

# Roadmap To The Future – Auckland Retail Update August 2018

In 2017, ServiceIQ developed 15 Regional Roadmaps focused on the workforce development needs for the future. Here is a snapshot of some of the initiatives ServiceIQ has implemented that benefit the Auckland Retail sector.

Each roadmap is the culmination of extensive consultation and workshops held with local businesses, councillors and community groups to pinpoint priorities, challenges, a vision for the future, and practical initiatives that will help the region prepare and prosper. The [Auckland Retail Regional Roadmap](#) was launched successfully on the 4<sup>th</sup> of April 2018 after regional consultation. The participants of the workshop that developed the roadmap agreed on the following vision:

**Retail**  
— *is a* —  
**valued career in Auckland;**  
**qualifications**  
— *and* —  
**experience**  
— *gained in the sector are* —  
**appreciated and shared**



ServiceIQ continues to make a significant contribution to skills and capability development through the work it does nationwide, guided by the six workforce development priorities in its [Workforce Development Plan](#).

The Retail & Retail Supply Chain sector accounts for 17.3 per cent of the Auckland region's GDP (\$14,500m), 20 per cent of the workforce (162,600 people) and 30,700 businesses (17 per cent). Employment growth is forecast to lead to over 57,000 job openings in the sector by 2021 so growing and developing the Auckland Retail and Retail Supply Chain workforce is vital.



## Attract and retain people with the right attitude and aptitude

- ▶ ServiceIQ published the Service Career [“Kick-Starter” magazine](#) which was launched publicly in 2017 and inserted in every Sunday StarTimes newspaper. It showcased the positive experience of trainees working and learning on the job in the service sector and the opportunities available.
- ▶ Auckland Retail success stories included [Divan Badenhorst](#) who works at the Life Pharmacy in Newmarket as the Clinique Counter Manager who has been building his qualifications in retail with ServiceIQ and gained the NZ Certificate in Retail Level 3.
- ▶ [Lialiai Semisi](#) from Ziera Shoes who started her on-job training with a NZ Certificate in Retail (Level 2), is now Store Manager at Ziera St Lukes completing the NZ Certificate in Business (Introduction to Team Leadership) - Level 3 qualification. [National Retail Manager Wendy McLaughlin](#) says “By building business understanding and acumen training gives us confident and committed people who stay with us long term. It helps us with succession planning, staff retention and incredibly satisfied customers”.
- ▶ ServiceIQ has developed [360° video experience apps](#), a fantastic virtual tour of discovery exploring some of the most exciting careers in tourism, aviation, retail and hospitality.



## Increase the numbers of able people transitioning to work

- ▶ The ServiceIQ offers a range of Gateway retail programmes operating in the Auckland region, where school students gain unit standards, work experience and make professional contacts that can help open doors, supported by ServiceIQ’s new Workforce Engagement team. There were 3906 Gateway funded places for Auckland schools in 2017 and ServiceIQ accounted for 1,233 places.
- ▶ ServiceIQ has a Schools Advisor based in Auckland who supports the delivery of a range of training courses that help students kick-start a job or career and its [website](#) has information on engagement with schools, Gateway, career pathways and links to resources.
- ▶ ServiceIQ is working with schools on work employability (soft skills) as part of its school programmes.
- ▶ To support employee induction ServiceIQ has incorporated three unit standards into Level 3 qualifications: Unit 27927 Apply health, safety and security practices to service delivery operations; 27928 Interact with other staff, managers and customers to provide service delivery outcomes; 27929 Apply standard operating procedures and the code of conduct to a work role in a service delivery organisation.



## Increase access to and engagement with training

- ▶ ServiceIQ’s team of Auckland based training advisors are actively engaged with retail businesses across the region. In 2017, 4,142 trainees completed their ServiceIQ qualification in the Auckland region.
- ▶ ServiceIQ provides evidence for employers on the benefits of training (see [benefits-for-business](#)) and with its Skills Leadership role, ServiceIQ engages as widely as possible with employers to encourage training and skills development.
- ▶ ServiceIQ organises Business Briefings around the country to both inform businesses about the benefits of staff training, and get feedback from business leaders, regional development agencies and employers about the strategic direction of the organisation. In April 2018 ServiceIQ hosted a breakfast event in Auckland as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme and launched the Auckland Retail Regional Roadmap.



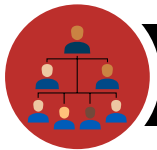
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServicIQ continues to review and renew our programme offering according to industry and trainee needs. Retail qualifications are being reviewed in 2018 in consultation with the Retail & Retail Supply Chain industry.
- ▶ ServicIQ offers [online short courses](#) including Introduction to Customer Service Skills, Resolving Customer Complaints Effectively and Introduction to Preventing Theft and Fraud.
- ▶ In addition to the NZ Certificate in Retail Levels 3 and 4, ServicIQ has introduced the new Retail Savvy Award for entry level employees.
- ▶ ServicIQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions to management positions. ServicIQ has developed the career pathways for all industry sectors including Retail & Retail Supply Chain and its website also outlines the many fantastic careers to be enjoyed in the service sector.



## Increase productivity by developing core skills

- ▶ ServicIQ has a strong focus on improving the core skills of those working in the service sector. While this was not identified as a priority with the Auckland workshop participants ServicIQ is working with employers to help trainees complete their qualifications and assist those with specific identified needs.



## Improve business and management capability

- ▶ ServicIQ has developed [two business management programmes](#), the New Zealand Certificate in Business (Introduction to Team Leadership) Level 3 and New Zealand Certificate in Business (First Line Management) Level 4, designed to benefit a wide range of businesses in the service sector including Retail & Retail Supply Chain. ServicIQ's training advisors provide advice on business and management on-job training options.

### Talk to us

If you have a service sector initiative you would like to showcase or discuss with ServicIQ's Workforce Development Team please get in touch with us at: [workforcedevelopment@serviceiq.org.nz](mailto:workforcedevelopment@serviceiq.org.nz)

*ServicIQ will provide regular updates on Regional Roadmap activities in your region. If you would like to receive these directly in the future please contact [workforcedevelopment@serviceiq.org.nz](mailto:workforcedevelopment@serviceiq.org.nz) or check our website's [Workforce Development page](#).*