

OITAF VANCOUVER 2024



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INTERNATIONAL ORGANIZATION
FOR TRANSPORTATION BY ROPE

STRATEGIC MEETING IN AUSTRIA

A lot of resorts and lift companies were short of employees, in particular of qualified employees after COVID hit us!



AUSTRIAN ECONOMIC CHAMBER
OF TRANSPORT



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VISION

We want to support the lift companies in Austria,
in creating a modern, competitive, innovative and highly attractive workplace
to be ready for future challenges!



**“CREATE A VISION - MANAGE THE CHALLENGES
BY LOOKING AT THEM FROM DIFFERENT POINTS OF VIEW”**



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REASON AND MISSION

REASON

- Shortage of employees – especially qualified employees
- Lack of knowledge about the variety of the jobs we offer – especially for apprentices
- Not every lift company (especially the smaller ones) have their own HR department
- To improve the image

MISSION

- Help increase the attractiveness of the workplace – make every place a great place to work.
- Support lift companies in better understanding the needs of their staff – employer branding.
- Offer companies tools so that not everyone has to create and develop their own.
- Help develop standards to improve reputation.
- Offer the best possible education programs.
- Allow our employees to become ambassadors.



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ANALYSE - STATUS QUO

- We ran an Austrian wide questionnaire for employees
- We reviewed the variety of jobs we offer and explored which fields we could provide an apprenticeship position in.
- We examined our education program



OUTCOME - QUESTIONNAIRE - INTERVIEWS

Top Return rate 75% / and Recommendation rate 70%

POSITIVES

Top 5 reasons for the employees to work within the industry

- Love to work in the mountains, landscape - scenery
- Accessibility to Winter and Summer sports
- Varied work
- Engaging work
- Atmosphere and team spirit

ROOM FOR IMPROVEMENT

Top 3 areas for improvement

- Communication - Information - Involvement
- Appreciation/payment/benefits - sharing the financial success
- Education and training programs - in particular for leadership and social competence

Free of charge – Benchmarking – Presentations - Workshops



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LEARNINGS

- **Internal information and communication** are key satisfaction factors.
- **Communication culture** is crucial for building trust (company management is often viewed critically).
- **Appreciation and team spirit** are decisive for satisfaction, loyalty and recommendation.
- **Training opportunities** and further education are imperative for the satisfaction factor
- **Onboarding** with potential for improvement - welcome feeling - general support - stronger communication of company values.
- **Image** as a recommendation effect – important companies in the regions with a highly respected reputation have a greater recommendation effect.

It's a combination of many factors for re-election, recommendation and loyalty!

The longer the employees work for a company, the greater is their loyalty!



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INTRODUCE THE VARIETY OF JOBS TO THE PUBLIC



Lift and Service
Operator



Summer Funpark
Attr. Operator
Gardener/Carpenter



Restaurant
Chef/Confectioner
Service/Housekeeping



Sales/Info



Office/Marketing
Finance Department



Mechanics/Welder
Maintenance
Electrician

INTRODUCE THE VARIETY OF JOBS TO THE PUBLIC



Ski Patrol



Cat Driving



Snowmaking



Parking Assistant



Snowpark Specialist

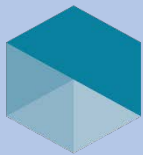


Bike Guide
Bike Mechanics
First Aid/Sales/Shaper



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BEEKEEPER



teankit



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NEW WEBSITE FOR EMPLOYEES



DU STEHST AM ANFANG?

DU BIST MITTENDRIN?

DU WILLST MEHR?

SEILBAHNAKADEMIE

UNTERNEHMERINFO

www.karriereamberg.at

MIT ÖSTERREICH'S
SEILBAHNEN
STEIL BERGAUF



STARTE JETZT DEINE
KARRIERE AM BERG



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.....FOR EMPLOYER'S/KEY STAFF/HR

UNTERNEHMERINFO

ARBEITGEBER SEILBAHNEN

WIR WOLLEN UNSERE BERUFSSTELLEN ATTRAKTIV,
MODERN UND ZUKUNFTSIT GESTALTEN UND UNS
DAMIT ALS ATTRAKTIVER ARBEITGEBER UND ALS
UNTERNEHMEN MIT PERSPEKTIVE POSITIONIEREN.

- ➔ EMPLOYER BRANDING
- ➔ ATTRAKTIVITÄT STEIGERN
- ➔ VERTRAUEN SCHAFFEN
- ➔ WEITEREMPFEHLUNG ERHÖHEN
- ➔ MITARBEITER:INNEN ALS BOTSCHAFTER

DIE ZENTRALE SERVICESEITE RUND UM IHRE MITARBEITER:INNEN

DIE MITARBEITER:INNEN JOURNEY IN EINEM UNTERNEHMEN BILDET DIE BASIS DES HR-TOOLKITS. CHECKLISTEN, LEITFÄDEN UND TIPPS RUND UM DAS THEMA "MITARBEITER:IN" STEHEN HIER ALLEN MITGLIEDERN, SEILBAHNEN-GESCHÄFTSFÜHRER*INNEN UND HR-VERANTWORTLICHEN KOSTENLOS ZUR VERFÜGUNG. DIE UNTERLAGEN WERDEN LAUFEND ERGÄNZT UND AKTUALISIERT.

DIE MITARBEITER:INNEN JOURNEY BEI DEN SEILBAHNEN

NIEMAND KANN SO ÜBERZEUGEND UND BEGEISTERND SEIN WIE EIN MOTIVIERTER MITARBEITER:IN. MITARBEITER:INNEN ZU BOTSCHAFTERN MACHEN, DIE EIGENINITIATIVEN FÖRDERN, ENTWICKLUNGSMÖGLICHKEITEN IM BETRIEB UNTERSTÜTZEN UND DAMIT MOTIVATION UND TEAM-SPIRIT STÄRKEN! HABEN SIE IHRE MITARBEITER:INNEN BEREITS MIT AUF DER REISE?



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TOOL BOX

- Checklists
- Forms
- Contracts
- Tables of contents for various manuals

---Videos---



<https://vimeo.com/780132982/0a42f325ae>

<https://vimeo.com/780131186/06e43bd07e>



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TOOL BOX



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SOCIAL MEDIA

„Meine Berge - heute.morgen.immer“

• Goals

- Create awareness
- Involve employees
- Create ambassadors
- Communicate lighthouse projects
- Communicate facts
- Information for employees

• Contents

- Sustainability
- Industry branding
- Sympathies and Emotions
- News

• Channels

- Facebook
<https://www.facebook.com/upindieberge>
- Instagram
https://www.instagram.com/up_in_die_berge
- TikTok
https://www.tiktok.com/@up_in_die_berge



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EDUCATION PROGRAM ORGANISED BY WKO

- **Operations management course – 1 extra week (to improve the leadership skills)**
- Machinist courses – additional contents (communication, body language etc.)---
- **Apprenticeship positions - School contents – add. Training opportunities for apprentices**

Cable Car and Rope way Technicians, Electricians, Mechanics
Office Clerks, Bookkeepers, Retail Sales Persons
Bike Mechanics
Chefs, Confectioners, Restaurant Specialists, Service Persons

- **Rope way technicians in the second educational path**
- **We run an academy, which includes trainings for leading staff**

Contents are:

- Communication skills
- Social competences
- Leadership skills & Team building
- Project Design and Management
- Language courses
- Service, Conflict- and Complaint management

"Appr. 850 apprentices successfully graduated over the past 10 years, 250 got their double apprenticeship as a rope way technician and as an electrician."



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APPRECIATION/PAY/BENEFITS

Suggestions for a more accurate wage system

- Additional increase to the collective agreement (union agreement)
- Subsidized transport and living costs for locals
- Bonus for recruiting new employees
- Paid lunch breaks

Benefits on top:

- Trainings free of charge in all fields and hours paid
- Free meals
- Studios for staff not just rooms
- Various events for employees
- Ski pass for the entire family
- Free Austria-wide skiing fun
- Clothing according to field of activity
- Great infrastructure for employees - workshops
- High-end locker rooms
- Sponsorship for the employees driving licenses

Recognition:

Awards for long-serving employees - Events for retired employees
Birthday presents - Company excursions - Baby backpacks - School cones etc.



Appreciation rapidly increases the recommendation rate!



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AMBASSADORS

A modern, competitive, innovative and highly attractive workplace inspires our employees in becoming ambassadors!



**GREAT AMBASSADORS ARE EXCLUSIVELY FOUND
AMONG HIGHLY ENGAGED EMPLOYEES.**



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IMAGE

Lift companies in Austria exceed their employees expectations

Lift companies worldwide and environmental organisations work close together to find solutions for

The lift company in Val Gardena/Italy exceeds the expectations of their visitors

SURPRISING MEASURABLE ACTIONS, POSITIVE MESSAGES AND GREAT AMBASSADORS – WILL CREATE AN OUTSTANDING IMAGE!



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READY FOR A NEW JOURNEY?



Thanks very much for your **TIME** 😊



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BENNY PREGENZER
pro excellence