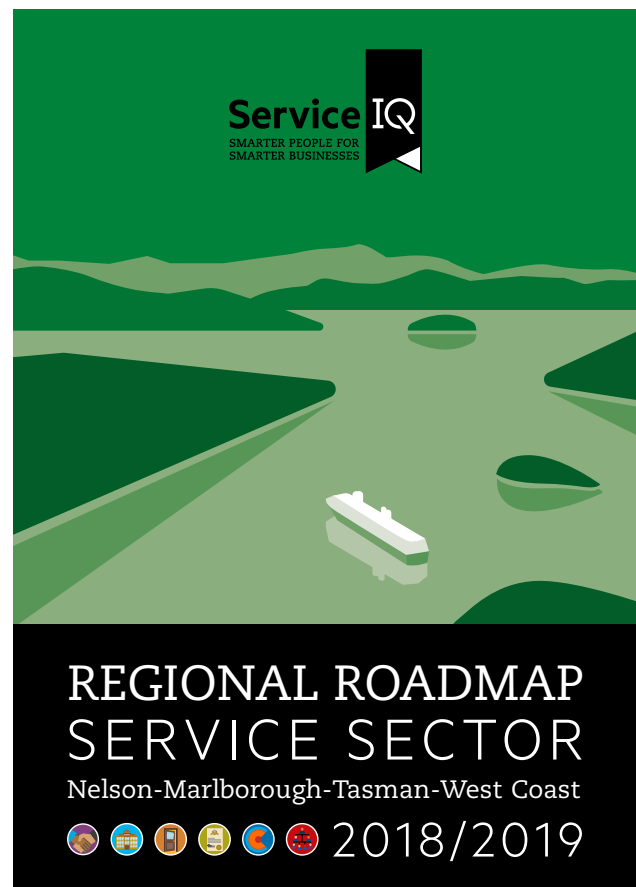


Roadmap To The Future – Nelson-Marlborough-Tasman- West Coast Update August 2018

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 Nelson-Marlborough-Tasman-West Coast 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 [Nelson-Marlborough-Tasman-West Coast Regional Roadmap](#) was launched successfully on the 3rd of May 2018 after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

————— *Service in* —————
**Nelson-Marlborough
Tasman-West Coast**
————— *is an* —————
**authentic
New Zealand
experience**
————— *provided by* —————
high calibre staff



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 workforce development priorities which crystallise the focus for each region.

The service sector accounts for 16.5 per cent of the region's GDP, 25.4 per cent of the workforce (23,964 people) and 4,520 businesses (19.3 per cent). Service sector employment growth is forecast to lead to over 8,000 job openings in the service sector by 2021.



Attract and retain people with the right attitude and aptitude

- ▶ ServiceIQ published the Service Career “[Kick-Starter](#)” magazine which was launched publicly in 2017 and inserted in every Sunday Star Times newspaper, showcasing the positive experience of people joining the service sector and the opportunities available.
- ▶ Nelson-Marlborough-Tasman-West Coast stories included stories about: [Travis Riley](#) who has risen to the position of Store Supervisor in Nelson after gaining the NZ Certificate in Distribution (Level 3) qualification; and Liz Davies who is the CFO and Human Resources Manager at [Cold Storage Nelson](#). Liz has a special interest in developing people’s skills to boost their job satisfaction and business success and has put 12 staff through the NZ Certificate in Distribution (Level 3).
- ▶ ServiceIQ has Business Briefings to both inform businesses about the benefits of staff training, and to 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 Blenheim as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme and launched the Nelson-Marlborough-Tasman-West Coast Regional Roadmap.
- ▶ ServiceIQ’s has developed action plans for ServiceIQ Māori learners and Pasifika learners, and for learners with literacy and numeracy needs. ServiceIQ is also working with people that wish to retrain following careers in other fields. An example from the Nelson region is Mark Quinney who retrained for the NZ Certificate in Tourism (Visitor Experience) Level 3 following a teaching career.
- ▶ In May 2018 22 trainee graduates were presented with their ServiceIQ qualifications at the ITO Mayoral Graduation event held in Blenheim.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Nelson-Marlborough-Tasman-West Coast region, where school students gain unit standards, work experience and make professional contacts that can help open doors; supported by ServiceIQ’s new Workforce Engagement team.
- ▶ ServiceIQ 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.
- ▶ 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.



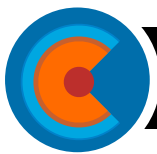
Increase access to and engagement with training

- ▶ ServiceIQ’s Training Advisors, including a Nelson based advisor, are actively engaged with industry employers across the region – from hospitality, tourism and aviation through to retail and museums.
- ▶ In 2017, 702 trainees completed their ServiceIQ qualification in the Nelson-Marlborough-Tasman-West Coast region (185 in Nelson, 352 in Marlborough, 95 in Tasman, and 70 in the West Coast).
- ▶ 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.



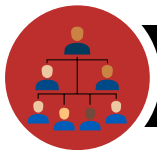
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ 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 will involve industry consultation.
- ▶ ServicelQ offers [online short courses](#) and so far 30,000 people have upskilled themselves with these courses. ServicelQ has also developed cookery and hospitality online learning resources to supplement printed material for school students wishing to transition into service sector related employment.
- ▶ 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, tourism and travel, 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 has a strong focus on improving the core skills of those working in the service sector. The workshop participants noted that core skills are an issue in the Nelson-Marlborough-Tasman-West Coast regions with low core employability skills. 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, designed to benefit 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.

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](#).