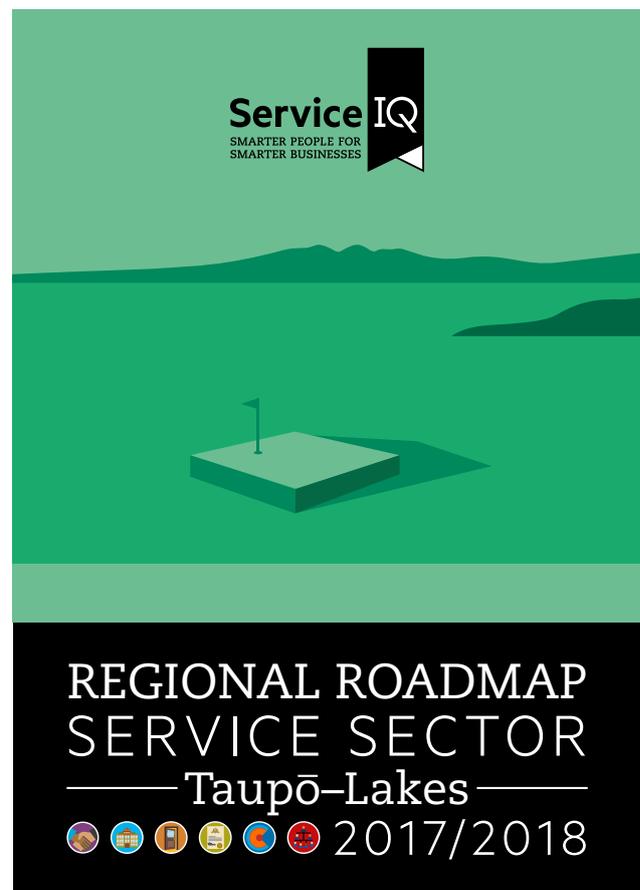


# Roadmap To The Future – Taupō-Lakes Update August 2018

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 Taupō-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 [Taupō-Lakes Regional Roadmap](#) was launched successfully on the 13<sup>th</sup> of June 2017 after regional consultation. The participants of the workshops that developed the roadmap agreed on the following vision:

— *One* —  
**visitor experience**  
*When the*  
**Taupō-Lakes**  
**service sector**  
**works together,**  
**everyone**  
— **wins** —



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

The Taupō-Lakes service sector employs 29 percent of the workforce with 5,227 people. Employment is forecast to grow to 5,540 jobs by 2022 and with and over 1,500 job openings forecast in the next five years, the region relies on attracting and retaining people to sustain the tourism economy.



## 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. The Kickstarter magazine 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. ServiceIQ will continue to work with local business to identify ambassadors and champions.
- ▶ ServiceIQ is sponsoring the 2018 Stella Awards Taupō which is a customer experience training programme developed and administered by Towncentre Taupō and the Taupō District Chamber of Commerce and Industry. The winners will be announced at a special dinner event on the 24<sup>th</sup> of August 2018.
- ▶ ServiceIQ has developed [360° video experience apps](#), a fantastic virtual tour of discovery exploring some of the most exciting careers in Tourism, Aviation, Retail & Retail Supply Chain and Hospitality.



## Increase the numbers of able people transitioning to work

- ▶ ServiceIQ offers a range of Gateway programmes operating in the Taupō-Lakes region, supported by the Workforce Engagement team, where school students gain unit standards and make professional contacts that can help open doors. This includes Red/Blue shirts Warehouse Gateway programmes and a new initiative with Progressive Enterprises in Taupō (Countdown Seeds Programme),
- ▶ ServiceIQ also has a Schools Advisor supporting 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 been in negotiation with the local iwi for developing a camp in Taupō but this needs further development. Other initiatives for camps in the region include discussions with the Ruapehu District Council and in Taumarunui.



## Increase access to and engagement with training

- ▶ ServiceIQ has a dedicated Training Advisor actively engaged with industry employers across the region – from Hospitality, Tourism and Aviation through to Retail & Retail Supply Chain and Museums. In 2017 ServiceIQ had 362 registered trainees in the region operating at 47 businesses.
- ▶ In May 2018 ServiceIQ hosted a breakfast event in Taupō as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme.



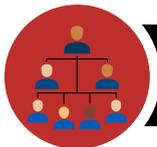
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ 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 & Retail Supply Chain 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. ServicelQ 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

- ▶ 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 Taupō-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 Taupō-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](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](#).*