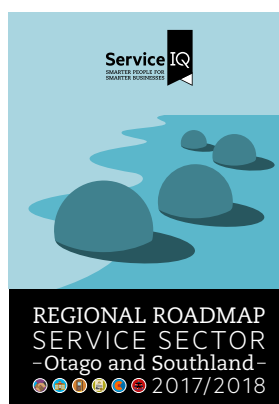


Roadmap To The Future – Otago-Southland Update March 2019

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 [Otago and Southland 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 regions’ vision for the service sector. This update includes recent skills and capability development activity to support the service sector in Otago and Southland.

Recent regional economic data indicates that the service sector in both Otago and Southland will continue to grow, with over 20,000 job openings from 2019 to 2024. This includes 5,032 new jobs and 11,013 replacement jobs in Otago and 712 new jobs and 3,560 replacement job openings in Southland. A strong and capable service sector workforce is key to both regions being appealing to visitors and residents alike.



Otago-Southland
is a
year-round
destination

20,319

Forecast total job openings 2019–2024

Otago Service Sector data 2018

Employment

35,520

Filled Jobs

28%

of Otago

Businesses

5,734

No. of businesses

20%

of Otago

GDP contribution

\$1,857m

GDP

18%

of Otago

Otago Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	784	5,323	6,671	1,348
Aviation	100	839	1,000	161
Cafés, bars and restaurants	803	6,769	8,120	1,351
Catering	163	957	1,096	139
Clubs	38	237	249	12
Museums	35	344	383	39
Quick Service Restaurants	219	1,255	1,583	328
Tourism*	3,195	21,511	25,602	4,091
Travel	220	948	1,201	253
Retail and retail supply chain	3,372	18,849	20,250	1,401
Total Otago service sector	5,734	35,520	40,552	5,032

*Tourism includes overlap with the other sectors

Data and forecasts supplied by Infometrics

Southland Service Sector data 2018

Employment

11,919

Filled Jobs

23%

of Southland

Businesses

2,029

No. of businesses

15%

of Southland

GDP contribution

\$670m

GDP

13%

of Southland

Southland Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	213	1,088	1,256	168
Aviation	45	138	153	15
Cafés, bars and restaurants	213	1,686	1,877	191
Catering	64	311	334	23
Clubs	20	119	122	3
Museums	17	97	109	12
Quick Service Restaurants	87	451	538	87
Tourism*	801	5,243	5,763	520
Travel	28	76	83	7
Retail and retail supply chain	1,342	7,953	8,159	206
Total Southland service sector	2,029	11,919	12,631	712

*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-Start magazine](#); which showcases career pathways and inspiring stories about service sector trainees successfully working and learning on the job.
- ▶ The [National Secondary Schools Culinary Challenge](#) final was held in July, with competitors including Otago/Southland Regional winner Liam Hynd from Kings High School in Dunedin.
- ▶ Highlighting local service sector business success helps to raise the profile of the sector and its career opportunities. Otago Museum was a finalist in the ServiceIQ Visitor Experience Award at the [2018 NZ Tourism Awards](#), and Mitre10 Dunedin and Mitre 10 Mosgiel, McDonalds Dunedin, Larnach Castle, NZ Ski and Otago Museum all won awards at the [2018 Westpac Otago Business Awards](#).



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has a number of [Gateway programmes](#) operating in Otago and Southland, with students from 25 secondary schools gaining skills and work experience in 2018. Retail programmes included The Warehouse Red Shirts in Schools, Warehouse Stationery Blue Shirts in Schools, and Countdown SEEDs. There were also Hospitality (including the McDonalds OASIS programme), Customer Service, Aviation, Tourism and Travel Gateway programmes.
- ▶ 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.
- ▶ An Industry Training Organisation day was held in August for Otago Secondary School Careers Advisors and Gateway Coordinators. Teachers gained understanding about ServiceIQ, the options available for workplace training and connecting with local employers.
- ▶ [Youth Employment Success](#) promotes youth friendly employers in Dunedin and Eastern Southland, helping to connect young people with employment and training opportunities.



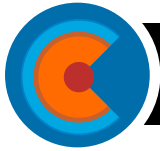
Increase access to and engagement with training

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



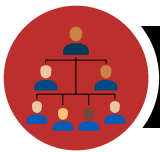
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ 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 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 the regions' schools are supported by a dedicated South Island 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. The next Dunedin workshop is scheduled for July 11th.
- ▶ MBIE provides recruitment information on its website: [How to Hire Guide for Employers](#)
- ▶ There are local organisations who provide support to businesses in Otago and Southland. These include [Enterprise Dunedin](#), [Otago Chamber of Commerce](#), [Venture Southland](#) and [Otago Southland Employers' 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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