

# Roadmap To The Future – Gisborne 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 Gisborne 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 [Gisborne Regional Roadmap](#) was launched successfully on the 16<sup>th</sup> of November 2017 after regional consultation. The participants of the workshops that developed the Roadmap agreed on the following vision:

*The*  
**service sector**  
*generates*  
**SUCCESS**  
*for*  
**local people and  
local businesses**



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

The service sector accounts for 13.8 per cent of the Gisborne region's GDP, 19 per cent of the workforce (4,097 people) and 814 businesses (15 per cent). Service sector employment growth is forecast to lead to over 1,000 job openings in the service sector by 2021.



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

- ▶ ServiceIQ published the Service Career “[Kick-Start](#)er” magazine which was launched publicly in 2017 and inserted in every Sunday Star Times newspaper. It highlights the positive experience of people joining the service sector, career pathways and the careers available.
- ▶ ServiceIQ graduates were presented their Retail and Food & Beverage qualifications at the Mayoral Graduation event in May and local Training Advisor Petrina Sculpher spoke on ServiceIQ’s behalf.
- ▶ A Tairāwhiti Youth Employment Strategy is embedded in the Tairāwhiti Economic Action Plan, launched in 2017.
- ▶ Regional support services for employers and job seekers such as the MSD work brokers that offer a range of support services such as Activity in the Community, Flexi-wage, and assistance to transition into employment. Youth Service providers supports young people aged 16 to 19 to engage in education, training, and work-based learning, and to gain life skills. Examples of these are: Tūranga Ararau Youth Services Gisborne and Te Runanga o Ngati Porou.



## Increase the numbers of able people transitioning to work

- ▶ ServiceIQ is working to increase the number of Gateway opportunities in the Gisborne region, with five schools and 34 students registered in the Gateway programme, primarily at the Warehouse Redshirts and Blueshirts workplaces. ServiceIQ is looking to increase workplaces to Z stations, Countdown supermarkets and New World in 2018/2019.
- ▶ ServiceIQ has a Schools Advisor supporting the delivery of a range of training courses in the region that help students with employment opportunities and its [website](#) has information on engagement with schools, Gateway, career pathways and links to resources.
- ▶ ServiceIQ has developed two brochures specifically for school students entering a tourism career and a hospitality career that provides information to students related to career progression, career pathway mapping, and available qualifications. This resource is being widely distributed to schools.



## Increase access to and engagement with training

- ▶ ServiceIQ has a dedicated Training Advisor actively engaging with local service sector employers. In 2017, 66 trainees completed their ServiceIQ qualification in the Gisborne region.
- ▶ In April 2018 ServiceIQ hosted a breakfast event in Gisborne as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



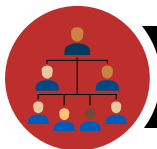
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions to management positions. The ServiceIQ website also outlines the many fantastic careers to be enjoyed in the tourism sector.
- ▶ While ServiceIQ 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 (Gisborne/Tairāwhiti), allows trainees to describe the characteristics, prepare an itinerary for a visit by a tourist group, and promote it to a specific audience. The Māori tourism standards also include elements that can be adapted to specific regions. Programmes that may be tailored for Gisborne include: The NZ Certificate in Tourism (Visitor Experience) Level 3; the NZ Diploma in Tourism and Travel (Level 5 and 6); and the NZ Certificate (Level 4) and Diploma (Level 5) in Tourism Māori.
- ▶ One way to improve employment outcomes is to incorporate soft skills into training programmes. ServiceIQ includes 8 credits of basic customer service within its qualifications and Activate Tairāwhiti's License to Work programme gives young people the core skills they need for the world of work.



## 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 Gisborne workshop participants, 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 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 businesses in the tourism, travel, retail, hospitality and aviation sectors. There are resources around these programmes that are available to Gisborne businesses.
- ▶ In addition, trainees may go on to complete the New Zealand Diploma in Hospitality Management – Level 5.
- ▶ ServiceIQ sponsors many service sector events and awards including the National Secondary Schools Culinary Challenge (NSSCC), the Holiday Parks Conference & Trade Exhibition 2018; the Hotel Industry Food & Beverage Employee of the Year 2018, TAANZ Best Travel Agency Manager-Corporate; 2018, the NZ Tourism Visitor Experience award and the New Zealand Museum Awards 2018.

### 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](#).*