

August 2011



## Welcome to this Special Edition

This edition has been specially produced to launch our South East Victoria office. There are many changes happening in the Education industry on a state and national level. The state funding through Skills Victoria is especially attractive for employers and hence it's the perfect opportunity for us to announce the opening of a local office. You can follow us on Face Book, Linked In and Twitter or check out our website at [www.targettraining.com.au](http://www.targettraining.com.au). If you are local to our new office (details below) you can contact Mary or Allen Burton directly on 03 5973 0079 or 1300 736 005.

### Target Training Launches South East Victoria Office

National training provider Target Training has opened a new office in South East Melbourne to service the rapidly growing areas of Frankston, Dandenong, Cranbourne and further east as well as the Mornington Peninsula. Established in 1999, Target Training provides nationally-recognised qualifications in Business and Retail acumens.

Experienced business operators Allen and Mary Burton have joined the successful operation bringing with them a strong, successful history of client relationship management, concrete experience in training and professional development in the workplace and an in-depth understanding of the skills required in businesses to achieve growth.

Allen has successfully lead teams to dramatically increase levels of customer service and sales in industries such as oil, scientific, travel and office products .Allen believes honesty and integrity in are key to ensure customer satisfaction and retention and brings these principles with him to Target Training. Allen's practical business experience and philosophy is backed by a strong academic background. Allen holds a Masters in Education (Organisational Change), a Bachelor of Social Science (Advertising & Marketing), Graduate Diploma in Education as well as Cert IV in Workplace Training and Assessment. As a qualified teacher, he has a solid understanding of learning methodologies

Mary has worked predominantly in banking, office products and telecommunications. Mary's main focus has always been on sales, sales teams and in particular customer contact centres. Mary established her own training business in 2000 where she developed and wrote her own programmes establishing a keen ability to match individual learning needs with the goals of clients' businesses.

"Our roles have mainly consisted of developing relationships, understanding needs and ongoing client management. These are the areas we enjoy, where we can achieve results for clients, and they perfectly align with our new responsibilities with Target Training," Allen said. "We are currently managing students across Victoria under Australian recognised qualification arrangements, and we will continue to do the same with Target Training. The key point of difference will be high quality roll out of workshop training and the tailored learning solutions. We are delighted to join Louise in this business as her depth of experience in the skills qualification sector is second to none".

Louise Targett established Target Training in Sydney in 1999. Target Training delivers accredited and non accredited programs, along with customer service assessments and business audits to the retail and consumer-focused industries. With qualified staff employed across all states and territories, Target Training rolls out national learning and development programs for businesses of all sizes.

"Delivery of Target Training services in Victoria and over the past decade has been localised according to businesses we were already servicing. Our trainer/assessors are located all over the state in order to meet the needs of the local businesses. With a global tightening on expenditure, year on year, these local businesses need to continue to grow and continue to maximise their profits, so it presents ideal timing for us to work with their management at both local and national levels," said Louise Targett

"Both Allen and Mary come to us with hands on business experience supported by formal qualifications in the area of Education. This comes as ideal timing for us to work together in rolling out high quality Accredited and Non-accredited programs".

Mary & Allen Burton meet with Louise in Sydney in early August 2011!



**TARGET**  
TRAINING

focused on your retail success

## Welcome to our new clients

*"It takes no more time to see the good side of life than it takes to see the bad."*

- AA Battery Service
- ABC Convenience Stores
- BP, Castle Cove
- Grand Concierge Airport Services
- Lots of Lashes
- NSW Surf Lifesaving
- Staccato Shoes
- Fleur Wood
- Thiess Pty Ltd
- CW Products
- API Foils
- Klek Roofing & Cladding
- AJ & PA McBride Pty Ltd
- The Pet Barn
- Accumul8 Accounting
- The Caf @Coolum
- Subway
- LJ Hooker, Maryborough
- Barung Landcare Co
- EM2SK Pty Ltd
- One Zero
- Noosa Boardrooms
- Q Personnel

## Sydney Business Expo Success

Target Training exhibited at the recent Sydney Hills Expo and we met lots of interesting people and businesses. The expo was targeting small and medium sized businesses with a focus on business growth tips and strategies for success.



Kathryn Holder and Louise Targett at the recent Hills Business Expo.

## Congratulations Harvey World Travel North Lakes, Strathpine and Redcliffe graduates

*"Be the change you want to see in the world."*



Successful students from Harvey World Travel are:

- ❖ Alyce Barling
- ❖ Nicole Barling
- ❖ Anne Curr-Parkes
- ❖ Teresa Ellery
- ❖ Daniella Ferguson
- ❖ Charlene Richards
- ❖ Megan Summersford
- ❖ Roanna Kok
- ❖ Leah Duggan

## Enrol your staff now, so that you receive your commencement incentives well before Christmas.....

Government funded courses pay employers \$1500 for the first incentive, 3 months after enrolment. Organise your list of staff names now so that we can qualify them and confirm the funding with you.

Then we enrol the staff and 3 months later you receive claim forms from your local apprenticeship centre to claim your money.



*The additional cash may be helpful during the busy lead in to Christmas...*

**Don't waste any time contacting us for more details! This offer expires 15 December 2011.**

As Australia's leading sales and service training organisation, we are committed to implementing world class business development programs. Our goal is to match solutions that bridge the performance gap in your business and we support this with our 100% money back service guarantee.

*We are focused on your success.*

