
THE VOICE OF THE TOURISM INDUSTRY

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To the Productivity Commission

Re: The Productivity Commission issues paper 'New models of tertiary education'

The Tourism Industry Association (TIA) is the peak body for the tourism industry in New Zealand. With around 1,500 members, TIA represents a range of tourism-related activities including accommodation, adventure and activities, attractions and transport operators, airports and airlines, as well as related tourism services such as the retail sector.

The primary role of TIA is to be the voice of the tourism industry. This includes working for members on advocacy, policy, communication, events, membership and business capability. The team is based in Wellington and is led by Chief Executive, Chris Roberts.

Tourism 2025 (www.tourism2025.org.nz), an industry-led, government supported economic growth framework was launched in New Zealand in 2014 and has set an aspirational goal of reaching \$41 billion in annual tourism revenues by 2025. The industry's focus is on growing value faster than volume. The Tourism 2025 framework is based around five key themes which are: Insight, Connectivity, Productivity, Visitor Experience and Target for Value.

ServiceIQ sets standards and develops skills for New Zealand's service industry sectors, representing tourism, accommodation, cafes, bars and restaurants, clubs, food services, quick service restaurants, museums, aviation, retail and retail supply chain. They are one of New Zealand's leading and largest industry training organisations (ITOs). ServiceIQ is one of TIA's premier business partners.

TIA would like to take the opportunity to support ServiceIQ's submission on the Productivity Commission issues paper 'New models of tertiary education'.

We agree with ServiceIQ's concerns that ITOs have not been given enough prominence in the issues paper and that ITOs should have a central role in the next NZPC's draft report. ITOs play a very important role between the tertiary education system and the businesses and employers that comprise the service sector in New Zealand. Employers, as the end user of the product of education and training, should have a major role in the tertiary education system. As our submission points out, the strength of the voice of the employer within the current tertiary system needs to be a lot stronger than it currently is and TIA is concerned that the Issues Paper does not go far enough in recognising this as a significant issue.

In summary, TIA supports the submission by ServiceIQ and feels that solid issues are discussed that need to be taken into account. ITOs should be the primary link between the various parts of the tertiary education system to ensure that supply of learners meets industry demands.

For further information or clarification, please contact:

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