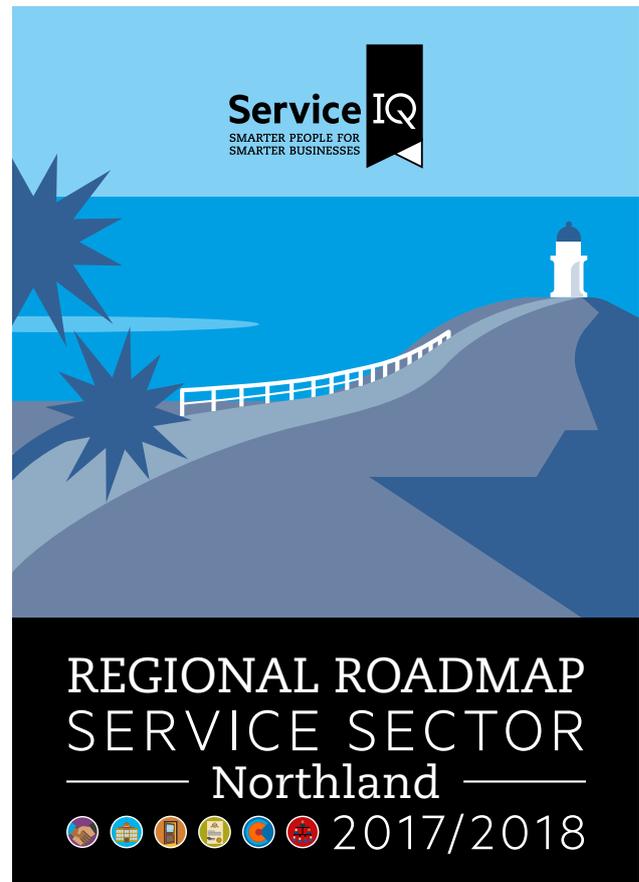


# Roadmap To The Future – Northland Update August 2018

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 Northland 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 [Northland Regional Roadmap](#) was launched successfully on the 2<sup>nd</sup> of May 2017 after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

**A skilled  
service sector  
means  
Northland  
is a  
great place to live  
and a  
great destination**



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

In 2017, the service sector contributed 13 per cent of the GDP for the region and accounted for 23 per cent of the workforce (15,671 jobs) with employment growth forecast to lead to approximately 4,226 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 around the country, showcasing the positive experience of people joining the service sector and the opportunities available
- ▶ Local Northland success stories include [Jessica Keiller](#) at Noel Leeming in Whangarei who is an assistant manager at Noel Leeming with a staff of 30. Jessica completed the Level 2 New Zealand Certificate in Retail with ServiceIQ, went on to complete the New Zealand Certificate in Retail (Level 4) and is now a store manager with Torpedo7.
- ▶ 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.



## Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Northland region where school students gain unit standards and make professional contacts that can help open doors. ServiceIQ now has a Workforce Engagement Advisor based in Whangarei, supporting Gateway. In 2017, ServiceIQ was engaged with 23 Northland schools with 181 trainees registered in 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, its [website](#) has information on engagement with schools, Gateway, career pathways and links to resources.
- ▶ ServiceIQ has been broadening its engagement with Northland schools. A cluster meeting, workshop and seminar for Māori cultural tourism teachers was held at Waiheke Island, attended by a number of Northland teachers. ServiceIQ has been in negotiation regarding possible Northland tourism camps for secondary students starting in 2019.



## Increase access to and engagement with training

- ▶ ServiceIQ has a Training Advisor actively engaged with industry employers across the region – from hospitality, tourism and aviation through to retail and museums. In 2017, 404 trainees completed their ServiceIQ qualification in the Northland region ServiceIQ had 649 registered trainees in 100 workplaces.
- ▶ In April 2018 ServiceIQ hosted a breakfast event in Whangarei as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



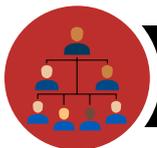
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServicelQ 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 are being reviewed in 2018.
- ▶ ServicelQ developed [Career Maps](#) during 2017 for students and trainees to promote careers in the Service Sector from entry level positions to management positions, with career pathways for all the industry sectors – from aviation, travel and tourism through to museums, hospitality, retail and retail supply chain. 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 Northland region with low qualification levels. 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. These programmes are designed to benefit a wide range of businesses in the tourism, travel, retail, hospitality and aviation sectors. There are resources around these programmes that are available to Northland businesses.
- ▶ 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](mailto: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](mailto:workforcedevelopment@serviceiq.org.nz) or check our website's [Workforce Development page](#).*