



Training delivers the quality required for a competitive edge

Often, it takes a serious threat from external forces for an industry to respond with innovative retorts and strong arguments for its case. Our cleaning industry training sector has done so and that is reflected in this issue of INCLEAN magazine.

Late 2012 the government reduced its commitment to funding training of existing workers and it wasn't long before the ramifications were quickly identified. Registered training organisation (RTO) Lennox Institute responded by hosting a crisis meeting with key industry stakeholders (including government representatives) on how these changes were going to impact the training of frontline employees.

Not only did Lennox help to galvanise the industry, it also forced the training industry to re-assess its position and its offerings.

Naturally, there are some real positives to be expounded on as our training sector marches forward. The revised Certificate III in Cleaning Operations CPP31011 now incorporates recognition for cleaning with steam, microfibre and the greenRclean program. While not as flexible as the previous edition, it has been well received by students and their employers.

In the marketplace's competitive reality, South Australian RTO Browyn McLaws points out that, "cutting costs on training might seem to be the way to go, but it does not improve ability to compete in the market. I compare cleaning companies with higher commitment to training staff and I also see lower staff turnover and higher quality work. Surely this is what gives the competitive edge – quality that can be provided to clients."

With the help of some valuable contributors, editor Kim Taranto has put together an important and valuable assessment of where training is today and the ideal direction of where it should be headed.

As always, it's been a busy time for the INCLEAN/AUSCLEAN team. On the event front, AUSCLEAN WA (19 – 20 March, Perth) will deliver that state the most comprehensive cleaning and hygiene conference program ever. www.auscleanwa.com.au

We are proud of the event's quality and the team is confident that it will be a forerunner of more AUSCLEAN WAs. The support we have received from the Western Australian cleaning industry and the Cleaning Council WA augers well.

A happy addition to INCLEAN and AUSCLEAN is Samantha Ewart, who takes the important role of national sales manager. "We are delighted to welcome Samantha to our team. She has a wealth of event and marketing experience that will prove valuable to our growing portfolio of products in the cleaning and hygiene sector," stated Simon Cooper, Interpoint (AUSCLEAN) managing director and INCLEAN publisher.

This issue sees the start of an important industry information service in the form of IBISWorld Industry Report excerpts. Each issue will carry pertinent commercial cleaning services' data that is of interest to all segments including building service contractors; in-house cleaning and hygiene operations; and suppliers and distributors. We are indebted to Agar Cleaning Systems for sponsoring this valuable information source. Enjoy this issue.

A handwritten signature in black ink, appearing to read "Alan Hardcastle". The signature is stylized and cursive.

Alan Hardcastle
Consulting Editor