

Roadmap To The Future – Hawke’s Bay Update August 2018

In 2017, ServiceIQ developed 15 Regional Roadmaps focused on the workforce development needs for the future. Here is a snapshot of just some of the initiatives implemented in the last year that also benefit the Hawke’s Bay 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 [Hawke’s Bay Regional Roadmap](#) was launched successfully on the 15th of May 2018 after regional consultation. The participants of the workshop that developed the roadmap agreed on the following vision:

A
**prospering
service sector**
benefits
**Hawke’s Bay
people and businesses**



ServiceIQ continues to make a significant contribution to skills and capability development through the work it does nationwide. The Regional Roadmaps, including Hawke’s Bay, were informed by ServiceIQ’s overarching [Workforce Development Plan](#). This identified six workforce development priorities.

The service sector accounts for 15.4 per cent of the region’s GDP (\$876m) and 22 per cent of the workforce (16,658 people) and 3,267 businesses (18 per cent). Service sector employment growth is forecast to lead to over 5,000 job openings in the service sector by 2021.



Attract and retain people with the right attitude and aptitude

- ▶ The workshop participants asked ServiceIQ to promote service sector careers. ServiceIQ published the Service Career [“Kick-Starter” magazine](#) which was launched publicly in 2017 and inserted in every Sunday Star Times newspaper. It featured stories about trainees working and learning on the job, showcasing the positive experience of people joining the service sector and the opportunities available.
- ▶ 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.
- ▶ In May 2018 industry training graduates were presented with their ServiceIQ qualifications at the ITO Mayoral Graduation event for Hawke’s Bay.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Hawke’s Bay region, supported by the Workforce Engagement team. School students gain unit standards, work experience and make professional contacts that can help open doors. In 2017, ServiceIQ had 76 trainees registered on the Gateway programme in Hawke’s Bay.
- ▶ ServiceIQ has a Schools Advisor who supports the delivery of a range of training courses in the region 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 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.
- ▶ There are a number of youth development schemes in the Hawke’s Bay region, including: Te Taiwhenua O Heretaunga Rangatahi services; Hasting District Council Youth Council and youth team; Youth Employment Pathways; The Duke of Edinburgh’s Hillary award; Outward Bound courses; LIFT youth employability and pastoral support; and Limited Service Volunteers (LSV) programme through MSD. These initiatives all help to create a pipeline of work-ready youth in the region.



Increase access to and engagement with training

- ▶ ServiceIQ has a dedicated Training Advisor, based in Napier, who is actively engaged with industry employers throughout the Hawke’s Bay region - from hospitality, tourism and aviation through to retail and museums; providing advice on qualifications, training material and resources available to develop employees. In 2017, ServiceIQ had 605 registered trainees and 76 businesses were engaged with ServiceIQ, with 329 trainees in the region completing their ServiceIQ qualification.
- ▶ ServiceIQ organises Business Briefings 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 May 2018 ServiceIQ hosted a breakfast event in Napier as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme and launched the Hawke’s Bay Regional Roadmap.



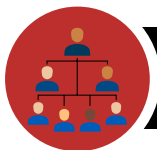
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServicelQ is committed to ongoing improvement and continues to review and renew our programme offering according to industry and trainee needs. All qualifications in Hospitality, Tourism & Travel and Retail are being reviewed in 2018 and industry will be involved in these reviews to ensure that the industry needs are central to the qualifications.
- ▶ In 2017 ServicelQ designed a comprehensive set of [Career Maps](#) showing how careers in the industry ladder from entry level roles to management positions. ServicelQ has developed the career pathways for aviation, travel and tourism, museums, hospitality, retail and 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

- ▶ ServicelQ supports the [Employability skills framework](#) that identifies the common skills and attributes employers want in their staff. ServicelQ believes that this framework helps prepare applicants for the service sector workforce and increase employer confidence when hiring new people.
- ▶ ServicelQ 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 needs.



Improve business and management capability

- ▶ ServicelQ has developed [two business management programmes](#), the NZ Certificate in Business (Introduction to Team Leadership) Level 3 and NZ Certificate in Business (First Line Management) Level 4, designed to benefit a wide range of businesses in the tourism, travel, retail, hospitality and aviation sectors.
- ▶ In addition, trainees may go on to complete the New Zealand Diploma in Hospitality Management – Level 5.
- ▶ ServicelQ's local Training Advisor works alongside the Hawke's Bay Chamber of Commerce on initiatives that support businesses to work together and share information in the region.

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](#).