



Tourism Futures Strategy

Young Tourism Export Council (hereinafter referred to as Young TEC) is a part of the Tourism Export Council of New Zealand and is an organisation created to provide support, education and networking opportunities to further the professional development of young people working in the New Zealand tourism industry.

Young TEC members are young people under the age of 36 years, currently employed in tourism roles by member companies of the Tourism Export Council.

The overarching strategy of young TEC is to imbue a sense of pride and ownership of the New Zealand Tourism Industry in young tourism employees. It is hoped Young TEC will help to create a highly skilled tourism sector who are encouraged to grow, develop and invest in the future of New Zealand Tourism.

Formed in 2011, the organisation has over 200 members and over the past 4 years has successfully delivered an annual professional development programme, a mentoring match-up programme, recognition awards for achievement by young people in the tourism industry and an array of successful networking and up-skilling events.

Young TEC's goals are listed below:

- To provide networking opportunities for young people in the tourism industry through events and conferences.
- To facilitate a mentoring programme where young people in the tourism industry can learn and grow by shadowing and learning from senior tourism experts.
- To up-skill young people in tourism through a series of workshops and hands on training initiatives.
- To reward achievement in the tourism industry by a young person or people through an awards scheme.
- To provide support, education and networking opportunities to further the development of the industry's future leaders.
- To enhance the New Zealand tourism export industry by facilitating the professional development of young people working in the New Zealand tourism industry.

Young TEC has now progressed to a stage where it aspires to lead and direct initiatives which promote tourism as a career in New Zealand, and has identified this as a priority for 2016 in order to align with Tourism Industry Association's (TIA) People and Skills 2025 Strategy.

VISION	MISSION
The New Zealand tourism industry is seen as an aspirational and professional career option, with visible training choices, career pathways and an array of potential roles and responsibilities.	To create training collateral and information portals which encourage young people to consider the tourism industry as a career path, and assist them in starting their career.

Tourism Futures Programme Delivery

Young TEC's Tourism Futures Programme aligns with TIA'S 2025 People and Skills strategy – namely the following actions:

- Actively promote tourism jobs and opportunities to secondary and tertiary students
- Raise the profile of strategies to keep people in the industry
- Promote tourism success stories
- Develop marketing material and a website for promoting tourism jobs and career paths
- Form closer relationships between employers and training providers
- Engage the general public via a range of initiatives

Core focus:

Young TEC focusses on the executive level of a tourism career, with less focus on frontline and hospitality roles. The aim is to attract highly skilled individuals into tourism and retain them in the industry. For the Tourism Futures Programme, the strategy would see Young TEC promoting tourism as an exciting and executive career path with long term career development prospects.

Initially the programme would target high school and tertiary students and/or young adults at the start of their career pathway, with an additional focus on career advisors and teachers. The programme would focus first on major centres that are likely to require higher volumes of tourism staff, namely Auckland, Queenstown and Christchurch.

Key Tactics:

The below outlines a tactical brand and marketing campaign – the “Tourism Futures Programme”, which would be rolled out in 2016 to promote tourism careers. The idea behind the brand would be to create a cohesive look and feel that could be rolled out by other agencies involved in the upskilling or recruitment of tourism students or professionals. This brand would become an asset to be used across the industry to direct consumers to a mutually agreed website or landing page, from which interested parties can direct themselves to the appropriate training institute or tourism body.

Recruit Tourism Ambassadors

Young TEC has access to a 200 + database of young tourism professionals who would be recruited to front the campaign as ‘tourism ambassadors’.

- Tourism Ambassadors would form the ‘face’ of the campaign, outlining each ambassador’s study and career pathway, and showcasing key highlights of their career.
 - Suggest recruiting up to 20 ambassadors, with a regional spread throughout New Zealand
- Tourism Ambassadors would be engaged to undertake public speaking engagements in high schools and tertiary institutes, with students, parents and teacher/careers advisors.
- Tourism Ambassadors would work to form partnerships between their own organisations and industry training providers, local tertiary institutes and high schools.
- Tourism Ambassadors to host regional events – speed dating meet and greets, ‘Meet the Boss’ events and ‘Parent Famils’ of tourism experiences.

Additional requirements: An agreed upon website to direct interested consumers to more information.

Develop and Distribute Marketing Collateral

- Create up to 6 exciting and engaging videos using tourism ambassadors as the face of each video. Videos would be distributed via social media.
- Create a PowerPoint template for tourism ambassadors to utilise in their public speaking engagements and work with training providers.
- Create a PowerPoint template for tourism parents who similarly would be willing to share their tourism future stories with their children's schools and teachers
- A selection of handouts directing consumers to further information and more in depth information, which can be used by Tourism Ambassadors and training providers alike.
- Posters for use in high schools and tertiary institutes to promote either public speaking events and/or the campaign itself.

Additional requirements: An agreed upon website to direct interested consumers to more information.

Undertake a Media and Communications Strategy

- Develop a set of press releases promoting the campaign and work with national, local and industry media to spread the word,
- Continued social media posts including additional content of interest, inspirational quotes and organic tourism ambassador content (i.e. bungy jumping or travelling offshore)
- The potential for a PR stunt event to gain widespread media attention.

Additional requirements: An agreed upon website to direct interested consumers to more information.

Website:

In order to track interest and provide further information on tourism careers, the campaign should direct consumers to a cohesive website. This proposal has NOT incorporated the development of a website, and instead would work with funding partners on a desired website driver for the campaign.

The website could include:

- In-depth tourism ambassador stories and inspiration
- CV Planning
- Pathway tools – what to study and/or where
- FAQ's

Examples of websites include:

- <http://women.govt.nz/our-work/women-leadership>
- A portal on <https://www.careers.govt.nz/>
- Or a purpose built website via TEC or TIANZ

Measurement and KPI's:

Measurement of the campaign efficacy could be identified through the following:

- Engagement and reach through social media
- Number of website clicks
- Number of speaking engagements
- Number of attendees at speed dating or other expo event
- By capturing a database of interested students/teachers

Resourcing:

As Young TEC members are all voluntary contributors, it is recommended that a paid resource is contracted to deliver the Tourism Futures Programme, reporting into the Young TEC Executive along with strategic funding partners.

A brief proposed budget is listed below, which can be expanded on as requested:

- *People resource:* \$15,000
- *Videos:* 6 x \$2000 = \$15,000
- *Brand and collateral development:* \$10,000 (brand creation, banners, PowerPoint template, imagery, handouts, posters)
- *Social media management:* \$7,000 (for strategy, creation and set up plus targeted spend – ongoing management by YoungTEC and/or TIA)
- *PR/Communications:* \$3000 (press releases)

Total: \$50,000

Funding streams:

As an initial request, Young TEC proposes a funding model of \$35,000 from the Tourism Industry Association's People and Skills Strategy fund, with an additional \$15,000 to be sought from ATEED's Skills and Employment department.

This document serves as a draft proposal only and is subject to funding approval.

Further questions can be directed to:

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