

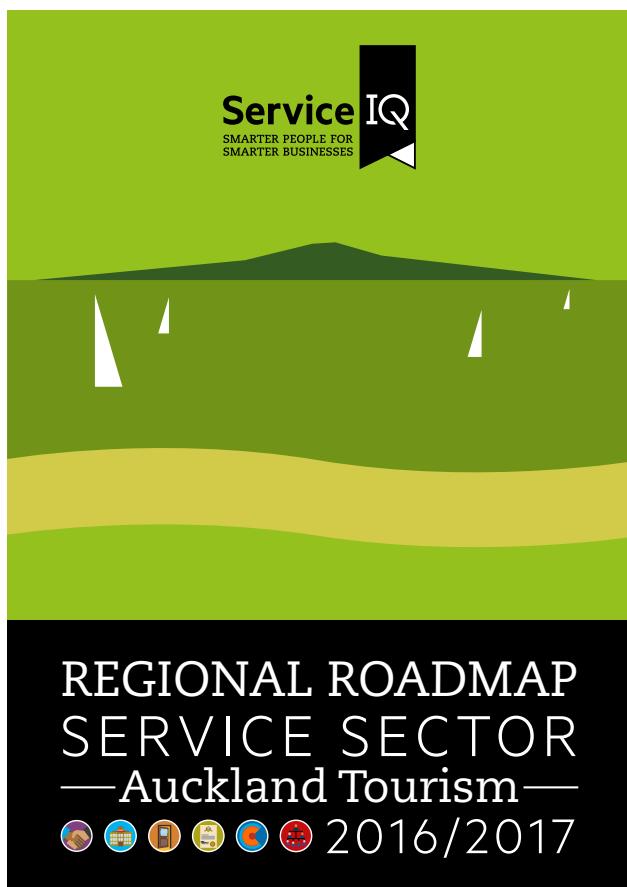
Roadmap To The Future – Auckland Tourism Update August 2018

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 implemented in the last year that benefit the Auckland Tourism 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 Tourism Regional Roadmap](#) was launched successfully on the 3rd of May 2017 after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

Auckland
— *seizes* —
every opportunity

If tourism succeeds
Auckland succeeds
— *and if* —
Auckland succeeds
New Zealand
succeeds



ServiceIQ continues to make a significant contribution to skills and capability development through the work it does nationwide. The Regional Roadmaps, including Auckland Tourism, were informed by ServiceIQ's overarching [Workforce Development Plan](#). This identified six workforce development priorities which crystalize the focus for each region.

The Regional Roadmap for Auckland Tourism noted that by 2020 the Auckland tourism workforce is forecast to grow by over 18,000 people. Therefore, the opportunities for tourism related careers are growing at a fast rate and; as a major gateway to New Zealand; growing and developing Auckland's Tourism sector is essential.



Attract and retain people with the right attitude and aptitude

- ▶ ServicelQ published the Service Career "[Kick-Starter](#)" magazine which was launched publicly in 2017 and inserted in every Sunday Star Times newspaper.
- ▶ Auckland stories included ServicelQ apprentice chef [Ash Wade](#) who discovered cooking in his final year at school in Hospitality, [Tamara Johnson](#) was ServicelQ Apprentice of the Year in 2013 and works at Josh Emmett's Madame Woo restaurant in Auckland and [Jessica Simpson](#) at the Auckland, who studied the Certificate in Tourism (Visitor Experience) Level 3 and has gained valuable skills and experience at the NZ Maritime Museum.
- ▶ ServicelQ 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

- ▶ ServicelQ offers a range of Gateway programmes operating in the Auckland region, where school students gain unit standards, work experience and make professional contacts that can help open doors. ServicelQ has a new team lead by supported by ServicelQ's new Workforce Engagement team.
- ▶ ServicelQ 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.
- ▶ ServicelQ has developed two brochures specifically for school students entering a Tourism career or a Hospitality career with information to students related to career progression, career pathway mapping, and available qualifications. This resource is being widely distributed to schools.
- ▶ Gateway Tourism camps have been held on Waiheke Island; arranged by ServicelQ and hosted by marae. They provide 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. Students learn about nearby tourism attractions, the history and tikanga of the host marae – creating an authentic lens through which to understand Māori Tourism and its value to the NZ Tourism industry.



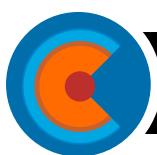
Increase access to and engagement with training

- ▶ In 2017, 4,142 trainees completed their ServicelQ qualification in the Auckland region. There were 448 active Tourism-related trainees. Eight new Tourism-related businesses started training in 2017 compared to the previous businesses of 2016.
- ▶ ServicelQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions to management positions. ServicelQ's website also outlines the many fantastic careers to be enjoyed in the Tourism sector.
- ▶ In April 2018 ServicelQ hosted a breakfast event in Auckland as part of its 2018 Business Briefing series, with a 'Transition to Work' theme.



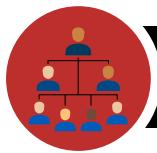
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ has Tourism resources around the NZ Certificate in Tourism (Visitor Experience) – Level 3 which give employees skills and knowledge needed to provide a great visitor experience and help businesses build trained staff. Staff are assessed according to high standards in customer service, communication, health, safety and security practices, Māori language and customs. There is also a special unit standard for businesses who offer a wine, artisan food or craft beer tasting experience to local and international visitors.
- ▶ ServiceIQ has developed the New Zealand Certificate in Tourism with Operations and Visitor Information Endorsements - Level 4 that gives staff the knowledge to help visitors enjoy a great experience, and the necessary business skills: from tourism knowledge, i-SITE systems and processes, relevant legislation, administration and sales, teamwork, social media, and promotion.
- ▶ ATED has introduced the Tāmaki Makaurau Auckland Ambassador Programme, a course designed for people engaging with both domestic and international visitors across Auckland. The aim is to create storytellers and ambassadors with real pride in Tāmaki Makaurau Auckland.



Increase productivity by developing core skills

- ▶ ServiceIQ has a strong focus on improving the core skills of those working in the service sector and is working with employers to help trainees complete their qualifications and assist those with specific identified learning needs.



Improve business and management capability

- ▶ ServiceIQ 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. These programmes are designed to benefit a wide range of businesses in the Tourism, Travel, Retail, Hospitality and Aviation sectors. There are resources around these programmes that are available to Auckland Tourism businesses.
- ▶ In addition, trainees may go on to complete the New Zealand Diploma in Hospitality Management – Level 5.

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

ServiceIQ 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 or check our website's [Workforce Development page](#).