

Service  
IQ

# SERVICE CAREER *Kick-Start*er

*Earn as you learn and qualify for a great career  
in New Zealand's booming service industry*



*Ever since you  
can remember,  
you enjoyed  
helping people*

*Bringing happiness to others*

*You earn and learn and  
make a living doing just that*

*You show people the sights,  
the must-sees, the don't misses,  
the look-at-thats*

*You fly there, be here, sell,  
lead, and point the way*

*You create, make plans,  
brew a coffee, deliver, serve,  
clear the way and save the day*

*You don't do it to be thanked.  
But guess what?  
People thank you anyway*

*You are part of an industry  
of human happiness.*



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## Your great service adventure starts here...come on in!

**WELCOME** to your very own guide to getting an education, experience and earning at the same time with a great job or career in New Zealand's booming service industry.

Last year's ServiceIQ Career Kick-Starters helped thousands of students like you discover a huge range of exciting possibilities. Now we're back with a new issue with more helpful information, incredible career stories, answers to your big questions, and heaps more.

These days, New Zealand's service sectors of tourism, hospitality, aviation, travel, retail and retail supply chain (sometimes known as distribution) are among the fastest growing and offer you some of the biggest opportunities for great jobs and careers.

Even better, you get to earn as you train on the job and qualify. Pretty much all of these sectors are always looking to recruit talented people. People just like you who love helping others, have a great attitude, and want to work in an industry that creates happiness for Kiwis and visitors.

Every day of the year, the giant industry serves New Zealanders, the New Zealand economy, and it can serve you too. There's heaps to discover, so why wait around. Dive on in!

### Earning and learning on the job avoids debt

You can get an education and qualifications by learning at university or polytechnic, which could leave you carrying a debt from a student loan for years. Who wants that?

On the other hand, you can get an education plus valuable experience plus qualifications by learning, earning and crafting a career on the job. It's that simple and you come out on top.

If you choose the on-job route, which includes apprenticeships, you get everything you need – valuable skills, knowledge, real experience, a career on track, and money in the bank. Perfect.



### A bit about ServiceIQ

ServiceIQ can help you. We're New Zealand's official Industry Training Organisation (ITO) for the tourism, travel, retail supply chain, hospitality, aviation and museum service sectors.



Our team of experts set the national qualification standards, and research, write and design the on-job training programmes and learning material that help you train and qualify on the job, in hundreds of different roles and at different levels of skill across our sectors.

Our Schools Transition team works with your teachers to help you as a student to get the knowledge and unit standards to help open doors to a job and career, when you leave school.

And when you get the job, we're there for you too. We offer industry employers a range of training programmes so that when you're an employee, you can get the skills you need to go from new recruit all the way to management.



## Love earning & learning

Many talented New Zealanders all over the country have used ServiceIQ's on-job qualification training programmes to gain an education, experience and expertise to kick-start a super successful career. Here's what just a few have to say.



*"It feels amazing to have completed ServiceIQ's business management qualification on the job."*

*"It's realistic, relevant and useful. Instead of learning theory and case studies in a text book that you might not get to use, this programme and the skills you learn and apply in a real work situation are guaranteed to help you do your job well."*

**LIALIAI SEMISI**, Store Manager at Ziera



*"Everything I achieved at school I achieved in my last year. I took hospitality. I liked it. I carried on with it. And it all went from there. Life changed for me..."*

**ASH WADE**, professional chef at luxury Australian resort and award-winning ServiceIQ Apprentice Chef.



*"I'd say training on the job is absolutely amazing. I'm someone who hasn't been in debt and never wants to be. I've got savings, KiwiSaver, and career prospects. With university, you can't guarantee you'll get a job at the other end. Even if you might not get a job when you finish the cadet course, you'll still have gained skills and work experience that look good on a CV, and you're not left with a loan to repay."*

**JOSH ENGLIN**, cadet at Christchurch Airport's airBRIDGE programme



*"I love the passion you put into creating dishes for guests. When you put your mind to it you can really succeed. It's not an easy job but it's very satisfying and I work for the joy of it."*

**ELIESA SIME**, chef at Auckland Airport's Novotel hotel



*"You can always work your way up in hospitality. If you can do the job and you have the passion, you're pretty much home free. There are always people who can help you and you can train and gain your qualifications earning as you learn. It can be a real career for life."*

**ELLA BLAKE**, from Front Office Manager to Marketing Manager, Bolton Hotel.



*"I really enjoyed learning and earning on the job. Your skills can be tailored to your employer's requirements, and you become a bit more valuable. I owe a lot to the experts with years of experience who helped and supported me to develop my skills and knowledge."*

*"The biggest thing I've learned is that trades and services are overlooked quite easily, and instead, we are brought up with university as the focus. University wasn't for me. Instead, my apprenticeship jump-started my career and took me places I didn't think I'd ever get to."*

**JARROD WOOD**, Air New Zealand Aircraft Engineer and gold medal winner – aircraft engineering – WorldSkills international competition in Dubai 2017



# Tourism & travel

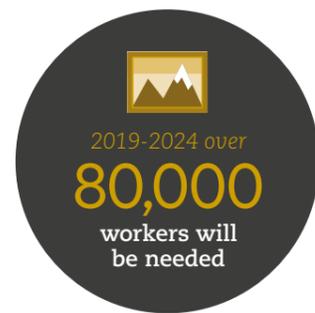
***You'll go places with a great career in tourism and travel.***

When you choose the fun and exciting tourism and travel industry, you'll join Aotearoa's leading export earner that's growing even bigger as more visitors come to experience our stunning scenery and unique manaakitanga. That means a lot more jobs and careers for people passionate about taking care of customers and showing off the best we have to offer. Sound like you?

Te Kahurangi Webster - Marae Stay Guide, Tamaki Māori Village

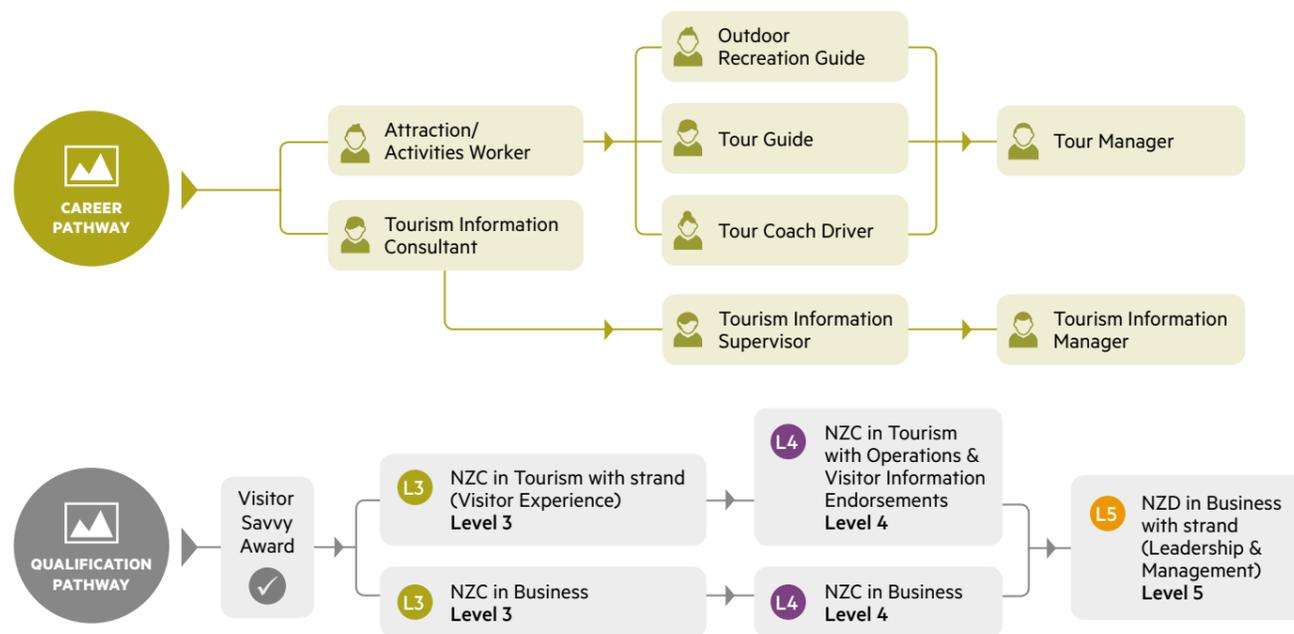
# Tourism & travel Career pathways

You can find yourself working in great roles in all kinds of amazing places, from New Zealand’s fantastic tourist attractions, hotels, hostels, i-SITE visitor centres, to tour companies, adventure tourism businesses, tourism retail shops, museums, Māori cultural attractions and more.

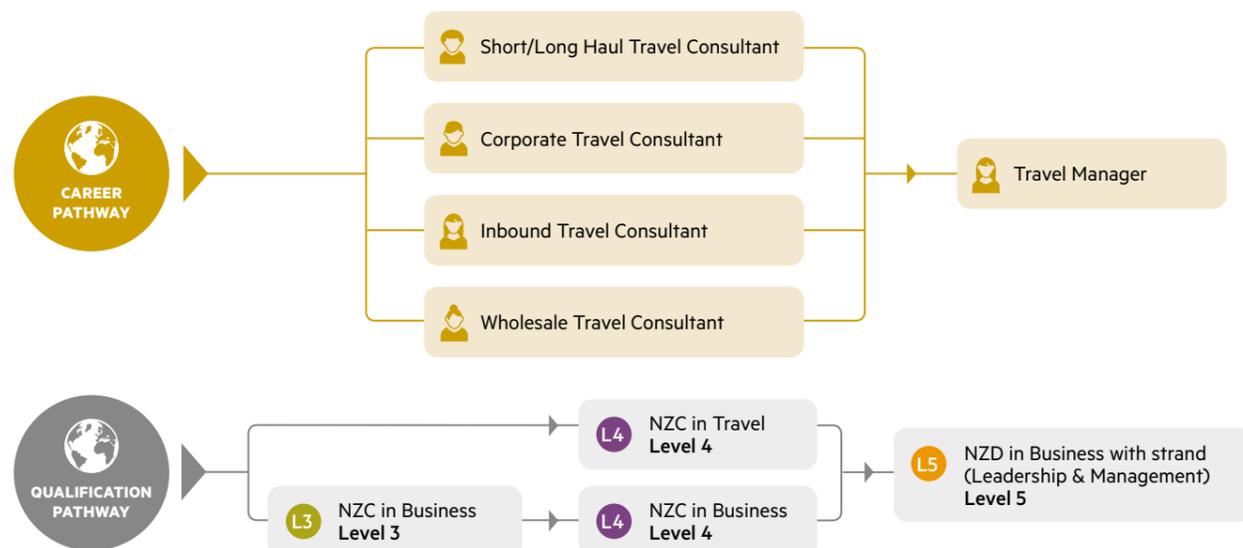


Source: Infometrics New Zealand

## TOURISM



## TRAVEL



# All the world’s a stage

NEW ZEALAND CERTIFICATE IN TOURISM

**Gert Taljaard**

Polynesian Spa Chief Executive Officer Gert Taljaard knows that creating a memorable visitor experience is more like theatre. The venue is the stage, the staff are the actors, and the audience are the visitors. Bring them all together brilliantly and magic happens. And that’s exactly what is on show at one of the world’s most famous luxury thermal attractions.

**G**ert grew up in Pretoria, South Africa. At age 19, he started a three-year management development programme with Protea Hotels by Marriott, one of the country’s leading hotel chains. His first job was on reception.

“When you work at the front desk, you need to remember you’re on stage. The worst can be happening behind-the-scenes, but out front everything needs to be hunky dory. No flapping around. Always calm and attentive to your customers,” says Gert. Hospitality and tourism provided him with the chance to play to his outgoing personality.

“I really enjoy creating something enjoyable that will remain with people through their life.”

Gert reached executive level in South Africa’s hotel industry and, in 2011, he moved to New Zealand where he worked for Auckland’s Carlton Hotel. He then became General Manager for Sudima Auckland and Sudima Lake Rotorua Hotel.

In 2015, he dived in at Rotorua’s Polynesian Spa: “It’s an icon in New Zealand, a beautiful brand with a great story around how it started, and the amazing role it has played in the city and community,” says Gert.

Like his own career, professional development is key to excellent standards and success. This calls for quality training across the spa site, something Gert has a sixth sense for after years of hotel training.

In 2016, he started upskilling his people on-job with ServiceIQ’s New Zealand Certificate in Tourism (Visitor Experience) – Level 3 programme. As well as solid customer service skills, the training gives the team the ability to sell not just the Spa but also the wider region.

“This programme is a lot more than just the importance of a smile,” says Gert. “It covers all the essentials, from customer service to regional tourism knowledge, and embraces the spirit of hospitality in line with Manaakitanga, a central concept in New Zealand’s tourism strategy.

“We were also able to provide the team with a real qualification that they can use to grow their career. It’s something they can take with them and use if they leave us.

“It’s something we’re really proud of, it’s appreciated, and we will continue doing it to maintain our standards,” says Gert.

Polynesian Spa deserves a standing ovation. ■





## Hooked on tourism!

NEW ZEALAND CERTIFICATE IN TOURISM WITH OPERATIONS  
AND VISITOR INFORMATION ENDORSEMENTS

### Renée Bennett-Shields

ServicelQ's on-job training programmes are a good fit for Renée Bennett-Shields, manager of Nelson Tasman's thriving i-SITE information office. In summer, she manages up to 13 staff looking after around 1500 visitors a day, plus she's flat-out leading the marketing, communications and retail side of the non-stop seven-day a week operation.

She's working to achieve a financially sound business while striving to offer more than her biggest competitor can. Oh, by the way, that competitor is Google.

"It's really challenging in this digital age where everyone does their holiday research online and pay for what they're going to do before they arrive here," says Renée.

"Our business model relies on visitors coming in and getting great recommendations from our expert consultants who have a deep knowledge of the region. It's the best way to discover its secrets.

"We also give visitors a far better idea of what to do and see because our advice is tailored to each person's interests. We just want to cover our costs so that we can provide customers with an amazing service and a great experience they'll always remember."

While her team help tourists go on stunning journeys, Renée's journey to becoming manager of the i-SITE is no less exciting.

She grew up in Nelson surrounded by a family of deep-sea fishing professionals and was attracted to the ocean too. She started in the industry with an after-school job shucking mussels at Nelson's Sealord factory, and then went full-time at age 16, mastering every role she could before steaming out into the big blue water for over two years of deep-sea fishing.

"It was incredibly challenging and character-building," she says.

Back on shore, she continued earning and learning, becoming an expert in everything from training fish trimmers, driving forklifts, gaining a heavy vehicle driver license, quality control for apple picking, to maître d' of an upscale restaurant.

Then five years ago she fell into Nelson's thriving tourism scene with a consultant role at the i-SITE.

"It's been the most enjoyable time I've ever had in a job. I found out that I thoroughly enjoy customer service, talking with people and helping them to discover and enjoy everything our region offers. Part of me wishes I'd got into tourism ten years ago but the

experiences I had in my other roles are what shaped me into the person I am today."

Renée was promoted to manager and, training on-job, she has achieved the New Zealand Certificate in Tourism with Operations and Visitor Information Endorsements – Level 4.

The ServicelQ programme is tailor-made for people in her role and covers all the essentials of tourism knowledge, i-SITE systems, relevant legislation, administration, sales, social media, promotion, and more. ServicelQ's regional Training Advisor Robbie Mitchell was on hand to answer any questions.

"It was great to gain a formal qualification and I enjoyed doing it a lot more than I thought I would. Robbie was absolutely fantastic and was always there in a flash."

The inspiring young leader, and mother of two, is a strong advocate for developing talent on the job.

"I'm a firm believer in bringing people up in the business, training and empowering them. I'm lucky enough to have a boss who can see the potential in me. Even though I can't see it myself which sometimes makes me feel like I'm in over my head," she laughs.

For her next challenge, Renée is completing the New Zealand Certificate in Retail Management Level 4 to help her boost the i-SITE's shop sales. Then she'll go on to refine her leadership and management skills with the New Zealand Certificate in Business (First Line Management) – Level 4 qualification.

A career in tourism is a lot of fun, says Renée.

"I absolutely recommend it! Many people in the industry are usually really passionate about what they do and that's infectious. We're creating some of the best memories about New Zealand for our visitors to take home. What we do and say is going to inform their impression of our country and that makes it a pretty powerful role too." ■





## Climb every mountain

SERVICEIQ FOOD AND BEVERAGE APPRENTICESHIP

### Shakira Kalksma

Like many young people attracted to a career in tourism, Shakira Kalksma knew, when she was studying the subject at school, that the exciting industry presented her with the perfect adventure. She just didn't know where or what kind of role she'd land in the dazzling world spanning everything from outdoor pursuits to retail and hospitality.

**T**oday, she's literally made it to the top of the tourism mountain with a fantastic position as Food & Beverage Supervisor at Skyline Queenstown, New Zealand's internationally-acclaimed attraction that hosts a staggering 925,000 visitors a year.

Shakira discovered the opportunities available in the hospitality side of tourism when she got her first job with Skyline as an attendant at the attraction's café and restaurant, six years ago.

"I didn't know what to expect from the role, but I really wanted to get into tourism and this was a great way to start my career," says Shakira.

From day one, she was determined to learn as much as she could: greeting guests front of house, table service for thousands of diners enjoying a meal and majestic views from the attraction's popular Market Kitchen café, and much more.

Spotting her potential, her employer gave her the chance to advance her career with an apprenticeship to gain an industry-recognised qualification, the New Zealand Certificate in Food & Beverage – Level 4.

"They really appreciated my hard work and wanted to grow me in the company. It was an amazing offer and a tremendous vote of confidence," she says.

The apprenticeship, that helps aspiring hospitality trainees gain the knowledge and know-how they need to run the show effectively, covers bar and restaurant sales, specialist wine knowledge and menu matching, stock control, advanced restaurant service and staff supervision, health, safety and security practices, food safety, legal compliance for a licenced premises, and more.

Shakira successfully completed the apprenticeship in only two years. She says she was impressed at just how direct and easy it was to learn and upskill on the job – the last time she'd studied was at a tertiary institution for her Diploma in Tourism.

"For me, the apprenticeship was a better way to learn because you put what you're learning into action. Sometimes when I read something it would go straight out the window, but when I apply the information, I retain it."

Market Kitchen Manager Steven Wallace and ServiceIQ hospitality training advisor Andrea Gibson were a huge help in guiding her through the programme, answering questions, marking her assessments and mentoring her progress, says Shakira.

"Everyone has been amazing. They're so supportive it feels like one big family. I genuinely love working here."

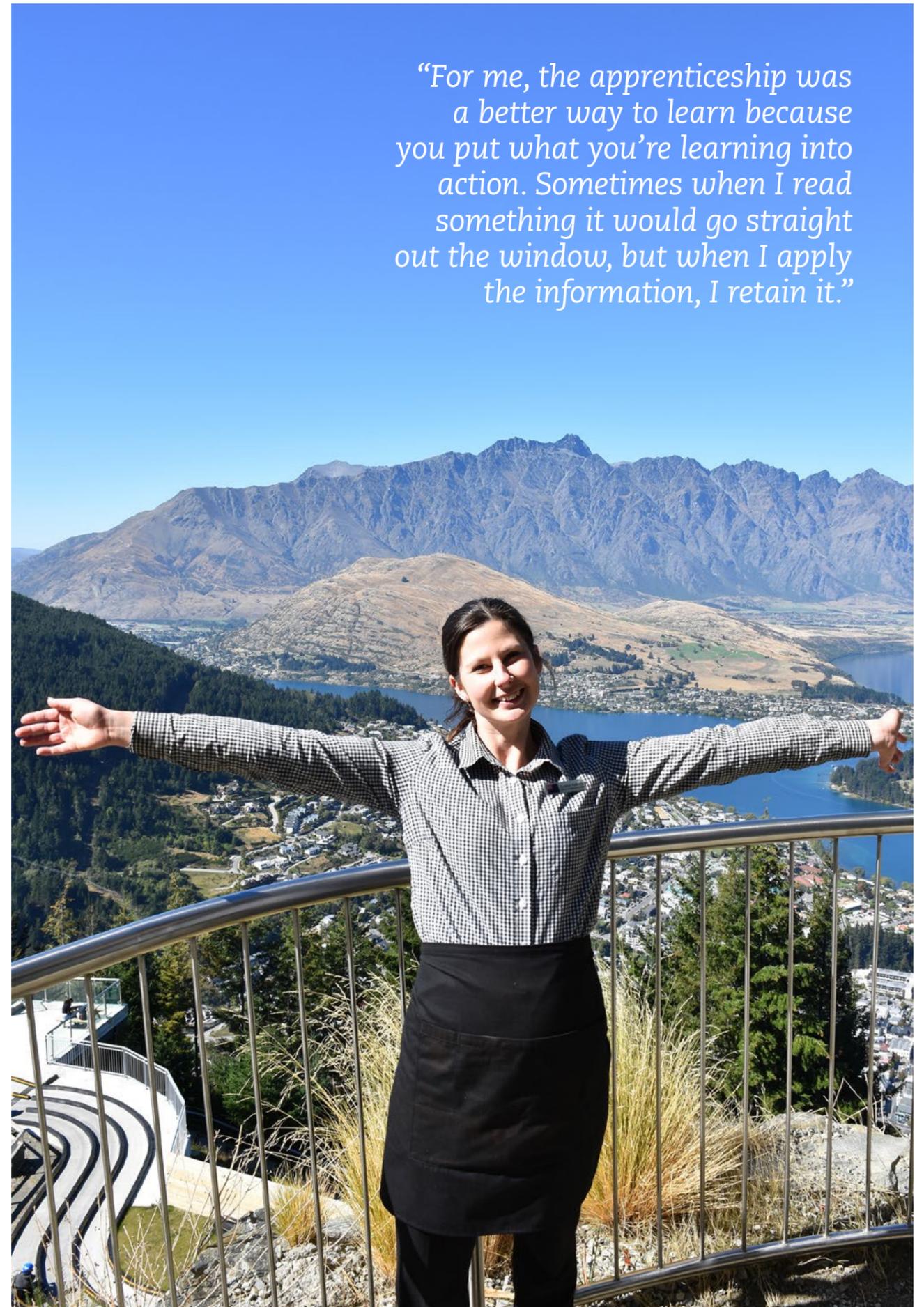
It's Shakira's job to ensure that the whole dining operation runs smoothly, customers are happy, fresh stock is maintained at the right levels, and any issues are dealt with professionally.

As well as a stunning location, what she loves most about her role at Skyline is working with a great group of people and seeing them develop.

"It's pretty cool. These days I have the chance to pass on the knowledge I've learned to help my team grow. The atmosphere is always vibrant and we're lucky enough to help thousands of visitors from different cultures and nationalities enjoy the time of their life in New Zealand. There's always heaps to do and new people to meet. No two days are ever the same. I'm really blessed to work here."

Her next career goal? "I'd love to work my way up to become a manager and then see what doors open." ■

*"For me, the apprenticeship was a better way to learn because you put what you're learning into action. Sometimes when I read something it would go straight out the window, but when I apply the information, I retain it."*





# Retail & retail supply chain

## ***Put retail on your career shopping list!***

If you love dealing with people, you'll love the opportunities to build a career and brighten up your customer's day when you work in the super-fast growing sector of Retail and Retail Supply Chain (sometimes known as distribution). Take your pick from customer service and sales, warehouse distribution picking and packing, merchandising, store supervision, and management of everything from specialty shops to supermarkets and more.

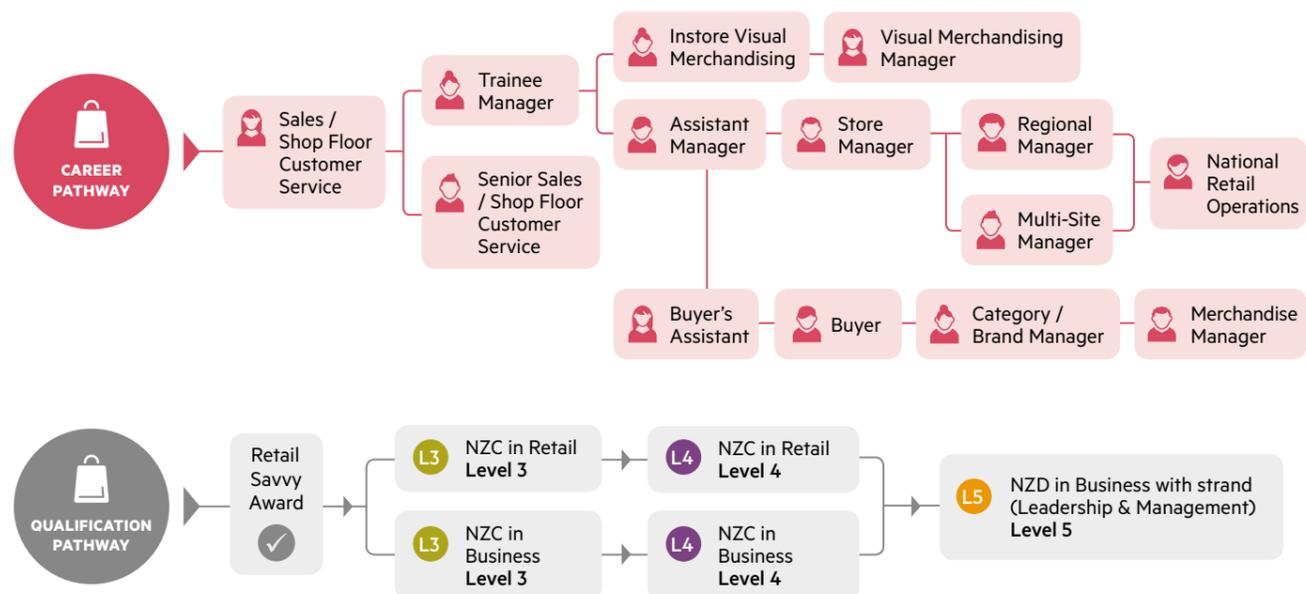
# Retail & retail supply chain Career pathways

Retail is one of New Zealand's largest and most important service industries: it serves up the vital things like food, clothing, shelter and fuel, plus a whole lot more. And it offers New Zealanders heaps of great opportunities to upskill on the job and build a really satisfying career. Whether you're into the fast-moving world of distribution or the pleasure from helping to make a customer's day and ringing up sales, find your beat with an on-job retail training programme that's in time with you.

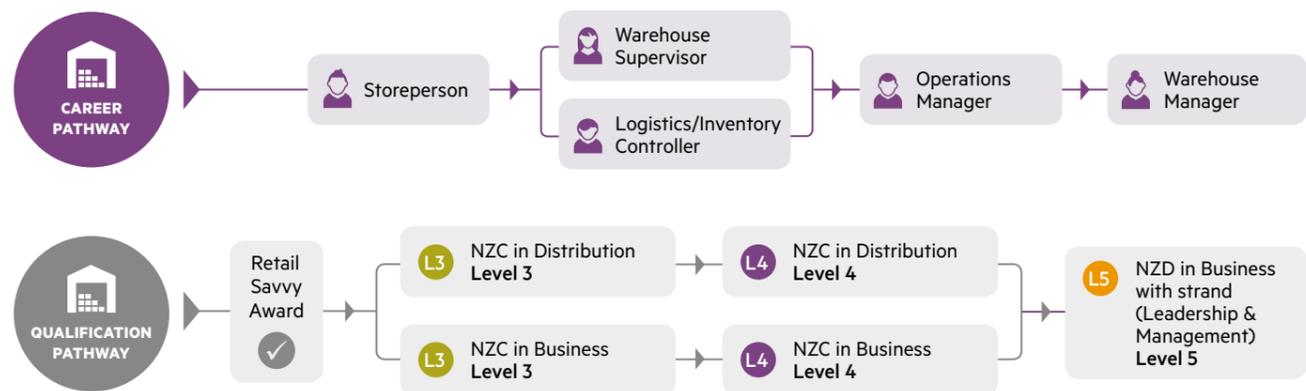


Source: Infometrics New Zealand

## RETAIL



## RETAIL SUPPLY CHAIN



## The cool life of Riley

NEW ZEALAND CERTIFICATE IN DISTRIBUTION

Travis Riley



Travis Riley could have become an aviation engineer but instead he wanted to follow a career path that was more about the safe transport of goods than the safe transport of people.

He left college at age 17 with the chance to build on skills he'd gained as a casual worker at Cold Storage Nelson (CSN), New Zealand's biggest privately-owned cold storage and logistics company.

Travis is Nelson born and bred, and the opportunity to work full-time for this highly successful local company was just too good to pass up.

"I liked the environment, the culture, and the team who were willing to expand my knowledge. They were a super experienced group of people and really generous about passing on everything they knew!" says Travis.

The first three years went quickly, and as a young chap, Travis wanted to spread his wings. He left CSN to train for a year as an aircraft engineer with Air New Zealand in Christchurch.

"It was a great experience, but it helped clarify in my mind what I wanted to do," he says.

He returned to CSN, and today the 28 year-old has risen to become a Store Supervisor.

In 2017, Travis was among twelve CSN staff to have the opportunity to advance his career on-job by gaining the New Zealand Certificate in Distribution Level 3 qualification.

The programme is offered by ServiceIQ, which coincidentally also offers aviation training programmes Travis would have used at Air New Zealand. Either way, it

seems he was destined to benefit from upskilling on the job.

Travis says he really enjoyed working for his qualification.

"It was great because I wanted to broaden my industry knowledge. Until then, I'd been taught on-the-fly and was made to understand all the processes and how everything flows together. But I'd never learned the terminology so the distribution training programme helped me put a name to the processes across the business."

It also gave him the confidence to suggest introducing an innovative monitoring system that he and his team use today.

Overall, he has nothing but praise for the training programme. He says he can "see that there has been a positive cultural change, people are taking even more pride in their work and enjoying the chance to develop their skills and careers".

He also knows that coming back to CSN was the right move.

"We're building a highly experienced team that is going to continuously improve in all aspects of their work. If someone new comes along with potential, we'll give them as much training as they can absorb and a little bit of trial by fire too," says Travis.

It's a great message for young people interested in getting into this exciting and dynamic world of distribution.

His supervisor role involves directing

and training a full-time team plus temporary and casual staff across multiple commodities for import and export. This includes ensuring accurate record keeping and receipting of inward and outward products, dealing with customers day-to-day, overseeing logistics to make sure products reach the destination on time, and effectively managing issues.

"It's a complex business with exacting standards that need to be met at every stage of each process and in accordance with New Zealand and international regulations and market restrictions," he says.

Travis is looking to expand his experience on the logistics side of the business.

"I really enjoy the challenge of bringing everything together for timely delivery. It's really what I do now, just on a grander scale. Instead of forklifts and cool stores, logistics is about dealing with trucks and a region."

He's also keen to gain more qualifications such as the New Zealand Certificate in Business (First Line Management) – Level 4, and at the same time coach another CSN team starting the distribution programme.

"I just want to keep moving up. It's one step at a time with a company that gives you a massive ability to branch out."

As well as moving goods in the right direction, Travis's career is going the same way too. ■



## Best foot forward

NEW ZEALAND CERTIFICATE IN BUSINESS

### Lialiai Semisi

While Lialiai Semisi had the right attitude and commitment for a management degree, her bank account couldn't quite stretch to cover all the bills she was accruing to study at university.



*“Figures and reports I can do, but people aren't as predictable. This is one of the ways that management training on-job has been extremely helpful.”*

She reluctantly quit being a student and got a job in retail. And wouldn't you know it, she's now managing a flagship New Zealand store with a management qualification under her belt thanks to on-job training. It just shows that some things are meant to be.

Lialiai was born in the UK where her father was completing his PhD in agriculture. Both her parents are Samoan and she completed all her schooling back home on the country's main island of Upolu. When she left school, she came to New Zealand to study management at Otago University.

Halfway through her degree, the financial pressure was too much and she needed to earn some cash.

“At the time I was a poor student. Bills were starting to pile up and I just needed a job,” says Lialiai.

You might think that this was the end of her management aspirations but in fact when she got a role at Ziera shoe store in Dunedin, it was a step in the right direction.

She was lucky enough to work for inspirational manager Anna Bellamy, who Lialiai says is the main reason she's got to where she is today – managing the Ziera store at St Lukes in Auckland.

Early on, she says she was surprised to realise that she enjoyed working in retail.

“Before I got into it, I saw it as a bump in the road and just something to get me by. But that all changed when I started working at Ziera.

“I enjoyed the environment and helping customers. Anna also encouraged me to complete the New Zealand Certificate in Retail (Level 2). Training on-job kept me interested and got me fired up.”

Several years later Lialiai decided to move to Auckland to be a bit closer to family in Samoa.

She had made such a great impression with Ziera that over a year ago she was made store manager, leading a team of five staff. At the same time, the company's national manager gave her the opportunity to advance her knowledge for the new role by completing a management qualification, the New Zealand Certificate in Business (Introduction to Team Leadership) – Level 3.

The on-job training programme taught her many things about the wider business but the problem-solving module really opened her eyes.

“I now know how to work things through in a methodical way to find the most appropriate solution for the situation. Figures and reports I can do, but people aren't as predictable. This is one of the ways that management training on-job has been extremely helpful,” she says.

Everyday, Lialiai's responsibilities involve driving sales, motivating the team, taking care of customers and making sure the daily processes are running as smoothly as possible.

She has also found that her Samoan background is an advantage in her role.

“Some of our customers are Samoan so

I speak with them in Samoan. They feel at ease straight away and before long they're chatting with me as though they are my auntie.”

Samoan culture and values have given her other skills.

“Treating our elders with respect is essential back home and I apply that at work with our older customers. In Samoan villages everybody helps each other so I encourage that at work too. For me it's important to put other people's needs before your own.”

Not completing her management degree at university has turned out to be no disadvantage at all.

“It feels amazing to have completed ServiceIQ's business management qualification on the job.

“It's realistic, relevant and useful. Instead of learning theory and case studies in a textbook that you might not get to use, this programme and the skills you learn and apply in a real work situation are guaranteed to help you do your job well.

“ServiceIQ have also been really helpful and are just a phone call away.”

With her new qualification, Lialiai is keen to get her foot into other roles with the company and one day she plans to step up to become an area manager.

“I love a really good challenge and that role involves a lot of travel, a lot more responsibility, and more staff to look after. It's in my background and part of my nature to want to look after people.” ■

*“I still use the people management skills every day at work. I think that anyone who is managing people in a business should complete this programme.”*



## Great management training drives success

NEW ZEALAND CERTIFICATE IN BUSINESS

**Ayla Larsen**

Quality training not only helps talented people get even better at their job, it also helps them advance within the company. For a year, Ayla Larsen, was a Trainee Manager at BP Connect in Otaki. Then she took another step up in her career by gaining the New Zealand Certificate in Business (First Line Management) – Level 4 qualification, offered by BP to 24 upcoming professional managers.

**T**he on-job programme created by ServiceIQ took her nine months to complete and included twelve assignments. She, and one other BP employee, came top of the class for excellence quality work.

And as a direct result of her achievement, she received a significant promotion and is now the assistant manager of BP's busy station on State Highway 1.

Ayla, who is just 25 years-old, is absolutely delighted to progress her career through on-job training.

“I'm happy! I'm stoked!” she says.

It's also a fantastic achievement when you consider that she successfully balanced on-job training with her day-to-day role managing a team, and a busy home life as mother of two young children. Fortunately, the ServiceIQ programme is designed with that kind of flexibility in mind.

When BP offered her the opportunity to upskill in management, Ayla admits she was apprehensive.

“To be honest, I didn't feel confident I would succeed. But once I received the great feedback for the first module from the ServiceIQ assessor, I felt elated and it helped give me confidence to complete the last three modules.”

As part of the programme, Ayla flew to Auckland every six weeks for two days study with training specialists Artisan Consulting, then returned to work at BP Connect Otaki with the task of completing three assignments before her next trip north.

The New Zealand Certificate in Business (First Line Management) – Level 4 is popular with retail, hospitality and tourism businesses, who usually complete it in the workplace.

It's designed specifically for team leaders or supervisors who are ready to go to the next level and master professional management skills including: team leadership, effective communications, performance management, change

management, business planning, problem-solving, workplace principles, legal compliance and more.

Ayla is convinced about the value of the programme.

“I still use the people management skills every day at work. I think that anyone who is managing people in a business should complete this programme,” she says.

“It teaches you that everyone is different, learns differently and reacts differently. You become confident in communicating effectively with all kinds of people and in different situations.”

It also gave her inspiring insights into the big picture of business.

“I was very interested to see how large businesses operate and plan at the top. I studied some of New Zealand's biggest companies such as Fonterra, and it really opened my eyes.”

Ayla is achieving a lot for her age and in a relatively short amount of time.

She left school aged 15 as a young mother. At 20 years-old she landed her first job working the night shift at Levin BP Connect. After two years, she was offered a full-time contract that eventually included managing the station's Wild Bean Café.

Her managers could certainly spot talent: Ayla went on to win the Barista of the Year title at BP's national Retail Excellence Awards in 2016.

Every day thousands of drivers pull into BP Connect Otaki for exceptional service. But what is it that really drives Ayla?

“I love learning, achieving goals and targets, and setting myself challenges. The training has given me the tools and skills and the little steps to get where I want to go when the opportunity arises.”

Ultimately, her goal is to be a BP Connect station manager and then make her way up to become a compliance manager for the famous brand.

With the right attitude, talent and training, she's already well on the road. ■



# Hospitality

## ***Put hospitality on your career menu***

If you love helping people enjoy our fantastic country, our delicious fresh food and everything we have to offer, you've found the perfect place with a career in hospitality. It's another booming industry serving up a huge menu of jobs and careers that can also take you places here and around the world.

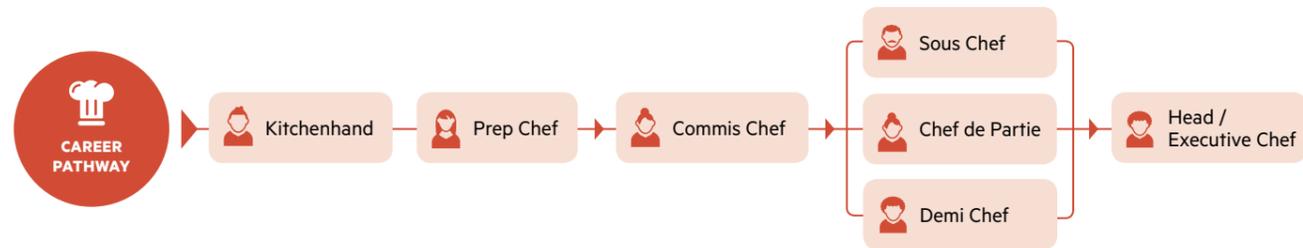
# Hospitality Career pathways

Choose to train up on the job as chef, food and beverage manager, professional wait staff, maître d', hotel or café manager, plus heaps of other satisfying roles helping people everywhere, from hotels, resorts, cruise ships, restaurants, cafés, catering businesses, hospitals, aged care homes, airports, quick service restaurants and more.

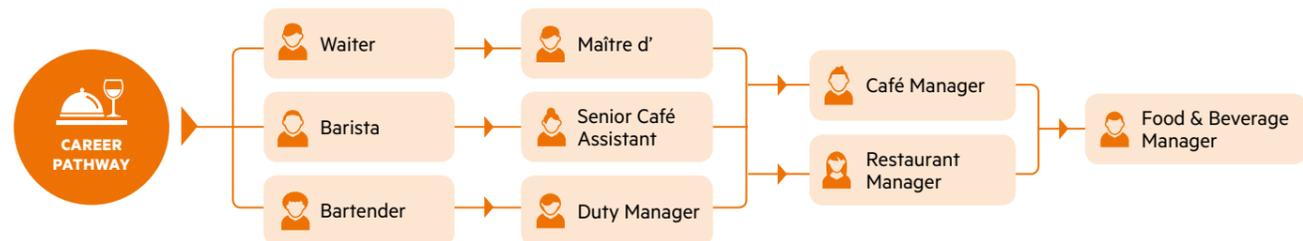


Source: Infometrics New Zealand

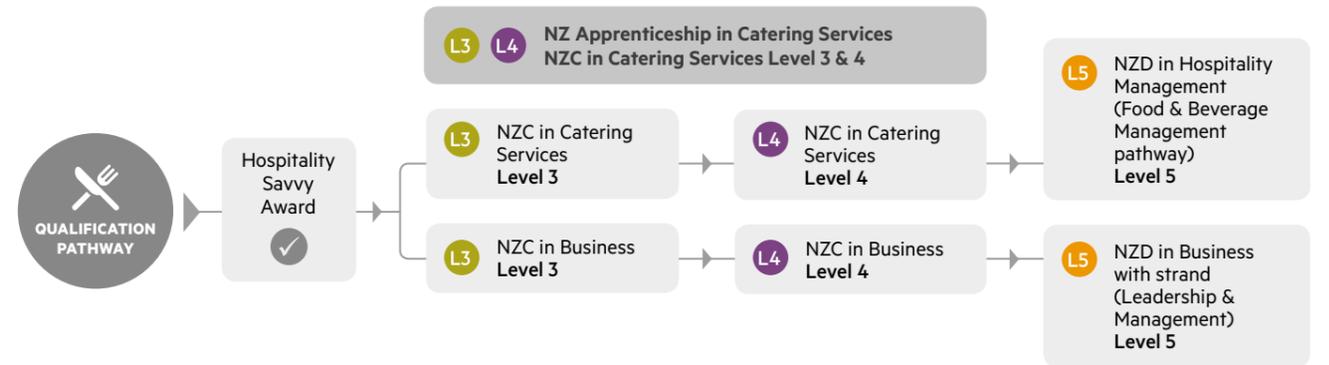
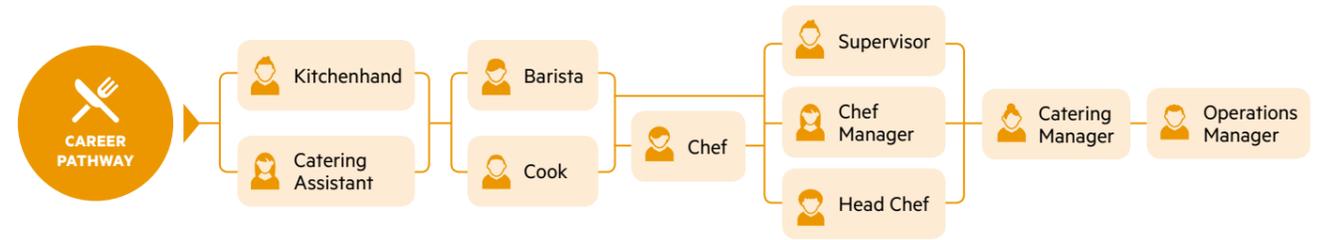
## CAFÉS, BARS AND RESTAURANTS



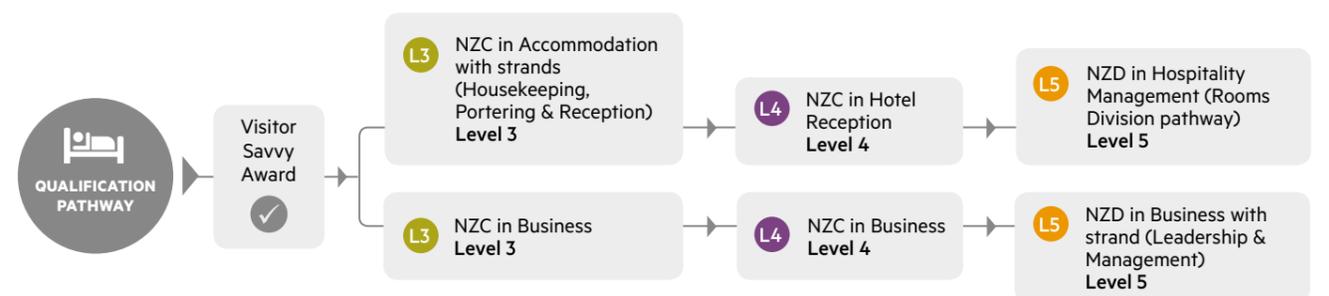
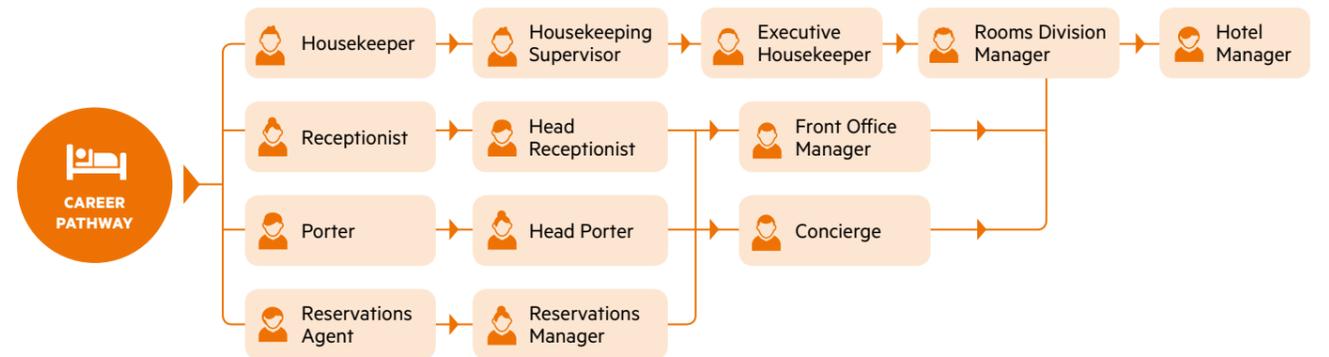
## FOOD & BEVERAGE



## CATERING



## ACCOMMODATION





## Brilliant recipe for career success

SERVICEIQ COOKERY APPRENTICESHIP

**Caleb Jones**

Caleb Jones is living proof that with the right attitude, the right opportunities and the right training, you can get ahead faster than you might think. Caleb is carving out a cool career as an apprentice chef at The Fig Tree Café in Upper Hutt and he only left school five months ago.

**W**hat's his secret recipe? For as long as he can remember 17 year-old Caleb has had a passion for cookery. He had always enjoyed cooking and baking with his grandmother but he never imagined it could be a career.

He's delighted with how things have panned out by using ServiceIQ's classroom-to-career training programmes.

Caleb picked up ServiceIQ's *Cookery in Schools* courses in Year 12, his final year at St Patrick's College in Silverstream. Around the same time, he signed on the dotted line for a ServiceIQ Gateway Hospitality programme. This gave him a real slice of the action with hands-on experience one day a week at The Fig Tree learning how to make pies, sandwiches, cakes, lasagne and other café essentials. He also nailed the weekend kitchenhand job, and when the school year finished, his manager at The Fig Tree offered him a full-time gig plus a coveted ServiceIQ Chef Apprenticeship.

Now he's really on his way.

"I was pretty stoked!" says Caleb. "My Dad wasn't too thrilled because he wanted me to stay at school to get NCEA Level 3, but a meeting with my school teachers put his mind at rest. He realised that not only would I gain Level 3 and my professional chef Level 4 qualification by completing the apprenticeship, I would also be able to earn and learn at the same time," he says.

While his chef skills are developing fast, Caleb says he's also pretty stoked with the way his cash is piling up.

"I've been splitting my weekly pay and putting at least half into a savings account that I can't touch. I've also got a KiwiSaver plan that's already got quite a bit in it which is great."

Back to the job. He's been working and training for just four months and already he's had a promotion. When the head chef recently left The Fig Tree for another job, he needed to step up and cook the breakfast meals. It's another great opportunity and

his dishes are proving a hit with customers.

When it comes to cooking eggs, Caleb has put a lot of effort into cracking it.

"My first module on the apprenticeship was learning how to cook egg dishes properly. I practiced a lot at home making omelettes, scrambled eggs, poached eggs, eggs Benedict and French toast. It's all about taking your time and putting your heart into it."

The ServiceIQ apprenticeship takes up to three years on-job to complete. Caleb receives all his work books and reference material from ServiceIQ, and throughout the programme, he'll get guidance and support from ServiceIQ Sector Advisor Chris Treacher, a highly experienced chef who works with many young apprentices training hard on-job to become first class qualified professionals.

"It's really helpful to have someone outside The Fig Tree to turn to for help if need be. For people with a passion for cooking, I'd recommend this apprenticeship because you can do all your learning and earning on the job and you won't need a student loan. You get all those professional skills, knowledge, experience and savings. I'd recommend it over anything," says Caleb.

As an aside, the only other career he thought about was becoming an architect. As it turns out, design also plays a very important part in his job because he needs to create attractive-looking dishes.

"I've learned the first bite people take of their food is with their eyes so I really want to make it look superb."

So where to next for Caleb? Once he qualifies, he hopes to have saved up enough money to go to Italy and learn how to cook his favourites.

"I love it all – pastas, pizzas, sauces, anything Italian!" ■

## Would you like a career with that?

NEW ZEALAND CERTIFICATE IN FOOD & BEVERAGE

### Sean Cardiff

Sean Cardiff got a part time job at McDonald's to help pay his own way in the last year at high school. He wanted to help his family out by being financially independent but it became much more than that.

He left Botany College in Auckland with NCEA Level 3 and started studying for a degree in software engineering at Manakau Institute of Technology, with his sights set on becoming a software developer. He carried on with his McDonald's job as a way of earning cash. Even though he was studying engineering, he took it on himself to make the most of the opportunities that McDonald's offered him, including training and gaining qualifications on the job.

Dealing with customers gave him a great insight into customer service.

"It's a hugely important role. You're an ambassador for the company. Customers coming into the store don't see the Managing Director, they see you," says Sean.

Some people are surprised to learn that McDonald's offers tremendous opportunities for career growth. In many ways, it's not surprising. After all, it's one of the biggest global businesses on the planet and one of the most famous brands ever. It also runs some of the most sophisticated training and development programmes to upskill staff on the way up.

Working for a company with that kind of pedigree has really helped Sean.

In just two years he has gained two nationally recognised qualifications: ServiceIQ's New Zealand Certificates in Food & Beverage Level 3 and Level 4.

His responsibilities have also grown.

He received a significant promotion, and at age 20, he now assists with managing 150 staff in his role that involves hiring the right people and making sure they get the right training.

"I'm Shift Manager for a business with a multimillion dollar annual turnover, and it feels like there aren't too many other companies that would give me these kinds

of responsibilities at my age."

Even more impressive is the fact that Sean is progressing at McDonald's in Greenlane, the global giant's New Zealand flagship restaurant.

Sean will soon have an engineering degree, but his plan is to pursue his career with McDonald's. This decision wasn't a light bulb moment. He came to it over time.

He finds the work incredibly satisfying and enjoys helping employees through their training.

"It's great to see people develop and grow just like I did," says Sean.

Sean sees his crew as one big happy family. But he mentions his previous manager at Auckland's Clendon store who took him on and is someone he looks to for inspiration.

In fact, an immediate ambition is to be managing his own restaurant. And in a few years' time he'd like to own his own McDonald's store. It will mean an investment of about one million dollars upfront but he believes it can be done. Especially when he looks at another one of his inspirations in Auckland who started out as a crew member like Sean and now owns several stores.

As a bit of background, both of Sean's parents are high fliers, literally. They are aircraft engineers, and his mother was the first to apprentice as an engineer for Air New Zealand in 1980.

At first, they were tentative about his decision to make a career with McDonald's, but now they fully support him.

"They've seen all the opportunities it offers," says Sean.

The biggest motivation for Sean is to improve not only the business but also who he is as a person.

"I like to see myself as someone that the crew can come and talk to. The crew is everything. The business is built on the people at the ground floor and that's who you've got to look after. If you train someone and treat them well they are more likely to stay with you." ■



*"It's a hugely important role. You're an ambassador for the company. Customers coming into the store don't see the Managing Director, they see you," says Sean.*



## For the joy of cooking

SERVICEIQ COOKERY APPRENTICESHIP

**Eliesa Sime**

When Eliesa Sime was a student at Mt Roskill Grammar in Auckland, his goal was to become a chef. For the last five years, he has been part of the team preparing delicious dishes for travellers at Auckland Airport's luxury Novotel hotel. In late 2017, he successfully completed ServiceIQ's premiere Cookery Apprenticeship achieving the New Zealand Certificate in Cookery Level 4 qualification and was promoted to demi chef.

**B**ack at school, his passion for cookery served him proud: he passed NCEA Cookery with merit, which, on leaving college, helped him gain the classic entrée to a chef's career – a kitchenhand job – at the Sofitel Hotel in downtown Auckland.

Now the 26-year-old, who relishes his new role at Novotel is on the threshold of a great career. What's his secret recipe for success?

"Put your head down, focus on the work and don't take your chances for granted," says Eliesa who made a point of asking his employer for more and more opportunities to learn while he earned.

"I love the passion you put into creating dishes for guests. When you put your mind to it you can really succeed. It's not an easy job but it's very satisfying and I work for the joy of it."

In New Zealand, there's a high demand for chefs but Eliesa thinks a lot of young people might look at the pay rate and long hours and get put off.

"But if you're passionate about cookery, the secret is to make your work fun and enjoyable. I love what I do so my job is

always rewarding."

Eliesa, who has won a couple of medals at national cookery competitions, gained his Level 3 Cookery qualification at a chef training college years before he started at Novotel. However, training on the job in a real workplace with proper guidance and mentoring from expert professionals including well-known Novotel Executive Chef Nancye Pirini, has proved the perfect way for him to upskill. He also had a young family to support so earning while he learned was a must.

"Nancye was a really big support to me. She and the other senior chefs gave me a lot of advice, taught me right from wrong and showed me how to do things properly. The apprenticeship is really full-on and you just have to stay on top of your theory and paperwork."

ServiceIQ Hospitality Sector Advisor Clayton Kipling-Anderson was always on-hand to answer any questions about the qualification programme and challenged Eliesa to achieve even more than he imagined he was capable of.

"Clayton liked to push me and give me tough deadlines to increase my

motivation," laughs Eliesa. "He was a really good co-ordinator who would always come and check on my progress and give me a hand."

His inspiration to become a chef came from watching his Tongan-born relatives create traditional island dishes for big family and community occasions like birthdays and church events where cooks cater to hundreds of guests.

"My auntie was always cooking and my uncle showed me how to cook my first spit roast when I was 10 years old," he says.

His mother is from Vaini and his father is from Haalalo, both on Tonga's largest island Tongatapu. They emigrated to New Zealand in the 1980s.

Eliesa went to Tonga as a teenager on holiday. He recalls how he and his family would go down to the beach in the evenings with a small portable barbecue. They might have lamb on the menu and if they'd forgotten to bring the salt, they'd simply dip the meat in the sea to add salt and pop it on the grill.

It confirmed to the young chef that fresh ingredients and a simple approach can create the most memorable meals. ■



# Aviation

## ***Sky's the limit!***

Ready for your career to take off? Hundreds of New Zealanders like you are working in the aviation industry and gaining excellent skills and expertise for a huge range of fantastic roles from helping passengers get to where they want to go, to taking care of the jets that will take them there. Even better, you can upskill on the job in everything from airport check-in agents, aircraft ramp loaders and ground operation staff, to pilots, flight attendants, air traffic controllers, aviation engineers and more, the sky really is the limit.

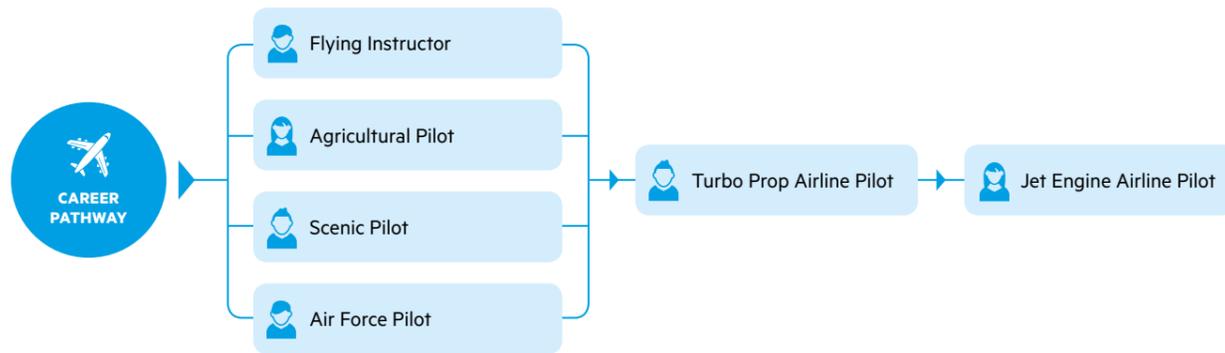
# Aviation Career pathways

Whether you want to be a pilot, an aircraft engineer, work in passenger services, airport traffic control, airline or airport operations, you can aim high, train and qualify on the job in the exciting aviation industry. Our internationally recognised New Zealand aviation qualification programmes help people develop the right skills and knowledge for many roles on the job on the ground and in the air. The sky really is the limit.



Source: Infometrics New Zealand

## AEROPLANE PILOT



## PASSENGER SERVICES



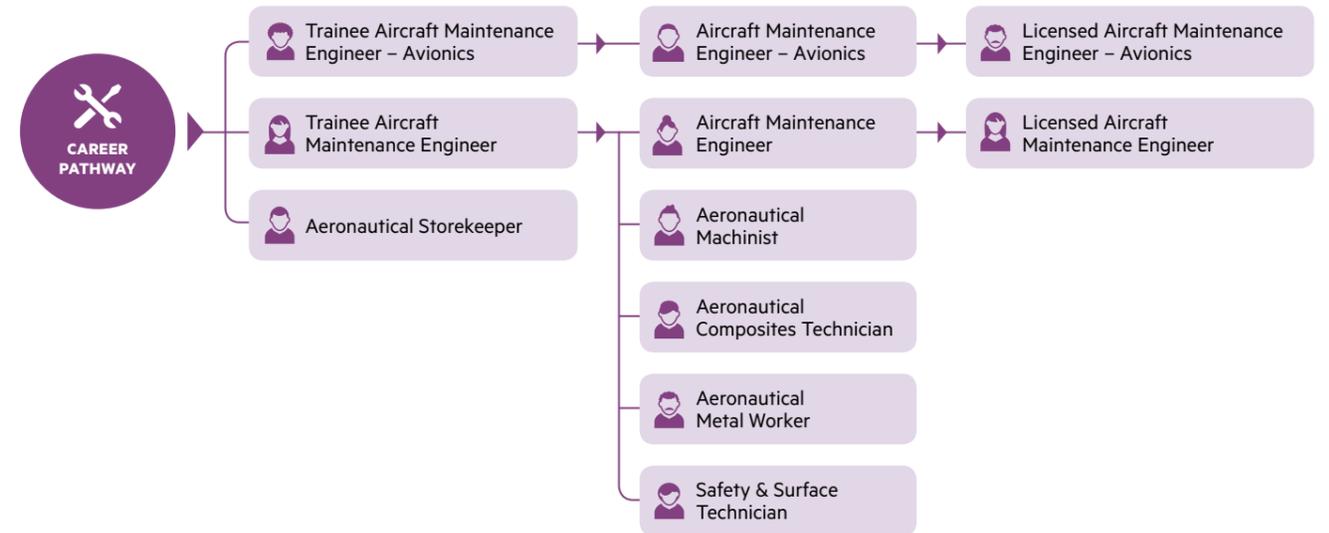
## AIRPORT OPERATIONS



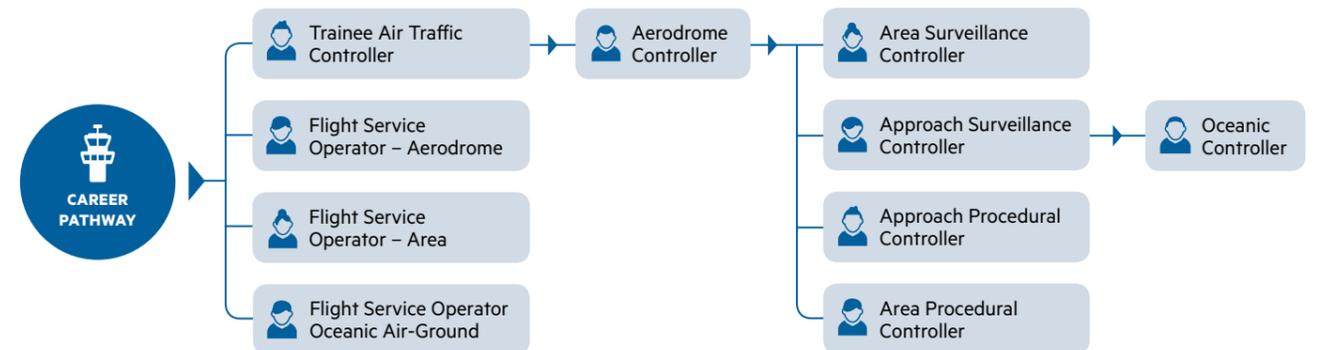
## AIRLINE OPERATIONS



## AIRCRAFT ENGINEERING



## AIR TRAFFIC CONTROL



*“I really enjoyed learning and earning on the job. Your skills can be tailored to what your employer’s requirements are, and you become more valuable.”*



## Career lands on top of the world

SERVICEIQ AERONAUTICAL ENGINEERING APPRENTICESHIP

Jarrod Wood

There was a chance top aircraft engineer Jarrod Wood could have ended up as a car mechanic. After all, he’d always been interested in engines and some of his family were involved in motorsport so it was definitely in the blood.

But a couple of childhood days he spent with his grandfather, enjoying the wonder of flight at air shows, made a lasting impression on him.

Today he is a qualified Line Maintenance Licenced Aircraft Engineer with Air New Zealand and works at Auckland International Airport. The modest 25 year-old was also placed top of the world when he won the gold medal and ‘Best in Nation’ award for aircraft maintenance at the 2017 WorldSkills International Competition in Abu Dhabi.

It’s a stunning achievement for someone who didn’t think he was good enough to work in aviation engineering.

“When I was heading down the track of becoming a mechanic, my grandfather suggested I think seriously about aviation. I didn’t think my grades were good enough but my family thought I had a good chance and persuaded me to give it a go. It turned out they were right,” says Jarrod.

So how did he make his way from high school into the hangar?

A friend of the family told Jarrod about the aeronautical apprenticeship offered by Air New Zealand, and it inspired him to come up with a plan to make his dream career come true.

On leaving school at age 17, his first step was to get a job as a baggage loader with Air New Zealand. This would help him get good references from within the company that proved he was employable.

Next, he successfully completed Air New Zealand’s 36-week pre-employment course with flying colours. It was just the ticket he needed to be accepted into a full-time role as an aviation engineering apprentice with one of the world’s most highly regarded airlines.

That was six years ago. Since then, his career has been on a smooth climb.

Along with international recognition, he’s

gained several high-flying qualifications including the New Zealand Certificate in Aeronautical Engineering (Applied Skills) (Level 4) with strands in Aircraft Powerplant and Aircraft Structures. He also holds an Aircraft Maintenance Engineer’s Licence (AME) and is enrolled for the New Zealand Diploma in Aeronautical Engineering (Level 6).

The advantages of upskilling alongside experts in the workplace are many, says Jarrod.

For starters, he has a super-rewarding full-time role, a career that can take him places, and he recently bought land in a perfect location for someone in aviation: just up the road from Ardmore Airport.

“It’s great. I don’t have a student loan to repay, and me and my partner have been able to plan for a house.

“I really enjoyed learning and earning on the job. Your skills can be tailored to what your employer’s requirements are, and you become a bit more valuable. I owe a lot to the experts with years of experience who helped and supported me to develop my skills and knowledge.”

His job involves servicing the aircraft, turnaround checks between flights, routine servicing, defect rectification and trouble shooting.

It’s a really satisfying role, says Jarrod.

“Knowing that a defect on an aircraft has been fixed is very rewarding. It’s also great to be part of a big team of talented people. I work alongside some of the best engineers in the world, and every day for us is different.”

Jarrod unreservedly encourages students with an interest in aviation to give it a go.

“Don’t doubt yourself. Enrol with Air New Zealand’s pre-employment programme or do the ServiceIQ Gateway Aviation programme. These are opportunities that can lead to other paths.

“The biggest thing I’ve learned is that trades and services are overlooked quite easily, and instead, we are brought up with university as the focus. University wasn’t for me. Instead, my apprenticeship jump-started my career and took me places I didn’t think I’d ever get to.” ■



## TEU to CHC: flight on time

NEW ZEALAND CERTIFICATE IN AIRPORT OPERATIONS

### Kenya Campbell

Kenya Campbell can't put her finger on what fascinated her about airports, but she says it seemed it would be a pretty cool place to work. After almost a year of on-job cadet training at Christchurch Airport, she can confirm that it absolutely is! And here's why.

Things could have been so much different for Kenya. She grew up in Te Anau where her father owns a tourism kayaking business and her mother operates one of the visitor information centres.

After leaving school, Kenya went to university where she managed to complete two years of an accounting degree before deciding it wasn't the right path for her.

"I couldn't see myself doing it for the rest of my life," says Kenya.

So she moved up to Canterbury and applied to get on board Christchurch Airport's Cadet training scheme. It was a course she'd been very impressed by during careers week at high school.

It all clicked from day one.

"Everyone on the team was so welcoming and friendly," she says.

The cadetship consists of a full-time paid job where trainees earn as they learn. Over a period of nine months, they must successfully get to grips with a wide range of skills needed to work effectively at air side, land side and behind-the-scenes of the airport.

The extensive training involves completing a total of 35 modules that make up the ServiceIQ qualification training programme: the New Zealand Certificate in Airport Operations with a strand in Customer Service (Level 4), and a strand in Airport Safety (Level 4).

It helps that the cadets are extremely well supported by a team of airport experts.

"There's never a lack of resources and you can always get help and guidance from managers, supervisors and staff who have a lot of expertise and knowledge to pass on to us," says Kenya.

One of the attractions is that every day is different.

"I love all the different people we meet. They come from all walks of life and from every corner of the world, and some of them tell the craziest stories of their adventures! You never know what is going to happen."

She also loves the customer service side of the job.

"Airports can be quite stressful for a lot of people especially if they don't travel often. Many people don't ask for help even though it's a completely foreign environment for them. It's

important to be aware and offer to assist those who look confused or bewildered, or just give an extra helping hand to families struggling with lots of luggage."

Today, the 21 year-old aviation fledgling has secured a job as an IOC Controller with the airport's Integrated Operations Centre.

Located behind the scenes, it's where a highly skilled team ensure a seamless operation of the hi-tech new terminal's automated systems such as ticketing, doors, baggage conveyors, road barriers and car parks.

"We have to problem-solve and get things done quickly and effectively so that the terminal can run smoothly and our customers can have an enjoyable experience."

Kenya says it's fantastic to have a full-time role, good pay, and to be learning from a terrific team of experts in an environment she loves. She still has a student loan from university but her wages help to pay it off.

Looking back over a busy year of four-day 10-hour shifts, what have been the advantages of workplace training for a qualification?

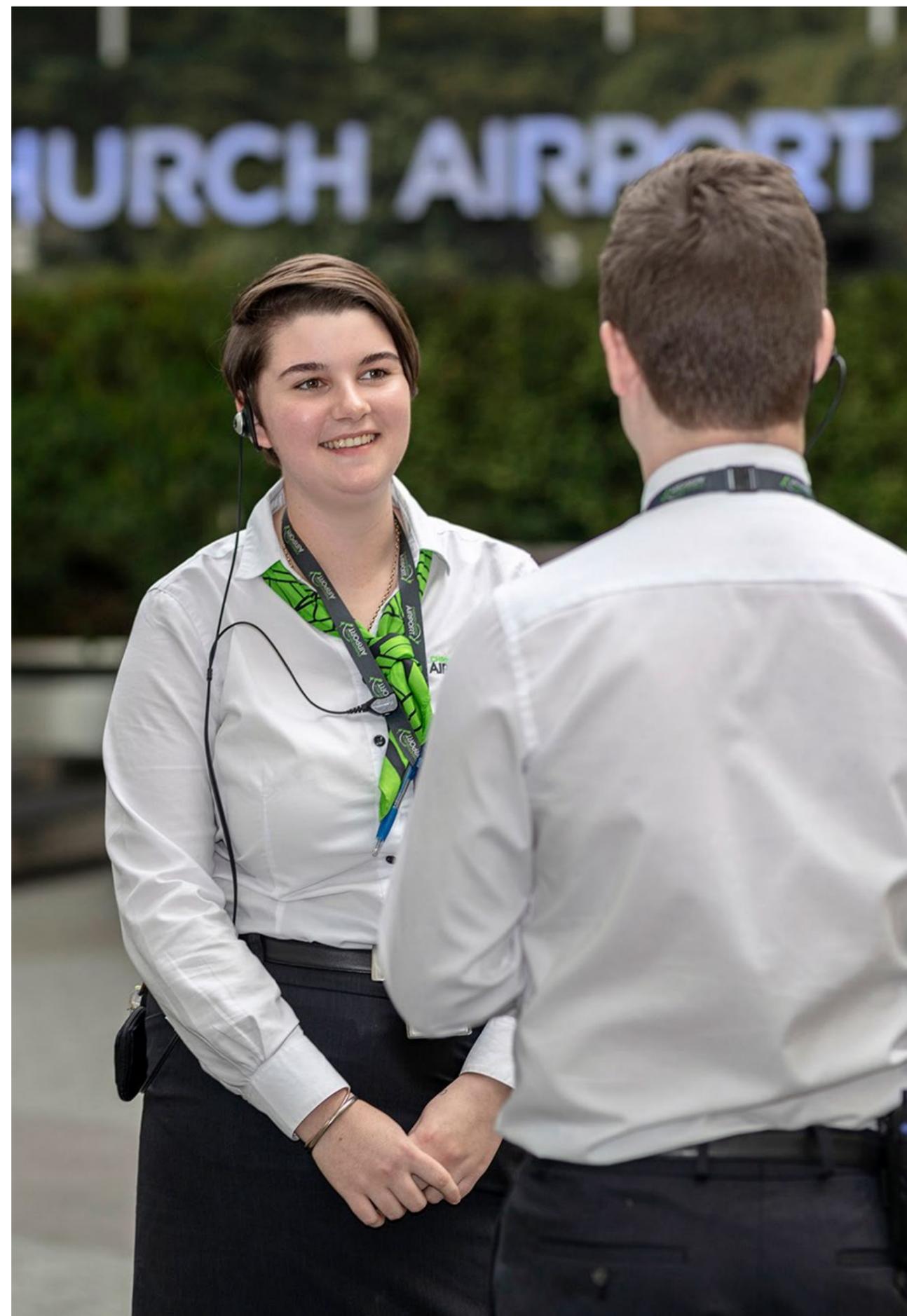
"I found it difficult to transition from high school to university, but the cadet training is done on the job so you are not thrown in at the deep end. Instead, you're putting the theory you learn into practical use straight away so that you can understand exactly why and how it works. You're not just learning stuff for the sake of it, you can see its practical application," she says.

The most important thing she has learned is the airport terminal's security boundaries, and the correct radio protocol and terminology, which is how the operations team communicate.

Learning the fine art of customer service and having the ability to communicate and make a positive impression with visitors from many different cultures is another vitally important skill she has developed.

Right now, Christchurch Airport is exactly where Kenya wants to be.

"I really enjoy my work and the people so I'd like to stay here for a while. Timing has been perfect with the training and the new job, it couldn't be better. When I'm ready and there's a chance to go higher, I'd definitely jump at it." ■





# Museums

## ***Make history with a career in museums***

If you love our amazing culture and history and want to share it with others, you'll be fascinated by a career working in the relatively small but extremely important museum sector. Young people passionate about the arts and culture can flourish in a job where they help protect and share our heritage with visitors.



## Bringing the museum to life

NEW ZEALAND CERTIFICATE IN TOURISM

### Parai Parai

Today's best museums are about putting across educational information in a way that's entertaining and engaging and makes the most of a visitor's time. Auckland War Memorial Museum is one of the most outstanding in Australasia. Being one of its Visitor Hosts is among the most important jobs, ensuring millions of visitors enjoy an all-round memorable experience from the moment they arrive.

**P**arai Parai (yes, that's his full name) is 37 years-old and part of a team of about forty reliable and attentive hosts ready to help make each visitor's experience of the museum even better.

His busy role includes everything from greeting visitors, offering them information about the museum's collections, visitor and exhibition policy, promoting new exhibitions and events and where to find them, guiding groups including schools around the museum, visitor health and safety, and always keeping a lookout for lost visitors.

Parai says with a smile, "If we can't deal with it, no one can."

Four years ago, Parai was working in the building as a cleaner when museum staff he'd made friends with pointed out the Visitor Services position to him.

"It's such a great place to be each day, my uncle still doesn't believe I work here. I got to know some of the visitor hosts and liked the look of what they did on their rounds so when a role came up they encouraged me to apply."

Parai considers himself an extrovert, so the job seemed made for him.

"I like interacting with people and what better way to do that than in this role."

His Bachelor's degree in Visual Arts and Diploma in Dance and Drama have proven very useful. He often gets involved in the 'Night at the Museum' events where he's put his acting talents to work in various roles including as a paleontologist.

In case you didn't know, 'Night at the Museum' is always a sell-out, giving visitors an opportunity to walk the shadowy galleries at night and meet a host of historical characters with stories to tell. It's a brilliantly fun way to experience the museum, and it's a little bit spooky.

To deepen his skill and knowledge as a Visitor Host, Parai recently gained the New Zealand Certificate in Tourism (Visitor Experience) – Level 3 qualification.

He says the ServiceIQ on-job training programme, which is also being completed by some of his colleagues, gave him the tools he needed and made him realise the value of his role.

"The training showed me fresh ways to look at problems and how to find solutions. Ultimately, it reminded me just how important it is to make the right connections when people come to see us."

To succeed, Parai learned and demonstrated to his museum in-house assessor a wide range of knowledge needed in a tourism operation including: identifying and explaining kaitiaki practices in tourism Māori, verbal communication skills and customer service theory, liaising with international visitors, environmental responsibility, working effectively on a team project, dealing with customer complaints, sales process, and more.

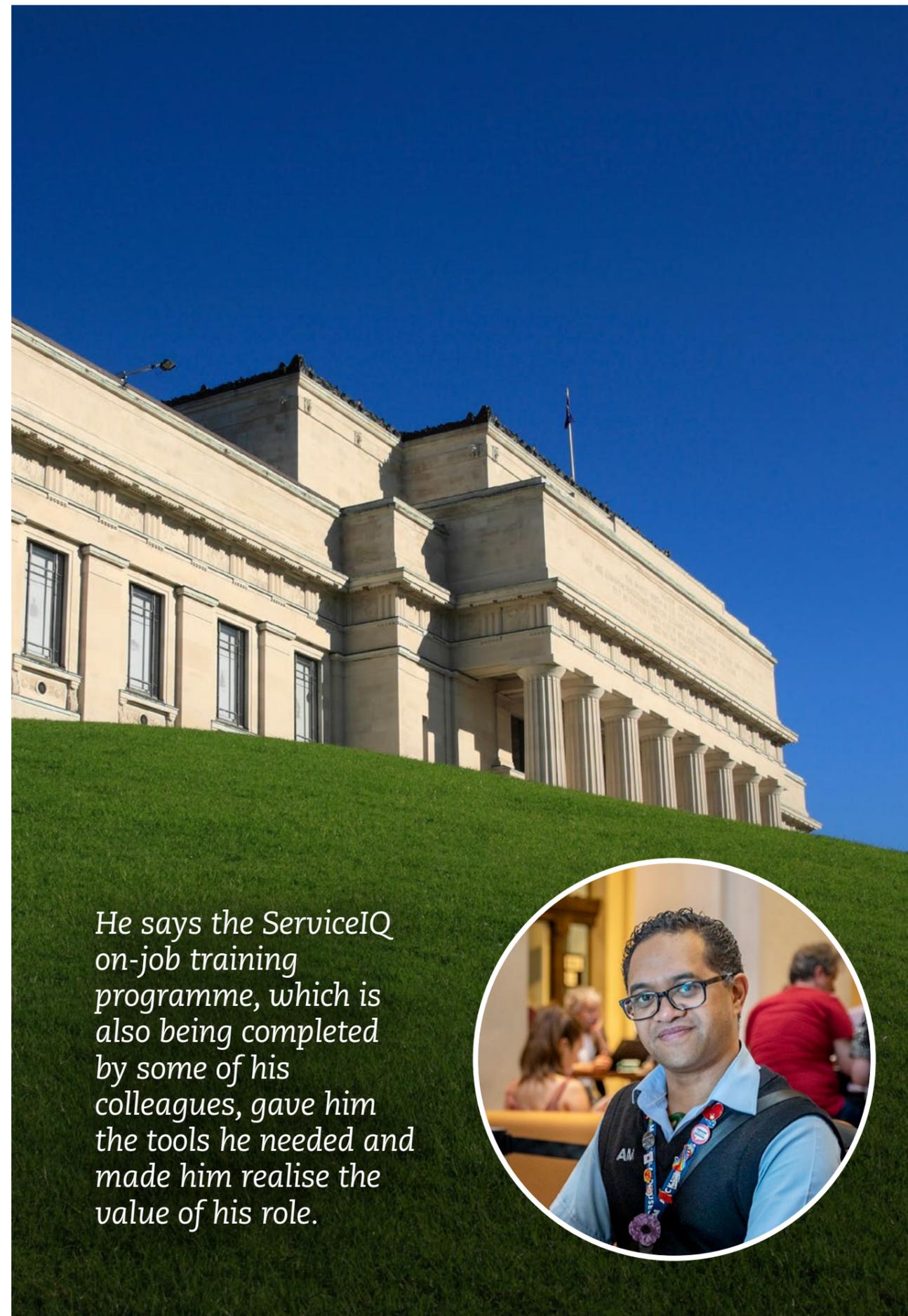
He singles out ServiceIQ's Training Advisor Carol Tapsell, for the help and advice she gave him throughout the programme.

"Carol took the time to come and see me and be the person from outside the organisation who could provide an objective view and check that my work on the programme was okay. I'm really grateful for her help."

There's obviously plenty to enjoy about his job at the museum, but what are the real highlights for Parai?

"It's meeting people from all over the world and every day I'm learning so much. And I really enjoying showing parents and children the 'Weird and Wonderful' exhibition space. It's great to see their reactions as they get hands-on with some of the amazing exhibits."

His work at the museum has inspired Parai to study child psychology, and his ambition is to one day work in the museum's learning and development area. It's where he'd like to focus on children's education and use his communication and creative talents to bring learning alive for the next generation of young New Zealanders. ■



*He says the ServiceIQ on-job training programme, which is also being completed by some of his colleagues, gave him the tools he needed and made him realise the value of his role.*

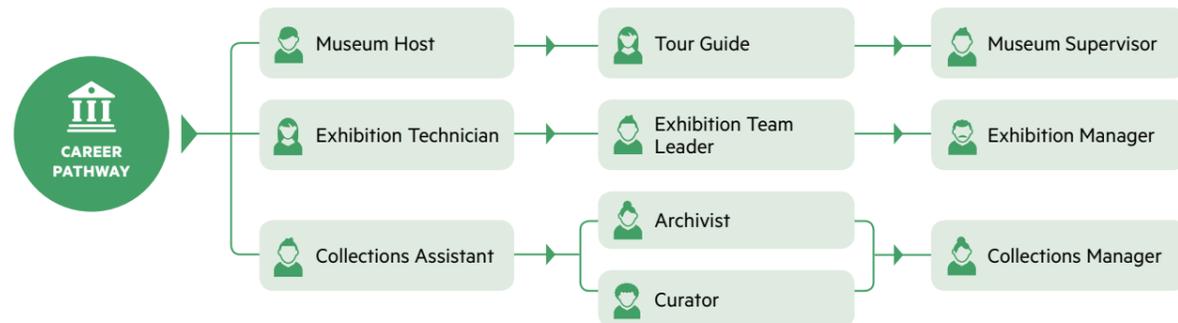
## Museums Career pathways

Could you be one of the people employed to promote, protect and help preserve our cultural heritage? While there are few roles for school leavers, roles in tourism can provide a good stepping stone into this sector.



Source: Infometrics New Zealand

### MUSEUMS



## SERVICEIQ FOR SCHOOLS

### Kick-start your service career while you're at school

ServiceIQ helps secondary school students gain foundation knowledge, NCEA unit standards and valuable workplace experience that can open the door to a job and kick start an exciting career in aviation, retail, hospitality or tourism.

#### New Zealand's largest range of quality school resources

Our expert team of researchers, writers and designers create and publish the largest and most diverse range of high quality school resources on offer in New Zealand. In addition, all of our structured classroom and workplace based programmes are backed up with support from our dedicated ServiceIQ Schools Transition Advisors.

Every ServiceIQ Schools programme, including our Gateway options, is designed by industry and education experts and links to a career pathway.



#### Get started in service with a job

ServiceIQ's qualification training programmes are provided by businesses to their employees in the workplace.



This means the first thing you need to do is get a job in the service industry you're interested in.

The good news is that once you're in the job, many employers give you the opportunity to learn as you earn and gain the skills and qualifications you need to build an enjoyable career.

All you need to do is choose what you want to do and go for it.

To find out about jobs in the service sector of your choice, visit this helpful website:

[www.careers.govt.nz](http://www.careers.govt.nz)



#### Great Gateway options!

ServiceIQ offers a wide range of Gateway programmes to help students gain basic skills, experience and unit standards to get a job or kick-start a career in the exciting services industry.

It's a great introduction to heaps of enjoyable roles in retail, retail supply chain, hospitality, tourism and aviation.

Even better, Gateway students who score a role with an employer who offers career development, can train on the job and achieve qualifications that look great on a CV.

Gateway programmes take place in the classroom and/or an industry-supported workplace. Discover the range [www.ServiceIQ.org.nz/Gateway](http://www.ServiceIQ.org.nz/Gateway)



#### For more information

Contact ServiceIQ's Schools Transition Team on **0800 863 693** or email [Schools@ServiceIQ.org.nz](mailto:Schools@ServiceIQ.org.nz) | [www.ServiceIQ.org.nz](http://www.ServiceIQ.org.nz)



*Earn*  
— AS YOU —  
LEARN  
—  
AND QUALIFY



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