonstration of incorrect and correct assessment techniques, which allowed for team building as well as commraderie.

Participation in this course was crucial in terms of our accreditation criteria as all participants who successfully complete the course will be issued with an EDTP Assessor registration number and their names will be recorded on the EDTP Assessor data base (National Learners Record Database NLRD).

The staff members who participated in the course gained useful insight into current quality management assessment structures required in terms of the NQF structure.

All individuals who are involved in training assessment are required to complete this programme in order to comply with the current training legislation requirements.

The Mapp Seta are currently facilitating this process in an effort to get as many industry participants qualified and registered through this process in order to upgrade training and assessment within our industry sector.

For further information on this course, please contact your local Mapp Seta Office for further details.



Cross Media Training Centre and MAPPP Seta staff members participating in the Outcomes Based Assessors course, run by Assessment College.



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