

Research Briefing

In an effort to address a declining student population, NorthTec has approached Prime Research (*member of the Research Association of New Zealand*) with the view to assist NorthTec in gathering insights from the current and potential learner market in Northland.

The purpose of this is to help NorthTec make better informed decisions around how best to meet the educational and vocational needs of the population that it serves. The insights gained will assist across all areas of NorthTec operations; from planning, timetabling, staffing, marketing, support services, facilities, maintenance, building programmes and so on.

We are gathering feedback across a range of different markets, and we are focusing on Business and Industry.

We would like to have a discussion with small to medium sized business across a range of different industries (we will be organising discussions with larger industries in the near future). You will employ staff and are open to the concept of upskilling of your staff and/or to have your staff involved with on-going training.

We would like to understand a wider variety of issues that you are facing, including:

- the challenges that you have with staff, their skills and training
- how this has changed and your thoughts on the future
- the training that you currently are involved with
- how could NorthTec assist you in upskilling or further training your staff

The discussion will take between 45 and 60 minutes and be undertaken at a time and place that suits you. We will offer an incentive in recognition of your time.

If you are interested, please contact;

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Or

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