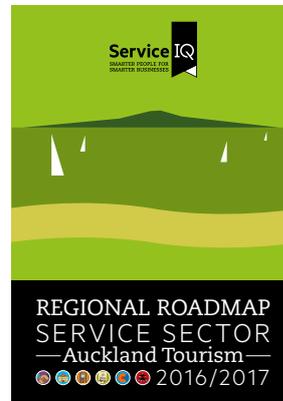


Roadmap To The Future – Auckland Tourism Update March 2019

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

New regional economic data indicates that Auckland’s tourism sector has been growing strongly and will continue to do so. There are 28,493 forecast job openings from 2019 to 2024; including 8,841 new jobs and 19,653 replacement job openings. Attracting, developing and retaining a capable tourism sector workforce is vital to the future success of the Auckland region.



Auckland
seizes
every opportunity
If tourism succeeds
Auckland succeeds
and if
Auckland succeeds
New Zealand
succeeds

28,493

Forecast total job openings 2019–2024

Auckland Tourism Sector data 2018

Employment

67,945

Filled Jobs

7.7%

of Auckland

Businesses

10,246

No. of businesses

5.2%

of Auckland

GDP contribution

\$4,381m

GDP

4.8%

of Auckland

Auckland Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	1,224	7,893	9,207	1,314
Aviation	403	10,939	11,775	836
Cafés, bars and restaurants	4,829	35,440	40,963	5,523
Catering	921	9,058	10,247	1,189
Clubs	188	1,214	1,276	62
Museums	67	871	1,015	144
Quick Service Restaurants	2,493	11,320	13,858	2,538
Tourism*	10,246	67,945	76,786	8,841
Travel	1,228	4,809	5,525	716
Retail and retail supply chain	31,108	171,504	182,590	11,086
Total Auckland service sector	42,458	253,035	276,442	23,407

*Tourism includes overlap with the other sectors

Data and forecasts supplied by Infometrics



Attract and retain people with the right attitude and aptitude

- ▶ Trainee success stories have been published featuring [Parai Parai](#); Visitor Host at the Auckland War Memorial Museum, [Jarrod Wood](#); Air New Zealand Aircraft Engineer and [Angelina Singh](#); Air New Zealand Ground Staff Team Leader at Auckland Airport.
- ▶ Other career success stories can be found on ServicelQ's website at [Real Success Stories](#) and in the Service Career [Kick-Start](#) magazine which showcases career pathways and the positive experience of people working in the service sector.
- ▶ Auckland Whale and Dolphin Safaris was a finalist in the ServicelQ Visitor Experience Award at the [2018 New Zealand Tourism Awards](#),
- ▶ 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.
- ▶ The [Tourism Youth Perceptions Research Report](#) was launched in August 2018. ATEED has now launched its 'Go with Tourism' website as part of its campaign to attract people into Auckland tourism jobs and Tourism Industry Aotearoa (TIA) is launching a three-year package of initiatives in 2019 to attract people to careers in tourism.



Increase the numbers of able people transitioning to work

- ▶ ServicelQ has many [Gateway programmes](#) operating in the Auckland region, with almost one thousand secondary school students gaining skills and work experience in 2018. These included Aviation, Hospitality, Tourism, Retail and Customer Service Gateway programmes.
- ▶ Waiheke Island Gateway Cultural Camps were held in the April and September school holidays where secondary students gained practical skills and Māori tourism unit standards. The camps are arranged by ServicelQ, hosted by marae, and are partnered with tourism operators to provide workplace experience. Information on 2019 Gateway Cultural Camps being held at Waiheke Island, Waitomo and Kapiti Island can be found [here](#).
- ▶ A Māori Tourism event for teachers was held at the Waiheke Marae, where they were greeted with a Powhiri, treated to a traditional Hangi and explored the history of the Marae. Schools Advisor Diana Davidson has also held Tourism teacher and Hospitality teacher cluster meetings.
- ▶ ServicelQ's website has career brochures for [Tourism](#) and [Hospitality](#), with information on getting started in the industry, the qualifications available and career pathways.



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.
- ▶ [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.
- ▶ ServicelQ exhibited and presented workshops at Tuia Te Ako 2018, held in August, promoting Service Sector Vocational Pathways to Māori youth.
- ▶ ServicelQ's website has testimonials from employers and trainees speaking about the benefits of on-job training. This includes industry leaders speaking about the [benefits for business](#).



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

- ▶ ServiceIQ's expert training advisors continue to support service sector employers and trainees throughout their on-job training journey. ServiceIQ has [training programmes](#) for all sectors of the service industry, at all levels, including Tourism, Travel, Aviation, Hospitality, Museums and Retail and Retail Supply Chain qualifications.
- ▶ To upskill entry-level employees in the essentials of great service and sector specific skills, ServiceIQ has developed the [Visitor Savvy Award](#) for the tourism industry, the [Hospitality Savvy Award](#) for the hospitality industry and the [Retail Savvy Award](#) for the retail industry. These programmes are all available in print and online.
- ▶ ServiceIQ offers [online short courses](#); including Introduction to Visitor Experience, Introduction to Customer Service Skills, and Resolving Customer Complaints Effectively.
- ▶ Tourism and Hospitality are both NCEA subjects offered in schools as part of the NZQA qualifications framework. ServiceIQ's expert team of researchers, writers and designers create and publish a diverse range of high-quality school resources and the region's schools are supported by a dedicated Auckland based Schools Advisor. You can read more about ServiceIQ for schools [here](#).



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 Restaurant Association's [Hospo Start](#) hospitality training programme in Auckland trains jobseekers over four weeks to ready them for work in hospitality, and provides pastoral support and mentoring once they commence work. ServiceIQ's Language, Literacy and Numeracy team has worked with the Restaurant Association to help them identify and cater for those with core skill needs.



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.
- ▶ Local organisations that provide support to Auckland businesses include [ATEED](#) (Auckland Tourism, Events and Economic Development) and [Auckland Chamber](#).

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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