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I.V.T.O.-BULLETIN

International Organisation
for the promotion of vocational
training and the International
Youth Skill Olympics



Dear reader

At no great expense a PC can be changed into a video-telephone fit for service. A video phone call is hardly more expensive than a normal telephone conversation. Both parties can see each other on the screen, both of them have the same documents in their computers and thus can work together. In this way, in the future one-to-one meetings can be held; without the need for a jet and easy to manage. Not many people are aware of this possibility.

Electronic mail is far better known. Almost every major company is using this system. It is faster and cheaper than any other means of communication and can transport anything recorded on a computer. No bother, no extra space on the desk, and the answer can arrive within seconds. The Standing Commission is also looking into matters of this kind. By request, you can be informed on these questions in Lyon.

Inprint IVTO-Bulletin:

Official organ of the INTERNATIONAL ORGANISATION FOR THE PROMOTION OF VOCATIONAL TRAINING AND THE INTERNATIONAL YOUTH SKILL OLYMPICS

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Lyon is ready to receive the Skill Olympics (from left to right: Messrs T. Dusseldorp; Dr. Cees Beuk, President; Jean-Claude Carle, Vice-President regional association Rhône-Alpes; Xavier Hamelin, Vice-President AROM; Daniel Sommer, Secretary General; Guy Emerard, 3rd Vice-President IVTO; Jacques Vallerant, General Director 33rd Skill Olympics; Alain Gaudré, Official Delegate of France.

Presentation of the 33rd Skill Olympics

For the first time in the IVTO's history the Skill Olympics are to be hosted in France. The 33rd International Competition will take place in Lyon between 5 and 18 October 1995. Over an area of 30'000 m², workstations will be prepared in the EUREXPO-Hall. 545 competitors from 28 countries and 457 experts will participate in the Competition. During fifteen days, a „factory“ housing approximately forty workshops, with as many workstations as competitors, will be in full swing. The workshops will be in no way inferior to real workplaces in

industry and trade, whatever the competition trades in question.

Experts and competitors will be housed in the centre of Lyon, the experts in



the Presqu'île quarter and the competitors in the Part Dieu quarter, from where they will depart every day for

the EUREXPO-Hall. Most of the observers will also be accommodated in Lyon. During fourteen days the old Gaulish Metropole will be a platform for vocational training and international techniques. The Competition itself, a unique world exhibition of skills competence, will last for four days, from 12 to 14 October 1995. It will be open to the public, and about 200'000 visitors are expected. The organisers' aim is not only to offer the competitors a „technical stadium“ corresponding to the level of their qualification and motivation, but also - and more important - to use this unique trades show-case as a means to transmit live to the young visitors and their families a taste for technical matters.

The region will offer the international Delegates and the young Frenchmen

RAMOFF (passed away on 17 May 1995) - the real supporters of the event, the Region Rhône-Alpes and the French State, pursue one of their major aims: the promotion of technical and vocational training. For this purpose an organisation committee was set up, the Rhône-Alpes Association for the Skill Olympics. Under the guidance of Dominique HENRY, representatives of all trade organisations and employers and employees associations participate in this Committee. Thus the efforts of the organisation „Compagnons du Devoir du Tour de France“, which for almost forty years represented France alone and very successfully in the International Organisation, are being continued and expanded and thus are especially appreciated.

Six major official partners, more than

thirty official suppliers and approximately twenty associated members have constituted a large, original company, which provided the Skills Competition with important human, financial, technical and professional means thus enabling us to carry out the event. During the Competition all these people will be housed in the partner village.

A first class reception for all our foreign friends, the competitors, experts and observers who have come to



France for the event; the preparation of a beautiful show-case which will offer people an extraordinary view of the various trades; the promotion of our industry and companies which assist us generously - these are some of the matters we will attend to in our preparation work.

Jacques VALLERANT
General Manager

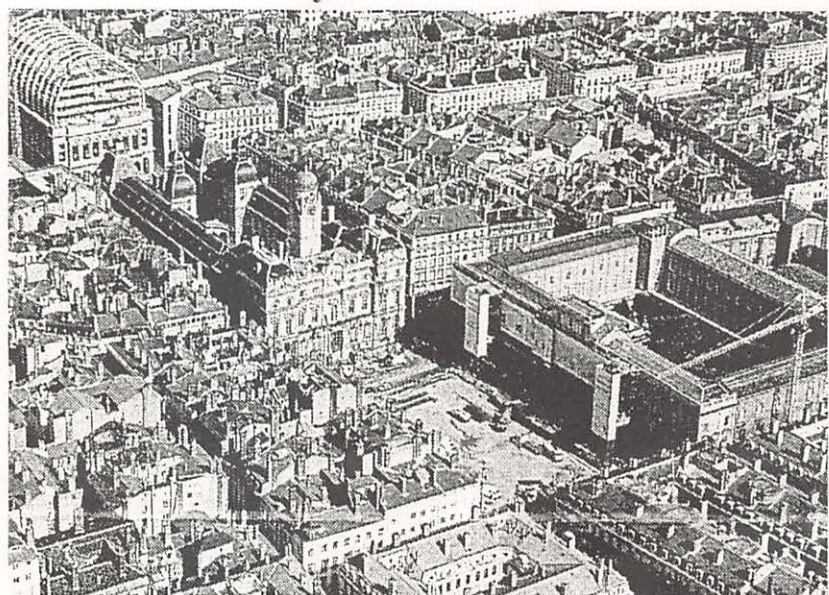


The Lyon-Team is ready

and inhabitants of Rhône-Alpes an opening ceremony in the TONY GARNIER-HALL, a Lyon masterpiece of iron architecture dating from the beginning of the 20th century and a historical monument. In addition, the young Frenchmen and the inhabitants of Rhône-Alpes will be offered another exhibition: „Métiers en Scène, le Forum de la formation“, a regional event offering yearly information on trades and vocational training. Visitors will have an area of 40'000 m² to wander around and view.

Through hosting the 33rd Skill Olympics - which was delegated through the French Committee for Skills Competitions and its *Chairman André*

Lyon down-town



Comment of the President



Cees Beuk, President I.V.T.O.

ILO and IVTO

„Promoting Employment“ is the title of an interesting report presented at the 82nd Annual Meeting of the ILO by the General Manager, *Michel Hansenne*. By comparing various facts and figures Mr Hansenne established a connection between world economy, the economy of the various countries, the labour market and its historical development.

As a result, several recommendations were made.

For example: to make more financial means available for growth sectors, to promote new technologies and services, to make the labour market more flexible and to embrace innovations enthusiastically. The report was directed to employers, employees and all those working in vocational training.

He recommended that „human resources“ be invested in and that „learning by doing“ be promoted, in order to arrest the increasing inequality in the world.

He requested that all members and all international organisations make an effort to improve education and ensure retraining, thereby improving the pros-

pects for young skilled persons. This would not only help young people but would also ensure a well-run economy.

These remarkable words also concern the IVTO. We have often discussed similar ideas, and in the next bulletin I will return to the matter. Today I only want to mention what others are thinking in this respect.

I think it is important not to expect the state or employers to take the initiative or to be responsible for all action required. Everybody must be actively involved and open to new ideas, and join in the effort to undertake the tasks which arise, in an attempt to attain better results for every skilled person and, thus, for the economy too.

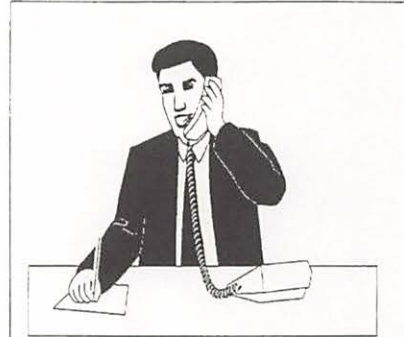
„The companies“ lack of willingness to promote vocational training is deplorable. I am conscious of the fact that I ought not to express my regret in this room; it certainly is a lament towards our own Wailing Wall....“

Max Fritz, Official Delegate from Switzerland, during a meeting in St. Gallen concerning apprenticeship, where he represented the Central Association of the Swiss Employers Organisations.

In this context, the SA survey is a valuable contribution to this bulletin. It is appreciated that SA has taken up the initiative of looking into the situation, including financial matters, and furthermore it is recognized that our Members cooperated actively in this survey and will benefit from the results.

Financing is a constant thorn in the side of our Members. We understand the wish to be more independent - the promotion of vocational training should not be subject to the changes in economic activity of dependent on one party only, but should remain unaffected by structural problems.

I am convinced that in the Administrative Committee the report from SA will lead to discussions and new considerations and that Delegates will not ignore any solutions which may open up future prospects for the young generation.



From our Members

Austria

Two important and interesting papers about skills training have been published:

„Skills training during apprenticeship in Austria“, 40 pages with tables and well set out pictures and texts. The paper can be requested, free of charge, in German and English from *Mr Mag. Hans Fink*, Official Delegate and Administrative Committee Chairman, Vienna.

„NEWS“, an information paper from the Institute for Industry Educational Investigation, Rainergasse 38, A-1050 Vienna. The paper can be requested directly, free of charge, in French and English.

USA

Filing cabinets, mail and messenger services are out. In a modern company the information flow is electronic, by bits and bytes. With the speed of light they run along miles of cable, connecting computers and continents and communicating people with each other by screen; in text, sound and picture.

A vision of the future? By no means. At present every month several billions of letters are being sent by electronics instead of fax or even on paper. Using data nets, such as *INTERNET*, 30 million people can communicate with each other throughout the world. More efficiently, faster and cheaper.

By request of the Standing Commission, US-Technical Delegate *Don Hutton* will present details and give a demonstration during the Skills Competition in Lyon.

Korea

Korea is a fascinating mixture of old and new. Visitors to the modern Korea will find traces of the old Asia everywhere, in historic palaces, monumental city-gates and distant temples which reflect the distinctive design of past times.

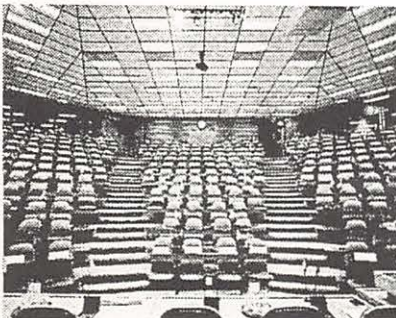


With Government approval, the National Committee has offered to host another Skills Competition in Korea in the year 2001.

The Standing Commission noted the offer with thanks. The venue for the 2001 Skills Competition will be decided by the General Assembly in 1996. The Standing Commission requests that the proposal be examined. Further proposals can be presented to the General Secretariat until 31 December 1995.

South Africa

South Africa has invited the IVTO to hold meetings of the Committees and the General Assembly, together with a two-day congress on educational matters - if possible in cooperation with the ILO and UNESCO - during the first week of October 1996 in the Eskom Conference & Exhibition Centre at Halfway House, between Johannesburg and Pretoria. The programme will be presented in Lyon.



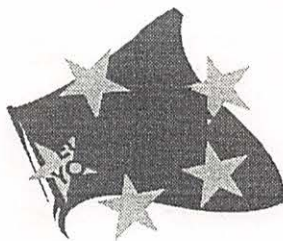
Switzerland

In two years' time St. Gallen will host the 34th International Skills Competition.

St. Gallen is situated in northwestern Switzerland, in the "four-country-corner" of Germany - Austria - Principality of Liechtenstein - Switzerland. The town has approximately 70'000 inhabitants, 61% of which are working in services, 38% in industry and 1% in agriculture. The town is well known for its College of Economics, Law and Social Science. In the next two years the St. Gallen Cantonal Government and Parliament will carry out an advertising campaign amounting to 700'000 SFr. to promote St. Gallen as a location suitable for business and industry. This shows that also in Switzerland the Skills Competition is more than just Olympics!

Netherlands

Next year the southern province of Noord-Brabant will celebrate a very special anniversary. In liaison with sBN (Dutch Skills Competitions) and the town of Tilburg, a series of vocational training activities will take place. The aim is to prepare a European Skills Competition on the basis of the documents used at the International Skills Competition. During the Lyon meeting the specialists in charge informed the Technical Delegates of all details.



A special leaflet can be requested directly from the NL-Technical or Official Delegate.

Australia

"What do we mean by marketing?" is the title of a briefing given by Tjerk Dusseldorp, Official Delegate from AUS, during the meeting of the Stan-

ding Commission in Lyon. He referred to the Taipei Survey on competitors and experts and argued that all of us should view the competitors, their teachers, trainers and employers as customers; a Skills Competition and the relevant IVTO-performance must develop and promote world class, industry recognised competency standards, which would also lead to an appreciation of the youngsters' professional status.

The Taipei Survey showed that action must be taken. A great deal of these goals have been achieved but due to lack of information, neither competitors, experts nor the relevant employers are aware of these achievements. It is the Delegates' central task to "focus on the competitors and experts". The General Secretariat will carry out a second survey in Lyon to study the results from Taipei and determine what progress has been made. At the Lyon meetings, marketing will be a central subject to be discussed. Mr Dusseldorp is preparing the activities.



Country code

In order to simplify abbreviations, the Standing Commission recommends the use of the ISO-codes. The relevant decisions will be taken in Lyon.

Mitglied/Member/Membre	N
A Österreich/Austria/Autriche	AUT
AUS Australien/Australia/Australie	AUS
BR Brasilien/Brazil/Brésil	BRA
CDN Kanada/Canada	CAN
CH Schweiz/Switzerland/Suisse	CHE
D Deutschland/Germany/Allemagne	DEU
F Frankreich/France	FRA
FIN Finnland/Finland/Finlande	FIN
FL Liechtenstein	LIE
GIB Gibraltar	GIB
IN Indien/India/Inde	IND
IOM Isle of Man	IOM
IRL Irland/Ireland/Irlande	IRL
J Japan/Japon	JPN
K Korea/Corée	KOR
L Luxemburg/Luxembourg	LUX
M Macau	MAC
MY Malaysien/Malaysia/Malaisie	MYS
N Norwegen/Norway/Norvège	NOR
NL Niederlande/Netherlands/Pays Bas	NLD
NZ Neuseeland/New Zealand/Nouvelle-Zélande	NZL
P Portugal	PRT
PH Philippinen/Philippines	PHL
ROC Taiwan	TWN
S Schweden/Sweden/Suède	SWE
SA Südafrika/South Africa/Afrique du Sud	ZAF
SG Singapur/Singapore/Singapour	SGP
TH Thailand/Taïlande	THA
UK Ver. Königreich/United Kingdom/Roy.-Uni	UKM
USA Vereinigte Staaten/United States/États-Unis	USA

Summary of results of IVTO questionnaire on finance and marketing

Prepared by Chris Smallbone, President Skills SA Foundation 1992-1996

The objective of the Questionnaire was to establish from member countries of the IVTO how they are financed and how they market their organisation's objectives.

Only 14 countries replied, which is approximately 40% of the total IVTO membership and 60% of the members active in the 1993 competitions, and proved to be a disappointing return.

The attached Report on the results of the Questionnaire can be considered as a starting point, since the recommendations given will need far greater work by the IVTO and its member organisations.



Key results obtained:

In terms of holding skills competitions, most countries did not appear to have significant financial worries but, obviously, more money always helps one to stage a bigger and better show.

The main problems appear to be related to marketing the concept to competitors, but particularly to the general public. Reasons put forward tend to include the need for more resources (staff, money, etc.), but probably more important are the marketing techniques/strategies to sell the concept to the general public and young people.

Most countries agreed that the "winning nations" of the world had a culture of respect for skills. This can be also linked to the success in raising finance, marketing, etc., achieved by these winning nations and in some part linked to their success at the Skills Olympics.

In terms of the IVTO member bodies being involved in other activities besides skills competitions, it appears that this may be an excellent way for the IVTO member bodies to gain more recognition, status, etc., with the resulting benefits. Various examples can be given from member countries which could serve as models for other coun-

tries.

With respect to the marketing strategies required, it appears that besides member bodies not having sufficient resources, although skills are "worthy", they are not "front page" items. Glamour is lacking; the right profile in terms of importance to a country is missing.

The results complement the good work of Tjerk Dusseldorp (AUS) which were discussed in Taiwan.



Recommendations:

It is clear that the marketing strategies of the IVTO and member organisations need improving rather dramatically.

The IVTO should, therefore, act as both the catalyst and facilitator to establish the mechanisms within the IVTO framework to find answers to the problems identified. These could include:

- If a member country believes that it has been successful in the financial and/or marketing areas then perhaps they could share the reasons for their success with other IVTO members.
- In most countries, skills and skills competitions are not "front page" news. Maybe an IVTO "think tank" can be held on ways of glamourising skills and achieving greater success with the general public. This could be held in Lyon in October. Maybe another member country has already done this and is achieving results. Perhaps they could share their findings with us all.
- The need for a „national skills respect culture“ in a country could be promoted more by the IVTO.



Actions already taken that could assist:

- The Skills SA Foundation in conjunction with the National Produc-

tivity Institute (NPI) has already completed a lot of work on the subject of a skills respect culture. A report on this work was sent to the Official Delegates of each IVTO member country with a covering letter.

- The NPI is likely to be conducting further research work between March-September 1995 and any constructive comments can be sent directly to the Skills SA Foundation.

- In January 1994, the IVTO President, Dr C Beuk, and the President of the Skills SA Foundation, discussed the possibility of an International Conference on a skills respect culture being held in South Africa. This idea has now been extended, whereby Dr Beuk has had discussions with UNESCO and the concept can now be put on a truly international stage instead - e.g. at the General Assembly in South Africa in 1996.

The results of the Conference can then be taken back to each IVTO member country and implemented where necessary.



Report on the IVTO questionnaire on finance and marketing

This report back has been compiled on the basis of listing the question, the purpose of the question, and then presenting a summary of the answers received to that question.

1a) Is your organisation part of another organisation?

Purpose of question: To establish whether organisations responsible for the skills competitions were:

- totally independent
- linked with a government department
- linked with industry
- also promoting vocational education and training

Answer: 9 countries indicated that they were totally independent of any other organisations, whilst 5 were part of another organisation.

These can be listed as shown below:

- totally independent: 9
- linked with a government department: 5
- linked directly with industry: 0
- also promoting vocational education and training: 8

1b) If yes, what other activities outside your control are covered?

Purpose of question: To ascertain the type of organisation and the other activities performed by, or linked to, the IVTO member organisations:

Answer: The 5 countries, which were part of other organisations, were linked with activities as shown below:

- they conduct vocational training qualification skills encouragement projects;
- working with National Education Departments;
- manpower services involved with labour standards, industrial relations and other social welfare activities.

2. How many staff do you have?

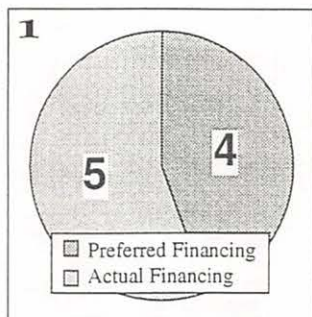
Purpose of question: To establish the magnitude and commitment of a country to the cause:

Answer: The numbers of full-time staff and part-time staff are shown below. The member IVTO countries linked to other organisations also have direct/officially supported access to numerous other people through education and training institutions:

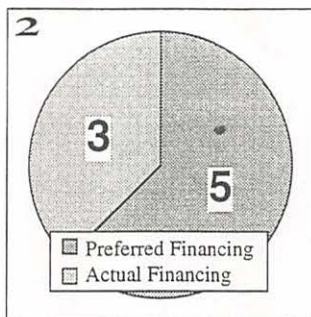
	Full-time Staff	Part-time Staff
A	3	3
B	17	1
C	0	1
D	1	2
E	1	1
F	0	6
G	0	1/2
H	12	0
I	1	2
J	2	0
K	-	-
L	6	12
M	6	1
N	22	2

3. How are you financed?

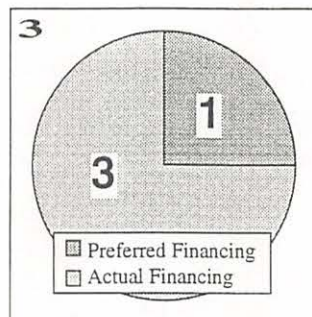
Purpose of question: To attempt to establish links between the method of financing and the degree of success of the IVTO members:



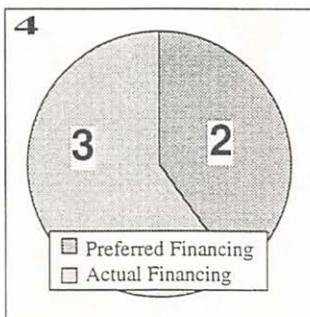
countries were 90% or 100% funded by government



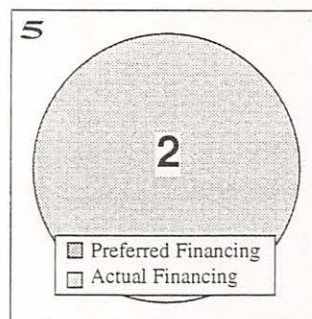
countries were 40% to 60% funded by government



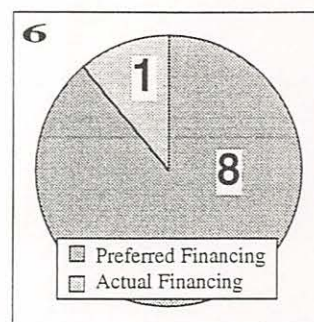
countries were 10% to 30% funded by government



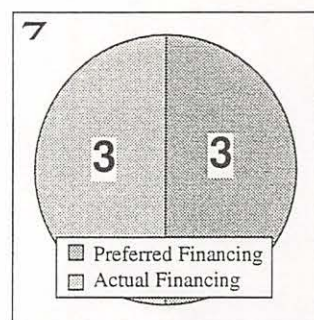
countries not funded by government at all



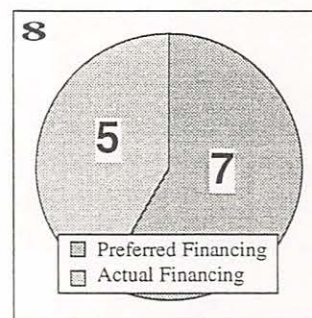
countries were 100% funded by industry only



countries were 70% funded by industry with 30% from government



countries were 15% to 35% funded by private income



countries were funded 10% to 40% by other means, whilst one country was 75% funded by other means

Question 3 averaged out: 50/31/5/14 Government/Industry/Private/Other

Question 6 averaged out: 57/23/5/15 Government/Industry/Private/Other

4a) Give the main reason why you were successful in obtaining such finance:

4b) Give the main reason if you were unsuccessful in obtaining such finance:

Purpose of question: To guide and assist other countries in their strategic planning.

Answer: Those organisations receiving substantial government funding did so because of their government's commitment to vocational education and training, and hence the skills competitions.

The others felt that they needed to work hard at marketing themselves and their objectives to achieve the funding levels they required.

If unsuccessful, it was felt that this was due to insufficient marketing success and competition for funds against other non-profit-making bodies.

5a) Do you view your present methods of being financed as secure in the medium term?

5b) Give reasons:

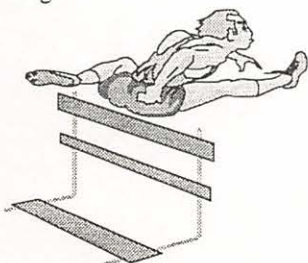
Purpose of question: To guide and assist other countries in their strategic planning.

Answer: 42% of countries felt their finances were not secure for the future, whilst 58% were confident they were. Countries felt that their finances were in such a position because of good sustained support from mainly government, but also industry. However, the industry contribution was often dependent on economic activities.

6a) What would be your preferred method of being financed:

6b) Indicate the reason for your response in 6a):

Purpose of question: To guide and assist other countries in their strategic planning:



Preferred Financing	Actual Financing	
4	5	countries were 90% or 100% funded by government
5	3	countries were 40% to 60% funded by government
1	3	countries were 10% to 30% funded by government
2	3	countries not funded by government at all
0	2	countries were 100% funded by industry only
8	1	country was 70% funded by industry with 30% from government
3	3	countries were 15% to 35% funded by private income
7	5	countries were funded 10% to 40% by other means, whilst one country was 75% funded by other means

Question 3 averaged out: 50/31/5/14 Government/Industry/Private/Other

Question 6 averaged out: 57/23/5/15 Government/Industry/Private/Other

7. What advice would you give to other IVTO member organisations as regards financing of their administrations costs and competitions costs?

Purpose of question: To assist other IVTO members in their strategic financial planning:

Answer: Get more involvement from industry, particularly wider representation of organisations. This depends on a country's own particular circumstances. This also means more non-financial support from non-government organisations.

8. Besides skills competitions, how does your organisation perform its other functions, such as the promotion of vocational education and training?

Purpose of question: To give ideas on areas IVTO members could or should be involved in and guide the IVTO in the true role it should be playing in the international global village:

Answer:

- Promotion of vocational education and training
- Elementary school awareness programmes
- High school awareness
- Provision of national certification
- Seminars
- Information transfer
- Identify outstanding leaders and model companies
- Training opportunities
- Set the national trade test
- Standards setting body

9. How do you rate the marketing success of your organisation to the different target populations in your country?

Purpose of question: To identify the

areas in which a better marketing strategy may be required, both by the individual IVTO member countries and the IVTO itself.

Answer:

	Very Good	Good	Poor
Government	3	8	3
Industry	2	10	2
Competitors	3	5	6
General Public	1	3	10

These figures can be interpreted as follows:

Related to Government:

22% are doing a very good job, 56% a good job, with only 22% doing a poor job.

Related to Industry:

15% are doing a very good job, 70% a good job, with only 15% doing a poor job.

Related to Competitors:

22% are doing a very good job, 35% a good job, with 43% doing a poor job.

Related to the General Public:

Only 7% felt that they were doing a very good job, 21% a good job, whilst 72% felt they were doing a poor job.

10a) What have you found to be the most successful part of your marketing strategy?

10b) Why was it successful?

11a) What have you found to be the least successful part of your marketing strategy?

11b) Why was it not successful?

Purpose of question: To guide the IVTO and member countries of the IVTO to improve their marketing strategies, if required.

Answer: Where countries received government support, they felt that they were successful at marketing. However, in general, other countries felt they had to improve their marketing dramatically.

Having successful National Finals where industry could see the results of correct training as well as having a winner in the International Competitions did enhance the marketing efforts.

It appears that all countries replying could benefit to varying degrees from better marketing, in particular to the general public.

12a) Some people have identified that one of the reasons why "the winning nations" are so successful is that they have a National Skills Respect Culture: Do you agree with this?

12b) If yes, what steps could you recommend a country should take to implement such a culture?

12c) If no, give reasons:
Purpose of questions: In South Africa, we have launched a major initiative

on implementing a National Skills Respect Culture as we feel that it has played a key role in helping the „winning nations“ of the world have such successful economies. The answer, if mainly positive, highlights an opportunity for each IVTO member and the IVTO to better promote and market their work.

Answer: 82% of the organisations felt that a National Skills Respect Culture was one of the reasons why „winning nations“ were successful. The other 18% did not disagree entirely, but felt that there were other factors involved as well.

