

Broome Tourism Employment Plan Case Study – Hospitality Ambassador Program

RECRUITMENT, RETENTION & CAREER DEVELOPMENT

This case study is one of a series of resource materials developed as part of the Broome Tourism Employment Plan (BTEP) project in 2012-2013.

WORKFORCE ISSUE(S)

Society tends to view the hospitality industry not as a career of choice but rather as one in which people work while they are waiting to begin their careers.

This perception, combined with other factors such as the leakage of hospitality workers to the resource sector where higher wages are obtainable, has led to an extreme skills shortage in Western Australia. The lack of hospitality workers, especially cooks and chefs, in Broome adversely affects the region's tourism industry, hindering economic development.

BACKGROUND

The Hospitality Ambassador Program, which was developed by the FutureNow Creative and Leisure Industries Training Council in partnership with the Department of Training and Workforce Development, showcases training and career pathways in the hospitality, tourism and events industries as authentic, realistic and exciting opportunities.

This innovative program delivers the most dynamic snapshot of the hospitality industry secondary school students have ever seen. Presentations are delivered with a practical approach to learning, including entertaining



face to face cooking demonstrations. School students and job seekers participating in the program discover the opportunities available in the tourism, hospitality and events industries, which are promoted as exciting career paths.

PROJECT AIMS

The program is about creating in the next wave of aspiring hospitality professionals an awareness of the industry and its available career pathways by means of:

- promoting the hospitality industry to school students and job seekers;
- promoting the chef and cook occupations to students and job seekers as careers; and
- providing school students and job seekers with an interactive experience conducted by young successful chefs, and an opportunity to learn firsthand about the industry.

IMPLEMENTATION

In August 2012 students from Broome Senior High School, Derby District High School, St Mary's College and Kimberley Training Institute participated in the program which was delivered over three days at Kimberley Training Institute's Pearlers Shed restaurant. Also in attendance were teachers, job seekers and career changers, with Ambassador Chef Jeremy Fischer providing entertaining and interactive cookery demonstrations assisted by Matso's Brewery chef, Cindy Clerk.

Chef Jeremy talked about his experiences working as a chef both in Australia and overseas, the friends he has made and the lifestyle provided by the hospitality industry. The students received a realistic overview while watching Jeremy and Cindy display the necessary skills to work as a chef.

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At a State level, five young, qualified, successful and energetic chefs were recruited and developed professionally to present the program in metropolitan and regional Western Australia.

Broome participants received student/jobseeker resource bags containing hospitality, tourism and events training and employment pathway information, and other relevant information from 24 Broome and Perth sponsors of the program.

OUTCOMES

- The Broome program was attended by job seekers, career changers, 95 students and 14 teachers.
- Kimberley Training Institute's new 'Pearler's Shed' Training Restaurant was showcased.
- The program linked schools with training providers and employers in the region.
- Although statistics are not yet available, an increase in the number of VET in Schools enrolments is anticipated as a result of the program.

CHALLENGES/ISSUES

- A source of funding for the program beyond 2013 has not yet been secured.
- There are considerable logistics involved in coordinating visits with chef availability.

"Reports from schools indicate they now have many budding chefs who've been inspired by the Ambassador Chefs' enthusiasm and passion for cooking and meeting famous people." Debra Kruske

- The current Ambassador Chefs are highly dedicated and committed to the program but there may be some difficulty in maintaining this commitment due to competing workloads.



FURTHER INFORMATION

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