

From the Executive

Hi all

The Conference held on the Sunshine Coast was a huge success and congratulations to Team Queensland for their excellent work. Thanks also to the Director of the Sunshine Coast Institute of TAFE for agreeing to host the conference.

The AGM was held at the conference and the new executive was elected for 2007/8. For details of your representatives, go to www.atthea.com.au. I would like to thank the team for their nominations and look forward to another productive term with the new team.

Thanks to David Reed and Mondy Karoussis (who did not seek re-election this time) for their efforts in the past. I would like to make special mention of David who has been a member of the executive for many years and has been a fantastic supporter of ATTHEA and the tourism cause. David was awarded with Life Membership at the conference.

Remember though that ATTHEA is your association so any contributions for newsletters etc are always accepted.

Reg Edwards
President

Developing Tourism Leaders Awards

- The awards are a skills development initiative for Victorian final year tourism and hospitality students to develop innovative small business concepts and business plans.
- The business/event plans are judged by a panel of industry representatives.
- The aim of program is to foster strong links between tertiary outcomes and industry standards.

- The 2006 Awards program growth was considerable, with 103 submissions compared to 58 in 2005. New format for 2007, students can enter in one of 3 categories:
 - Tourism:** Attractions, Visitor Services & Tour Operators ([Business Plan](#))
 - Hospitality:** Accommodation, Restaurants & Cafes ([Business Plan](#))
 - Events:** Special Event, Conference and Exhibition, Festival, Product Launch ([Event Plan](#))
- Students MUST register to be able to access the new Student Kits for each category
- Student Kits will be available on the website by March 2007
- More information, or to have Victorian students involved in 2007 visit www.dtlawards.com or Emma Robilliard Ph: (03)9621 1777

Young Tourism Network

- The Young Tourism Network was founded in late 2005 and is now a fully operational membership based network in Victoria.
- To allow employees and new entrants of the tourism industry to meet, network and share ideas and experiences, ultimately leading to increased professional development and career enhancement.
- The network is open to Victorian students studying under the broad title of tourism – including hospitality, leisure, travel and events.
- Members gain:
 - quarterly newsletter
 - professional development and social events
 - job alert e-mails
 - access to a mentoring program (students only).
- Could be useful in the “Develop and Update industry knowledge” unit.

Website: www.youngtourismnetwork.com
Contact: **Emma Robilliard**
Ph: **(03) 9621 1777**

Story courtesy of Kerrie Anne Mcphee from Victoria University and Service Skills Victoria

THE ATTHEA FORUM

If you are a financial member don't forget to sign up for the ATTHEA Forum. Members this is your forum enabling you to post information and seek advice from your colleagues.

To register go to:

http://www.atthea.com.au/forum_2.0.21/login.php.

Gold Trifecta: Win for Cookery Apprentice

An award-winning chicken dish helped Kangan Batman TAFE cooking apprentice Antony Campbell to a winning trifecta in the State finals of the Victorian TAFE Apprentice Cook of the Year Awards, held recently at the Melbourne Exhibition Centre.

First Antony, a second-year cooking apprentice from Lalor, won a Gold medal for his special dish – a medley of oyster and shitake mushrooms with stuffed chicken ballotines and a yellow capsicum jus.

Then he went on to claim the Trophy for the best second-year apprentice.

'I was up against 85 apprentices, many of them third years, so I thought that would be it,' says Antony.

'I was really surprised to hear them announce my name for the third time, because I'd won the overall trophy, for the 2006 Apprentice Cook of the Year.'

Antony, 20, has been interested in cooking since childhood, and had a casual job at a local northern suburbs restaurant while he was in year 12. When they offered him an apprenticeship at the end of the year, he jumped at it. He has now worked at several restaurants during his apprenticeship, and was working at Oyster in Little Collins Street when he won a Silver medal at the regional finals in July.

Antony started his TAFE training at Kangan Batman TAFE as a first year apprentice, then transferred to a much larger registered training organisation, before deciding to come back to Kangan Batman TAFE, where the smaller hospitality department means 'really individual attention.'

'I've never looked back—cooking is a passion with me now,' says Antony, who attributes some of his wins to the quality of the training at Kangan Batman TAFE.

'The TAFE training is very important in my eyes, because it give you the basic science of cooking, and an understanding of the ingredients, which then allows you to be creative,' he says.

'Our teachers encourage us to enter competitions, and to learn from others.'

Hospitality, Travel and Tourism teacher, Ross Baker, says 'the whole department is very proud of Antony's achievements and know his enthusiasm will inspire other students.'

With one more year of his apprenticeship to go, Antony Campbell is now working at the Growling Frog Restaurant in Yan Yean, and looking forward to his career as a fully qualified chef.

He has future plans to work overseas, gaining experience in London, then off to work in Europe, possibly France, Spain or Italy, before coming back home to Melbourne. 'Ultimately, I plan to own my own restaurant,' he says, 'and winning recognition at competitions like this is going to be a big help in getting the right experience.'

Story courtesy of Christine Pontin- Kangan Batman TAFE

Tourism Springboard

A new Tourism Student learning program has been written by Bill Healy.

It is a Windows program which is menu-driven and works with XP and Vista. The program is a hybrid with OFF LINE geography learning and ON LINE study links.

OFF LINE

Students can study country names, capital city names and codes, view where a country is in a region and study a map of the country. Just by moving the cursor or clicking!

ON LINE

Still in the geography study area, live links exist to every official Tourism Office in the world, every capital city airport/s and the flag/major carriers of each country. In total almost 700 links organised geographically.

Additionally the program has many menu items linking to truly great websites of 100% use to students.

Six free assignments will be provided to teach students how to use the program and a group of full study assignments will be available to Colleges that wish to use them.

The program relates to at least six units of competency

Price per College location is \$500 with annual updates available, by emailing bill@tourismcollege.com.au to obtain a free demo.

Story courtesy of Bill Healy

2007 Teacher Fellowship

The 2007 Teachers fellowship was awarded to Lynn Van Der Wagen from the Northern Beaches TAFE College in NSW.

Lynn was presented with the award at the conference dinner by Sharon Johnson from Bankstown TAFE who was last year's winner.

Lynn's project involves research into indigenous festival and events in Australia and the dissemination of this information to event teachers and students via the ATTHEA website. Lynn will provide a range of case studies exemplifying contemporary indigenous events on the Australian calendar past and current.

Congratulations Lynn and good luck with your project.



Lynn Van Der Wagen with Reg Edwards and Sharon Johnson

2007 Conference

The Queensland Conference Organising Committee certainly did a great job with the 2007 Conference,

Special thanks to Andrew Robertson and his team Cassandra Sandilands, Jenny Olsen and David Reed and of course the students from Diploma of Events, Diploma of Hospitality, Diploma of Tourism, Certificate III in Food and Beverage and the chef and kitchen staff and commercial cookery students at the Sunshine Coast TAFE.

Speakers included:

Daniel Gschwind, CEO for the QLD Tourism Industry Council as well as many other hats; Robyn Keenan from QITC Skills Link; Denise Morgan, a Queensland Toolbox Champion with the Australian Flexible Learning Framework; David Reed, Product Manager with the QLD Department of Education and Training; Susan Briggs, Industry Specialist with Service Skills Australia; Tony Adey, Educational Manager from Regency TAFE; Jenny Hondow Principal Lecturer from Regency TAFE; Kerrie-Anne McPhee, Curriculum Maintenance Manager from Victoria University and Sharon Johnson, Head Teacher from Bankstown TAFE

The workshops generated some interesting discussions and debate, especially in Events Management and Employability Skills. During a workshop on resources delegates agreed that it would be worthwhile for sites for available resources be placed onto the ATTHEA website. This will be commenced soon and we would like to invite all readers to send in any resource details which can be added periodically. Send details to: reg.edwards@tafensw.edu.au

All presenters have been asked to send a copy of their presentations and we will place these on the website www.atthea.com.au when they come to hand.

Australian International Tour Wholesale Employers' Use & Views of the Vet System, 2006 – Report from the 2005 Teacher Fellowship Winner

Firstly I wish to thank ATTHEA for this marvellous opportunity.

My submission was quite extensive. I thought I would interview both federal & state ministers of education, conduct research of students, and compare with New Zealand.

World Peace would have been easier.

I identified the main focus of the submission which was to research employer's use and views of VET specifically the Tourism Training Package.

Step 1 Learn about research as I wanted the project to have legitimacy.

Step 2 Enrol at University of Western Sydney. New language awaited me: qualitative, quantitative, cohorts, bias, and epistemology – challenge.

Step 3 Develop a questionnaire – based on similar survey conducted by NCVET in 2005.

- Phone survey, which I thought would have more chance of success. Actually speaking with a person.
- First time this kind of survey has been done for the International Tour Wholesale sector of the travel industry.
- 60 employers randomly selected from *Travel Trade Year Book* to participate and were sent a letter regarding the project and to expect a follow up phone call.

Were they excited about it – NOT ON YOUR LIFE? 48% said thanks but no thanks – some as politely as that, some not. I have now developed a new respect for market researchers, hard way to make a buck – made about 220 phone calls.

Finally:

15 employers who agreed to participate
Small 1-9 employees – 3

Medium 10 – 99 employees – 5
Large 100+ employees – 7
This represents approximately 1628 employees.

Interesting News

Industry is highly qualified,

- 60% with people with university degrees
- 67% with formal vocational qualifications – TAFE
- 53% with other qualifications
- 40% with NO QUALIFICATIONS.

Not Really News

66% employers have difficulty employing staff – skills shortage.

To engage with VET means employers:

- employ people with formal vocational qualifications.
- participate in nationally recognised training.
- employ people on traineeships (apprenticeships).

Good News

67% employees have formal vocational qualifications.
26% conduct nationally recognised training.
2 employers have trainees.

100% see training as important.
80% have staff training on business plan.

The majority of employers have:

- Formal vocational qualifications as entry requirement.
- 2 large employers require formal vocational qualifications to upgrade for promotion.

Positive attitudes to training:

- maintain competitive edge
- commitment to quality
- maintain professionalism
- commitment to staff – incentive/satisfaction.

NB – if someone has travel EXPERIENCE but no qualifications, they have a great chance of getting a job.

HOWEVER.....

80% have never considered using trainees – too costly, too complicated, and not interested
Although committed to training

- not important that it be mapped to nationally recognised qualification
- don't see comparable nationally recognised training as an option

Unaccredited Training

Although the majority of employers say they are satisfied with the VET system, the majority of training that is conducted across the International

Tour Wholesale sector is unaccredited training – from management to the mail room.

WHY UNACCREDITED?

- only suitable option available
- specific course
- technology
- expertise not found elsewhere
- specialists – high level industry knowledge

WHAT COURSES?

- Management performance and management skills
- Customer service – advanced customer service
- Telephone skills
- Fares & ticketing
- Leadership and creative thinking – liked this one and think we should investigate as staff development for ourselves
- Product training
- Selling skills – advanced selling skills
- Sales and marketing
- Marketing fundamentals
- Written and verbal communications
- Microsoft program training – word, excel etc
- Calypso, Tour Plan, Galileo: 73% of training is in technology
- Work experience programs – more and more, want this structured, and see it as a pathway to employment – try before you buy concept for employer and employee.

SOUND FAMILIAR

This sounds a lot like competencies in our Tourism & Hospitality Training Package.

Remember, 67% of employers said they want people with formal vocational qualifications at entry level.

They don't know about mapping their unaccredited training to national competencies eg. Galileo, telephone skills etc.

Frontline team leaders/supervisor conduct 87% of informal training – looks good for CIV courses in Frontline Management & TAA04.

Employers see TAFE as providing the CIII Tourism, a whole qualification. They want shorter courses one or two day courses.

At this time of labour shortage it is time to capitalise on providing employers with information about having their current training programs mapped towards nationally recognised qualifications.

However, when asked about working together with TAFE and the national training agenda I am reminded of the story of the "Little Red Hen". Who will work together to build the training package to be the best we can have – NOT ME NOT ME NOT ME

