

GOAL:

01

Labour supply is not a constraint to growth in the tourism sector. There are enough people to do the work required, to the standard required, to consistently deliver a world-class visitor experience.

Recommendations

- Promote the tourism and hospitality industry to potential employees and key opinion leaders and influencers, positioning tourism as a significant contributor to New Zealand's economy and as a worthwhile career: e.g.
 - *National and/or regional campaigns promoting the benefits of working in tourism and hospitality targeting groups such as seasonal workers, migrants and mature workers.*
 - *Promoting opportunities for casual and seasonal workers to move between employers, as well as joint campaigns with other sectors requiring seasonal workers.*
 - *Setting up an industry-owned, centralised job information website promoting job opportunities and potential career pathways within the industry to potential employees.*
- Identify and secure sources of labour supply, from schools as well as from non-traditional labour pools, such as retired people and foreign students: e.g.
 - *Linking in with the Ministry for Social Development's 'Partnership with Industry' initiative to connect with people currently not in the workforce but with potential to work (such as parents at home, mature workers and migrants). See Case Study 01.*
 - *Linking in with the Department of Labour's migrant settlement initiatives to reach migrant workers.*
 - *Working with secondary schools and associated agencies such as Career Services to dispel myths and promote tourism and hospitality as a rewarding career to school-leavers. See Case Study 02.*

CASE STUDY // 01**Hospitality Association New Zealand Collaborates with the Retailers Association to Ease Sole Parents into the Workforce**

A pilot initiated by HANZ and run jointly with the Retailers Association is bearing fruit for sole parents eager to join the workforce. Under this scheme, sole parent beneficiaries are given part time work (15-20 hours per week) after appropriate training. Once in a job, participants undertake ongoing training, with a view to ultimately moving into skilled full-time work, as their family circumstances allow.

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CASE STUDY // 02**Hospitality Industry Stars Tell It Like It Is**

A series of national workshops (Caravan of Skills), planned and managed by HSI, is giving secondary students a taste of the skills and career paths on offer in the hospitality sector. Well-known chefs and bar-people are heading into schools up and down the country to give the good oil on the hospitality industry. These industry champions embody and promote hospitality career paths, while passing on some of their skills and tricks of the trade. The workshops showcase the hospitality industry to the next generation, and assist the transition from school to training, be it via a tertiary institution or on the job.

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- Remove barriers to entry for potential tourism and hospitality workers, including migrants, overseas workers, and people requiring flexible working hours and conditions (such as parents and mature workers): e.g.
 - *Applying the principles of the fast track visa service in Queenstown to other regions in New Zealand facing specific (often seasonal) tourism skills shortages. See Case Study 03.*
 - *Encouraging employers to adopt flexible employment arrangements (working hours and conditions) in order to attract people who may face barriers to entering the industry due to personal circumstances (e.g. lack of transport or childcare).*
 - *Progress on this front could be supported by national/regional campaigns promoting the benefits of the industry's flexible working hours to groups of potential staff such as mothers returning to the workforce.*

CASE STUDY // 03**Fast Track Visa Service in Queenstown: Government and Industry acting in concert to meet Market Demand**

Queenstown, perhaps more than any other region in New Zealand, is synonymous with tourism. Local tourism businesses are crying out for workers with the attitude and know-how to satisfy discerning tourists with deep pockets and high expectations.

In response to the growing skills shortage and industry calls for action, Immigration New Zealand (part of DOL), initiated a unique fast track service, operating in downtown Queenstown. Accepting applications from any overseas national legally in New Zealand and with a job offer, the service aims to turn around applications for work permits and visas in just forty-eight hours. To ensure the integrity of the industry, all job offers must meet market rates and minimum statutory requirements for employment. The service works closely with Queenstown Work and Income to ensure that local job seekers are not passed over.

Local feedback on the service is glowing. Demand is high and expected to grow as the popularity of the Southern Lakes region soars.

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