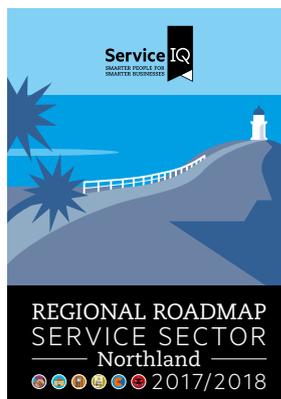


Roadmap To The Future – Northland Update March 2019

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 [Northland Service Sector Regional Roadmap](#) was developed after consultation with 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 Northland.

New regional economic data indicates that the Northland service sector will continue to grow over the next six years. There are 5,850 forecast job openings from 2019 to 2024; including 1,019 new jobs and 4,831 replacement job openings. Developing a strong and capable service sector workforce will be vital to attracting and keeping people in the region over this time.



A skilled
service sector
means
Northland
is a
great place to live
and a
great destination

5,850

Forecast total job openings 2019–2024

Northland Service Sector data 2018

Employment

16,303

Filled Jobs

22%

of Northland

Businesses

3,339

No. of businesses

16%

of Northland

GDP contribution

\$884m

GDP

14%

of Northland

Northland Service Sector	No. of Businesses	Filled jobs		Change
	2018	2018	2024	2018-2024
Accommodation	410	1,523	1,721	198
Aviation	38	111	126	15
Cafés, bars and restaurants	397	2,249	2,523	274
Catering	100	447	482	35
Clubs	25	152	155	3
Museums	24	169	190	21
Quick Service Restaurants	156	589	702	113
Tourism*	1,590	8,225	9,040	815
Travel	57	152	169	17
Retail and retail supply chain	2,131	10,912	11,255	343
Total Northland service sector	3,339	16,303	17,323	1,020

*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.
- ▶ [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 at Whangarei Boys High School in September, where interested and engaged local secondary school students met with industry employers, including retail and hospitality businesses.



Increase the numbers of able people transitioning to work

- ▶ ServiceIQ has many [Gateway programmes](#) operating in the Northland region, with students from 18 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, Future Foodies at Pak N Save and New World and the Z Forecourt Concierge programme. There were also Aviation and Hospitality (including McDonalds Oasis Gateway) programmes.
- ▶ Northland students attended Waiheke Island [Gateway Cultural Camps](#), 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. Cultural Camps were also held in Waitomo and on Kapiti Island.
- ▶ [He Poutama Rangatahi](#) programmes focus on tackling youth unemployment in regional New Zealand, including Te Tai Tokerau; helping to develop pathways for young people into sustained and meaningful employment.



Increase access to and engagement with training

- ▶ In December, the Industry Training Federation published a list of Northland employers who supported industry trainees and apprentices to complete their on-job qualifications in 2018; thanking and congratulating them in local newspapers.
- ▶ ServiceIQ Schools Advisor Diana Davidson held a cluster meeting for Northland Tourism teachers in November, connecting schools with industry, with discussions around career pathways, progression, and effective school to employer transitions. There is a huge amount of energy in Northland schools around providing rich tourism courses including first hand tourism experiences.
- ▶ 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](#).



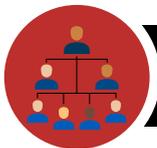
Develop and maintain high quality qualifications and programmes that meet the needs of industry

- ▶ 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 Northland 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 Northland. These include [Northland Inc.](#) and [NZ Chambers of Commerce Northland](#).

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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