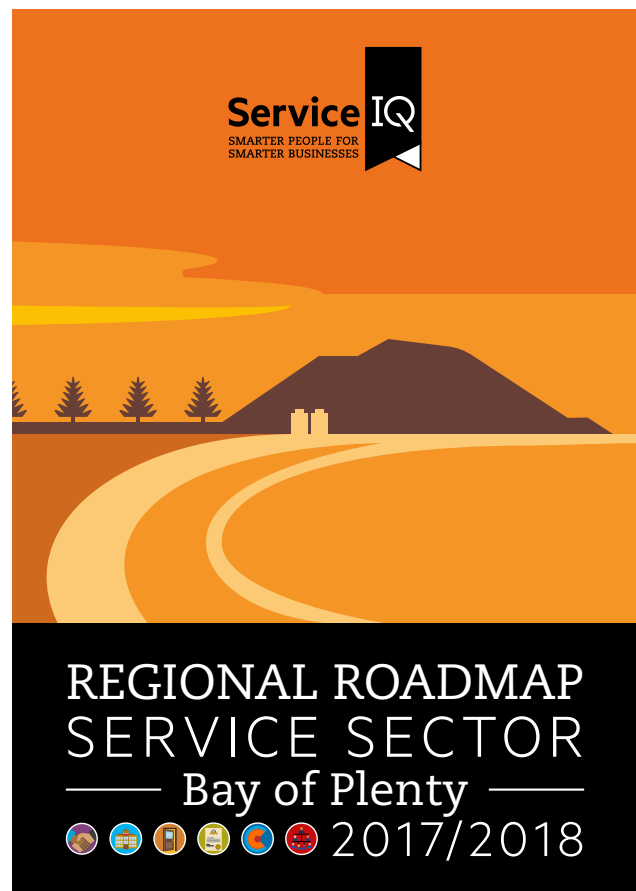


Roadmap To The Future – Bay of Plenty Update August 2018

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 in the last year that benefit the Bay of Plenty region.

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 Bay of Plenty Regional Roadmap](#) was launched successfully on the 5th May 2017 after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

— The —
Bay of Plenty
service sector
— is —
awesome
every day



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

Bay of Plenty has a combined population of over 267,000 people according to the 2013 Census. The service sector makes a significant contribution to the region, particularly with tourism. It accounts for 17.3 per cent of the region's GDP and 23 per cent of the workforce. Service sector employment growth is forecast to lead to over 12,000 job openings in the service sector by 2022.



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 Star Times newspaper. The Kickstarter magazine featured stories about trainees working and learning on the job around the country, showcasing the positive experience of people joining the service sector and the opportunities available.
- ▶ Local success stories include [Polynesian Spa](#) where 37 staff have gained qualifications, with another 10 in training. The training provides solid customer service skills and gives the team the ability to sell not just the Spa but also the wider region. At [Waikite Valley Thermal Pools](#), five staff have successfully completed their qualification; it is seen as a way to upskill staff, provide them with a sense of accomplishment and give the business a competitive edge.
- ▶ ServiceIQ has developed [360° video experience apps](#), a fantastic virtual tour of discovery exploring some of the most exciting careers in Tourism, Aviation, Retail & Retail Supply Chain and Hospitality.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Bay of Plenty region; supported by the Workforce Engagement team; where school students gain unit standards and make professional contacts that can help open doors. In 2017, there were 403 trainees engaged with the ServiceIQ Gateway programme in the region at 19 schools.
- ▶ ServiceIQ also has a local Schools Advisor 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.



Increase access to and engagement with training

- ▶ ServiceIQ has a dedicated Training Advisor, based in Tauranga, who is actively engaged with industry employers across the region – from Hospitality, Tourism and Aviation through to Retail & Retail Supply Chain and Museums. In 2017, 851 trainees completed their ServiceIQ qualification in the Bay of Plenty region. In 2017 ServiceIQ had 1,580 registered trainees in the region across 110 workplaces.
- ▶ In May 2018 ServiceIQ hosted a breakfast event in Rotorua as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



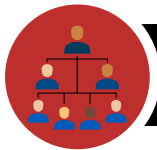
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServicelQ is committed to ongoing improvement and continues to review and renew its programme offering according to industry and trainee needs. All qualifications in Hospitality, Tourism & Travel and Retail are being reviewed in 2018.
- ▶ ServicelQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions to management positions, with career pathways for all the industry sectors – from Aviation, Travel and Tourism through to Museums, Hospitality, Retail & Retail Supply Chain. Its website also outlines the many fantastic careers to be enjoyed in the service sector.
- ▶ While ServicelQ operates at the national level, there is scope for regions to customise their qualifications and programmes to the specific region. For example, Unit 24733 Describe and promote a New Zealand tourist destination (Bay of Plenty), allows trainees to describe the characteristics, prepare an itinerary for a visit by a tourist group, and promote it to a specific audience.



Increase productivity by developing core skills

- ▶ ServicelQ 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 workshop participants in the Bay of Plenty region, ServicelQ is working with employers to help trainees complete their qualifications and assist those with specific identified needs.



Improve business and management capability

- ▶ ServicelQ 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 & Retail Supply Chain, Hospitality and Aviation sectors. There are resources around these programmes that are available to Bay of Plenty 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 ServicelQ's Workforce Development Team please get in touch with us at: workforcedevelopment@serviceiq.org.nz

ServicelQ 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](#).