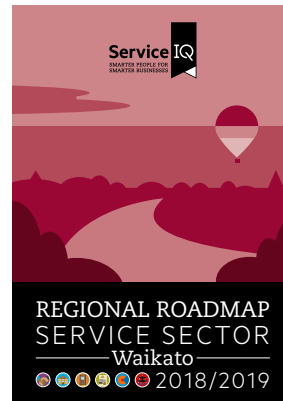


Roadmap To The Future – Waikato Update March 2019

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 [Waikato Service Sector Regional Roadmap](#) was developed after consultation with local businesses, industry associations, government, council, education providers, hapū and community representatives. It contains 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 Waikato region.

New regional economic data indicates that the Waikato service sector will continue to grow steadily. There are 18,430 forecast job openings from 2019 to 2024; including 3,819 new jobs and 14,612 replacement job openings. Attracting, developing and retaining a capable service sector workforce is key to the region being recognised as attractive, liveable and an excellent visitor destination.



— Waikato’s —
world class
customer experience
— is delivered by a sector that —
rewards training
— and —
hard work

18,430

Forecast total job openings 2019–2024

Waikato Service Sector data 2018

Employment

49,362

Filled Jobs

23%

of Waikato

Businesses

9,440

No. of businesses

17%

of Waikato

GDP contribution

\$2,978m

GDP

15%

of Waikato

Waikato Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	717	3,297	3,769	472
Aviation	127	617	687	70
Cafés, bars and restaurants	1,070	7,685	8,709	1,024
Catering	253	1,406	1,549	143
Clubs	70	577	593	16
Museums	27	117	137	20
Quick Service Restaurants	534	2,369	2,852	483
Tourism*	3,572	21,019	23,339	2,320
Travel	152	661	742	81
Retail and retail supply chain	6,490	32,634	34,147	1,513
Total Waikato service sector	9,440	49,362	53,181	3,819

*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.
- ▶ The [FutureForce® Waikato](#) website and Careers Resource magazine, profile young staff working in key Waikato industries, including the service sector. It includes career planning tools and information on Waikato workplaces and work readiness information, all in a youth-friendly format.
- ▶ Waikato has a Regional Labour Market Forum group with a focus on achieving strategic goals in vocational skills, education and employment in the region.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has many [Gateway programmes](#) operating in the Waikato region, with students from 25 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, Future Foodies at Pak N Save and New World and Z Forecourt Concierge programme. There were also Customer Service, Hospitality and Distribution Gateway programmes.
- ▶ Waitomo [Gateway Cultural Camps](#) were held in the April and September school holidays. 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. Camps were also held at Waiheke Island and Kapiti Island.
- ▶ The National Secondary Schools Culinary Competition Regional Event was held in July, as part of the Waikato Culinary Fare. This was won by Morgan McKenzie of Te Awamutu College.
- ▶ FutureForce® Job Board at www.futureforce.nz is a free to use forum for talented youth to be made aware of workplace opportunities, including work experience, internships, cadetships, apprenticeships and employment. It connects employers, educators and work brokers who can put forward candidates.



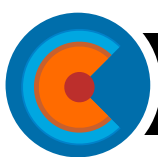
Increase access to and engagement with training

- ▶ In December the Industry Training Federation published a list of Waikato 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 ServiceIQ service sector qualifications. Otorohonga District Council and Waitomo District Council were 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](#).
- ▶ [Smart Waikato](#) and [Graeme Dingle Foundation Waikato](#) both support young people in the region, including education to employment pathways and employability skills.



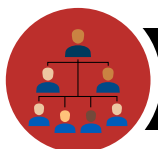
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ ServiceIQ's expert training advisors based in Waikato 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.
- ▶ 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 Waikato 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 Restaurant Association's [Hospo Start](#) hospitality training programme in Waikato 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 to 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 course scheduled in Hamilton is April 10th.
- ▶ [Te Waka: Anga whakamua Waikato](#); the regional economic development agency for Waikato; was established in 2018. Its objectives are to lift the region's economic performance, attract, retain and grow investment talent and business, and to champion and provide one voice for economic and business needs.
- ▶ Other local organisations that provide support to Waikato businesses include [Hamilton & Waikato Tourism](#) and [Waikato Chamber of Commerce](#).

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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