

**Learn Queenstown Lakes**  
**Employer Survey Executive Summary**



Sample size: 39 Employers

Industry: wide range. Most response from:

- Tourism (23% - 9 responses)
- Accommodation (12% - 5 responses)
- Retaining (10% - 4 responses)
- Construction (8% - 3 responses)

60% with 21 or more employees

### **High level analysis**

- Responses were very varied overall. The areas that some employers are comfortable they don't need assistance in, are areas others are either seeking to come together with other employers on, or have identified their most significant gaps in
- It's clear overall from the results that employers are interested in:
  - Working together on learning & development for our workforce
  - A more joined-up understanding of learning programmes and providers are available locally
  - Ways to be informed about quality providers
  - Engagement and support amongst employers to share knowledge and information on learning & development
- 90% of respondents are interested in co-developing training programmes with other businesses in the district
- Time, cost and staff turnover are the key barriers to engaging in learning & development for participating businesses.
- There is also a clear demand for blended learning delivery models that include:
  - On the job learning
  - In person-workshops (short engagements only <2 hours)
  - Online e-learning (short, sharp engagements)
- Bite-sized learning engagements
- Opportunities were identified through the survey for industry-specific collaboration/engagement on core technical skills

### **Skills**

- Top Skill Gaps (identified by >30% of respondents as a gap):
  - Digital literacy and technology skills (45.45%)
  - Communication skills – listening, written & aural (42.42%)
  - Customer Experience / customer service (39.9%)
  - Core Management Skills (39.39%)
  - Leadership (36.36%)
  - Interpersonal skills and team working (33.33%)
  - Cultural Awareness and Competency (33.33%)

*NB: These skill gaps don't necessarily correlate directly to demand for support from external learning providers.*

- Key topics participating employers would like to work with other employers on:
  - Core management skills
  - Leadership
  - Health & Safety
  - Teamwork
  - Sales
  
- Topics respondents are struggling to find quality local providers for are:

Topic	Skill or Behavioural Capability
Sales	Skill
Project management for non-project managers (where we don't want full qual like PRINCE2)	Skill
Cookery / culinary	Skill
High quality leadership development	Behavioural capability
Soft skills/behavioural capabilities	Behavioural capability
Executive development	Both
Change management	Both
Customer service/customer centric approach for larger organisations	Both

### **Preferred learning delivery approach/model**

- Employers are seeking a work-integrated learning model to support the development of skills for their business. While they recognise the value in in-person L&D delivery, there are clearly time constraints for both business and workers that restrict uptake.  
*MP notes: draw from preferred learning delivery, barriers to uptake*
  
- Therefore, employers are seeking learning delivery that supports:
  - On the job learning
  - In person-workshops
  - Online e-learning
  
- Where off-job content delivery is concerned, there is a desire for bite-sized content. Requiring ideally 2 – 3 hours (or less) for each engagement. This relates to worker engagement in learning, time constraints, rosters, and other business needs  
*MP notes: draw from last few written response questions*

### **How we plan for L&D in our business**

- 30% of respondents do not have a dedicated L&D budget
- Learning is most commonly (36%) delivered on demand, as needs are identified
- 26% of respondents have an active L&D strategy or plan in place

### **Barriers we face**

- Time & capacity
- Cost
- Turnover/consistency of labour force/transient nature of workforce/restrictions of immigration settings
- Language barrier
- Management support / buy in
- Quality providers available locally who understand our needs
- Finding content pitched at the right level

### **Key outcomes:**

Resources and support employers are seeking, which Learn QL programme could focus support on:

- Low cost, effective learning & development solutions
- Visibility of good local public offerings
- Blended delivery models
  - In person and online
  - Short training engagements (i.e. 2 hours)
  - Supporting tech that is engaging, intuitive and easy to use
- Open collaboration and engagement with other employers
  - Shared programmes
  - Sharing information, referrals and securing quality providers

Full survey dashboard is available here: [Learn Queenstown Lakes - SurveyMonkey Dashboard](#)