

ACTION

Putting this into action for Retail and Distribution

Transformational change in the Service sector workforce will take time but to achieve that change we need to start taking action now. This 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
Actions Where we would like to be	<ul style="list-style-type: none"> ▲ Māori business and workforces have opportunities to connect. ▲ The Service sector and vocational education system understands and acts on Māori views of success. ▲ The vocational education system is shaped by a Mātauranga Māori lens. 	<ul style="list-style-type: none"> ▲ Improve the availability and use of high-quality information about the Service sector. ▲ Improve participation of Māori, Pacific People, Tāngata Whaikaha, and other groups. ▲ Industry is visible and promoted to a wide range of potential ākonga and kaimahi. ▲ Organisations with a role in workforce development work collaboratively and have well understood roles.
Initiatives What we can do to get there Service sector initiatives	<ul style="list-style-type: none"> ▲ Establish and grow the Māori Service Sector Forum. (Joint Ringa Hora and industry) ▲ Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations. (Ringa Hora) ▲ Te Kāhui Mātauranga Māori to provide Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches. (Joint Ringa Hora and industry) 	<ul style="list-style-type: none"> ▲ Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040. (Ringa Hora) ▲ Amplify work that aims to grow participation of particular groups such as Pasifika Navigators of Tomorrow or Jobs for Mums. (Industry) ▲ Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data. (Ringa Hora)
Retail and Distribution Specific initiatives	<ol style="list-style-type: none"> 1. Develop business management and leadership skills in Māori owners of small to medium sized enterprises to enable Māori businesses to continue to thrive. (Ringa Hora) 2. Encourage rangitahi to consider careers in Retail as there are opportunities to work across the motu which can help retain connections with whenua, whanau, iwi and hapu.(Industry) 	<ol style="list-style-type: none"> 3. Support the Retail NZ project to address perceptions about Retail from job seekers and their influencers by: <ul style="list-style-type: none"> ▲ improving perceptions of retail careers and understanding of options ▲ creating a greater pool of talent ▲ identifying potential government interventions to secure talent (Joint Ringa Hora and Industry) 4. Address perceptions about safety in the workforce due to growing awareness of Retail crime by: <ul style="list-style-type: none"> ▲ Encouraging training staff in methods to mitigate hostile or violent situations ▲ Advocating for industry to review and optimise security processes and policies (Joint Ringa Hora and Industry) 5. Promote conversations and engagement with existing research on the Retail and Distribution industry, such as the: <ul style="list-style-type: none"> ▲ Consumer behaviour and preferences in the NZ retail grocery sector report ▲ Retail NZ Retail Radar reports ▲ BDO NZ Retail Thrive Series (Joint Ringa Hora and Industry)

Developing broad skills for the future	Creating mana-uplifting jobs and opportunities
<ul style="list-style-type: none"> ▲ Vocational education and training is flexible and adaptable to industry needs. ▲ Workforces and businesses are well prepared to adapt and innovate. ▲ Investment decisions are transparent and based on high quality advice. 	<ul style="list-style-type: none"> ▲ Workplaces are accessible and attractive to the current and future workforce. ▲ The workforce is recognised, valued, and safe. ▲ The range of roles is articulated and available. ▲ Learning and skills development supports upwards and lateral progression.
<ul style="list-style-type: none"> ▲ Create a package of short, sharp, stackable credentials through Waihangatia te Āmua Ao Shaping the Future of Service Skills project. (Ringa Hora) ▲ Amplify work that supports people to learn about broad skills for the Service sector, such as MBIE's Digital Boost initiative. (Joint Ringa Hora and industry) 	<ul style="list-style-type: none"> ▲ Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs. (Ringa Hora) ▲ Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works, Living Wage, and Rainbow Tick. (Industry)
<ol style="list-style-type: none"> 6. Taking into account that the last 3 years have been very challenging in the sector, tweak to include skills like communication and problem solving, rather than make big changes to retail qualifications. (Ringa Hora) 7. Respond to increasing prevalence of tech in the industry by: <ul style="list-style-type: none"> ▲ Exploring credentials and qualifications that upskill existing technological literacy and making these accessible to people across the workforce ▲ Identifying pioneers in the tech innovation space within the industry and promoting their stories (Joint Ringa Hora and Industry) 	<ol style="list-style-type: none"> 8. Increase knowledge about retail industry careers (Industry). 9. Provide opportunities for professional development and make them more visible to future workers looking to enter the industry, as well as people within the workforce already. (Industry)

PROGRESS

To support progress with these actions, we have monitored what has been achieved in the last 12 months and what more will be delivered in future.

Retail Workforce Action Plan

What has been delivered in the last 12 months

Develop business management and leadership skills in Māori owners of small to medium sized enterprises to enable Māori businesses to continue to thrive.

Ringa Hora are currently doing a review of all business capability qualifications and engaging on a possible leadership qualification/ solution which would support business management and leadership skills of Māori business owners.

Te Manu Arataki Leadership Project, led by Ringa Hora, is another example of how Ringa Hora and industry are promoting broad skills for the Service Sector. Early feedback from industry groups and iwi showed there is a desire for more leadership training and qualifications, something this project can play a significant part in delivering. The first three stages of four have been completed:

Stage 1 – Environmental scan
(November 2023 – February 2024)

Stage 2 – Review scan outcomes & public consultation
(March - April 2024)

Stage 3 – Qualification review and development of new products if appropriate (April - June 2024)

Stage 4 – Final consultation and change implementation
June 2024 onwards

Encourage rangitahi to consider careers in Retail as there are opportunities to work across the motu which can help retain connections with whenua, whānau, iwi and hapū.

Ringa Hora and Industry support rangatahi to enter the industry. This includes Ringa Hora and industry taking part in a three-day **Job Explore** exhibit in three locations across Northland in early 2024.

Support the Retail NZ project to address perceptions about Retail from job seekers and their influencers by:

- ▲ improving perceptions of retail careers and understanding of options
- ▲ creating a greater pool of talent
- ▲ identifying potential government interventions to secure talent

Retail NZ is working on the Careers in Retail project aiming to improve perceptions of retail careers. This is due to be released in July 2024.

Ringa Hora supports this work through the Ringa Awhi fund and are members of the project working group.

What will be delivered in the next 18 months

Who is responsible?

The Te Manu Arataki Leadership Project is currently in Stage 4 – Final consultation and change implementation June 2024 onwards.

Ringa Hora

In the next 12-18 months Ringa Hora will implement and promote the outputs from this work.

Ringa Hora and industry continue to look for opportunities to encourage rangatahi into Retail. This includes the **CATE Conference** in Dunedin in November 2024.

Industry

Retail NZ will continue their Careers in Retail project aiming to improve perceptions of retail careers.

Joint Ringa Hora and Industry

Ringa Hora have included a highlight piece on this work in this document.

<p>Promote conversations and engagement with existing research on the Retail and Distribution industry, such as the:</p> <ul style="list-style-type: none"> ▲ Consumer behaviour and preferences in the NZ retail grocery sector report ▲ Retail NZ Retail Radar reports ▲ BDO NZ Retail Thrive Series 	<p>Retail NZ produce a quarterly <u>Retail Radar report</u> surveying all their members. This report captures the most pressing concerns for industry in the previous quarter. The most recent report to March 2024 includes topics on:</p> <ul style="list-style-type: none"> ▲ business confidence ▲ inflation ▲ rising insurance costs.
<p>Address perceptions about safety in the workforce due to growing awareness of Retail crime by:</p> <ul style="list-style-type: none"> ▲ Encouraging training staff in methods to mitigate hostile or violent situations ▲ Advocating for industry to review and optimise security processes and policies 	<p>Retail NZ is working on the Careers in Retail project aiming to improve perceptions of retail careers. Ringa Hora supports this work through the Ringa Awahi fund and are members of the project working group.</p> <p>Alongside this work, Retail NZ, New Zealand Security Association (NZSA), Red Badge and Ringa Hora have met to discuss how they can work together to effectively address safety concerns for security and retail staff. Retail NZ are working with a number of Government agencies to address these issues, including the Police Crime Prevention Hub to support retailers to help prevent retail crime and Ministry of Justice to help expedite court cases of offenders. NZSA are also advocating Government to enhance legislation around Trespass and Use of force to include a clear understanding of the protection and limitations of the use of force.</p>
<p>Update qualifications to include skills like communication and problem solving, rather than make big changes to retail qualifications (Ringa Hora)</p>	<p>Review of Retail and Sales Qualifications</p> <p>Scoping/planning for the review of the following qualifications is underway:</p> <ul style="list-style-type: none"> ▲ <u>2234 – New Zealand Certificate in Retail (Customer Service and Sales Support) (Level 2)</u> ▲ <u>2235 – New Zealand Certificate in Retail (Level 3)</u> ▲ <u>2236 – New Zealand Certificate in Retail (Level 4)</u> ▲ <u>2237 – New Zealand Certificate in Sales (Level 3)</u> ▲ <u>2238 – New Zealand Certificate in Sales (Level 4) with optional strand in Sales Prospecting</u> <p>Meet and Greet</p> <p>An initial Meet and Greet was held on 11 April 2024, with representatives from several interested parties in attendance.</p>

<p>Retail NZ will continue to release their quarterly report. Ringa Hora will look for opportunities to support, promote and get involved with the upcoming surveys.</p>	<p>Industry</p>
<p>Retail NZ, New Zealand Security Association, Red Badge and Ringa Hora will continue to work together to address safety and perceptions concerns for security and retail staff. This includes the continuing Careers in Retail project by Retail NZ.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Ringa Hora is, in cooperation with interested parties, deciding whether these qualifications will be updated (reviewed), left unchanged (rolled over), or expired. If you have any feedback or questions on the qualification(s) or if you are interested in participating in one of our working groups or consultation groups for qualification reviews and developments, please contact us at qualifications@ringahora.nz.</p>	<p>Ringa Hora</p>

<p>Respond to increasing prevalence of tech in the industry by:</p> <ul style="list-style-type: none"> ▲ Exploring credentials and qualifications that upskill existing technological literacy and making these accessible to people across the workforce ▲ Identifying pioneers in the tech innovation space within the industry and promoting their stories 	<p>Industry hosted the iMedia Online Retail Summit New Zealand in May 2024 including 70+ New Zealand Retailers, 70+ Technology & Solution Providers, 15+ Keynotes and brought together New Zealand's best enterprise-level retailers with some of the industry's top-performing technology and solution-providing vendors supporting enterprise-level retailers.</p>
<p>Increase knowledge about retail and distribution industry careers</p>	<p>Retail NZ is working on the Careers in Retail project aiming to improve perceptions of retail careers. Ringa Hora supports this work through the Ringa Awhi fund and are members of the project working group.</p> <p>In addition, the Tertiary Education Commission (TEC) have updated the Tahatū interactive careers website including retail and distribution occupations to provide a personalised experience to help people figure out what kind of work they might like to do, and how they can get there. Tahatū was released as a pilot to a small number of secondary schools on 2 April 2024. You can read more about our plans for this at Tahatū pilot.</p>
<p>Provide opportunities for professional development and make them more visible to future workers looking to enter the industry, as well as people within the workforce already.</p>	<p>A number of organisations in the industry are already promoting professional development and good practice. This includes the likes of</p> <ul style="list-style-type: none"> ▲ Two degrees who deliver a two-year retail apprenticeship via ServiceIQ. This helps trainees to develop and progress within their careers in the organisation and has supported staff retention. ▲ Foodstuffs who deliver internal programmes which provides staff with experience from across the business in other areas and supports their promotion within the business. ▲ Primary Connect also deliver internal programmes supporting existing staff to gain wider experience across the organisation. ▲ New Zealand Post support their staff to gain qualifications in literacy and numeracy and transferable skills in financial literacy and digital capability. <p>Aspire to do a load of work with literacy and numeracy.</p>

<p>Ringa Hora and industry will continue to promote opportunities for tech pioneers in the sectors.</p>	<p>Joint Ringa Hora and Industry</p>
<p>Retail NZ is working on the Careers in Retail project aiming to improve perceptions of retail careers. This was released in July 2024. Ringa Hora have included a highlight piece on this work in this document.</p> <p>Ringa Hora will be working with the Supply Chain industry to participate in future career exhibitions and promote career opportunities in Distribution.</p> <p>In addition, the Tahatū pilot project will gradually increase over the following months. Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. We have designed it to help those who do know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration.</p> <p>Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place.</p>	<p>Industry</p>
<p>Industry continue to see the value in developing existing staff to progress within the organisation. Ringa Hora will record examples of good practice and approaches to promote.</p>	<p>Industry</p>