

Roadmap To The Future – Auckland Retail Update March 2019

ServiceIQ has an overarching [Workforce Development Plan](#) with a vision of “a world class service industry through qualified people” and has developed 15 Regional Roadmaps, focusing on the future workforce development needs across New Zealand.

The [Auckland Retail Regional Roadmap](#) was developed after consultation with local businesses, government, education providers and business groups. It contains detailed actions for realising the region’s vision for the service sector. This update includes recent skills and capability development activity to support the retail sector in the Auckland region.



Retail
is a
valued career in Auckland;
qualifications
and
experience
gained in the sector are
appreciated and shared

New regional economic data indicates that the Auckland Retail and Retail Supply Chain sector continues to grow as the region grows. There are 60,109 forecast job openings from 2019 to 2024; including 11,085 new jobs and 49,024 replacement job openings. It is important to ensure the sector is attracting, developing and retaining a capable workforce to meet the growth and expectations of residents and visitors to the Auckland region.

Auckland Retail Sector data 2018

Employment

171,504

Filled Jobs

19%

of Auckland

Businesses

31,108

No. of businesses

16%

of Auckland

GDP contribution

\$15,795m

GDP

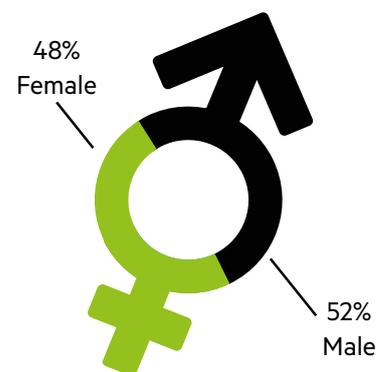
17%

of Auckland

Service Sector Employment



Gender Balance



Over 60,000 Forecast total job openings 2019–2024

Data and forecasts supplied by Infometrics



Attract and retain people with the right attitude and aptitude

- ▶ [Leaving School](#) magazine's July issue featured Lialiai Semisi, who completed ServiceIQ retail and team leadership qualifications on the job; and is now store manager at Ziera at St Luke's Mall.
- ▶ Other career success stories can be found on ServiceIQ's website at [Real Success Stories](#) and in the Service Career [Kick-Starters](#) magazine which showcases career pathways and the positive experience of people working in the service sectors, including retail.
- ▶ The [Service Star retail game](#) is an interactive online game where players can experience working in a retail environment, learn what it takes to provide excellent customer service and how to deal with the pressures and challenges of working in a retail store.
- ▶ A free resource has been developed; [Getting Job Ready for the Service Sector](#) with helpful hints and tips, as well as six practical activities to help jobseekers get ready for service sector roles.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has many [Gateway programmes](#) operating in the Auckland region, with students from over fifty secondary schools gaining skills and work experience in 2018. Retail Gateway programmes included The Warehouse Red Shirts in Schools, Warehouse Stationery Blue Shirts in Schools, Countdown SEEDs, Z Concierge programme and other Retail and Customer Service programmes.
- ▶ [Got A Trade? Got It Made!](#) week was held in August 2018; a campaign to raise awareness of on-job training and to promote careers in New Zealand's trades and services. This was followed up by Got a Trade SpeedMeet events at Glenfield College and Manurewa High School in September, where local colleges brought along interested and engaged pupils to meet with industry employers with actual employment opportunities.
- ▶ ServiceIQ exhibited and presented workshops at Tuia Te Ako 2018, held in August, promoting Service Sector Vocational Pathways to Māori youth.



Increase access to and engagement with training

- ▶ In December, the Industry Training Federation published a list of Auckland employers who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ ServiceIQ's website has testimonials from employers and trainees speaking about the benefits of on-job training. This includes retail industry leaders and managers from Z Energy, Noel Leeming Group, Ziera, Green Cross Health's Life Pharmacy, BP Connect and Resene speaking about the [benefits for business](#).
- ▶ ServiceIQ's expert training advisors continue to support retail sector employers and trainees throughout their on-job training journey.



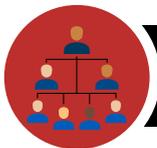
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ has [Retail programmes](#) including the New Zealand Certificate in Retail Levels 3 and 4, and [Retail Distribution programmes](#) including the New Zealand Certificate in Distribution Levels 3 and 4.
- ▶ To upskill entry-level employees in the essentials of great service and retail specific skills, ServiceIQ has the [Retail Savvy Award](#) for the retail industry. This is available in print and online, and upskills employees in service delivery, product knowledge and health and safety.
- ▶ Massey University offers the [Bachelor of Retail and Business Management](#) degree at its Auckland campus in Albany and has the [CARS](#) research centre (Centre for Advanced Retail Studies); with an objective of advancing the knowledge base of retailing in New Zealand and internationally.



Increase productivity by developing core skills

- ▶ Better understanding of literacy, language and numeracy needs throughout ServiceIQ has allowed it to position its qualifications, develop learning materials, and support trainees, to further encourage successful learning outcomes.
- ▶ The [Employability Skills Framework](#) clearly describes the key employability skills or competencies young people need to be ready to enter the workforce. It includes soft skills such as communication, teamwork and problem-solving. Work experience in the retail sector can provide the opportunity to develop these skills in the workplace. Auckland Chamber's [CadetMax](#) programme helps to prepare young jobseekers with work readiness skills and connect them with employers.



Improve business and management capability

- ▶ ServiceIQ training advisors can provide advice on career pathways and service sector [business and management qualifications](#), to upskill up-coming team leaders and supervisors with everything they need to know to lead and manage effectively, on the job.
- ▶ ServiceIQ, in partnership with BDO accountants offer [Colour Accounting](#); a one day course that gives non-financial managers all the financial fundamentals in a way that's enjoyable to learn and super easy to understand. The next Auckland workshops are scheduled for April 3rd and July 3rd.
- ▶ Other organisations that can support Auckland retail employers include [Auckland Chamber](#) and [RetailNZ](#).

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 or to keep up to date check our website's [Workforce Development page](#).



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