

# Roadmap To The Future – Christchurch Update August 2018

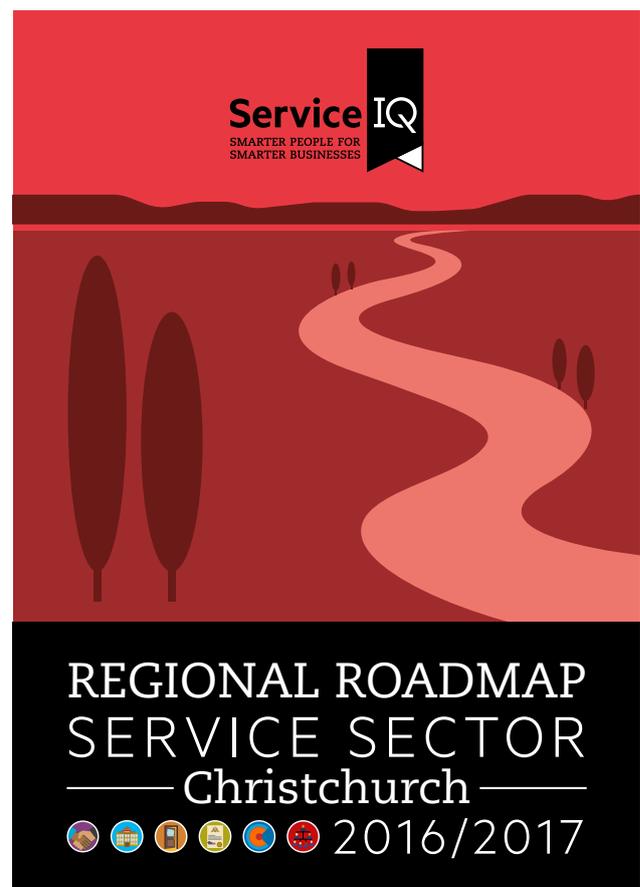
In 2017, ServiceIQ developed 15 Regional Roadmaps focused on the workforce development needs for the future. Here is a snapshot of some of the initiatives ServiceIQ has implemented in the last year that benefit the Canterbury region.

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 [Christchurch Regional Roadmap](#) was launched successfully on the 17<sup>th</sup> of May 2017. The workshop participants involved with developing the roadmap in Christchurch agreed on the following vision:

———— **2017** ————  
**The service sector is seen as a  
growth sector  
and recognised as having a  
key role**

**in the rebuild of Christchurch.**

———— **2021** ————  
**Christchurch will have  
resumed its position as the  
gateway  
to the South Island**



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

The Regional Roadmap for Canterbury indicated that from 2013 onwards employment growth in Christchurch has outstripped the New Zealand average and is forecast to keep up this trend until at least 2020. This confirms that growing and developing the service sector is essential.



## 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. This kind of marketing showcases the positive experience of people joining the service sector and the opportunities available.
- ▶ The magazine featured [Nicole Brian](#) from Christchurch; a 24-year-old apprentice Aeronautical Engineer with Air New Zealand, and [Chris Cooper](#) from Christchurch training to become a flight instructor. He was introduced to service sector training through the schools “Gateway” programme. It also featured [Rebecca Parker](#) who joined the retail industry at 19 and is currently in management training at Farmers and NZ Army chef [Nicholas Todd](#) won the ServiceIQ Apprentice Chef of the Year award in 2017 and is currently working as Chef de Partie at the George Hotel in Christchurch.
- ▶ 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.
- ▶ ServiceIQ made a major contribution to the NZ Productivity Commission’s report on tertiary education and demand and supply drivers in the service sector industries.



## Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has many Gateway programmes operating in the Canterbury region. Students at 38 schools have gained skills and insights for a career in the service industry. This includes the Red and Blue Shirts in Schools Retail Gateway programme with The Warehouse which gives students a useful introduction as well as entry-level skills and knowledge to kick-start a job or career in the Retail or Retail Supply Chain industry when they leave school.
- ▶ Workforce Engagement Advisors support Gateway programmes and this continues to be a key focus area for ServiceIQ. ServiceIQ has also introduced a student Gateway programme in partnership with Z Energy and in 2018 will extend the Gateway offer to include Timaru.
- ▶ While ServiceIQ is yet to run a Gateway Tourism Camp in the South Island, Christchurch-based school students attended the ServiceIQ Tourism Camps in Waitomo and Waiheke Island camps in 2018. If you are interested in running a Tourism Camp in the Canterbury region, please contact: [Schools@ServiceIQ.org.nz](mailto:Schools@ServiceIQ.org.nz)
- ▶ ServiceIQ has a Schools Advisor based in Christchurch 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’s highly experienced team of training advisors based at the Christchurch office, are actively engaged with industry employers across the region – from Hospitality, Tourism and Aviation through to Retail & Retail Supply Chain and Museums. ServiceIQ had 2,512 trainees registered in the Canterbury region in 2017.
- ▶ In June 2018 ServiceIQ hosted a breakfast event in Christchurch as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



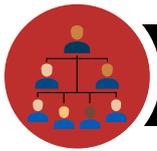
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ is committed to ongoing improvement and continues to review and renew our programme offering according to industry and trainee needs. All qualifications in Hospitality, Tourism & Travel and Retail & Retail Supply Chain are being reviewed in 2018.
- ▶ In 2017 ServiceIQ designed a comprehensive set of [Career Maps](#). The maps show clearly how careers in the industry ladder from entry level roles to management positions. ServiceIQ has developed the career pathways for all the industry sectors – from Aviation, Travel and Tourism through to Museums, Hospitality, Retail & retail supply chain.
- ▶ The ServiceIQ website also outlines the hundreds of fantastic careers to be enjoyed by upskilling on job, earning as you learn, and all without a student loan.



## Increase productivity by developing core skills

- ▶ ServiceIQ 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 Canterbury region, ServiceIQ is working with employers to help trainees complete their qualifications and assist those with specific identified needs.



## Improve business and management capability

- ▶ ServiceIQ has developed [two comprehensive on-job business management qualification 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 offer significant benefits to businesses in the Tourism, Travel, Retail & Retail Supply Chain, Hospitality and Aviation sectors across the country, including Canterbury.
- ▶ 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](mailto: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](mailto:workforcedevelopment@serviceiq.org.nz) or check our website's [Workforce Development page](#).*