

Roadmap To The Future – Manawatū-Whanganui 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 Manawatū-Whanganui 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 [Manawatū-Whanganui Regional Roadmap](#) was launched successfully on the 6th of December 2017 after regional consultation. The participants of the workshop that developed the roadmap agreed on the following vision:

The
service sector
works together to support
youth, staff
and
businesses
to build a better
Manawatū
Whanganui



ServiceIQ continues to make a significant contribution to skills and capability development through the work it does nationwide. The Regional Roadmaps 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 16.5 per cent of the Manawatū-Whanganui's GDP (\$1,427m), 23.6 per cent of the workforce (26,225 people) and 4,407 businesses (17.2 per cent). Service sector employment growth is forecast to lead to over 7,207 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. 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.
- ▶ Manawatū-Whanganui stories included [Beau Richardson](#), Assistant Manager at the Rockshop in Palmerston North where he has worked for over 5 years. Having gained the NZ Certificate in Retail (Level 4) Beau was also the regional nominee for the ServiceIQ Retail Professional NZ Award in 2014.
- ▶ 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 is developing relationships with Workbridge whose mission is to “enable people with disabilities to participate and experience equal opportunities in the labour market”, to help reduce barriers to employment for people with disabilities, injury or illness.
- ▶ 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.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Manawatū-Whanganui region; supported by a Workforce Engagement Advisor; where school students gain unit standards and make professional contacts that can help open doors. In 2017, ServiceIQ was engaged with 13 schools in the region and had 187 trainees registered on the Gateway programme.
- ▶ ServiceIQ also has a Schools Advisor in the region 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.
- ▶ To give youth a voice, Manawatū Chamber of Commerce launched a Manawatū Young Chamber Board in March 2018 with the purpose to link the youth within the community with the business community and the Palmerston North Youth Council is a Council initiative aimed at young people.



Increase access to and engagement with training

- ▶ ServiceIQ has a team of Training Advisors actively engaged with industry employers across the region – from hospitality, tourism and aviation through to retail and museums. In 2017, 427 trainees completed their ServiceIQ qualification in the Manawatū-Whanganui region.
- ▶ In May 2018 ServiceIQ hosted a breakfast event in Palmerston North as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.
- ▶ The Manawatū Chamber of Commerce has introduced the Work Ready Passport for youth which provides a pathway for school students to work. The skills are designed to equip youth with the right attitude and experience for work.



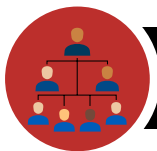
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ is committed to ongoing improvement and continues to review and renew its programme offering according to industry and trainee needs. All qualifications in Hospitality, Tourism, Travel and Retail & Retail Supply Chain are being reviewed in 2018.
- ▶ ServiceIQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions 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 and its website also outlines the many fantastic careers to be enjoyed in the service sector.



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 Manawatū-Whanganui 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 a “Colour Accounting” programme with BDO specifically for SMEs with workshops around the country. Information on this programme can be found [here](#).
- ▶ ServiceIQ has developed [two business management programmes](#), the NZ Certificate in Business (Introduction to Team Leadership) Level 3 and NZ 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.
- ▶ 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](#).