

TOURISM TRAINING AUSTRALIA

- ◆ INDUSTRY DIRECTIONS
- ◆ QUALITY TRAINING RESOURCES
- ◆ NATIONAL CONFERENCES
- ◆ GLOBAL TOURISM TRAINING NETWORK
- ◆ AHRP, ATTRP, ACCESS – NATIONAL ACCREDITATION



SUBMISSION 42

ATTENTION: ANDREW McGOWAN

The Hon B Baird MP
Chairman
Standing Committee on Economics
Finance and Public Administration
Parliament House
CANBERRA ACT 2600

Dear Mr Baird 

AUSTRALIA'S SERVICE INDUSTRIES – ENQUIRY

Please find attached the National Tourism Industry Training Committee's inclusion in respect to the above. We look forward to providing evidence on behalf of NTITC (Tourism Training Australia).

This submission primarily deals with National training issues and we have included the direction for New South Wales as a comparative model.

Yours sincerely



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Chief Executive

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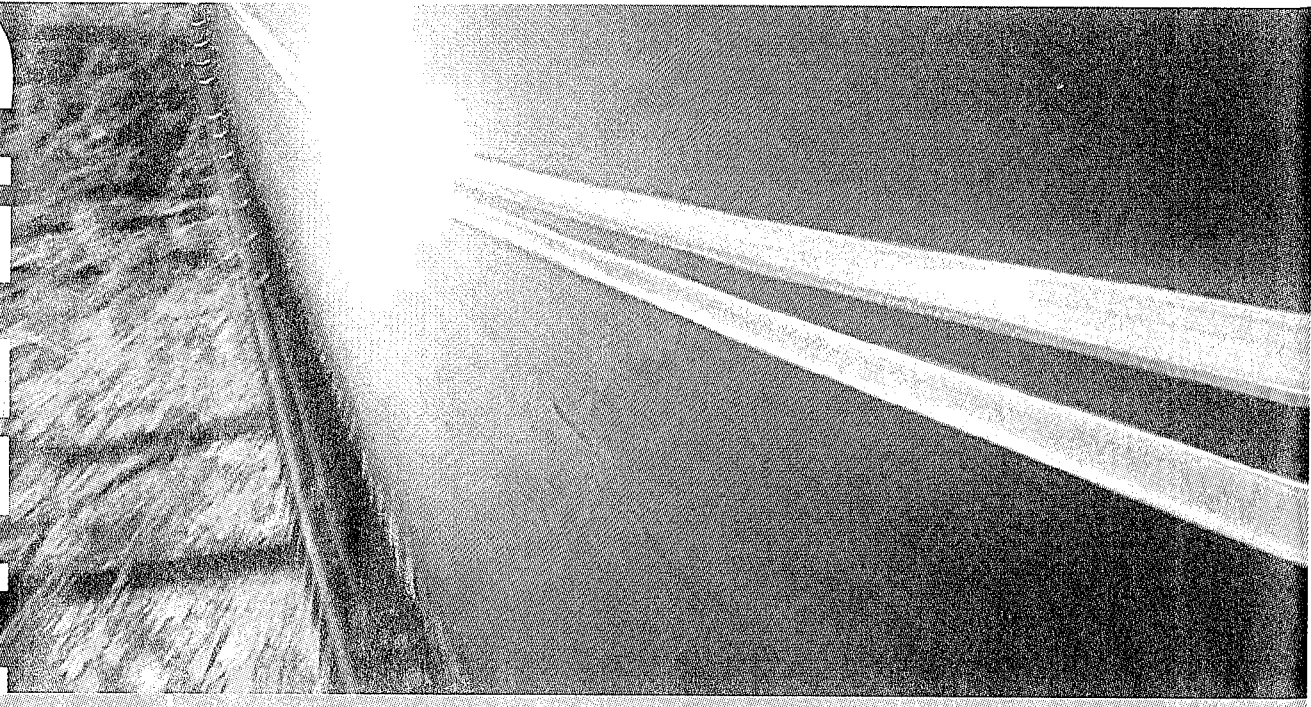
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NATIONAL TOURISM AUTHORITY

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TOURISM ROUNDTABLE

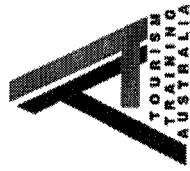




**T O U R I S M
T R A I N I N G
A U S T R A L I A
N E T W O R K**

Tourism Training
Australia Network

TOURISM TRAINING AUSTRALIA



STRATEGIC FUTURE DIRECTIONS FOREWARD

SUMMARY

RECOMMENDATIONS – TRAINING

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES / RECOMMENDATIONS	PR	TIMEFRAME	RESPONSIBILITY
1. COMMERCIAL COOKERY Australian Technical Colleges	1.1 Increase: Pre-Apprenticeship / Pre-Employment Training / NEW APPRENTICESHIPS / Support New Apprenticeships Centres.	H	2007/2008/2009	TTA / Industry/ RTO /
	1.2 Increase Mature Age Recruitment and Specific Training / Upskilling Programs.		2007/2008/2009	TTA / RTO / Industry
	1.3 Lead Industry support to establish Australian Technical Colleges in NSW. Ref. Commercial Cookery / Food and Beverage.		2007/2008/2009	TTA / Industry
2. TOUR GUIDING TOURISM	1.4 TOUR GUIDES: Recruitment. Mandarin / Korean / Japanese /	H	2007/2008/2009	TTA / RTO / Industry
	1.5 Increase additional 1200 'fresh' Tour Guides per annum in Urban, Rural, Regional and Outback areas.		2007/2008/2009	TTA / RTO / Industry
3. * FACILITIES * TRAINING	2.1 Rural, Regional, Outback. Increase training options and facilities.	H	2007/2008/2009	TTA / Industry
	2.2 URBAN / Increase flexibility / Access/Availability – especially in small business.		2007/2008/2009	TTA / RTO / Industry
4. ENTRY LEVEL TRAINING	4.1 Increase entry level / training / secondary schools /	M	Ongoing	TTA / RTO / Industry
	4.2 Provide on site Registered Training Organisations programs / Teachers/		Ongoing	TTA / Industry
	4.3 Increase Return to Industry Programs.			
5. NEW APPRENTICESHIPS	5.1 Increase support to Group Training companies / Secondary Schools / NAC /	H	2007/2008/2009	State / Fed Gov /
	5.2 Tourism, Hospitality, Caravans.		Ongoing	Industry Group Training
	5.3 Facilitate skills / exchange / especially Rural/Regional/Outback areas. Review – Apprenticeships system – especially Commercial Cookery.		2007/2008/2009	Organisations / TTA / Industry
6. TRAINING MARKETING	6.1 Instigate "invest in Training" National Campaign for both Entry Level and	H	2007/2008/2009	TTA / Industry / RTO /
	Mature Age employment in Tourism and Hospitality.			Government Agencies
7. TECHNOLOGY 'ON LINE' LEARNING	7.1 Increase 'on line' learning facilities / distance mode delivery /	M	2007/2008/2009	TTA / RTO /
	7.2 Increase 'E-Business' learning / availability / entry level and mature age employees – especially for small business.			TTA / RTO /
8. (A) RESEARCH (B) INNOVATION	8.1 Increase generic research to tourism and hospitality with a particular	H	Ongoing	CRC-S.T. / TTA /
	emphasis on working with industry to solve specific problems.			Industry
9. RURAL, REGIONAL AND REMOTE AREAS	9.1 Promote awareness to industry / employees of training availability.	M	2007/2008/2009	TTA / RTO / Industry
	9.2 Increase multiskilling of existing employees. Increase program flexibility.			TTA / RTO / Industry
10. MATURE AGE EMPLOYEE UPSKILLING	10.1 Increase support and provision of training for Mature Age Employees in	H	2007/2008/2009	TTA / RTO / Industry
	10.2 Tourism and Hospitality. Raise awareness and increase accessibility for industry and E-commerce training.		2007/2008/2009	TTA / RTO / Industry

FUTURE DIRECTIONS

THE STRATEGIC ISSUES THAT WERE FLAGGED IN THIS REPORT ALSO INCLUDED THOSE WHICH SHOULD BE ADDRESSED BY TOURISM TRAINING NEW SOUTH WALES WITH MAJOR (TOURISM AND HOSPITALITY) PARTNERS.

STRATEGIC ISSUES FOR 2006 / 2007 / 2008

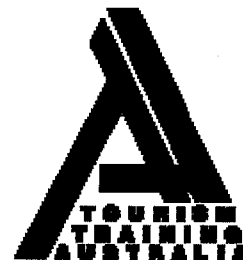
STRATEGIC ISSUES	NOTES / SOLUTIONS / SUMMARY OF ACHIEVEMENTS / FUTURE
<ul style="list-style-type: none"> • New Apprenticeships – Trends Take-up – Commercial Cookery / Pastry Cookery / Bread Making. 	<ul style="list-style-type: none"> • Communication – Increased flexible methods / community ‘e’ boards / industry road shows. • Conferences – Industry sharing workshops / seminars / e-recruitment. Completed • National Conferences / NAC inclusions / Completed QLD/NSW/SAWA • Cooks strategy pilot – NSW Hospitality Training Network / Completed • Ongoing communication with (employed) apprentice cooks / e-networks
<ul style="list-style-type: none"> • VET In Secondary Schools expansion. (Media Report – 15/10/06 attached) 	<ul style="list-style-type: none"> • Back to industry workshops for teachers (secondary schools). • All sectors, e.g. industry, RTO’s, schools, support to work together • Promote back to industry for teachers; partnerships between schools; partnerships between schools and RTO’s / TAFE – Private Colleges; links with industry for equipment and resources – N.S.W. • Promote partnerships between RTO’s, industry and schools. Commenced
<ul style="list-style-type: none"> • Skill shortages – Tourism & Hospitality <ul style="list-style-type: none"> - National - Rural / Regional / Outback 	<ul style="list-style-type: none"> • Case Studies to showcase successful partnerships. Completed • Promote back to TAFE short programs / Private RTO Seminars / Commenced • Feed into 10 Year Plan via consultation / Green Paper / White Paper / Completed • Ongoing research data analysis – ongoing • Industry cooperation to identify and meet needs together with Government and other stakeholders • Promote and/or conduct ‘Best Practice’ models for teacher upskilling / back to industry programs 2004 – 2006.

STRATEGIC ISSUES FOR 2006 / 2007 / 2008 / 2009

STRATEGIC ISSUES	NOTES / SOLUTIONS / SUMMARY OF ACHIEVEMENTS / FUTURE
<ul style="list-style-type: none"> • Training Quality 	<ul style="list-style-type: none"> • Monitor industry feedback to RTO's conducting programs. In progress. • Training Package Reviews / Support industry training 'in house'. Completed • Increase strategic approach including AHRP / ATTRP / ACCESS. To be completed. • Monitor an Industry / Trainer Mentor Program. Commenced • Reward trainer quality / remove trainer failures. Awards completed • Initiate back to industry programs. Commenced 01/03 / 2004 – 2006 /. • Promote Accor Trainers Upskilling Program. Completed • Conduct on-campus "industry culture" programs. Commenced
<ul style="list-style-type: none"> • Upskilling of Trainers Return to Industry Programs 	<ul style="list-style-type: none"> • Work with groups which represent same and promote Tourism & Hospitality Industry to these groups. In progress. • Increase training program opportunities – especially in Rural / Regional / Outback. • Review current programs. Completed • Promote training partnerships. In progress.
<ul style="list-style-type: none"> • <u>Disadvantaged Customers</u> Increasing New Apprenticeships include: <ul style="list-style-type: none"> • Aboriginal & Torres Strait Islanders • Disabled • Impaired 	<ul style="list-style-type: none"> • Research industry and promote back to TAFE short programs. Completed R.C&A • Review Tourism / Hospitality / Caravans Career Paths Occupations Marketing. Completed. • Increase short pre-employment training programs (New Apprenticeships). Conduct in flexible block release.
<ul style="list-style-type: none"> • <u>Tourism & Hospitality Occupation Structure</u> <ul style="list-style-type: none"> • Changes in skill requirements • Up-skilling – mature age people 	<ul style="list-style-type: none"> • Increase RTO use / enrolment numbers and decrease some CBD outlets. In progress. • Increase flexible rural / regional program timetables. In progress. • We support refurbishment of locations as the first stage. In progress. • We support the use of established RTO facilities rather than expand the building of new major works. In progress.
<ul style="list-style-type: none"> • <u>Tourism & Hospitality Training Infrastructure</u> <ul style="list-style-type: none"> • Increasing return for current structure • Support for refurbishment • Low level of support for major new capital works 	

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Hospitality courses boom

By Bruce McDougall

Daily Telegraph; October 16, 2006 12:00

VOCATIONAL education and training courses are booming, with more than 20,000 Year 12 students – almost one-third of HSC candidates – sitting papers this year.

Leading the charge is hospitality – the most popular VET course – which has attracted 7600 students, 5200 of them female.

Educators said yesterday enrolments in hospitality had soared by 19 per cent since the HSC was revamped in 2001, but huge interest was also being shown in primary industries, and metal and engineering courses.

The surge in VET subjects has been blamed in part for a decline in enrolments in some maths courses, which students have criticised as too difficult.

As the Board of Studies launches an overhaul of the maths syllabus, some educators claim it is a subject in serious crisis across Australia.

Research shows high school maths teachers are in short supply, with many of them under-qualified and unhappy.

A national study found one in five maths teachers had not studied maths beyond first year at university and one in 12 had done no tertiary maths at all.

More than half are teaching other subjects in addition to maths, says the study, commissioned by the the Australian Council of Deans of Science.

The research reveals many teachers in charge of senior maths classes have insufficient qualifications.

In NSW, schools face the same difficulties in recruiting teachers as thousands of schools across the nation.

The deans are pushing for national accreditation and minimum qualifications for all maths and science teachers.

The Board of Studies yesterday released data showing 51,000 students would sit HSC maths exams this year. Enrolments for general mathematics are up from 28,917 to 29,564.

But numbers are lower in the more demanding extension 1 and 2 courses.

Board president Gordon Stanley denied the popularity of VET courses had impacted on maths, saying the two attracted a "different clientele".

"The strength of the HSC is that students can take on challenging courses and be rewarded for it," he said.

The number of students doing high-level maths was "not too bad", but an alternative maths course might be considered for VET students.

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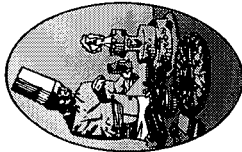
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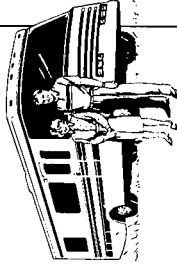
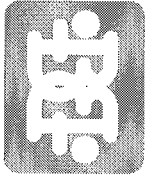

STRATEGIC DIRECTIONS

“THIS IS NOT AN END BUT RATHER A CONTINUING INDUSTRY LEADERSHIP TO STRENGTHEN TRAINING”

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>1. COMMERCIAL COOKERY</p> 	<p>Reduce Apprenticeship term 01/2006 (4 years – 2 years) (in planning) (DET / DEST). Introduce New Apprenticeships and Food and Beverage Service. Increase: Pre-Apprenticeship / Pre-Employment Training / NEW APPRENTICESHIPS IN NSW Support New Apprenticeships Centres (NSW) Increase Mature Age Recruitment and Specific Training / Upskilling Programs in N.S.W. Increase skill development for Commercial Cooks / Chefs in N.S.W.</p>	<ul style="list-style-type: none"> • <u>Provided on-call advice through 1800, fax and 24 hour response service to respond to queries from New Apprenticeships Centres in New South Wales.</u> <u>The following has been accomplished / and lists work remaining in this area to be completed.</u> <u>New Apprenticeships growing up to 9% p.a. (See attached 'Big Picture') Document (Attached)</u> • <u>Promotion within the industry and industry associations of opportunities to commence new apprenticeships. Targeted areas where new apprenticeships are to be developed.</u> • <u>Publicised the opportunities to undertake mature age training (P/A and P/E) in the tourism/hospitality industry. (Brochures printed / distributed – 12,000 units). Completed.</u> • <u>Worked with NACs/RTOS to identify and develop skills necessary for Commercial Cooks / Chefs to optimise their potential. (P/A P/E mature age).</u> • <u>We have introduced and promoted both pre-employment and pre-apprentice commercial cookery programs. (Attached – 'The Big Picture').</u> • <u>We have strongly supported the increased promotion at New Apprenticeship Centres across Australia during the past two years.</u> • <u>We have printed and distributed 10,000 copies of Career Structures Booklet to support the outcomes.</u> • <u>Together with the Restaurant & Catering Association (NSW) we have supported the re-introduction Mature Age Programs – Cooks to Chefs and Mature Age Commercial Cookery. (Promotion) (2 week programme in New South Wales)</u> • <u>We have researched and promoted the re-introduction of 'POST TRADE' Commercial Cookery programs with the A.H.A. (NSW) and the Restaurant & Catering Association ACTION AGENDA (as provided 09/03).</u> • <u>We have introduced new programs of Coffee Tourism and Wine Tourism throughout the Tourism and Hospitality Industry in Australia in as noted.</u> • <u>We have promoted New Apprenticeships programs with New Apprenticeships Centres across Australia (data available).</u> • <u>Additional marketing is required in this area 2006 / 2007 / 2008.</u>


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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>2.</p> <p><u>TOUR GUIDING TOURISM</u></p>   	<p><u>Tour Guides</u></p> <p>Recruitment, Mandarin / Korean / Japanese.</p> <p>Increase additional 1200 'fresh' <u>Tour Guides per annum in urban, rural, regional and outback areas.</u></p>	<ul style="list-style-type: none"> • We have introduced a range of promotions to increase <u>Tour Guiding</u> as a subject in secondary schools for New South Wales. • We have successfully lobbied and worked with TAFE NSW to increase allocation of services to increase training in these areas. • We are working with <u>Chinese Inbound Tour Operators</u> and the <u>Chinese Restaurant Association</u> to enhance the recruitment of Mandarin Tour Guides. • We are working in partnership with the Dalian (PRC) Tour Guide Centre to increase best practice support for the benefit of local training in Australia. • We are liaising with Australian Federation of Travel Agents and Registered Training Organisations to increase the intake of <u>Mandarin students in Tour Guiding programs in New South Wales.</u> • We are advised by TAFE (NSW) and AFTA in 2006 that enrolments have increased (6%) the intake of Tour Guides who speak Mandarin / Korean / Japanese. This will proceed on a pilot basis 2006 - 2008. • There is still much to be achieved in this area to <u>satisfy the demand and inbound tourism increases. This will need support 2006 / 2007 / 2008.</u> • We are working with ASITA (Indonesia) National Board to prepare for training / recruitment of "Indonesian" Tour Guides for Australia. • We have hosted delegations from the Peoples Republic of China to Sydney / and for New South Wales. The results of these delegations may lead to increased export education for this State.


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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>3.</p> <p><u>FACILITIES TRAINING</u></p> 	<p><u>Rural, Regional, Outback</u></p> <p>Increase training options and facilities.</p> <p><u>Urban</u></p> <p>Increase flexibility / access / availability – especially in small business.</p>	<ul style="list-style-type: none"> • We are working with AHA (NSW) and Restaurant & Catering Association (NSW) to increase training (<u>especially mature age cookery</u>) in these areas for 2006 / 2007 / 2008. • We have continued to work with industry Registered Training Organisations (private and public) to increase training in Tourism, Hospitality and Caravans for the areas. • <u>We advise of current new initiatives to support this area in e.g.</u> <ul style="list-style-type: none"> ▪ Hunter Valley TAFE has increased its rural and regional focus for training in commercial cookery / food & beverage / and Hospitality Management. ▪ The local industry has embraced “Innovation in the Workplace” Training. ▪ TAFE NSW has increased New Apprenticeship programmes. • We are setting up stand alone <u>Tourism Training Area Committees</u> with industry to promote training for <u>2006 / 2007 / 2008 in regional areas of New South Wales with Industry Associations</u>. These have been promoted and are set up as industry-driven / stand-alone entities which promote increased flexibility and access for local tourism and hospitality programs. Our recent visits and workshops clearly indicate the focus on <u>small and medium business in Tourism and Hospitality</u>. • We are <u>promoting rural and regional training</u> on a trial basis in 2006 / 2007 / 2008. • We are working with Restaurant & Catering Association (NSW) and has identified ways to promote post trade training in these areas as provided in the Stage One Report. (CD ROM). • We are working with Public (TAFE) and Private Registered Training Organisations to expand hours of operation in Rural, Regional and Outback areas for N.S.W.

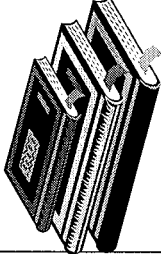

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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>4.</p> <p><u>TRAINING MATERIAL</u></p> 	<p>Increase competency standards / range / separate schedules /</p>	<ul style="list-style-type: none"> • Over 500 packs have been issued to New Apprenticeships Centres, Registered Training Organisations and other industry locations in New South Wales. • Seminars and visits conducted regularly by this organisation and by industry organisations in 2006/7 in New South Wales (to be continued in 2006 / 2007 / 2008). • Training Packs continually distributed. We maintain mailing records and sessions conducted regularly by TTA Network and with industry organisations. • (1800 004440) established. This is well utilised and received up to 218 calls per month at our cost. • This continues to gain momentum in New South Wales. Fast fax distribution up to 3100 outlets. We regularly email to over 4000 locations including RTOs, NACs, industry organisations across New South Wales and Australia. • Information sessions for NACs / RTOs conducted. • Number of seminars conducted, location of seminars and number of attendees kept. • Calls received and response time to action the request. • Regular fast faxes sent, coverage and response records maintained. • Increasing demand for information packs. Widened distribution over time – especially for rural, regional and outback areas.

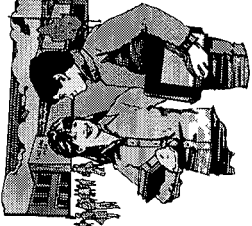
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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>4.</p> <p><u>TRAINING MATERIAL</u> Continued</p>  	<ul style="list-style-type: none"> • Seminars • Regional • New Apprenticeships • National Conferences • Industry Enterprises • International Markets • Secondary Schools • Industry Membership <ul style="list-style-type: none"> - New South Wales - National 	<ul style="list-style-type: none"> • <u>Seminars / meetings conducted and regions visited and these will need to continue / 2006 / 2007 / 2008 / 2009.</u> • <u>New Apprentices Brochures made available by this organisation for download for employers and employees.</u> • <u>We regularly promote training materials, conferences, resources and other industry events to small / medium / large businesses, training providers and industry associations through promotional material specifically produced for industry members. Such material is produced weekly / fortnightly / monthly and is distributed through the fast fax / email / post / web. This should continue.</u> • <u>These target markets range across Australia and also internationally to <u>New Zealand, Asia, U.S.A., Europe, Canada and Africa.</u></u> • <u>We provide a wide range of marketing materials (register available) at nil cost – secondary schools / Registered Training Organisations in NSW.</u> • <u>We have escalated the use of email as a comprehensive marketing tool for 2004.</u> • <u>In New South Wales we have increased <u>Industry Membership</u> (Financial) which commences in 2004. This provides a financial asset as well as strengthening the industry support to N.T.I.T.C. NSW. This membership needs to be increased on an ongoing basis. In 2006 / 7, the industry membership has <u>grown dramatically</u> and includes: Qantas / TAFE NSW / Hilton / Hyatt / Toomeys / Tourism NSW / Macquarie Bank / THCIA / AHA NSW / R & CA NSW / Haverick / American Express.</u>


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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>5. <u>ENTRY LEVEL TRAINING</u></p> 	<ul style="list-style-type: none"> • Increase entry level training / secondary schools. • Provide on-site Registered Training Organisations programs / teachers. • Increase Return to Industry Programs. • Secondary Schools • New Apprenticeships Centres • Federal Agency Links 	<ul style="list-style-type: none"> • In 2006 / 2007 / 2008 / 2009 we are continuing a NSW Tourism Industry Campaign to facilitate Tourism and Hospitality Training in secondary schools. (R. & C.A. / HMAAA / AHA) for N.S.W. • We distributed at nil cost – the CD ROM for use in secondary schools promoting training in Tourism and Hospitality. (4,000 units) in 2005 / 2006 (“JOBS THAT ROCK”) in N.S.W. • We are opening opportunities for teacher up-skilling / staff development in Tourism and Hospitality with Industry. (Staff Development), NSW. • We are promoting ‘in house’ return to industry programs to be conducted by industry. This will encourage teachers to update their cultural awareness of Tourism and Hospitality. (200 / 2007 / 2008) • We are increasing support to secondary school teachers in Tourism and Hospitality at the TTA National Conference. • We have agreements in place with industry to increase openings / opportunities for both part-time and full-time Teachers of Tourism and Hospitality to complete on-the-job training. • Details of liaison work undertaken and results obtained. <u>Additional work required here.</u> • List of seminars and conferences and attendees maintained.


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<p>6. <u>NEW APPRENTICESHIPS</u></p> <p><u>New Apprenticeships</u> <u>New Approach - New Opportunities</u></p> 	<p>Increase support to Group Training companies / secondary schools / NAC / Tourism, Hospitality, Caravans.</p> <p>Facilitate skills / exchange / especially rural / regional / outback areas.</p> <p>Review – Apprenticeships system – especially Commercial Cookery.</p>	<p>Completed: <u>New Apprenticeships (Commercial Cookery) increased up to 7% p.a.2005/2006.</u></p> <ul style="list-style-type: none"> • We work well with a range of Group Training Companies including the Hospitality Training Network (NSW). Attached is a current credential which strongly supports Tourism Training Australia to operate Tourism Training New South Wales. • Advise / availability / of 24 hour industry hotline service set up. (Personal service) (2006 / 2007) • Involved industry / NACs / RTOs / in the presentation of training via meetings / conferences / seminars on 2006 / 2007 / 2008 / 2009. • Preparation and dissemination of industry brochures / publications / CD ROM / Units. • Develop programs based on skill needs in rural / regional / outback areas. Develop materials that are customised to regional needs and that identify and encourage industry / NACs / RTOs responses in that area. • Work with Restaurant & Catering Association / Australian Hostels Association NSW / Tourism, Hospitality & Catering Institute of Australia and other groups to maximise the effect to recruit / train and promote Commercial Cookery as a career option. Attention to be paid to identifying opportunities at school level and mature age retraining schemes. • We have formed a partnership with the NSW Hospitality Training Network in Tourism and Hospitality to increase support and take up of <u>New Apprenticeships in Commercial Cookery.</u> • Meetings convened and attendees – records maintained. • Numbers of visits and mode of visit to NACs / RTO/s – records maintained. • Tourism Training Australia has produced a range of revised brochures and promotion material as provided during 2006 / 2007 / 2008 / 2009.

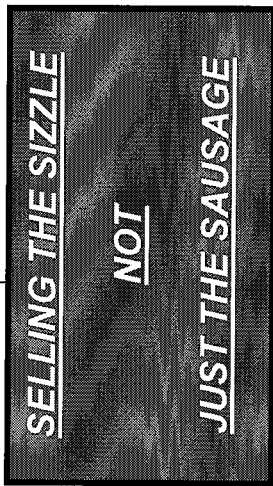
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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>6. NEW APPRENTICESHIPS (continued)</p>  <p>New Apprenticeships New Approach - New Opportunities</p>	<p>Marketing for New South Wales</p>	<p>Recent marketing materials produced and distributed include:</p> <ul style="list-style-type: none"> • TTA worked with the Job Network Members in 200 in rural and regional NSW. • TTA presented a range of workshops in rural and regional NSW. • NAC offices visited. • NAC packs (as previously advised) distributed across New South Wales. • Network meetings and association presentations conducted (list available). • Use of fast faxes to industry associations promotion at industry functions / events. • Logged responses to calls for information. • Numbers of industry focus groups formed to provide industry guidance. • Regular mailouts to Registered Training Organisations, New Apprenticeships Centres of changes to the Training Packages (records maintained). • Workshops with Registered Training Organisations / New Apprenticeships Centres. • Promoted its Training Conferences to New Apprenticeships Centres and Registered Training Organisations with success. • We are working to increase mature age training with New Apprenticeship Centres for Commercial Cookery and Food and Beverage (2006 / 2007 / 2008 and beyond).

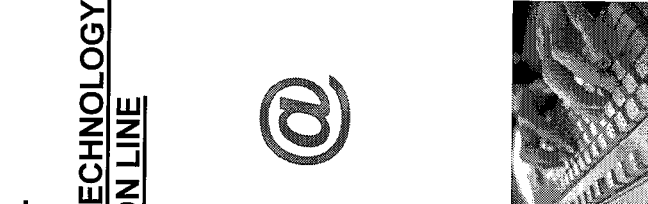
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TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>7.</p> <p><u>TRAINING</u> <u>MARKETING</u></p> 	<p>Investigate 'Invest in Training' National Campaign for both Entry Level and Mature Age employment in Tourism and Hospitality.</p>	<ul style="list-style-type: none"> • In 2006 / 2007 / 2008 / 2009 N.T.I.T.C. in New South Wales lobbies State and Industry Agencies to increase NSW campaigns and increase both entry level and mature age training for Tourism and Hospitality. To continue 2006 / 2007 / 2008. • It is pleasing to see the concurrent television campaign for New Apprenticeships – Commercial Cookery. We play an active role in this campaign with provision of information and other support. The current trend indicates an increase of up to 9% p.a. of <u>New Apprenticeships</u>. This was clearly demonstrated in the Stage (1) Report. • The fast faxes are regularly provided across New South Wales for this area (Industry / RTOs). • Continuing work to improve feedback mechanisms through current projects including the review of the Caravan Training Package. • Remitted up to 1600 locations on email / fast fax / and these are continually being received for ongoing national consultation. • Increased its alliance with tourism and hospitality industry associations to increase feedback, e.g. Tourism Hospitality and Catering Institute of Australia, Restaurant & Catering Association, Hospitality Training Network. • Continued to receive feedback for its currently updated web pages • We have published articles in a range of industry publications to promote the National Training Packages and to increase consultation and feedback, e.g. Catering Magazine / Catering Trade Fair (CTFA – NSW) / Australian Hotels Association NSW Journals.

OVERVIEW

STRATEGIC DIRECTIONS

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>8.</p> <p><u>TECHNOLOGY ON LINE</u></p> 	<p>Increase 'on line' learning facilities / distance mode delivery.</p> <p>Increase 'e-business' learning / availability / entry level and mature age employees – especially for small business.</p>	<ul style="list-style-type: none"> • We are producing a regular industry e-newsletter emailed to over 2,000 outlets. • Our well established industry fast fax continues on a weekly basis. • We have established a new / revised / website. This is updated on a regular basis. • We have completed / resourced the skills required by the industry to trade 'on line' in Tourism and Hospitality. E-business in Tourism and Hospitality includes provision and training for providing information about tours, accommodation, hospitality products, and catering. It promotes the use of websites, community databases, local websites as well as online reservation services. • We are working with TAFE NSW / OTEN / Commercial Centres in N.S.W. to increase provision in this area. • Together with Tourism Training Victoria we have completed work to increase the training of <u>e-commerce</u> on a pilot basis in Victoria / New South Wales / Australian Capital Territory. • We are promoting 'e-business learning' for use by small, medium and large enterprises in Tourism and Hospitality including Attractions, Caravan Parks, Restaurants, Hotels, Registered Clubs, Tour Operations, Transport of Tourism and Visitor Information. • We continue to market 'e-business' / learning across the Tourism, Hospitality and Caravan Industry. <u>This is particularly of benefit to small / medium enterprises in rural, regional and outback areas of New South Wales.</u> • We are promoting these 'on line' learning issues to all operators through industry organisations, e.g. THCIA / AHA / R. & C.A. / HMAA / NSW.

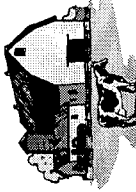
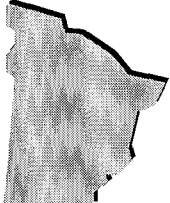
OVERVIEW

STRATEGIC DIRECTIONS

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>9. <u>A. RESEARCH</u> <u>B. INNOVATION</u></p> <div style="text-align: center; background-color: #cccccc; padding: 5px; margin-top: 10px;"> <i>innovation @ work</i> </div>	<p>Increase generic research to Tourism and Hospitality with a particular emphasis on working with Industry to solve specific problems.</p>	<ul style="list-style-type: none"> • There is much to be achieved in this research area for <u>Tourism and Hospitality</u> with particular reference to <u>include for New South Wales</u>: <ul style="list-style-type: none"> • Work Practices – Front and Back of House. • Mature Age – upskilling – practices and programs – commercial cookery. • Tourism Marketing – inbound practices / outbound. • M.I.C.E. – attracting and maintaining event operation. • Indigenous people – front of house. • We act as a <u>Director of the C.R.C. (Sustainable Tourism)</u> and regularly contribute to this area of research management / projects / schemes. This will benefit New South Wales. • We continued major work in 2006 – “<u>INNOVATION IN THE WORKPLACE</u>”. This was trialed in New South Wales by our organisation for a second time. • We have formed a training alliance with TAFE and Industry / CRC Sustainable Tourism to plan future research and development in Tourism and Hospitality for Australia. This work should continue. • Together with Industry Associations we are working to increase generic research to solve current problems in production / service of industrial food and beverage. • N.T.I.T.C. in N.S.W. is directly aligned with <u>CRC for Sustainable Tourism for the National Conference</u> for research in the Tourism and Hospitality Industry. This national conference will bring together the major players in research and development. Tourism Training Australia also promotes research and development in Universities, Registered Training Organisations and Industry. • We recently completed the program with industry ‘Innovation in the Workplace’. The ‘Best Practice’ promotion unit is attached.

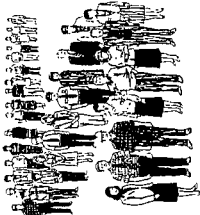
OVERVIEW

STRATEGIC DIRECTIONS

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>10.</p> <p><u>RURAL, REGIONAL & REMOTE AREAS N.S.W.</u></p>  	<ul style="list-style-type: none"> Promote awareness to industry / employees of training availability. Increase multi-skilling of existing employees. Increase program flexibility. Year of the Outback. Rural, Regional Areas. Workplace Relations. 	<ul style="list-style-type: none"> We are conducting a series of practical workshops – ‘People / Product and Profit’. We have completed workshops with industry in rural / regional NSW. We are working with Mission Australia (NSW) to seek Federal funds to increase training in NSW. With Carlton United Breweries (CUB) we have increased training to over 300 centres in rural, regional and outback Australia with the CUB Mobile Training Units. This is running throughout 2006 / 2007 / 2008 / 2009 and beyond. It is totally funded by industry. (National Enrolment up to 8,000). This is linked to the Hospitality Training Package. New South Wales derives much from this promotion and additional practical training. With Industry we are conducting workshops in rural, regional and outback Australia to increase training for mature age people with the emphasis on commercial cookery and food and beverage. With Industry organisations we are running a series of workshops in rural / regional / remote areas to seek ways for the increase of mature age training and jobs in Tourism and Hospitality. To date sound results have been achieved and up to 12 workshops will be completed.

OVERVIEW

STRATEGIC DIRECTIONS

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>11.</p> <p><u>MATURE AGE EMPLOYEE UPSKILLING</u></p> 	<ul style="list-style-type: none"> • Increase support and provision of training for Mature Age Employees in Tourism and Hospitality. • Raise awareness and increase accessibility for industry and e-commerce training. • Increasing Mature Age Jobs. 	<ul style="list-style-type: none"> • We have increased promotion of TTA "ACCESS" recognition of prior learning to support mature age employees in Tourism and Hospitality. (Mature Age in N.S.W.) • We are working with TAFE N.S.W. to increase training opportunities in Tourism and Hospitality for mature age employees. • We are completing national work with the Department of Education N.S.W. to survey current and future needs and opportunities of mature age employees in Tourism and Hospitality across Australia. This is a significant work. • We recently released the updated "Celebrating Mature Age Training Excellence" promotion / brochures in partnership with industry. This encourages mature age people to upskill in both Tourism and Hospitality. • We are working with the Restaurant & Catering Association (NSW) to increase mature age training for Commercial Cookery / Post Trade Programs. This continued in 2006 / 2007 / 2008 / 2009 with a program for more than 400 mature Cooks to Chefs. This undertaking is a unique development partnership by industry.

OVERVIEW

STRATEGIC DIRECTIONS

TRAINING	ACHIEVING SUSTAINABLE OUTCOMES	QUANTIFIABLE ACHIEVEMENTS BY N.T.I.T.C. IN NSW
<p>12.</p> <p><u>LANGUAGES</u></p> <p><i>Welcome</i> ENGLISH</p> <p><i>Welkom</i> AFRIKAANS-DUTCH</p> <p><i>Bienvenue</i> FRENCH</p> <p><i>Willkommen</i> GERMAN</p> <p><i>Benvenuto</i> ITALIAN</p> <p><i>Bem-vindo</i> PORTUGUESE</p> <p><i>Benvenuto</i> SPANISH</p> <p><i>Välkomna</i> SWEDISH</p>	<p>Increase L.O.T.E. training (Language Other Than English).</p>	<ul style="list-style-type: none"> A major project (LOTE) was completed (04/05) that will delivered up an Information Kit with reports on pilots which have been conducted, cast studies, assessment tools and general information about implementing LOTE standards for Tourism and Hospitality. There will be a marketing campaign to increase training delivery in Tourism and Hospitality. This will be completed 2004 and is ongoing. Further results in 2006 /2007 / 2008: The <u>Tourism and Hospitality Training Packages</u> now contain competency standards addressing LOTE. They are organised into four clear levels ranging from entry level to flyence and address workplace skill requirements from 'meet and greet' to tour guiding, and providing a common national framework against which training delivery and assessment can be conducted. They are generic to all languages and include both oral and written skills. Whilst they are based on skills needed by the Tourism and Hospitality Industry, they are equally appropriate for other industries. The report was the result of a study, commissioned by the <u>National Asian Languages and Studies in Australian Schools (NALSAS) Strategy</u>: A collaborative initiative of Commonwealth, State and Territory Governments, to investigate the links between Languages Other Than English (LOTE) and vocational education and training for students in years 10 – 12 at secondary schools in Australia. It identified several success factors for LOTE programs, among them the need for the curriculum to be linked to industry needs, the need for appropriate certification to be in place and the need for clearly articulated learning and employment pathways to be established. Tourism and Hospitality was identified as the only industry where these requirements had been attended to.

IN ADDITION

OVERVIEW

ACHIEVING SUSTAINABLE OUTCOMES

Marketing Initiatives

QUANTIFIABLE ACHIEVEMENTS BY N.I.T.I.C.

“MUCH HAS BEEN ACHIEVED – THERE IS STILL MUCH TO ACCOMPLISH”

We have completed marketing initiatives to provide and market the:

- implementation of training system initiatives
- promotion training and New Apprenticeships by increasing industry awareness in N.S.W.
- recognition of skills through the ACCESS System.
- assess current and future workforce training needs of Tourism and Hospitality
- development of resources to encourage and increase industry training in N.S.W.
- provide forums and conferences to exchange ideas and strategies
- recognition of special innovation with national training awards
- liaison with Registered Training Organisations and others to improve training access.
- We maintain comprehensive email registers.
- There is still much to gain in this area.

We provide a range of (monthly fast fax / email / post / promotion of tourism & hospitality training updates. (Summary file available).

We regularly participate in focus groups and seminars to address training issues with NACs, RTOs and other industry associations.

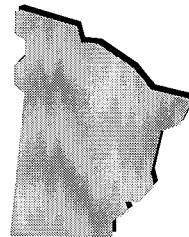
Our resources are marketed throughout the year through many avenues. The resources also undergo reviews so that they are up-to-date with current marketing issues / needs.

Training awards are presented throughout the year at a range of events supported by us as previously advised.

We maintain comprehensive email registers.

There is still much to gain in this area.

Conferences and Events



In 2006 / 2007 / 2008 / 2009 we plan to commence to conduct a range of industry / TAFE N.S.W. / Registered Training Organisations Conference/ Seminars with the prime aim of increasing the depth and breadth of quality Tourism and Hospitality Training.

- We are confirming plans with industry organisations to 'lock onto' industry seminars / trade shows / in New South Wales to achieve increased industry support and commitment to professional training for tourism and hospitality.

IN ADDITION

ACHIEVING SUSTAINABLE OUTCOMES

Industry Support and Associate Members / Enterprises

- Small
- Medium
- Large

OVERVIEW

INDUSTRY FINANCIAL MEMBERSHIP INDUSTRY SUPPORT

In 2006 / 2007 / 2008 / 2009, we were supported by the following Industry Sponsor Organisations, i.e. we initiated sponsorship for N.S.W.

These will continue in 2005.

- ACCOR - NSW
- A.H.A. - NSW
- A.H.A. - NATIONAL
- AMERICAN EXPRESS - NSW
- ARNOTTS/CAMPBELLS - NSW
- A.T.E.C.
- BLUE LINE CRUISES - NSW
- H.M.A.A. - NSW
- AAA TOURISM
- H.T.N. - NSW
- R. & C.A. - NSW
- R. & C.A. - AUSTRALIA
- T.H.C.I.A. - NSW
- TOURISM COUNCIL - NSW
- TOURISM NSW
- QANTAS

In addition, we maintain a comprehensive list of industry financial members.

QUANTIFIABLE ACHIEVEMENTS TO BY N.T.I.T.C.

We have increased the financial membership base for N.S.W.

All of these organisations as listed are current financial sponsor members for 2006 / 2007 / 2008 / 2009.

- Financial members receive regular electronic information, mail packages and are able to participate in a range of discounted events which are conducted by us and/or in partnership with other industry bodies on a regular basis.
- These financial members contribute to the increase of training for both on-the-job and off-the-job.
- These members contribute to the strategic planning process.

IN ADDITION

OVERVIEW

ACHIEVING SUSTAINABLE OUTCOMES		QUANTIFIABLE ACHIEVEMENTS TO BY N.T.I.T.C. – N.S.W.
<p>Marketing Objectives</p>	<p>In 2007 / 2008 / 2009 our marketing objectives include:</p> <ul style="list-style-type: none"> • Continued a pro-active marketing approach of the Training Packages • Extended effective resources sales plans and management • Increased awareness, profile and loyalty to our industry customers • Continued Annual Conferences and Showcases • Developed further Senior Executive Programs • Continued Chairman's Dinner and Awards • Increased Associate Industry Member base • Increased representation at industry events / liaison with Industry Associations • Expanded promotional material and media opportunities – internet, fast fax, newsletters • Promoted Training Packages and supporting resources • Increased awareness of training and its benefits through all layers of the industry • Develop the International market for N.S.W. • Increased marketing integration with the network • Consolidated the marketing database / research / Industry. 	<ul style="list-style-type: none"> • We distributed brochures on Training Packages and other resources across Australia on a monthly basis through fax / email / post / web (records maintained). • We update resource catalogues regularly. • The Chairman's Dinner and Awards were held 05/06 (Sydney). • We liaised with industry to increase its member base on a weekly basis. • We attended industry events monthly and joins corporate tables / group bookings to support industry associations. • We produced promotional material on a weekly / monthly basis for various events / resources / projects and distributes them through web / email / fax / post. • We are developing and planning an international market place in Indonesia / Beijing / Dalian / Singapore / Vancouver / New York /. • Our marketing database is revised monthly in N.S.W.
<p>Marketing, Promoting and Maintaining the Vocational Education and Training Framework for the benefit of industry stakeholders from the Network</p>	<ul style="list-style-type: none"> • Engaged industry in the development and promotion of training for all sectors of the Tourism, Hospitality and Caravan Industries including the increased implementation of National Training Packages • The vocational education and training system increasingly extended to primary, secondary and tertiary levels including life long learning and mature age training • Information available to industry stakeholders on new apprenticeships / traineeships and user choice in Urban, Rural, Regional and Remote / Outback areas. 	<ul style="list-style-type: none"> • Recent promotional events have included in NSW: <ul style="list-style-type: none"> ▪ - Accor Asia Pacific Conference – N.S.W. ▪ We recently produced a brochure titled "Celebrating Mature Age Excellence in Training" to showcase case-studies resulting from the training system. ▪ We have produced the Regional Tourism Program to assist industry stakeholders in urban, rural, regional and outback areas.
<p>Promoting productive relationships with Government Bodies, ITAB N.S.W. Network and VET Agencies</p>	<ul style="list-style-type: none"> • A network of key bodies expanded with Industry Organisations • State / Territory New Apprenticeships Centres and Registered Training Organisations increased. • A 'Training Culture' to include special need outcomes accepted and promoted by Industry. 	<ul style="list-style-type: none"> • We maintain regular contact with DET (NSW) and other Agencies • We are working with New Apprenticeships Centres (register available) • We are working with National ITABs to support a shared operation of management skills for National Skills Councils.

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F A C S I M I L E

To: Mr Stephen Boyd

Organisation: Secretary – Department of the House of Representatives
Parliament of Australia

Fax: (02) 6277 4564 **Pages:** 3 **Date:** 15/11/06

From: W. R. Galvin OAM

Subject: Addition to Minutes

Dear Stephen,

Attached is page as emailed along with additional page also for inclusion in the minutes.

Kind regards



W. R. Galvin O.A.M.
President

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INSTITUTE
of AUSTRALIA
THCI

- INDUSTRY ACHIEVED A GREAT DEAL = FURTHER CHALLENGES.
- HAVE READ SYNOPSIS PLUS ALL PAPERS • CONFERRED.
- TRAINING IS AN OVERALL INDUSTRY RESPONSIBILITY BUT NEEDS STRONG GOVERNMENT SUPPORT.

OPEN DISCUSSION FOR REAL AGENDA ITEMS WHICH INCLUDE:

- * • INCREASE 'REAL' AVAILABLE DATA, E.G. FOR MIGRATION.
- * • TAX BENEFIT FOR TRAINING (120% MENTION) – SUB GROUP.
 - INCREASE MATURE AGE / SOLE PARENTS / RURAL / REGIONAL
 - USER CHOICE MODEL.
 - INCREASE PRE-APPRENTICESHIP PLACES (STATE GOVERNMENT).
 - PROVISION FOR UPSKILLING REQUIRED – ALL EMPLOYEES.
 - AUSTRALIAN APPRENTICESHIPS – COMPETENCY BASED (THREE YEARS).
- * • INDUSTRY TO DETERMINE MIX WITH PROVIDERS – TAFE INSTITUTES,
E.G.:
 - INCREASE GUIDE TRAINING FOR TOUR GUIDES.
 - DRILL FORWARD – SPECIFIC AREAS.



W. R. Galvin
President

TOURISM TRAINING AUSTRALIA

61 2 92863358

- ◆ INDUSTRY DIRECTIONS
- ◆ QUALITY TRAINING RESOURCES
- ◆ NATIONAL CONFERENCES
- ◆ GLOBAL TOURISM TRAINING NETWORK
- ◆ AHRP, ATTRP, ACCESS – NATIONAL ACCREDITATION



INQUIRY INTO THE CURRENT AND FUTURE DIRECTION OF AUSTRALIA'S SERVICE INDUSTRIES

The success of the Australian tourism and hospitality industry is critical to Australia's continued economic growth. The industry employs 1.67 million people nationally. During the last four years, the Australian Government has worked with peak bodies and industry members to trial a range of workforce skills development strategies to attract and train people in areas of skills need.

The Hon Gary Hardgrave, Minister for Vocational and Technical Education, has approved support for a number of initiatives from key tourism industry bodies including the Australian Hotels Association, Restaurant and Catering Australia and Tourism Training Australia to work with the Australian Government on projects to address skills needs.

A 2004-2005 National Skills Shortages Strategy project investigated skills in demand in non-cooking occupations in the accommodation, café and restaurant sectors and concluded that the greatest skills needs were those roles performed by front of house, waiting and kitchen staff and their supervisors. The Project developed strategies to expand tourism and hospitality recruitment pools, with a specific focus on improving the engagement of Indigenous Australians and mature workers in this industry.

Engaging Indigenous Australians in the tourism and hospitality industry is a priority that Tourism Training Australia is pursuing through a project providing core tourism and hospitality competencies as well as workplace learning opportunities.

Minister Hardgrave is also focused on the importance of school students developing work ready skills while they are completing their secondary education. The Australian Government's newly created Australian Technical Colleges will operate as specialist senior secondary schools for students in Years 11 and 12, providing high quality education and technical training relevant to a number of traditional trades. Commercial cookery is one of these trades.

Students can begin an Australian School-based Apprenticeship in commercial cookery at an Australian Technical College and assist the industry to meet their critical need for chefs. Port Macquarie and Gold Coast Australian Technical Colleges are offering commercial cookery in 2006, with another six Colleges offering commercial cookery training in 2007.

An increasing number of Australians are choosing a vocational training pathway. In this year's Budget the Australian Government has committed \$10.8 billion over the next four financial years (2006-2007 to 2009-2010) to vocational and technical education, including \$2.5 billion this financial year.

This funding includes an additional range of initiatives aimed at addressing skills needs, especially in the traditional trades:

- an additional \$106.7 million over four years for Australian Apprenticeships Centres;
- \$10.6 million over four years to extend incentives for employers of higher level Australian Apprentices in key growth areas; and
- an extra \$6 million to fund the National Skill Shortages Strategy.

Tourism and hospitality is a significant regional industry with 43 percent of businesses in regions looking to benefit from the Australian Government's work with State and Territory Governments, through the Council of Australian Governments. This work will ensure a genuinely national approach to Australian Apprenticeships, training and skills recognition and to address skills needs evident in important parts of the economy.

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