



Report of External Evaluation and Review

Fruition Horticulture (BOP) Ltd

Date of report: 3 August 2010

Contents

Purpose of this Report.....	3
Brief description of TEO	3
Executive Summary	5
Basis for External Evaluation and Review	7
Findings	8
Part 1: Answers to Key Evaluation Questions across the organisation	8
Part 2: Performance in focus areas	14
Actions Required and Recommendations.....	15

MoE Number: 7804
NZQA Reference: C01559
Date of EER visit: 25 and 26 May 2010

Purpose of this Report

The purpose of this external evaluation and review report is to provide a public statement about the Tertiary Education Organisation's (TEO) educational performance and capability in self-assessment. It forms part of the accountability process required by Government to inform investors, the public, learners, prospective learners, communities, employers, and other interested parties. It is also intended to be used by the TEO itself for quality improvement purposes.

Brief description of TEO

Location: Tauranga

Type: Private training establishment

Size: Range of programmes offered to part-time learners working in horticulture. Three full-time staff, four part-time staff including business administration and a number of contract tutors. Approximately 18 equivalent full-time students and 362 individual learner enrolments p.a.

Sites: As above

Fruition Horticulture (BOP) Ltd (Fruition) was first registered as a private training establishment with the New Zealand Qualifications Authority in 2006, and currently offers a range of courses under contracts and memorandums of understanding with:

- Lincoln University – papers towards the achievement of the Lincoln University Diploma in Horticulture (Level 5) and Diploma in Horticultural Management (Level 6)
- Bay of Plenty Polytechnic – National Certificate in Business (First Line Management) (Level 4)
- New Zealand Agrichemical Education Trust (NZAET), Telford Rural Polytechnic – GrowSafe© and FarmSafe© short courses (one to two days)
- Previously Fruition ran education and training programmes for the Ministry of Social Development. Due to funding constraints these were not re-contracted for the 2010 calendar year.

Learners are predominantly full or part-time employees within the horticulture industry.

Approximately half of Fruition's business is related to education and training, with the balance for the provision of technical services and advice.

Fruition holds a number of contracts for the provision of technical services and policy advice, such as to the Ministry of Agriculture and Forestry (MAF), local government bodies, and individual orchardists.

Fruition recently won a tender to work with a partner specialist, McGirr Associates, to deliver a pilot programme for NZAID. This contract is to provide literacy, numeracy, and financial literacy to Pasifika workers coming to New Zealand for seasonal work under the Recognised Seasonal Employer (RSE) scheme. Fruition has also been contracted by Ako Aotearoa to undertake research into barriers for Pasifika workers entering language, literacy, and numeracy programmes.

In 2010 Fruition entered into a contract with the World Bank to work with the Tongan Government to train trainers of Tongan seasonal workers under the RSE scheme and to develop leadership training for their group leaders.

The most recent quality assurance visit by NZQA was an audit in 2008 and Fruition met most of the requirements for ongoing registration at that time. The identified requirements not met have been addressed.

Executive Summary

Statement of confidence on educational performance

NZQA is **Confident** in the educational performance of **Fruition Horticulture (BOP) Ltd.**

Fruition offers a range of training under contracts and memorandums of understanding with other tertiary education organisations. Approximately 87 per cent of learners enrolled in papers leading to the Lincoln University Diploma in Horticulture and Diploma in Horticultural Management are achieving these papers. Similarly, approximately 97 per cent of learners enrolled on the GrowSafe© courses achieve this certificate.

Approximately 8 per cent of the learners who have enrolled on Effective Supervision courses leading to the achievement of the National Certificate in Business (First Line Management) have achieved this certificate. A further 24 per cent of learners have submitted some assessment material and are still working towards achieving the certificate. Most learners enrolled on this course are seasonal workers and their engagement in the training is fitted around their seasonal employment. The level of learner achievement on this programme is considered good in this context of seasonal employment and the time pressures associated with fruit picking and fruit packhouse operations. Fruition is actively exploring other ways of keeping learners engaged and involved towards completing and achieving the certificate. Learners are achieving significant growth in the skills and knowledge related to effective supervision through the achievement of a number of unit standards on the National Qualifications Framework (NQF).

Fruition has maintained ongoing contracts, for up to ten years, to deliver services and training with a wide range of government and private organisations such as Lincoln University, the Bay of Plenty Polytechnic, Telford Rural Polytechnic, MAF and local orchardists, indicating ongoing confidence from these organisations in Fruition's ability to deliver a quality service.

Statement of confidence on capability in self-assessment

NZQA is **Confident** in the capability in self-assessment of **Fruition Horticulture (BOP) Ltd**

Fruition has developed a combination of a very structured approach to evaluative self-assessment and maintaining its well-established networks with orchardists, government organisations, and non-government organisations. This approach has particular strengths with its combination of critical analysis of specific data as well as informal processes and linkages on the personal network level. Fruition has used these processes to identify its strengths and weaknesses and to develop recommendations for improvements which it has implemented over time, such as developing specific training programmes to meet identified organisational needs and putting in place additional support such as assessment days to help learners complete their studies.

Because of the nature of the memorandums of understanding and contracts that Fruition has with contracting organisations, learners' progress and achievement data has often been collected and maintained by the contracting organisation. Fruition is in the process of

developing its own capacity to track and monitor all learners' progress and achievements in order to monitor its own organisational success.

Learners and organisations interviewed as part of this evaluation confirmed the organisation's self-assessment that the training provided by Fruition addressed identified needs and significantly contributed to valued outcomes for individuals and organisations.

TEO response

Fruition has confirmed the factual accuracy of this report.

Basis for External Evaluation and Review

Self-assessment and external evaluation and review are requirements of course approval and accreditation (under sections 258 and 259 of the Education Act 1989) for all TEOs that are entitled to apply. The requirements are set through the course approval and accreditation criteria and policies established by NZQA under section 253(1)(d) and (e) of the Act.

In addition, for registered private training establishments, the criteria and policies for their registration require self-assessment and external evaluation and review at an organisational level in addition to the individual courses they own or provide. These criteria and policies are set by NZQA under section 253(1)(ca) of the Act.

NZQA is responsible for ensuring TEOs continue to comply with the policies and criteria after the initial granting of approval and accreditation of courses and/or registration. The Institutes of Technology and Polytechnics Quality (ITPQuality) is responsible, under delegated authority from NZQA, for compliance by the polytechnic sector, and the New Zealand Vice-Chancellors' Committee (NZVCC) has statutory responsibility for compliance by universities.

This report reflects the findings and conclusions of the external evaluation and review process, conducted according to the policies and criteria approved by the NZQA Board.

The report identifies strengths and areas for improvement in terms of the organisation's educational performance and capability in self-assessment.

External evaluation and review reports are one contributing piece of information in determining future funding decisions where the organisation is a funded TEO subject to an investment plan agreed with the Tertiary Education Commission.

External evaluation and review reports are public information and are available from the NZQA website (www.nzqa.govt.nz).

Findings

The conclusions in this report are derived using a standard process and are based on a targeted sample of the organisation's activities.

Information relevant to the external evaluation and review process, including the publication Policy and Guidelines for the Conduct of External Evaluation and Review, is available at: <http://www.nzqa.govt.nz/for-providers/keydocs/index.html>

Outline of scope

The agreed scope of the external evaluation and review of Fruition included the following mandatory focus area:

- Governance, management, and strategy.

The following two programme focus areas were included because they included a significant number of learners enrolled on a combination of short courses involving health and safety and longer courses involving higher-level learning.

- GrowSafe© and FarmSafe© certificate courses
- Effective Supervision, courses leading to the National Certificate in Business (First Line Management) (Level 4).

Part 1: Answers to Key Evaluation Questions across the organisation

This section provides a picture of the TEO's performance in terms of the outcomes achieved and the key contributing processes. Performance judgements are based on the answers to key evaluation questions across the focus areas sampled. This section also provides a judgement about the extent to which the organisation uses self-assessment information to understand its own performance and bring about improvements, i.e. capability in self-assessment.

1.1 How well do learners achieve?

The rating for performance in relation to this key evaluation question is **Good**.

The rating for capability in self-assessment for this key evaluation question is **Adequate**.

Explanation

Fruition's education and training programmes reviewed at this evaluation are delivered under memorandums of understanding with the Bay of Plenty Polytechnic for the Effective Supervision courses, and NZAET, and Telford Rural Polytechnic for the GrowSafe© and FarmSafe© courses.

Although Fruition is collecting and maintaining data on learners' achievements and progress in some areas, this is not complete for all education and training programmes offered. Fruition relies on receiving achievement data from the contracting organisations to some extent, rather than collecting and analysing this data themselves. An example of this is the FarmSafe© courses, where achievement data was not available for the full range of certificates offered under FarmSafe© because completion data is kept by the contracting organisation and Fruition was unable to verify learners' success rates.

Achievement data for the GrowSafe© courses has been collected and approximately 98 per cent of learners gain their certificate. Similarly in other areas not within the focus of this evaluation, such as the Lincoln University courses leading to the Diploma in Horticulture and the Diploma in Horticultural Management, approximately 87 per cent of learners complete the papers in which they enrol. These two examples show that learners are achieving at a very high level within these programmes.

Learners enrolled in the Effective Supervision courses are achieving the qualification at a relatively low rate of 8 per cent, but a further 24 per cent of enrolled learners have submitted assessment material and are working towards completing the qualification. However, students are achieving significant growth in skills and knowledge related to effective supervision through the achievement of a number of unit standards on the National Qualifications Framework (NQF). The context of this programme is significant in that most learners are seasonal employees of local orchardists and packhouses and seasonal work-flows significantly impact on the progress of their studies. Student satisfaction surveys have indicated a very high level of satisfaction (80-90 per cent) with the training offered and the skills learned.

Fruition's self-assessment practices are effective in identifying the above issues, and remedies such as introducing specific assessment days have been introduced in an attempt to lift completion rates. The success of this approach is not yet known. A lack of complete student achievement data for all education and training offered hinders Fruition's ability to completely analyse how well learners are achieving overall.

1.2 What is the value of the outcomes for key stakeholders, including learners?

The rating for performance in relation to this key evaluation question is **Good**.

The rating for capability in self-assessment for this key evaluation question is **Good**.

Explanation

Fruition has maintained a diversity of contacts across kiwifruit, viticulture, and other horticultural industries in the Bay of Plenty, Hawke's Bay, and Nelson-Marlborough regions, with growers, industry corporates, and government agencies over a number of years. This ensures that Fruition staff have a very high level of understanding of the value of the education and training provided. Ongoing contracts for the provision of training, technical services, and reports indicate a high level of support from these organisations. Currently, Fruition relies on informal networks to confirm this support.

Learners are surveyed at the end of each module or course, with this information sent principally to the contracting organisation rather than being collected and analysed by Fruition staff. Fruition relies on feedback from contracting organisations to confirm that the outcomes of the training are valued by its stakeholders including learners. This is an inherent weakness in the current systems and it is recommended that Fruition is more proactive in collecting, analysing, and monitoring this information.

Learners and organisations contacted during this evaluation confirmed Fruition's understanding that its programmes and activities are well valued and positive outcomes are being seen by learners and organisations, such as enabling “technical staff to move into management roles”.

Fruition facilitates an academic committee to provide input into and oversight of its education and training programmes. Staff also meet regularly to discuss emerging issues and make improvements on an ongoing basis, and there is a clear sense of collegiality and peer support among staff.

Fruition's self-assessment activities have identified some achievement issues. For example, while learners' qualifications are valued by employers and seen as adding value in the workplace, there are significant barriers to seasonal staff achieving the qualification. However, student satisfaction surveys have indicated a very high level of satisfaction (80-90 per cent) with the training offered and the skills learned.

1.3 How well do programmes and activities match the needs of learners and other stakeholders?

The rating for performance in relation to this key evaluation question is **Good**.

The rating for capability in self-assessment for this key evaluation question is **Good**.

Explanation

The two specific programmes reviewed in this evaluation: the GrowSafe© and FarmSafe© short courses and the Effective Supervision courses are based on skills, knowledge, and attitudes specifically required in the horticultural industry. GrowSafe© and FarmSafe© are specific short courses designed to maintain and improve workers' health and safety while handling agrichemicals in the workplace, and maintaining health and safety in a range of situations on orchards and farms such as in the use of tractors, ATVs (all terrain vehicles), chainsaws, and hydraladders. These short courses have been specifically designed by industry specialists to match current best practice. Fruition offers these programmes as an accredited provider with NZAET. Feedback from student evaluations and ongoing contact with employers confirms that learners' needs are well matched and staff are able to apply the skills learned appropriately in the workplace.

The Effective Supervision courses are developed specifically to meet the requirements of the National Certificate in Business (First Line Management), which has been developed in conjunction with the business community by the standard-setting body for this area, NZQA. However, Fruition has specifically developed its programme of study to prepare staff working on orchards and in fruit packhouses to take leadership roles.

Learners enrolled in the Effective Supervision courses are not given any structured needs assessment to ascertain or define their relevant workplace experience or prior knowledge of first line management. Tutors assess learners' needs informally and group similar learners together to facilitate a good learning environment. The lower rates of achievements in these courses may indicate a need to strengthen needs assessment at the time of enrolment to better identify learners' strengths and potential barriers to success.

Fruition's self-assessment processes have identified the completion of assessment tasks as a particular issue on these courses and the organisation has already introduced specific assessment workshops. One has been conducted and a second is planned, and the success of this approach is yet to be fully determined.

Approximately 50 per cent of Fruition's business is not related to training. The technical services, report writing, and policy advice services that have been contracted and commissioned over several years provide for a very high level of contact with the industry. This provides a high level of assurance that the organisation is providing relevant and up-to-date education and training to the sector.

1.4 How effective is the teaching?

The rating for performance in relation to this key evaluation question is **Excellent**.

The rating for capability in self-assessment for this key evaluation question is **Excellent**.

Explanation

Fruition has ensured that it employs full-time, part-time and contracting staff who are very well qualified and actively involved in research and publication of technical articles in magazines such as The Orchardist and NZ Kiwifruit Journal. Fruition's high standing in the horticultural and education and training fields is confirmed through the range of long-term contracts for technical services and policy advice to organisations such as MAF and recent contracts gained with organisations such as NZAID and the World Bank. Further to this, Fruition offers education and training programmes under memorandums of understanding with Lincoln University and the Bay of Plenty Polytechnic, indicating a level of trust from these organisations in the quality of the delivery of these programmes.

Teaching performance is reviewed annually by structured observations, reports, and follow-up discussions. These are well linked to relevant ongoing professional development. Learners are surveyed to ascertain their level of satisfaction and Fruition's analysis of this indicates 80-90 per cent of learners felt that courses meet their expectations and that they were satisfied with the teaching and learning. Most staff also hold recognised qualifications in adult education and training.

One indication of the high level of respect teachers have gained from the learners came from a programme outside of the specific focus of this evaluation: the Recognised Seasonal Employer training designed to lift literacy, numeracy, and financial literacy of Pasifika seasonal workers. Pasifika learners on these programmes regularly honour the tutor with traditional song and dance, an indication of their respect and the high value placed in this programme and the tutor.

1.5 How well are learners guided and supported?

The rating for performance in relation to this key evaluation question is **Good**.

The rating for capability in self-assessment for this key evaluation question is **Good**.

Explanation

The short certificate courses, GrowSafe© and FarmSafe©, require learners to attend training for one to two days. Student satisfaction surveys of these courses indicate that they receive appropriate information, guidance, direction, and support for the context of these courses, while achievement of the GrowSafe© certificates at close to 100 per cent indicates that learners receive appropriate support and direction to enable them to achieve.

Learners on the Effective Supervision courses are supported after the four-day workshop through email and phone calls from teachers as well as through opportunities that arise for face-to-face visits in the workplace, although these are less common. The level and type of post-workshop support provided to these learners is a factor that Fruition management is currently investigating in order to better support learners through to completing the qualification. As already noted, a specific assessment workshop has been run and a second is planned as a means of supporting learners to complete their assessments.

There is a need for Fruition to provide fuller information to these learners about the self-study time required outside of the four-day workshop in order to complete the qualification. There is currently a perception among some learners and their employers that the qualification can be achieved within the four-day workshop, which is unrealistic given that this is a level 4 national certificate involving the achievement of 46 credits on the NQF.

The success rates of other programmes offered by Fruition, such as the Lincoln University diploma papers, indicate that appropriate guidance and support is provided to those learners.

1.6 How effective are governance and management in supporting educational achievement?

The rating for performance in relation to this key evaluation question is **Good**.

The rating for capability in self-assessment for this key evaluation question is **Good**.

Explanation

Fruition is a small organisation and the owners and managers are actively involved in all aspects of the business. This has ensured that the organisation's governance and management is very closely aligned with its operational requirements. Fruition has an appropriately detailed quality management system (QMS) and supporting documentation to ensure clarity for staff in most matters of the business, and the QMS documents show evidence of recent review. There are a few areas where operational knowledge is held by particular staff, such as the functionality and processes involved with the student management system database. Fruition is exploring ways to capture this knowledge through the development of the likes of desk-files or operating procedures written into the quality management system. Fruition has well-developed

strategic and financial planning appropriate to the size of the organisation and range of activities undertaken.

There is a very high level of support provided to all staff from management and their peers, and the organisation has an overt focus on maintaining a healthy work-life balance as well as ensuring that staff are well resourced to carry out their roles. Appropriate teaching and learning resources are maintained for the range of programmes offered.

While the organisation has made substantial progress in developing an evaluative approach to quality assurance and has a well-developed history of ensuring it is effectively meeting client needs and implementing ongoing improvements, the collection and analysis of learner data is incomplete and to some extent dependent on contracting organisations supplying this information. Fruition management is aware of the value to be gained in being proactive in further developing its capacity and processes for the collection and analysis of data such as student satisfaction and achievement.

Part 2: Performance in focus areas

This section reports significant findings in each focus area, not already covered in Part 1.

2.1 Focus area: Governance, management, and strategy

The rating in this focus area for educational performance is **Good**.

The rating for capability in self-assessment for this focus area is **Good**.

2.2 Focus area: GrowSafe© and FarmSafe© certificates

The rating in this focus area for educational performance is **Good**.

The rating for capability in self-assessment for this focus area is **Good**.

2.3 Focus area: Effective Supervision courses

The rating in this focus area for educational performance is **Good**.

The rating for capability in self-assessment for this focus area is **Good**.

Actions Required and Recommendations

Further actions

The next external evaluation and review will take place in accordance with NZQA's policy and is likely to occur within four years of the date of this report.

Recommendations

It is recommended that Fruition:

- Enhance data collection processes to ensure there is sufficient data collected and analysed on all education and training courses to enable Fruition to monitor and review its effectiveness
- Continue to investigate how best to support learners who have not yet achieved the qualification for which they are enrolled
- Explore ways to establish learners' current workplace experience and background knowledge to better target their training requirements.

NZQA

Ph 0800 697 296

E eeradmin@nzqa.govt.nz

www.nzqa.govt.nz