

Roadmap To The Future – Queenstown-Lakes 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 Queenstown-Lakes 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 Queenstown-Lakes Regional Roadmap](#) was launched successfully on the 18th of May 2017, after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

Queenstown-Lakes
— *is a* —
world-class resort town
— *offering* —
world-class service.



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

Queenstown-Lakes is promoted as the Southern Hemisphere's premier all-seasons lake and alpine resort. The service sector is responsible for delivering an exceptional visitor experience, therefore growing and developing the service sector workforce is vital.



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. This kind of marketing showcases the positive experience of people joining the service sector and the opportunities available.
- ▶ Service IQ has developed [360° video experience apps](#), a fantastic virtual tour of discovery exploring some of the most exciting careers around the service sectors including tourism, aviation, retail and hospitality.
- ▶ ServiceIQ were one of four service sector ITOs that formed the advocacy body “At Your Service Aotearoa” in 2017 which commissioned a report from BERL setting out the economic contribution of the service sectors in New Zealand and the need for 200,000 workers to fill existing and new jobs by 2020.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has a large Gateway programme operating in the Otago and Southland regions (including Queenstown-Lakes) at 25 schools. To date there has not been a large uptake in the Queenstown region for service sector places, particularly as the region is heavily reliant on overseas workers to fill service sector positions.
- ▶ One of ServiceIQ’s Schools Advisor works with two schools in the Queenstown-Lakes region: Wakatipu High School (Queenstown) and Mt Aspiring College (Wanaka) and its [website](#) has information on engagement with schools, Gateway, career pathways and links to resources.



Increase access to and engagement with training

- ▶ ServiceIQ has a dedicated Training Advisor based in Queenstown, who is actively engaged with industry employers across the region – from Hospitality, Tourism and Aviation through to Retail & Retail Supply Chain and Museums. ServiceIQ had 733 trainees registered in the region in 2017.
- ▶ [Bidfood](#) in Queenstown has had great results in the past year with excellent growth, increased customer satisfaction and lower job turnover. Due to a talented team increasing their industry expertise and business acumen on-job with ServiceIQ qualification programmes
- ▶ In June 2018 ServiceIQ hosted a breakfast event in Queenstown as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



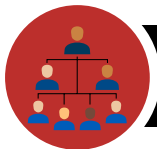
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServicelQ is committed to ongoing improvement and continues to review and renew our programme offering according to industry and trainee needs. All qualifications in Hospitality, Tourism, Travel and Retail & Retail Supply Chain are being reviewed in 2018.
- ▶ ServicelQ developed a comprehensive set of [Career Maps](#) for students and trainees during 2017 to promote careers in the service sector from entry level positions to management positions. ServicelQ has developed the career pathways for all the industry sectors – from Aviation, Travel and Tourism through to Museums, Hospitality, Retail & Retail Supply Chain.
- ▶ The ServicelQ website also outlines the hundreds of fantastic careers to be enjoyed in the Retail & Retail Supply Chain, Hospitality, Travel and Tourism, and Aviation sectors. It is noted that while ServicelQ operates at the national level there is scope within the qualification design for regions to customise their qualifications and programmes to the specific region. For example, Unit 24733: Describe and promote a New Zealand tourist destination (Queenstown-Lakes), allows trainees to describe the characteristics, prepare an itinerary for a visit by a tourist group, and promote it to a specific audience.



Increase productivity by developing core skills

- ▶ ServicelQ 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 Queenstown-Lakes region, 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 & Retail Supply Chain, Hospitality and Aviation sectors. There are resources around these programmes that are available to Queenstown-Lakes 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

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](#).