

## Field      Manufacturing

### Review of *Direct Mail Production* unit standards

Subfield	Domain	ID
Printing	Direct Mail Production	20936 – 20942, 21140

Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council has completed the review of the unit standards listed above.

**Date new versions published**

**August 2023**

**Planned review date**

**December 2028**

### Summary

This combined review was undertaken in conjunction with the following Print qualifications:

- New Zealand Certificate in Direct Mail Production with strands in Film Wrapping, Ink Jet Printing, Inserting, and Laser Printing (Level 3) [Ref: 3197].
- New Zealand Certificate in Direct Mail Production (Level 4) [Ref: 3198].

Online meetings were held throughout March – May 2023 with a direct mail production technical advisory group. Advisory group participants represented PrintNZ (the industry association), Te Pūkenga subsidiaries and employers. Due to a decline in mail production resulting from rapid digitisation, there has been very low use of direct mail production unit standards over the past five years. The advisory group discussed current direct mail production training needs and future skill requirements resulting in the development of a new unit standard in variable data merging. Feedback and decisions made in consultation from industry stakeholders resulted in the following changes listed below.

### Main changes

- Guidance information and document formatting has been updated across the suite of unit standards to meet current NZQA requirements.
- Wording has been simplified across the suite of unit standards in response to industry stakeholder request for use of clear direct language.
- Performance criteria and range statements have been updated where relevant to reflect current print industry practices.
- Unit standard 20940 and 20941 were expired due to no usage over the past three years and industry stakeholders indicated they would not be used in the future.
- A new unit standard (33287) was developed to meet a skills gap in preparation and merging of variable data for direct mail production. Industry stakeholders identified a need for more specialised training in this area because there is a shortage of people skilled in data merging for direct mail production. A related unit standard (26692) was not considered appropriate because it focuses on the production of dynamic documents, which sits outside this specialist role.
- The credit value of unit standard 21140 was reduced from 25 to 15 because the unit standard can now be achieved using processes relating to one machine instead of two. The title, purpose statement and outcomes have been updated to better align with the unit standard content.
- The credit value of unit standard 20938 was decreased from 8 to 5 in response to feedback from industry stakeholders that this is sufficient time for learning and assessment activities.
- The purpose statement and outcomes in unit standards 20936, 20937, 20938 and 20939 were updated where relevant to provide context and to better align with the performance criteria descriptions.
- Outcomes in unit standard 20942 were updated to provide context and where relevant, performance criteria have been updated for clarity.

Category D unit standards will expire at the end of December 2023.

The last date for assessment of superseded versions of Category B unit standards is 31 December 2025.

### Impact on Consent and Moderation Requirements (CMR)

Reviewed unit standards that are not currently listed in CMR 0013 have been moved from CMR 0005 to CMR 0013.

### Detailed list of unit standards – classification, title, level, and credits

All changes are in **bold**.

Key to review category	
<b>A</b>	Dates changed, but no other changes are made - the new version of the standard carries the same ID and a new version number
<b>B</b>	Changes made, but the overall outcome remains the same - the new version of the standard carries the same ID and a new version number
<b>C</b>	Major changes that necessitate the registration of a replacement standard with a new ID
<b>D</b>	Standard will expire and not be replaced

#### Manufacturing > Printing > Direct Mail Production

ID	Title	Level	Credit	Review Category
20936	Demonstrate industry knowledge for direct mail production	3	15	B
20937	Prepare and handle substrates for direct mail production	2	6	B
20938	Use hand line skills for direct mail production	3	8 <b>5</b>	B
20939	Carry out inserter operator duties for direct mail production	3	15	B
20940	Carry out film-wrap equipment operator duties for direct mail production	3	15	D
20941	Carry out ink jet printer operator duties for direct mail production	3	15	D
20942	Carry out laser printer operator duties for direct mail production	3	15	B
21140	Solve problems in direct mail production <b>Solve problems in a direct mail production workplace</b>	4	25 <b>15</b>	B
<b>33287</b>	<b>Prepare documents containing variable data for direct mail production</b>	<b>3</b>	<b>15</b>	<b>NEW</b>