



# Putting this into action for Contact Centres

Transformational change in the Service sector workforce will take time but to achieve that change we need to start taking action now. The following plan includes the key areas of focus, medium term actions and short-term initiatives. These initiatives and actions can be thought of as individual threads that weave together to achieve workforce transformation.

	Māori succeeding as Māori	Attracting and retaining the future workforce	Developing broad skills for the future	Creating mana-uplifting jobs and opportunities
<b>Actions:</b>  <b>Where we would like to be</b>	<ul style="list-style-type: none"> <li>Māori business and workforces have opportunities to connect.</li> <li>The Service sector and vocational education system understands and acts on Māori views of success.</li> <li>The vocational education system is shaped by a Mātauranga Māori lens.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the availability and use of high-quality information about Service sector businesses and workforce</li> <li>Improve participation of Māori, Pacific peoples, tāngata whaikaha, and other population groups.</li> <li>Industry is visible and promoted to a wide range of potential ākongā and kaimahi.</li> <li>Roles and responsibilities of system level players are understood and have arrangements in place to work well together.</li> </ul>	<ul style="list-style-type: none"> <li>Vocational education and training is flexible and adaptable to current and emerging industry requirements.</li> <li>Workforces and businesses are well prepared to adapt and innovate.</li> <li>Investment decisions are transparent and based on high quality advice.</li> </ul>	<ul style="list-style-type: none"> <li>Workplaces are accessible and attractive to the current and future workforce.</li> <li>The workforce is recognised, valued, and safe.</li> <li>The workforce and businesses move through the cycle of employment (recruitment, on-boarding, retention, and progression) in ways that suit them.</li> <li>The range of roles is articulated and available.</li> <li>Learning and skills development supports upwards and lateral progression.</li> </ul>
<b>Initiatives:</b>  <b>What we can do to get there</b>  <b>Service Sector Initiatives</b>	<ul style="list-style-type: none"> <li><b>R I</b> Establish and grow the Māori Service Sector Forum.</li> <li><b>R</b> Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations.</li> <li><b>R I</b> Te Kāhui Mātauranga Māori to provide Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches.</li> </ul>	<ul style="list-style-type: none"> <li><b>R</b> Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040.</li> <li><b>I</b> Amplify work that aims to grow participation of particular groups such as Pasifika Navigators of Tomorrow or Jobs for Mums.</li> <li><b>R</b> Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data.</li> </ul>	<ul style="list-style-type: none"> <li><b>R</b> Create a package of short, sharp, stackable credentials that meet industry need through Waihangatia te Āmua Ao   Shaping the Future of Service Skills project.</li> <li><b>R I</b> Amplify work that supports people to learn about broad skills for the Service sector, such as MBIE's Digital Boost initiative.</li> </ul>	<ul style="list-style-type: none"> <li><b>R</b> Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs.</li> <li><b>I</b> Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works NZ, Disabled Persons Assembly Information Exchange resources for employers, and Rainbow Tick.</li> </ul>
<b>Contact Centre specific initiatives</b>  <b>Who is leading the initiative</b>	<ul style="list-style-type: none"> <li><b>R I</b> Industry and WDC's to showcase successful Māori businesses/ role models in the industry to further attract Māori to the sector.</li> <li><b>I</b> Businesses to improve access to Te Ao Māori training.</li> </ul>	<ul style="list-style-type: none"> <li><b>I</b> Build awareness of the opportunities across the industry by creating targeted events, information, and services to increase exposure for different people and places, such as careers expo and events.</li> <li><b>R I</b> Develop content about a range of jobs for the TEC Careers Services to use in its products such as the current <i>careers.govt.nz</i> website and the planned successor, Tahatū.</li> <li><b>I</b> Increase employer participation in the Inspiring the Futures programme with local schools.</li> <li><b>I</b> Promote Contact Centre awards as an opportunity to recognise innovative work being done in the sector within the industry and beyond.</li> </ul>	<ul style="list-style-type: none"> <li><b>R I</b> Collaborative work between industry, government agencies, and Ringa Hora to:               <ul style="list-style-type: none"> <li>improve the transparency about vocational education and training funding,</li> <li>ensure high quality information is available to inform Government policy and investment decisions.</li> </ul> </li> <li><b>R I</b> Increase provision of digital literacy training for workforce.</li> <li><b>I</b> Businesses continue to develop their own quality, on the job training, and looking to align with credentials where this makes sense for bushiness and learners.</li> </ul>	<ul style="list-style-type: none"> <li><b>I</b> Businesses work to ensure they employ and grow good leaders in the sector, encourage professional development and career progression, and provide pastoral care.</li> <li><b>R I</b> Highlight the opportunities in the industry by making career pathways visible to all by improving transparency of pathways by mapping job roles to education and other relevant requirements.</li> <li><b>I</b> Increase mentoring opportunities, especially for Māori, Pacific peoples and tāngata whaikaha. Ensure that mentoring opportunities are culturally appropriate.</li> <li><b>R I</b> Identify and investigate cross sector industry pathways from contact centres (such as banking, aviation and airports, accommodation).</li> </ul>

**R** = Ringa Hora  
**I** = Industry