

Roadmap To The Future – Hawke's Bay 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 [Hawke's Bay Service Sector Regional Roadmap](#) was developed after consultation with local businesses, membership bodies, education providers, government agencies, business groups and the economic development agency. 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 Hawke's Bay.

New regional economic data indicates that the Hawke's Bay service sector continues to grow. There are 6,511 forecast job openings from 2019 to 2024; including 1,159 new jobs and 3,711 replacement job openings. A thriving service sector is vital to enhancing Hawke's Bay's reputation as a great visitor destination and a place where locals love to work and live.



A
**prospering
service sector**
benefits
Hawke's Bay
people and businesses

6,511

Forecast total job openings 2019–2024

Hawke's Bay Service Sector data 2018

Employment

18,021

Filled Jobs

22%

of Hawke's Bay

Businesses

3,346

No. of businesses

18%

of Hawke's Bay

GDP contribution

\$988m

GDP

16%

of Hawke's Bay

Hawke's Bay Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	238	1,147	1,293	146
Aviation	61	256	272	16
Cafés, bars and restaurants	380	2,841	3,172	331
Catering	96	587	635	48
Clubs	22	180	181	1
Museums	9	60	68	8
Quick Service Restaurants	180	838	995	157
Tourism*	932	5,446	5,988	542
Travel	54	145	158	13
Retail and retail supply chain	2,306	11,967	12,405	438
Total Hawke's Bay service sector	3,346	18,021	19,179	1,158

*Tourism includes overlap with the other sectors

Data and forecasts supplied by Infometrics



Attract and retain people with the right attitude and aptitude

- ▶ Service sector career success stories can be found on Service IQ's website at [Real Success Stories](#) and in the Service Career [Kick-Starter](#) magazine; which showcases career pathways and inspiring stories about service sector trainees successfully working and learning on the job.
- ▶ 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.
- ▶ ServiceIQ Schools Advisor Cass Clarke facilitated two workshops, one for Tourism teachers and one for Hospitality teachers. These help to connect schools with industry, with guest speakers from the region speaking about their industry, career pathways and progression, and effective school to employer transitions.
- ▶ Hawke's Bay Tourism has successfully aligned local councils, business associations and over 300 tourism operators to create one visitor website to promote the region www.hawkesbaynz.com; winning the MBIE Industry Alignment Award at the [2018 NZ Tourism Awards](#).



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has a number of [Gateway programmes](#) operating in the Hawke's Bay region with students from 14 secondary schools gaining skills and work experience in 2018. Gateway programmes included Hospitality, Tourism, Aviation and Retail programmes; including The Warehouse Red Shirts in Schools, Warehouse Stationery Blue Shirts in Schools and Countdown SEEDs programme.
- ▶ [Gateway Cultural Camps](#) were held in the April and September school holidays, at Waitomo, Waiheke Island and Kapiti Island. The camps are designed to give Year 13 students the opportunity to gain first-hand experience, practical skills and Tourism Māori unit standards, while staying in a unique New Zealand cultural setting.
- ▶ The [Got A Trade? Got It Made!](#) week was held in August 2018 promoting Trade and Service careers, followed up by the Got a Trade Speed Meet event held at Hastings Boys High in September; where local colleges brought along interested and engaged pupils to meet with industry employers with actual employment opportunities.
- ▶ The [National Secondary Schools Culinary Challenge](#) final was held in July, with competitors including Hawke's Bay regional winner Kelsey Stubbs from Napier Girls' High School.



Increase access to and engagement with training

- ▶ In December, the Industry Training Federation published a list of Hawke's Bay employers who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ Central Hawke's Bay District Council held a Mayoral Graduation ceremony in December celebrating graduates in the region who have gained industry training qualifications, including ServiceIQ service sector qualifications.
- ▶ 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](#).



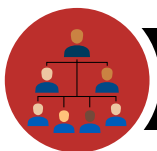
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ's expert training advisors continue to support service sector employers and trainees throughout their on-job training journey, including Hawke's Bay based advisor Petrina Sculpher. ServiceIQ has [training programmes](#) for all sectors of the service industry, at all levels, including 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.
- ▶ Hospitality and Tourism 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 Hawke's Bay schools are supported by a dedicated 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 [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 service sector can provide the opportunity to develop these skills in 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.
- ▶ There are local organisations that can provide support to service sector businesses in the Hawke's Bay region. [Hawke's Bay Tourism](#) website includes industry links, useful information and downloads, statistics, regional events strategy and connections with other businesses. The [Hawke's Bay Chamber of Commerce](#) offers resources, events and opportunities for businesses to connect.

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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