

Hospitality Dashboard

Monthly Update
Period: July 2021



Key Indicators



81–100%

51% of operators say customer levels are 81-100% of typical trading levels.



3

Business closures



↓ 19%

36% of the industry say revenue is down v.s July 2020. The figure (left) indicates the average monthly revenue decline.



↑ 20%

48% of the industry say revenue is better v.s July 2020. The figure (left) indicates the average monthly revenue increase.

Member responses 419

Most regular feedback



The impact of **skill shortages** continues to be the most regular feedback. This is the major stressor for operators.



Health & wellbeing is in focus. Burnout is a concern for overworked operators and staff.



Customer behaviours are changing. Operators are noticing more aggression, less patience.

Future Considerations

The Covid-19 outbreak in Australia and measures currently in place have reignited concern for the impact of another outbreak in Aotearoa.

- To mitigate the uncertainty of future Alert Level changes:
 - members are seeking ongoing guidance to help them plan for future changes in Alert Levels, including seeking a revised set framework for trading requirements at each level, operational adjustments and fiscal support. Industry-led proposed framework changes have been proposed by the Association.

Actions led by the sector this month

- As part of the Hospo Reset campaign a **#LightsOut** was held on 6th July. Hospitality businesses turned off their lights for 2 minutes to highlight the campaign and the industry's skill shortages.
- Provided feedback to **MBIE** on mask use in hospitality businesses and mandatory record keeping.
- Held industry **hospitality awards** in Rotorua - to celebrate the industry's heroes and businesses.
- Held hui with ITO, ServiselQ on transitional changes as part of vocational education reforms.
- Ran **HospoStart** programmes in Auckland, Waikato and Christchurch, providing training, work experience and placement for 55 people looking to enter hospo.
- Launched the **HiT30 training challenge** - encouraging operators and their teams to do 30 minutes of training, every day for 30 days.

Snapshot: Member Commentary



"We have been working so hard to keep our teams wellbeing at the forefront but we as business owners are starting to feel the pressure and are struggling with our own mental health and wellbeing."

"Like many others in the industry we have made the tough decision to reduce opening hours, close on certain days of the week and limit product offerings to cope with the pressures of lack of staff. This is limiting our ability to make revenue, but the rationale for these decisions is down to the well being of our staff."

"Customer mood is down. People are unsettled, unsure of what is happening to their future and our staff have become listeners to all these concerns. This makes our staff depressed."

"I am working over 100 hours a week. Filling in for chefs that come and go and other staff who seem very unsettled. So it's great to be busy but staffing remains very difficult. Waited 5 weeks for a new head chef to start only to be texted the day before he was due to start saying he wasn't coming. It's pretty disgraceful that employers are acting like vultures to secure staff."

Common pain point

Skill shortages
are driving a
fierce competition
for workers.
Headhunting is
prevalent.



Pātai? Need further information?

Marisa Bidois | Chief Executive | marisa@restaurantnz.co.nz | 027 559 7777
Nicola Waldren | General Manager | nicola@restaurantnz.co.nz | 027 379 1535