




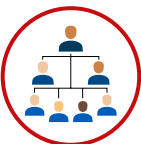


# Initiatives for the Auckland tourism industry



		2016		2017				Future					
		Q3	Q4	Q1	Q2	Q3	Q4						
 <b>Attract and retain people with the right attitude and aptitude</b>	<b>Mobilise resources, assign owners, and agree to action plans</b>			1.1 Develop an Auckland campaign									
				1.2 Find tourism ambassadors, career champions, and outstanding service providers									
		1.3 Identify, map and coordinate regional initiatives											
		1.4 Coordinate a central pool of tourism resources											
		1.5 Explore options for linking to ATEED tourism cluster groups											
		2.1 Increase the number of Gateway programmes operating with schools in Auckland											
 <b>Increase the number of school leavers transitioning into the sector</b>			2.2 Explore Youth Guarantee innovations										
	2.3 Support roll-out of Vocational Pathways in schools												
 <b>Increase access to and engagement with training</b>				3.1 Develop insights into return on investment in training.									
				4.1 Work with Auckland tourism industry to review tourism career pathways									
 <b>Develop and maintain high quality qualifications and programmes that meet the needs of industry</b>		4.2 Increase the number of Auckland businesses with staff engaged in training											
 <b>Increase productivity by developing core skills</b>				5.1 Develop insights into core skills capability within Auckland tourism businesses									
				6.1 Develop business and management training package targeted to SMEs									
 <b>Improve business and management capability</b>			6.2 Identify and develop a tourism management-oriented career pathway.										