

# HARDWARE RETAILER - November 2015

## PAINT RETAILERS URGED TO SWITCH TRAINING LEVIES TO 'MORE RELEVANT' SETA

The SA Paint Manufacturing Association (SAPMA) has strongly recommended that its paint retail members start paying training levies to the Chemical Industries Education and Training Authority (CHIETA) instead of the Retail and Wholesale Skills Education and Training Authority (SETA) because "none of this SETA's training courses are relevant to retailers and wholesalers".

**D**eryck Spence, executive director of SAPMA, said CHIETA had approved this recommendation and agreed that SAPMA could advise paint retailers that they had the right to decide to whom their training levies should be paid.

He said SAPMA had repeatedly in the past been advised by its retail and wholesale members that the mandatory training levies paid into the coffers of the Retail and Wholesale SETA were not assisting paint retailers, in particular, as none of the training courses offered by their SETA were relevant to the retail sector.

Spence said SAPMA had, through its training arm, the SA Paint Industry Training Institute (SAPITI), developed a special Retail Paint training course which is CHIETA-accredited, and SAPITI was currently developing an interactive video training system through which paint retail sales staff



could receive live interactive training on their laptops — in store — at times convenient for their employers. "This new training would be offered from the new SAPMA Training Centre, about to be built at our premises in Bedfordview, and likely to start operating from early next year. The new web-based training to be offered from the Centre will enable SAPITI to

raise the standard of professionalism, technology and practical knowledge of sales and advisory staff in the retail market. It will provide the retail market with the training it now urgently needs to comply with Consumer Protection Act legislation," he added. CHIETA is funding all the high-tech equipment and accessories required for the new Training Centre.