

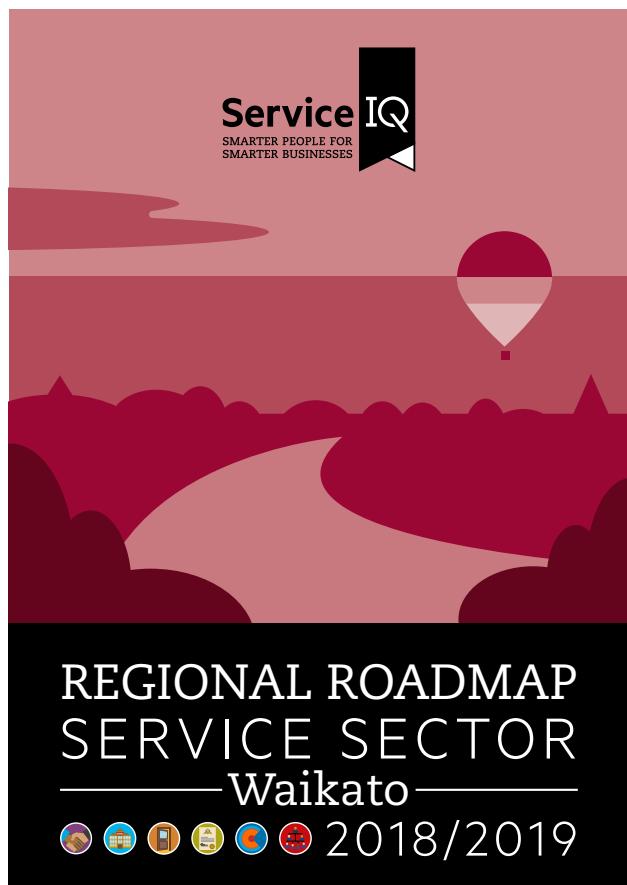
Roadmap To The Future – Waikato Update August 2018

In 2017, ServicelQ developed 15 Regional Roadmaps focused on the workforce development needs for the future. Here is a snapshot of some of the initiatives ServicelQ has implemented in the last year that benefit the Waikato 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 to help the region prepare and prosper.

The [Waikato Regional Roadmap](#) was launched successfully on the 8th of May 2018 after regional consultation. The participants of the workshop that developed the roadmap agreed on the following vision:

— Waikato's —
**world class
customer experience**
— *is delivered by a sector that* —
rewards training
— *and* —
hard work



ServicelQ continues to make a significant contribution to skills and capability development through the work it does nationwide. The Regional Roadmaps, including Waikato, were informed by ServicelQ's overarching [Workforce Development Plan](#). This identified six workforce development priorities.

The service sector accounts for 14.1 per cent of the region's GDP (\$2,746m), 22.7 per cent of the workforce (46,369 people) and 8,846 businesses. Service sector employment growth in Waikato is forecast to lead to over 15,000 job openings in the service sector by 2021 therefore growing and developing the workforce is essential.



Attract and retain people with the right attitude and aptitude

- ▶ ServicelQ 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.
- ▶ Waikato success stories include Kathryn Parsons and Karen Payne who are running the [Cambridge Museum](#) following the gaining of the NZ Certificate in Museum Practice (Level 4) and Hamilton based [Cater Plus](#) where 58 staff are upskilling on-job with ServicelQ programmes including: New Zealand Certificate in Catering (Level 3) in Café or Food Service strands, NZ Certificate in Business (Level 4), NZ Catering Apprenticeship (Level 4), and NZ Diploma in Hospitality (Level 5).
- ▶ ServicelQ 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

- ▶ ServicelQ offers a range of Gateway programmes operating in the Waikato region, supported by the Workforce Engagement team. School students gain unit standards, work experience and make professional contacts that can help open doors. In 2017, ServicelQ had 407 trainees registered on the Gateway programme in the Waikato region. Future Foodies is a new Gateway programme commencing in Term 3 2018 at five New World supermarkets in Waikato.
- ▶ ServicelQ 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.
- ▶ ServicelQ supports the Vocational Pathways that provide new ways to achieve NCEA and develop pathways that progress to further study, training and employment. Students can show how their learning and achievement is valued in the workplace by aligning learning to the skills needed for industry. The Services Industries Pathway is the Blue Path of the Vocational Pathways.



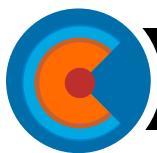
Increase access to and engagement with training

- ▶ ServicelQ’s Regional Training Advisors are actively engaged with industry employers across the region – from hospitality, tourism and aviation through to retail and museums, advising on qualifications, training material and resources available to help develop employees. In 2017, 427 trainees completed their ServicelQ qualification in the Waikato region.
- ▶ ServicelQ organises Business Briefings to both inform businesses about the benefits of staff training, and get feedback from business leaders, regional development agencies and employers about the strategic direction of the organisation. In May 2018 ServicelQ hosted a breakfast event in Hamilton as part of its 2018 Business Briefing series, with a ‘Transition to Work’ theme and launched the Waikato Regional Roadmap.
- ▶ In February 2018, ServicelQ along with 10 other ITOs signed an historic agreement (Kawenata) with Waikato Tainui, designed to encourage more people into industry training. Waikato Tainui CEO Donna Flavell says “the agreements are designed to give their people options so that they are able to arm themselves with the skills that they require, to stand proudly as their future parents and leaders”.



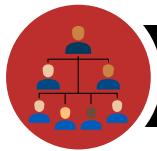
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ is committed to ongoing improvement and continues to review and renew 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 and will involve industry consultation.
- ▶ In 2017 ServiceIQ designed a comprehensive set of [Career Maps](#) showing how careers in the industry ladder from entry level roles to management positions. ServiceIQ has developed the career pathways for Aviation, Travel and Tourism, Museums, Hospitality, Retail & Retail Supply Chain and its website also outlines the many fantastic careers to be enjoyed in the service sector.
- ▶ ServiceIQ offers [online short courses](#) and so far 30,000 people have upskilled themselves with these courses. ServiceIQ has also developed cookery and hospitality online learning resources to supplement printed material for school students wishing to transition into service sector related employment.



Increase productivity by developing core skills

- ▶ ServiceIQ 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 Waikato 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 [two business management programmes](#), the NZ Certificate in Business (Introduction to Team Leadership) Level 3 and NZ 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.
- ▶ 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](#).