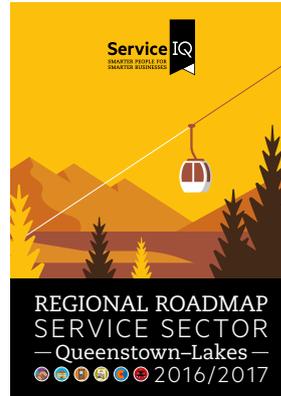


# Roadmap To The Future – Queenstown Update March 2019

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 [Queenstown-Lakes 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 the Queenstown-Lakes region.

Queenstown has unique challenges in terms of sustained growth of the service sector and the large number of capable employees needed to meet the demands of the strong visitor economy. New regional economic data forecasts 7,355 job openings from 2019 to 2024; including 3,351 new jobs and 4,004 replacement job openings, so attracting, developing and retaining staff will be vital to the region’s success.



**Queenstown-Lakes**  
— is a —  
**world-class resort town**  
— offering —  
**world-class service.**

## 7,355

Forecast total job openings 2019–2024

## Queenstown Service Sector data 2018

### Employment

# 11,995

Filled Jobs

# 42%

of Queenstown

### Businesses

# 1,882

No. of businesses

# 23%

of Queenstown

### GDP contribution

# \$591m

GDP

# 28%

of Queenstown

Queenstown Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	416	2,984	3,997	1,013
Aviation	63	553	685	132
Cafés, bars and restaurants	262	2,689	3,548	859
Catering	60	283	368	85
Clubs	3	20	25	5
Museums	7	25	32	7
Quick Service Restaurants	45	376	529	153
Tourism*	1,779	12,029	15,595	3,566
Travel	138	676	896	220
Retail and retail supply chain	887	4,388	5,267	879
<b>Total Queenstown service sector</b>	<b>1,882</b>	<b>11,995</b>	<b>15,347</b>	<b>3,352</b>

\*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 ServicelQ'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
- ▶ Local career success stories include [Queenstown's Resene Colorshop manager Charlotte Lee](#), who has succeeded through a mix of skills, knowledge, experience and on-job qualifications. She is now training her own team on the job, helping the business to develop and retain experienced staff whose product knowledge and industry expertise is valued by customers. [Skyline Queenstown's Shakira Kalksma](#) has advanced her career by completing the NZ Certificate in Food & Beverage – Level 4 on the job, and as Food & Beverage Supervisor she can now pass that knowledge on to help her team grow and develop.
- ▶ In response to the Queenstown Lakes District Labour and Skills Shortages Report, Queenstown Chamber of Commerce offers an [HR Resource Kit](#) to help business owners and managers attract and retain employees.



## Increase the numbers of able people transitioning to work

- ▶ ServicelQ has [Gateway programmes](#) operating in the Queenstown-Lakes region with students from three secondary schools gaining skills and work experience in the service sector in 2018. These included Retail, Hospitality, Aviation and Tourism programmes, giving students a taste of what it is like to work in these sectors while achieving NCEA unit standards.
- ▶ Wakatipu High School Hospitality department has worked with ServicelQ's Hospitality Sector Advisor to connect with local industry. This has included arranging a school presentation from Millbrook Resort, about career pathways and employment in the 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 and ServicelQ's Schools Advisor works with the local Training and Sector Advisor to connect students with job opportunities in the region.



## Increase access to and engagement with training

- ▶ ServicelQ has expert training advisors and sector advisors who continue to support Queenstown-Lakes service sector employers and trainees throughout their on-job training journey.
- ▶ In December, the Industry Training Federation published a list of Otago employers, including Queenstown-Lakes employers, who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ 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](#).



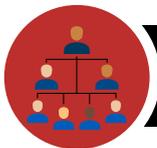
## Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ has [training programmes](#) for all sectors of the service industry, at all levels, including Hospitality, Aviation, Museums, Retail and Retail Supply, 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 region's 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.
- ▶ Local organisations that provide support to the Queenstown-Lakes region and to service sector businesses include [Queenstown Chamber of Commerce](#), [Wanaka Chamber of Commerce](#), [Destination Queenstown](#), and [Lake Wanaka Tourism](#).

### 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](mailto:workforcedevelopment@serviceiq.org.nz) or to keep up to date check our website's [Workforce Development page](#).



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