

RETAIL & WHOLESALE, TOURISM & HOSPITALITY AND PERSONAL SERVICES

Retail Industry

Key Issue – Recruitment	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> Don't want a normal five day job. Flexible hours/days. High social focus. Can work for entry level positions but harder for more skilled positions. Issue for smaller employers. People don't want to work weekends. 	<ul style="list-style-type: none"> More flexible hours for staff. For example McDonalds has flexible management structure. 			
<ul style="list-style-type: none"> Lack of skilled workers. 	<ul style="list-style-type: none"> Employers will need to look at more mature people. Mature people are out there with the skills and are more flexible. Need more support from ITO. Offer more in house training. 			
<ul style="list-style-type: none"> Low wages. Starting rates not attractive. Businesses paying minimum rates. 	<ul style="list-style-type: none"> Offer bonuses for staff that have worked for over a year. Highlight lifestyle opportunities of region. 			
<ul style="list-style-type: none"> Retail industry very image focused. (Have to match employee to the style of the business). 	<ul style="list-style-type: none"> Employers are missing out on good people. Need to expand what they consider acceptable ie, mature people, immigrants. 			

Key Issue – Retention	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> Not a major issue in the region. 	<ul style="list-style-type: none"> Ongoing mentoring and coaching needed. 			

Key Issue – Education and Training	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> Lack of understanding on what ITO's can bring to the business. 	<ul style="list-style-type: none"> Businesses need to be aware of what ITO's can offer. Local retailers must connect with ITO's. 			
<ul style="list-style-type: none"> Need a Tairawhiti certificate in Retail. 	<ul style="list-style-type: none"> Distinguish between local retailers and national retailers. Get people enthusiastic about customer service. Increase on-selling skills. Investigate what opportunities are available for on job education and training (workshop, block courses). Only 40% currently using local providers. Work on increasing this percentage. Retail ITO to provide funding for on job training. Retail sector needs to take responsibility for updating staff (ie, customer service). 			

Hospitality Industry

Key Issue – Recruitment	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> Low skilled staff. Poor customer service. 	<ul style="list-style-type: none"> Help youth to be aware of what courses/help is available for them in the community. Kiwihost. (paid for by WINZ). Makes people more employable. Makes them feel good about themselves and is a nationally recognised certificate (NZQA). Make Kiwihost programme free for all residents. People who have completed the course to be given preference for employment. Make potential staff more employable with higher skill level. Standardise Kiwihost training. Currently quality of training differs depending on provider. 			
<ul style="list-style-type: none"> Insecure hours. Don't know when they will be needed to work. Staff on standby. There is a pool of staff waiting in case they are needed. 	<ul style="list-style-type: none"> Business planning. Identify when the busy periods are and plan accordingly, ie, don't have people waiting when there is very little chance of being called up. Demand is customer driven ie, 			

Key Issue – Recruitment	Action	Priority	Timeframe	Responsibility
	<p>if more people are using the businesses, more staff will be needed.</p> <ul style="list-style-type: none"> Employers to network so staff can work amongst multiple companies when required (job sharing). Have staff waiting for work from multiple companies ie, job sharing. 			
<ul style="list-style-type: none"> Students/youth wanting flexible hours to suit their lifestyles. 	<ul style="list-style-type: none"> Have flexible working hours/days. Look after staff if they have proven themselves. 			
<ul style="list-style-type: none"> Getting people to do jobs they have done previously. 	<ul style="list-style-type: none"> Offer incentives to get staff to return to the workplaces that they have left ie, higher pay level as they are more experienced. 			
<ul style="list-style-type: none"> Target those doing volunteer work and give them paid employment as they want to work so are more motivated. Target women/mothers going back into the workforce. 	<ul style="list-style-type: none"> Offer transition service to get women/mothers back into a working mode. Offer upskilling opportunities. Offer work based training. Offer work experience so they can get a foot in the door. 			
<ul style="list-style-type: none"> Lack of staff. 	<ul style="list-style-type: none"> Consider immigrants. Consider old aged workers. Consider women/mothers going back into the workforce. 			
<ul style="list-style-type: none"> Childcare issue for workers with 	<ul style="list-style-type: none"> Home based childcare 			

Key Issue – Recruitment	Action	Priority	Timeframe	Responsibility
<p>dependents.</p> <ul style="list-style-type: none"> Childcare issue for workers with dependents who work nights/shift work. Crèche hours not as flexible as some working hours. Region short on childcare and what's there is very expensive and approximately 18 months wait to get in. 	<p>opportunities (max four children allowed including own children).</p> <ul style="list-style-type: none"> Investigate childcare subsidies available. Investigate compliance issues. Opportunity for more childcare businesses. 			

Key Issue – Retention	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> A lot of young people moving through the industry. Don't stay long. Lifestyle choices. 	<ul style="list-style-type: none"> Review good practices around retention (stay in contact with staff who leave). Bonding of staff etc. 			
<ul style="list-style-type: none"> Employers with high turnover collecting ongoing subsidies. Some employers are not nice to work for. Results in high turnover of staff and lower skilled staff offering low service levels. 	<ul style="list-style-type: none"> Increase selling skills. Promote Kiwihost. Stress importance of having a person at the front of store with good customer service skills. They are the face of the company. 			
<ul style="list-style-type: none"> Youth don't like being told what to do. 	<ul style="list-style-type: none"> 			
<ul style="list-style-type: none"> Develop employer/employee relationships. 	<ul style="list-style-type: none"> Employers to make clear what expectations are to reach the next level employment. Offer more than low wages, ie, skills training that can be used in the future. 			
<ul style="list-style-type: none"> Poor wages compared to main centres. 	<ul style="list-style-type: none"> Stress lifestyle advantages of the region. 			
<ul style="list-style-type: none"> People leaving the region for education/OE etc. 	<ul style="list-style-type: none"> Entice these people back. Offer incentives for them to return. 			

Key Issue – Education and Training	Action	Priority	Timeframe	Responsibility
<ul style="list-style-type: none"> • ITO not active in the area. 	<ul style="list-style-type: none"> • Get ITO's into the region and make them more active. • Local companies not aware of what ITO's can offer them. 			
<ul style="list-style-type: none"> • A lot of smaller operators working from home (ie, hairdressers). 	<ul style="list-style-type: none"> • More uptake of initiatives that are happening now. • Support and improvement of Kiwihost. • Support Gateway. 			
<ul style="list-style-type: none"> • Career training/decisions are happening too late (14-15). 	<ul style="list-style-type: none"> • Develop connections between industry and training establishment. • Ensure career councillors have good knowledge of the industry. • Get students thinking about possible careers at an earlier age. • Support initiatives that are happening in schools now. 			
<ul style="list-style-type: none"> • Careers in schools. 	<ul style="list-style-type: none"> • Coordinator needed. • Develop connections between industry and training establishment. • Ensure career councillors have good knowledge of the industry. • Ensure title isn't just tagged onto another teacher role. 			
<ul style="list-style-type: none"> • No support for students that 	<ul style="list-style-type: none"> • Provide career advice and 			

Key Issue – Education and Training	Action	Priority	Timeframe	Responsibility
<p>leave school.</p> <ul style="list-style-type: none"> • Poor customer service. • Service sector growth area. • No courses available regarding front line hospitality (ie, housekeeping, etc). 	<p>guidance for students leaving.</p> <ul style="list-style-type: none"> • Support and improvement of Kiwihost and similar programmes. • Review programmes currently available. 			