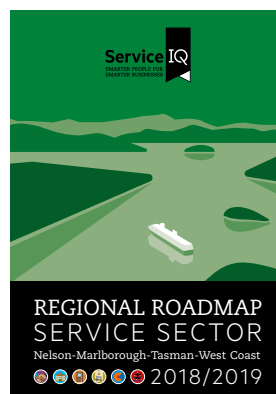


Roadmap To The Future – Nelson-Marlborough-Tasman- West Coast Update March 2019

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 [Nelson-Marlborough-Tasman-West Coast 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 Nelson, Marlborough, Tasman and the West Coast.

New regional economic data indicates that the service sector workforce in each region will continue to grow over the next six years. There are 9,577 forecast job openings from 2019 to 2024; including 2,082 new jobs and 7,495 replacement job openings. For each destination to thrive, a service sector workforce capable of providing exceptional customer experience to both visitors and locals is essential.



Service in
**Nelson-Marlborough
Tasman-West Coast**
is an
**authentic
New Zealand
experience**
provided by
high calibre staff

9,577

Forecast total job openings 2019–2024

Nelson-Marlborough-Tasman-West Coast Service Sector data 2018

Employment

25,147

Filled Jobs

26%

of NMTWC

Businesses

4,551

No. of businesses

19%

of NMTWC

GDP contribution

\$1,376m

GDP

17%

of NMTWC

Nelson-Marlborough-Tasman- West Coast Service Sector	No. of Businesses		Filled jobs		Change
	2018	2018	2018	2024	2018-2024
Accommodation	697	2,979	3,423		444
Aviation	122	1,036	1,071		35
Cafés, bars and restaurants	564	3,922	4,443		521
Catering	134	623	678		55
Clubs	42	209	214		5
Museums	22	154	172		18
Quick Service Restaurants	156	743	900		157
Tourism*	2,339	12,703	14,198		1,495
Travel	145	433	495		62
Retail and retail supply chain	2,670	15,050	15,834		784
Total Nelson-Marlborough- Tasman-West Coast service sector	4,551	25,147	27,229		2,082

*Tourism includes overlap with the other sectors

Data and forecasts supplied by Infometrics



Attract and retain people with the right attitude and aptitude

- ▶ Trainee career success stories have been published featuring [Emma McKinnon](#); Conference & Events Manager at Chateau Marlborough in Blenheim and [Renée Bennett-Shields](#); i-SITE Visitor Information Centre Manager in Nelson.
- ▶ Other service sector career success stories can be found on Service IQ's website at [Real Success Stories](#) and in the Service Career [Kick-Start 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.
- ▶ The Marlborough Smart + Connected Labour and Skills Group has been established by Marlborough District Council to address skills shortages in the Marlborough region.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has a number of [Gateway programmes](#) operating in the regions with students from 13 secondary schools gaining skills and work experience in 2018. Gateway programmes included Aviation, Tourism, Travel, Customer Service, Hospitality, Distribution and Retail programmes including The Warehouse Red Shirts in Schools and Countdown SEEDs programme.
- ▶ Schools Advisor Cass Clarke facilitated a Hospitality teacher workshop and Tourism teacher workshop in Nelson in October. This helped to connect schools with industry, with guest speakers from the region providing insights into their industry, career pathways and progression, and discussion around effective school to employer transitions.
- ▶ The [Got A Trade? Got It Made!](#) week was held in August 2018 promoting Trade and Service careers including the many careers options in the service sector
- ▶ The [School to Skies programme](#) is offering young women in Year 13 the opportunity to attend a week long camp at RNZAF Base Woodbourne in the April school holidays, experiencing technical and aviation trades hands-on.



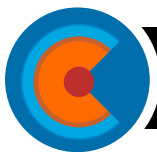
Increase access to and engagement with training

- ▶ In December the Industry Training Federation published a list of Nelson/Tasman employers, Marlborough employers and West Coast employers, who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ Nelson City Council and Tasman District Council held a Mayoral Graduation Ceremony in November, celebrating graduates in the region who have gained industry training qualifications, including ServiceIQ service sector qualifications.
- ▶ 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](#).



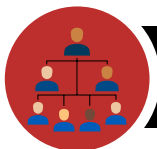
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ's expert training advisors continue to support service sector employers and trainees throughout their on-job training journey, including Nelson based training advisor Robbie Mitchell.
- ▶ ServiceIQ has [training programmes](#) for all sectors of the service industry, at all levels, including 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 the regions' 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.
- ▶ The [Employability Skills Framework](#) clearly describes the key employability skills or competencies young people need to be ready to enter the workforce. It includes soft skills such as communication, teamwork and problem-solving. Work experience in the service sector can provide the opportunity to develop these skills in the workplace.



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.
- ▶ There are local organisations that can provide support to service sector businesses in each region. In Marlborough these include [Marlborough Chamber of Commerce](#), [Destination Marlborough](#), and [Business Trust Marlborough](#). In Nelson Tasman there is [Nelson Tasman Chamber of Commerce](#), [Nelson Regional Development Agency](#) and [Nelson Tasman Business Trust](#) and the West Coast has [West Coast Tourism](#) and [Development West Coast](#)

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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