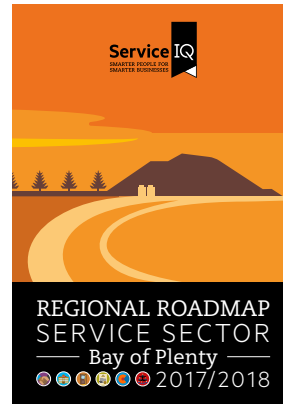


Roadmap To The Future – Bay of Plenty Update March 2019

ServiceIQ has an overarching [Workforce Development Plan](#) with a vision of “a world class service industry through qualified people” and has developed 15 Regional Roadmaps, focusing on the future workforce development needs across New Zealand.

The [Bay of Plenty Service Sector Regional Roadmap](#) was developed after consultation with local businesses, membership bodies, government, education providers and business groups. It contains detailed actions for realising the region’s vision for the service sector. This update includes recent skills and capability development activity to support the service sector in Bay of Plenty.

The service sector continues to grow in the region, with 13,853 job openings forecast from 2019 to 2024; including 3,278 new jobs and 10,577 replacement job openings. Attracting, developing and retaining a capable service sector workforce will be vital to the Bay of Plenty’s future regional success.



The
Bay of Plenty
service sector
is
awesome
every day

13,853

Forecast total job openings 2019–2024

Bay of Plenty Service Sector data 2018

Employment

35,540

Filled Jobs

23%

of Bay of Plenty

Businesses

6,584

No. of businesses

18%

of Bay of Plenty

GDP contribution

\$1,957m

GDP

16%

of Bay of Plenty

Bay of Plenty Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	502	2,777	3,159	382
Aviation	96	383	433	50
Cafés, bars and restaurants	703	5,137	5,888	751
Catering	174	1,021	1,125	104
Clubs	51	436	453	17
Museums	15	93	110	17
Quick Service Restaurants	384	1,901	2,316	415
Tourism*	2,565	16,081	18,049	1,968
Travel	135	538	610	72
Retail and retail supply chain	4,525	23,254	24,724	1,470
Total Bay of Plenty service sector	6,584	35,540	38,817	3,277

*Tourism includes overlap with the other sectors

Data and forecasts supplied by Infometrics



Attract and retain people with the right attitude and aptitude

- ▶ Service sector career success stories can be found on Service IQ's website at [Real Success Stories](#) and in the Service Career [Kick-Starter magazine](#); which showcases career pathways and inspiring stories about service sector trainees successfully working and learning on the job.
- ▶ A free resource has been developed; [Getting Job Ready for the Service Sector](#); with helpful hints and tips, as well as six practical activities to help jobseekers get ready for service sector roles.
- ▶ [Tourism Bay of Plenty](#) and [Destination Rotorua](#) lead the destination marketing and management of the Bay of Plenty region, and all it has to offer both visitors and locals. Regular family and networking events help businesses to learn about other service sector businesses in the region.
- ▶ [Priority One](#) is Tauranga and Western Bay of Plenty's economic development organisation. Its purpose is to build a vibrant economy that retains and attracts talented, skilled and creative people and the businesses that need them. Reports and strategies, including the Bay of Plenty Labour Market Strategy can be found [here](#).



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has many [Gateway programmes](#) operating in the Bay of Plenty region, with students from 16 secondary schools gaining skills and work experience in 2018. Retail Gateway programmes included The Warehouse Red Shirts in Schools, Countdown SEEDs, Future Foodies at Pak N Save and New World and Z Forecourt Concierge programme. There were also Tourism, Hospitality, Aviation, Retail and Customer Service Gateway programmes.
- ▶ [Gateway Cultural Camps](#) were held in the April and September school holidays, at Waitomo, Waiheke Island and Kapiti Island. The camps are designed to give Year 13 students the opportunity to gain first-hand experience, practical skills and Tourism Māori unit standards, while staying in a unique New Zealand cultural setting.
- ▶ [Got A Trade? Got It Made!](#) week was held in August 2018 promoting Trade and Service careers. This was followed up by the Got a Trade SpeedMeet event held at Trident High School in September; where local colleges brought along interested and engaged pupils to meet with industry employers with actual employment opportunities.
- ▶ Priority One's [Instep programme](#) helps to connect local secondary schools and businesses, with funding support from 11 secondary schools. It helps to inspire young people to make informed career choices and gives businesses confidence that young people have the skills and aptitude they need.



Increase access to and engagement with training

- ▶ In December, the Industry Training Federation published a list of Bay of Plenty employers who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ Mayoral Graduation ceremonies were held throughout November, celebrating graduates who have gained industry training qualifications including ServiceIQ service sector qualifications. Whakatane District Council, Opotiki District Council and Kawarau District Council were all part of this initiative.
- ▶ Service IQ's website has testimonials from employers and trainees speaking about the benefits of on-job training. This includes industry leaders speaking about the [benefits for business](#).



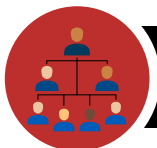
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ's expert training advisors continue to support service sector employers and trainees throughout their on-job training journey. ServiceIQ has [training programmes](#) for all sectors of the service industry, at all levels. These include Hospitality, Aviation, Museums, Retail and Retail Supply Chain, Travel and Tourism qualifications.
- ▶ To upskill entry-level employees in the essentials of great service and sector specific skills, ServiceIQ has developed the [Visitor Savvy Award](#) for the tourism industry, the [Retail Savvy Award](#) for the retail industry and the [Hospitality Savvy Award](#) for the hospitality industry. These programmes are all available in print and online.
- ▶ Hospitality and Tourism are both NCEA subjects offered in schools as part of the NZQA qualifications framework. ServiceIQ's expert team of researchers, writers and designers create and publish a diverse range of high-quality school resources and Bay of Plenty schools are supported by a dedicated Schools Advisor. You can read more about ServiceIQ for schools [here](#).



Increase productivity by developing core skills

- ▶ Better understanding of literacy, language and numeracy needs throughout ServiceIQ has allowed it to position its qualifications, develop learning materials, and support trainees, to further encourage successful learning outcomes.



Improve business and management capability

- ▶ ServiceIQ training advisors can provide advice on career pathways and service sector [business and management qualifications](#), to upskill up-coming team leaders and supervisors with everything they need to know to lead and manage effectively, on the job.
- ▶ ServiceIQ, in partnership with BDO accountants offer [Colour Accounting](#); a one day course that gives non-financial managers all the financial fundamentals in a way that's enjoyable to learn and super easy to understand. A Colour Accounting workshop is being held in Tauranga on April 9th.
- ▶ There are a number of local organisations that provide support to Bay of Plenty businesses. More information can be found online at [Tauranga Chamber of Commerce](#) (including a list of business networks in Tauranga and Western Bay of Plenty [here](#)), [Rotorua Chamber of Commerce](#), [Tourism Bay of Plenty](#), [Destination Rotorua](#); (including networking and connections [here](#)) and [Priority One](#).

Talk to us

If you have a service sector initiative you would like to showcase or discuss with ServiceIQ's Workforce Development Team please get in touch with us at: workforcedevelopment@serviceiq.org.nz or to keep up to date check our website's [Workforce Development page](#).



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