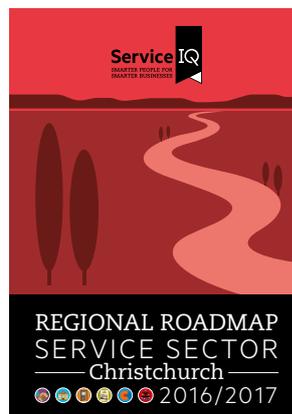


Roadmap To The Future – Canterbury Update March 2019

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 [Christchurch Service Sector 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 the service sector. This update includes recent skills and capability development activity to support the service sector in Canterbury.

New regional economic data indicates that the service sector continues to grow and is key to the success of the region. The sector must ensure that it has a capable workforce that can provide a great customer experience for both visitors and locals alike. There are 38,459 job openings forecast from 2019 to 2024; including 12,430 new jobs and 26,029 replacement job openings.



— 2017 —
The service sector is seen as a **growth sector** and recognised as having a **key role** in the rebuild of Christchurch.

— 2021 —
Christchurch will have resumed its position as the **gateway** to the South Island

38,459

Forecast total job openings 2019–2024

Canterbury Service Sector data 2018

Employment

85,999

Filled Jobs

26%

of Canterbury

Businesses

13,699

No. of businesses

19%

of Canterbury

GDP contribution

\$5,740m

GDP

19%

of Canterbury

Canterbury Service Sector	No. of Businesses		Filled jobs		Change
	2018	2018	2018	2024	2018-2024
Accommodation	962	4,762	5,836		1,074
Aviation	162	4,655	5,286		631
Cafés, bars and restaurants	1,568	12,140	14,751		2,611
Catering	352	2,181	2,550		369
Clubs	105	743	819		76
Museums	45	362	443		81
Quick Service Restaurants	741	3,387	4,378		991
Tourism*	3,949	25,454	30,289		4,835
Travel	363	1,126	1,358		232
Retail and retail supply chain	9,403	56,647	63,014		6,367
Total Canterbury service sector	13,699	85,999	98,430		12,431

*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 Christchurch Airport's [Josh Englin](#), who has completed the airBRIDGE cadetship programme and [Kenya Campbell](#), Integrated Operations Centre Controller.
- ▶ 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.
- ▶ 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 [New Zealand Tourism Awards](#) were held at the Airforce Museum, Christchurch in September; celebrating the success of outstanding tourism organisations and individuals. Go Rentals was the winner of the ServicelQ Visitor Experience Award, with the judges saying it has done a phenomenal job of gearing everything it does towards delivering a world-class visitor experience.



Increase the numbers of able people transitioning to work

- ▶ ServicelQ has many Gateway programmes operating in the Canterbury region, with students from 32 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 and Z Forecourt Concierge programme in 2018. There were also Gateway programmes completed in Hospitality, Aviation, Customer Service and Tourism Cultural Camps. More information on [Gateway programmes](#) can be found on ServicelQ's website.
- ▶ The Aviation Gateway programme continues to grow in popularity, with improved outcomes. Gateway student Tia Warwick, from Oxford in Canterbury, was the winner of the ServicelQ Flying NZ Flight Training Scholarship 2019. See Tia's story [here](#).
- ▶ Hospitality and Tourism are both NCEA subjects offered in schools as part of the NZQA qualifications framework. ServicelQ's expert team of researchers, writers and designers create and publish a diverse range of high-quality school resources. Canterbury schools are supported by a dedicated Schools Advisor based in Christchurch. You can read more about ServicelQ for schools [here](#).
- ▶ Two Christchurch Secondary students won the National Secondary Schools Culinary Challenge in 2018. Read more about the success of Burnside High hospitality students, Maggie Carroll and Lisa Khorozova [here](#).



Increase access to and engagement with training

- ▶ [Got A Trade? Got It Made!](#) week was held in August 2018 promoting Trade and Service careers. This was followed up by the Got a Trade SpeedMeet event held at Papanui High School in September; where local colleges brought along interested and engaged pupils to meet with industry employers with actual employment opportunities.
- ▶ In December the Industry Training Federation published a list of Canterbury employers who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ Mayoral Graduation ceremonies were held throughout November, celebrating graduates who have gained industry training qualifications including ServicelQ service sector qualifications. Ashburton District, Timaru District, Waimate District, Christchurch City, Waimakariri District, Hurunui District and Selwyn District Councils were all part of this initiative.
- ▶ Service IQ'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](#).



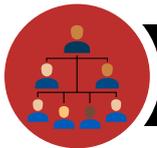
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ's expert training advisors based in Canterbury 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. These include Hospitality, Aviation, Museums, Retail and Retail Supply Chain, Travel and Tourism 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 [Retail Savvy Award](#) for the retail industry and the [Hospitality Savvy Award](#) for the hospitality industry. These programmes are all available in print and online.



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.
- ▶ [SkillsConnect Canterbury](#) provides information and support to successfully integrate new migrant staff into the workplace.



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 scheduled workshops in Christchurch are April 11th and July 10th.
- ▶ Other local organisations that provide support to Canterbury businesses include [Canterbury Employers Chamber of Commerce](#), [ChristchurchNZ](#) and the [Christchurch Central Business Association](#).

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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