



Service Skills Victoria

Annual Report  
2006 –2007

**Skills**  
for the  
**Future**

[www.ssv.org.au](http://www.ssv.org.au)

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# Chair's Report



The past twelve months have been a most productive and effective time for Service Skills Victoria.

At the outset I would like to thank all Directors for their time, commitment and hard work. I particularly would like to recognise the great contribution which continues to be made by John Sweetman (currently the Deputy Chair).

I would also like to thank all those members of the Industry Advisory Committees for their on going commitment. SSV is a genuinely bipartite organisation committed to providing the best possible training outcomes for both employers and employees. It is therefore pleasing that both employers and unions have committed time and resources to the work of SSV.

The team at Service Skills Victoria, led most superbly by our CEO Ian Nicolson has continued to deliver top quality results for industry.

The annual Change Drivers Report continues to be highly regarded by government, RTO's and industry. It provides useful information on the issues facing industry and guidance for government on the way training for our industries should be developed.

During the year we received specific funding from OTTE to undertake research into pre apprenticeship in cookery and hairdressing. That research developed recommendations which carried strong industry endorsement and we look forward to the government accepting and acting on those recommendations.

SSV has continued with a range of commercial activities which assist in defraying the costs of the operation. These activities include providing the management services for the Food Industry Training Board (VFITB).

The website has now been substantially revamped and provides excellent advice. I recommend that you access the site.

During the year we conducted another very successful industry Forum with an excellent attendance and very positive feedback.

The organisation is now securely settled into our premises in Queen St. and you are more than welcome to contact the office by phone or in person at any time.

During the year we had several comings and goings of staff and I would particularly like to thank Louise McIntyre, Lucy Hooper, Mat Adams and Ellie Austin for their contributions to the work of SSV while they were part of the team.

It is important to recognise that the continued state government support for ITB's provides all of us with the level of security required to be able to continue to function effectively and to produce solid results.

Since our formation SSV has come a long way. There is always more to be done. I am confident that in the period ahead we will continue to deliver the results that industry and government require.

A handwritten signature in black ink, which appears to read 'Ian Blandthorn'. The signature is fluid and cursive.

Ian Blandthorn  
Chair  
Service Skills Victoria

# Message from the CEO



As we approach the third annual general meeting of Service Skills Victoria, it is just over a year since we moved into our new premises in Queen St. We were pleased that so many people were able to help us officially open the new office in November and that Peter Thomas, Chair of the Victorian Skills Commission was able to find time in his busy schedule to 'cut the ribbon'.

With our location settled and the organisation developing beyond its 'early childhood' stage, we have been able to direct our focus to some of the issues that need to be addressed in taking our industries forward. These have included pre-apprenticeship training in hairdressing and commercial cookery; certificate I 'pathways' programs; training package reviews for retail, community pharmacy, funerals, and tourism, hospitality and events; cross-industry training and assessment in food safety; work placement for hospitality; and employability skills for hairdressing.

We have also worked closely with a broad range of industry stakeholders.

The Developing Tourism Leaders Awards continue to provide avenues into the tourism industry for young people, as well as an opportunity for employers to 'sample' some of the best young talent available through the DTL work placement program. Through the Hair and Beauty Industry Association and the Australian Retailers Association, we have been involved in a number of forums, seminars and conferences, ensuring that training issues are kept top of mind with industry. We have been actively involved in the Tourism Excellence Initiative, leading the development of module two, 'People Excellence'. We have also played a significant role, in association with the Victorian Home Economics and Textiles Teachers Association, in providing industry based professional development for secondary teachers. As one would expect, some of our focus has been on national issues, working in concert with our national industry skills council, Service Skills Australia. I am pleased to report that a close and positive relationship has developed between our two organisations, and this has been to the benefit of Victorian industry.

Our local partnerships, in particular with the Victorian Food Industry Training Board and the Tourism Accreditation Board of Victoria have continued to prosper. Detailed reports on their activities can be found in their respective annual reports.

The work that we do provides benefits for industry in making sure that the skills needed will be available, particularly in the future. Of course it requires a significant contribution from industry itself to ensure that we are able to provide government with reliable advice. We appreciate the commitment that our industry stakeholders are prepared to make so that we can undertake our work effectively. As an organisation representative of industry we also require leadership and direction, and I would particularly like to acknowledge the work that has been done by the SSV Board, led by our Chair Ian Blandthorn, along with John Sweetman, Sandra Campitelli and Nicholas Hunt. They make an enormous contribution, particularly by ensuring that SSV continues to occupy a key place within the industries that it serves.

I would especially like to recognise the contribution of Nicholas Hunt, who retires as a director at the AGM, having taken up the position of CEO at William Angliss Institute of TAFE. I first met Nick in 1997 when I came into the world of industry training boards and he was leading Tourism Training Victoria. He was a remarkably successful CEO and made a major contribution to the development of ITABs in this state, the legacy of which we can see in the robust system we currently have in Victoria. On leaving that position in 2000 for the CEO role at what is now Tourism Alliance Victoria, he continued his contribution to training through membership of the board of Tourism Training Victoria, playing a key role in the establishment of Service Skills Victoria and serving as a foundation board member. I have personally benefited from the wisdom of Nick's counsel over the years and look forward to his continued contribution to industry development in his new role. Thanks Nick.

It has been noted elsewhere in this report that we have had a significant change in staff over the last 12 months. This may seem ironic at a time when staff retention is one of the big issues facing our industries. Another way to view it is that an organisation like Service Skills Victoria prepares people well for demanding (and rewarding) roles in industry. It is also the case that we have been very well served by an enthusiastic, dedicated and ambitious team who have delivered admirable results for our stakeholder groups. Without going into detail about each individual, the contribution made by all members of the staff, past and present, has been a great source of pride for me personally. Everyone has been prepared to contribute whatever is required to achieve the outcomes for which we strive. In a small organisation it is these 'small' things that help to build a real sense of team and to generate successful results.

The next 12 months will provide a new set of challenges. I am looking forward to working with you all to meet those challenges and to continue our important role in the development of the service industries in Victoria.

A handwritten signature in blue ink, which appears to read 'I. S. Nicolson'. The signature is fluid and cursive, written over a white background.

Ian Nicolson  
CEO  
Service Skills Victoria

# About Service Skills Victoria

SSV is a bipartite, not for profit company, whose primary role is the provision of advice to government agencies, industry and the learning community on skills, education and training for the following industries:

- Wholesale, Retail and Personal Services;
- Tourism, Hospitality, Caravans; and
- Food processing (under contract to the Victorian Food Industry Training Board)

More specifically SSV's role is:

- engaging and advising on skills development needs of the service industry's workforce;
- promoting integrated skill development linked to industry growth;
- advancing partnerships connecting industry and the learning community; and
- supporting the development, implementation and continuous improvement of high quality, nationally recognised training products and services.

The organisation operates in the context of the national vocational education system, with significant interaction with industry, registered training providers, secondary schools, universities, and small business.

SSV manages the secretariat of the Tourism Accreditation Board of Victoria and operates the Better Business Tourism Accreditation Program on behalf of the TABV. SSV also generates significant revenue through commercial project activity.

## **Our Vision:**

Our Vision is to raise the professionalism and competitiveness of Victoria's service industries workforce

## **Our Mission:**

**Lead** the drive to boost skills and workforce development to enhance the skills, employability and professionalism leading to improved productivity and business growth.

**Build** unrivalled intelligence, knowledge and analysis of the services industry's workforce communicated in a way that leads to real change in the workplace.

**Advocate** a whole of government approach to skill development and the National Training Framework.

**Engage** employers across all sectors of the services industry to integrate skill development linked to business goals and outcomes with particular emphasis on existing employees and regionally based SMEs.

**Create** ownership by industry stakeholders to enable leveraging of industry expertise and active involvement of employers, trade unions and professional bodies in strategic workforce development.

**Promote** the benefits of investment in skills acquisition to the services industry through convincing evidence e.g. shared best practice.

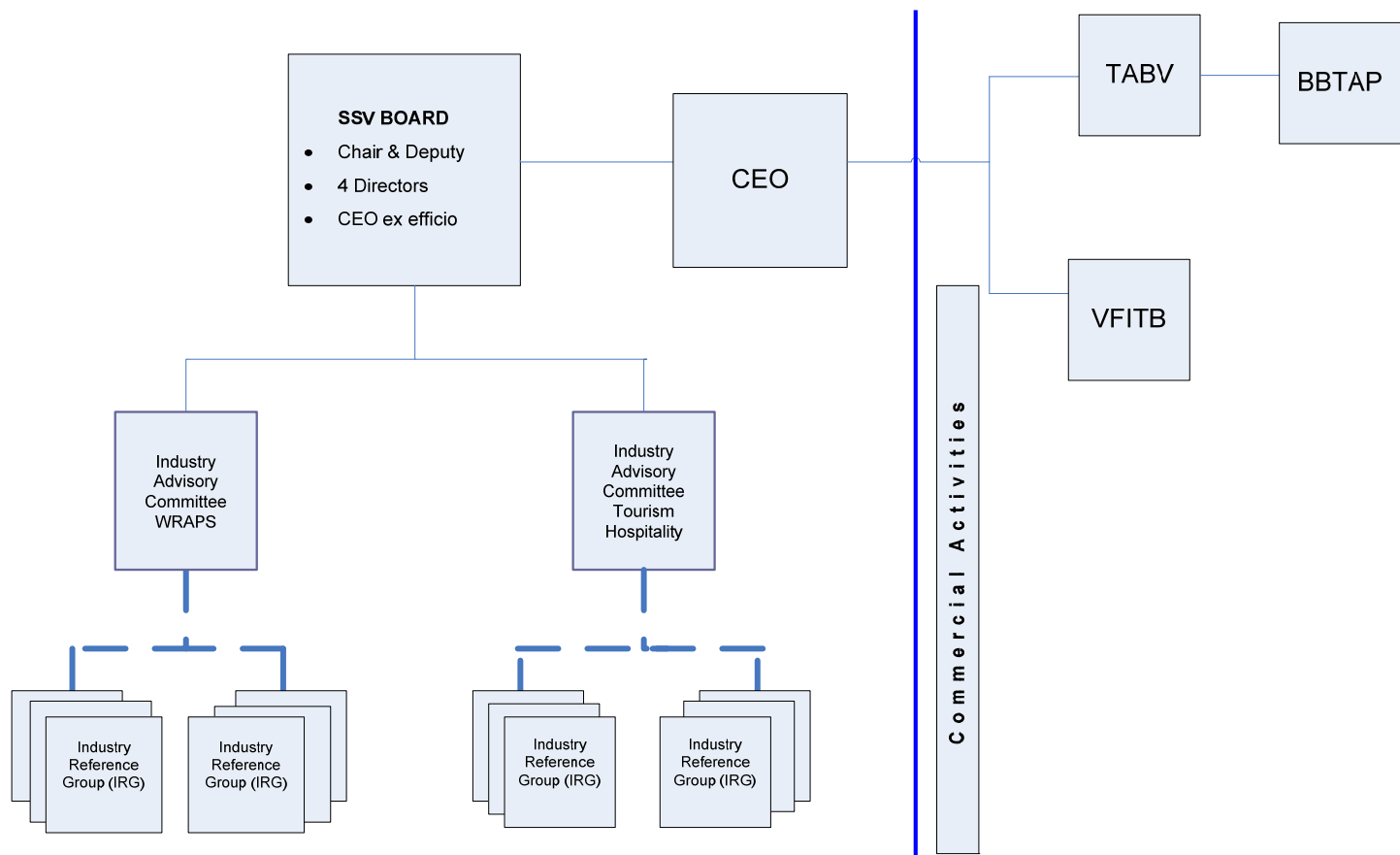
**Forge** strong networks encompassing industry, employers, unions and the learning community.



Service Skills Victoria

# Organisational Structure

**Service Skills Victoria**  
Organisational Chart - 2006



## Key to Acronyms:

### TABV

Tourism Accreditation Board of Victoria

### BBTAP

Better Business Tourism Accreditation Program

### VFITB

Victorian Food Industry Training Board

### WRAPS

Wholesale, Retail and Personal Services (Beauty, Hairdressing, Community Pharmacy, Fu-

# Core Activities



The second 'Beyond 2020' Service Skills Forum was held on 17th April at the Rydges, Melbourne and was a great success with attendees from all service industry sectors and training providers enjoying an insightful presentation from Michele Levine, Roy Morgan Research. Businesses were given the opportunity to look beyond the short term and to think more deeply about the service industry and their place in the Victorian economy over the long term.

The information collated from discussions during, and feedback collected from, the Beyond 2020 Forum will assist SSV in the preparation of the 2007 Change Drivers Report for the Office of Training and Tertiary Education.

This report will be available in draft form for comment in October 2007 and the final version will be able to be downloaded from [www.ssv.org.au](http://www.ssv.org.au) in early 2008.

## Training Networks

SSV is represented on three training networks across the Tourism & Hospitality and Wholesale, Retail and Personal Services (WRAPS) sectors. SSV regularly attends the network meetings and reports on industry trends, events and any relevant activities of being undertaken by SSV. The networks that are attended are:

- The Tourism & Hospitality Educators Network (THEN, a Private RTO Network)
- The Victorian Tourism Educators Network, Victorian Cookery Educators Network, Victorian Hospitality Educators Network
- RTO Network Meetings for Retail, Floristry, Hairdressing and Funeral Services

## Tourism Excellence Strategy

The Tourism Excellence strategy began in 2004 with the aim to "develop an integrated strategy about *Tourism Excellence* that brought together the many elements of existing [industry] tools and identify gaps that needed to be addressed". A steering committee was established and seven key areas were identified as visitor needs and expectations, people excellence, business excellence, growing destinations, industry participation, fostering innovation and sustainability in tourism.

SSV has been involved in the Tourism Excellence strategy from its formation, and had particular input into Module 2: People Excellence, which was released in March 2007.

Source: [www.tourismvictoria.com.au](http://www.tourismvictoria.com.au)

## Change Drivers Report

The *Change Drivers Report* is a main focus of the activities of SSV. The report is a requirement of SSV to the Office of Training and Tertiary Education (OTTE) and is submitted annually.

The report provides details on four main questions, with the following requirements:

- The drivers, or current trends, across the services industry
- The industry and enterprise response to the impact of these drivers
- The implications of industry's response for skill needs in the industry and;
- The relative importance of changing skill sets now and in the future

The information to address these key questions is gained by SSV through extensive industry consultation with the Tourism & Hospitality and WRAPS Industry Advisory Committees, specific industry reference groups and in 2007, the Beyond 2020 Service Skills Forum.

A discussion paper will be available on the SSV website, [www.ssv.org.au](http://www.ssv.org.au), by October 2007, with the final report for 2007-08 to be submitted to OTTE in December 2007.

## Student industry placement program

SSV continued its involvement with student placement programs in 2007 with students from William Angliss Institute of TAFE and Monash University taking up placements in Better Business Accreditation Program and getting involved in SSV projects including 'Developing Tourism Leaders' Awards program. The aim of the program is to provide mentoring and industry experience for students studying tourism and hospitality.

# Commercial Activities



The awards are an innovative employment development exercise for final year tourism, hospitality and events students to create innovative small business or event concepts and business/event plans.

## Program objectives

- Foster strong links between industry standards and tertiary outcomes
- Foster entrepreneurship and innovation in the tourism industry
- Create a tourism industry driven workforce development program
- Create an opportunity for students to showcase their business ideas to industry and to create employment opportunities
- Promote industry professionalism and excellence

Industry sponsors for 2006 included Melbourne Airport as naming rights sponsor, William Angliss TAFE, Tourism Victoria, City of Melbourne, Victorian Tourism Industry Council, ACCOR and ISES. Prize sponsors included Bayplay Adventure Lodge, Johanna Seaside Cottages, Watson's Mountain Country Trail Rides, Yering Station, Absolute Outdoors, Melbourne Aquarium and Phillip Island Nature Park.

For enquiries, please contact Emma Robilliard, Project Officer via e-mail on emmar@ssv.org.au or phone 9621 1777.

## New Projects

Four new projects are being undertaken at SSV in 2007, they are:

### Reframing the Future– Hairdressing Network

Service Skills Victoria (SSV) as part of a project funded by Reframing the Future will run a series of three workshops to link together stakeholders involved with hairdressing to support professional development of practitioners. The network also aims to develop the skills and knowledge required to implement the WRH06 Hairdressing Training Package and to strengthen the provider capability in teaching, learning and assessment particularly in relation to employability skills.

#### The aims are:

- to explore and define employability skills in the context of a qualified and skilled hairdresser
- To explore and develop a model whereby employability skills can be developed and enhanced in conjunction with technical hairdressing skills and knowledge and
- To assist the registered training organisation network to understand and develop ways of incorporating the employability skills into their training programs so that trainees are able to identify their own employability skills.

### Reframing the Future– Pre-apprenticeship Network

This project will be a series of three workshops with the aim to form a network by connecting training providers who deliver (or intend to deliver) hospitality pre-apprenticeships with hospitality industry representatives. The overall outcome will be for RTO's and enterprises to incorporate structured industry workplace learning into their training schedule

to ensure students are work ready when they commence their apprenticeships within industry.

The formation of the network is a response to industry feedback on the low level of workplace readiness of students who have undertaken institutional based training.

#### The aims are to:

- deliver structured workplace learning and mentoring;
- develop explicit recruitment pathways for the hospitality industry;
- assist RTOs to find industry work placements for students at this qualification level.

### Food Safety Supervisor Trainer Network

In 2006 Service Skills Victoria (SSV), as part of a project funded by Reframing the Future, ran a series of workshops to provide input and feedback to improve the quality of Food Safety training and assessment in Victoria. The main areas of focus were hospitality, retail and food processing industries and attendance was drawn from related industry, registered training organisations, TAFE (both rural and metro), Department of Human Services (DHS) and Curriculum Maintenance Managers across the three training packages.

#### The project aim:

To establish an industry training network, to link up key stakeholders involved in food safety supervisor training across three training packages (THH02 Hospitality, WRR02 Retail and FDF03 Food processing).

#### The project objectives:

- Improve the capacity of cross-industry training;
- Improve the validation of assessment strategies in consultation with industry;
- Develop and share cross-industry stakeholder intelligence.

### Pathways Certificate 1 Project

Service Skills Victoria (SSV) was contracted by Service Skills Australia (SSA) to undertake consultation and research to determine:

- if there is support from industry for a Pathways Certificate I in the Service Industries;

and if so:

- to develop a report and recommendations to the SSA Board on the format of the qualification.

Consultation was undertaken with key industry stakeholders and state training authorities, which formed the basis of the recommendations made to the steering committee. Consultation took the form of interviews, telephone conversations and by email where not otherwise possible. Five state and territory training authorities and industry stakeholders covering retail and hospitality, from both enterprises and industry associations were included in the consultation program.

The research found that preservation of the integrity of training packages is paramount. That integrity is found in the relationship between qualifications, units of competence and occupational outcomes. It also found that there are several innovative projects being undertaken – some by industry stakeholders – that achieve the stated objectives of the pathways concept without damaging the integrity of training packages. These projects are able to target specific groups and provide them with training, work placement and job seeking skills that have translated to positive employment outcomes, creating a win for industry as well as the job seekers.

# The Board

The SSV Board (formed in 2004) is comprised of tourism industry stakeholders and WRAPs industry stakeholders. These include employers and unions as well as trade and industry associations. It is the governing body of the organisation and is responsible for the ultimate direction and management of SSV.

The Board is elected by members of the Industry Advisory Committees (IACs), which are the source of the industry-based advice generated by SSV. In a very real sense, they are the 'engine room' of the organisation. Currently, the Board Members are:

## **Mr. Ian Blandthorn (Chair)**

*National Assistant Secretary, Shop Distributive and Employees Association (S.D.A.)*

Ian has been National Assistant Secretary of the Shop Distributive and Employees Association for 17 years and commenced work with them in 1981. Ian has held various positions on boards and committees which spans many years but most currently he is chair of the National WRAPS Industry Advisory Committee. He is Deputy Chair of Service Skills Australia.

## **Mr. John Sweetman AM (Deputy Chair)**

*Principal, John Sweetman & Associates*

John has over 30 years experience in the tourism and hospitality industry, working with peak bodies and with industry both in Victoria and nationally. John was the foundation Executive Officer of the Victorian Tourism Industry Council (VTIC). As Managing Director of J Sweetman & Associates Pty Ltd, he continues to work across the tourism and hospitality industries and with industry sector associations, including relationships with Tourism Victoria. John is the Chairman of the Tourism Accreditation Board of Victoria, Service Skills Victoria and Service Skills Australia. John was recognised for his contribution to the tourism industry in the 1996 Australia Day Honours.

## **Ms. Sandra Campitelli**

*General Manager, Hairdressing and Beauty Industry Association*

Sandra has been General Manager of the Hairdressing & Beauty Industry Association for 10 years and has recently taken on the role of Executive Director for the Hardware Association of Victoria. Sandra holds various positions on boards and committees including Service Skills Victoria, Service Skills Australia and the Curriculum Maintenance Board for Wholesale, Retail and Personal Services (WRAPS). Prior to this role Sandra worked in varying capacities within the industry, including owning her own business and working for L'Oreal and Schwarzkopf whilst undertaking a Bachelor of Training and Education.

## **Mr. Nicholas Hunt**

*CEO, William Angliss Institute of TAFE*

Nicholas chairs the Victorian Tourism Awards Industry Committee and is a member of the Tourism Accreditation Board of Victoria, Victorian Tourism Industry Council Board and the William Angliss Institute Council. He is chair of Tourism Accreditation Australia Ltd and the Victorian representative on the Australian Regional Tourism Network. He also sits on the board of the Outdoor Recreation Centre and the Regional Victorian Conference Group. Nicholas has recently been appointed to the position of CEO of William Angliss Institute of TAFE, for which we congratulate him and note that the appointment is thoroughly deserved. As a result, Nick has indicated his intention to retire from the SSV board at the Annual General Meeting. Nick's first involvement with the organisation was when he was appointed to the position of Research Officer with Tourism Training Victoria in 1992. He was appointed to the position of Executive Officer in 1994 and continued as a board member after taking up the CEO position with the Country Victorian Tourism Council in 2000 (the CVTC merged with the Victorian Tourism Operators Association in 2004 to form Tourism Alliance Victoria). During this time Nick played a key role in the merger of Tourism Training Victoria with the WRAPS Industry Training Board, becoming one of the founding members and directors of Service Skills Victoria in 2004. We thank Nick for his contribution over 15 years and wish him well in his new position.

## **Board meetings 2006 – 2007**

During the period January 1, 2006 to June 30 2007, the SSV board met on five occasions. The following table summarises the attendance of directors at those meetings:

<b>Board Member</b>	<b>Eligible</b>	<b>Attended</b>
John Sweetman	5	5
Ian Blandthorn	5	5
Nicholas Hunt	5	5
Sandra Campitelli	5	3

# Staff Profiles



Service Skills Victoria

## **Ian Nicolson - CEO**

Ian has a broad range of experiences across industry, education and training, government and not-for-profit organisations. His industry experience ranges from furniture and cabinet making, timber and hardware to tourism and transport. During his time as Operations Manager with the Timber Merchants Association, Ian worked closely with the wholesale timber and retail hardware sectors, regularly representing the industry as a proxy director on the WRAPS Industry Training Board.

Originally a teacher of commerce and information technology in the technical system, Ian then moved into industrial relations as Gippsland Organiser with the Australian Education Union. During this time he represented the union movement as President of the Gippsland Trades and Labour Council and as a director of Gippsland Development. His involvements eventually lead to an appointment as the inaugural Gippsland Manager for the Commonwealth Department of Housing and Regional Development.

Ian's initial experience with Industry Training Boards came with the Executive Officer position with the Victorian Light Manufacturing and Forests Industry Training Board, which was eventually restructured as Furnishing Training Victoria. Ian's background in economic development has enabled him to undertake recent assignments in the tourism and transport industries, working on industry development issues including training, addressing skills shortages and promoting careers.

## **Lina Robinson - Program Manager, WRAPS**

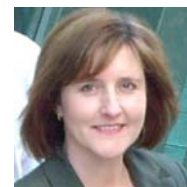
Lina has 12 years experience in the Vocational and Educational Training sector as an educator for both the private and public sectors. Her previous role was Executive Officer for the Human Services Curriculum Maintenance Manager situated at Swinburne University. Lina also draws on extensive experience within the Hairdressing Industry which includes salon owner, sales representative/technical adviser for leading product companies and an active role as an executive member of the International Hairstylists Society (IHS) both on the state and national level. Her qualifications include a Master of Education (Leadership, Policy and Change) (Monash) and a Bachelor of Education and Training (Melb).

## **Emma Robilliard - Project Officer, Tourism & Hospitality**

Emma began her role at SSV in April 2007, taking over the Tourism and Hospitality portfolio. Before this time, she worked at the Better Business Accreditation Program, as the Assistant Accreditation Officer. She completed a Bachelor of Business (Tourism & Hospitality) at La Trobe University in 2003 and was previously employed in Sydney for 2 years as a Contract Negotiator for Australia's largest travel wholesaler, looking after Victoria, Tasmania and South Australian products.

## **Judy Slevison - Finance Officer**

Judy is the Finance Officer and works on a part-time basis managing the accounts for Service Skills Victoria, Tourism Accreditation Board of Victoria and the Victorian Food Industry Training Board.



## **Julian Wearne - Office Manager**

Julian moved to Melbourne 3 ½ years ago after completing his schooling in Bendigo. Before starting at SSV Julian had worked in a wide range of roles varying from administration to bar work. Julian has always been interested in IT and built his first computer with his hard earned savings at the age of just 15. He also studied CISCO Networking during VCE. Julian is currently undergoing a Certificate IV in Information Technology as part of his ongoing training through SSV.

## **Buretukan Takele - Trainee**

Working in administration was Buretukan's dream, and in 2005, she worked with CVGT for six months in a work experience position, covering reception and administration work. In 2006 Buretukan gained further work experience at cbus superannuation for two months in an administration role. Buretukan started her traineeship position at SSV in May 2007 and will complete a Certificate III in Business Administration.

# Staff Profiles



## BETTER BUSINESS TOURISM ACCREDITATION PROGRAM

### Sally Curtis - Accreditation Officer

Sally Curtis has been coordinating the Better Business Tourism Accreditation Program for the past year. After completing a business degree with majors in tourism and accounting, Sally moved overseas where she worked in a top hotel in London for nearly two years. After travelling to the UK, Europe, Africa and the Middle East, Sally returned to Australia and moved into the Visitor Information Centre network. After spending nearly 3 years in wine country up at Macedon Ranges she set up the new Williamstown Visitor Information Centre and underwent the accreditation process first hand. This of course led her to her current position managing and assisting tourism businesses to enhance their service delivery within the tourism industry.

### Nicole Abbott - Assistant Accreditation Officer

Nicole assists the accreditation program two days a week, undertaking administration duties, processing accreditation applications and assisting with enquires about the program. Nicole has recently completed a Bachelor of Business and Commerce at Monash University (Tourism and Public Relations) and previously completed a two year internship at Tourism Victoria.



## VICTORIAN FOOD INDUSTRY TRAINING BOARD

### Lynne Stockdale - Project Manager

Lynne has been Project Manager of the VFITB since August 2005. Previously, Lynne worked at the Victorian Curriculum and Assessment Authority (VCAA) to develop pathways to work through VET in Schools, during which time she was given a year's transfer to OTTE to assist with the roll out of Specialist Centres. This role focused on training for new and emerging skills and the development of Victoria's Design Capabilities in collaboration with the Department of Innovation, Industry and Regional Development (DIIRD) and the Victorian Qualifications Authority (VQA).



Commencing her career as a designer Lynne gained industry experience in production and supply chain management in the manufacture of textiles, including carpets, apparel and interior products. During this time she maintained her connection with education, representing industry on course advisory committees and providing students with work experience in Melbourne, London and Paris. Whilst undertaking post graduate studies in education and training whilst living in the Northern Rivers area of NSW, Lynne wrote and delivered training programs for Griffith University and gained valuable experience in addressing regional training needs.

Lynne then moved on to the Furnishing Industry Training Board in a role where she gained an understanding of the benefits of working collaboratively with networks. This involved a diverse range of stake holders in programs that engaged young people in training for entry into the furnishing industry.

## Student Volunteers

**Brooke Attrill** and **Hayley Gramson** from William Angliss Institute of TAFE were with SSV office for 16 weeks (Semester 1) assisting SSV and BBTAP staff with a variety of projects. Both were a fantastic help and SSV wish them all the best with their careers.

### **Astra Bridges, Bachelor of Business—Tourism Management, La Trobe University**

Astra gained experience at Service Skills Victoria and the Better Business Tourism Accreditation Program from July to November 2008, while completing her Bachelor of Business—Tourism Management degree. Astra assisted with the administration of the accreditation program. In the future Astra hopes to work in tourism destination and industry promotion and management.

### **Natasha Brimele**

Natasha took up the opportunity of a work experience position with the Victorian Food Industry Training Board. Her goal with her position was to expand her knowledge of the tourism/service industries and to extend her contacts within the industry. Natasha assisted Lynne Stockdale with VFITB projects, completing research assignments and organising events.

# Industry Advisory Committees

The primary purpose of the committees is to identify and establish policy positions on key issues with respect to industry and training and to report decisions back to the SSV Board.

The committee will also be encouraged to identify issues and initiate positions relevant to various industry sectors where specific issues arise. Relevant committee members will be invited to join an Industry Reference Group (IRG), with other relevant industry colleagues to address the issue and report back findings to the IAC and SSV board.

## **The IACs meet regularly to address industry training issues including:**

- Development of the 'Change Drivers' report for the Office of Training and Tertiary Education (OTTE);
- Development of other advice on curriculum development, training package implementation projects, priority education and training program and other OTTE research;
- Provision of input into national training issues such as the review of training packages;
- Establishing policy positions on a variety of training issues;
- Provision of guidance and direction to SSV staff in promoting skills development in industry.

## **The WRAPS Industry Advisory Committee (WRAPS IAC)**

The committee comprises 12-15 members who are both skills based and representative of all the industry sectors encompassing the wholesale retail and personal services area. In addition the Curriculum Maintenance Manager (CMM) is a permanent observer on the committee, creating a link between industry and training providers.

The sectors covered by the WRAPS IAC are:

- Beauty
- Community pharmacy
- Floristry
- Funeral
- Hairdressing
- Retail
- Wholesale

## **The Tourism & Hospitality Industry Advisory Committee (T&H IAC)**

The committee comprises 20 members who are both skills based and representative of all the industry sectors encompassing the tourism and hospitality sectors. In addition the Curriculum Maintenance Manager (CMM) is a permanent observer on the committee, creating a link between industry and training providers.

The areas represented within the Tourism & Hospitality IAC are:

- Restaurant & Catering
- Housekeeping
- Tour Guiding
- Accommodation
- Events
- Tourism Operators
- Gaming
- Local Government



Service Skills Victoria

# Industry Advisory Committees

## Wholesale, Retail and Personal Services

**Ian Blandthorn (Chair)**

National Assistant Secretary, Shop Distributive and Allied Employees Association

**Therese Bryant**

National Education and Training Officer, Shop Distributive and Allied Employees Association

**Alan Randell-Smith**

Owner, North Melbourne Florist

**Michael Russell**

National RTO Manager, Coles Myer

**Cristina Cadariu**

Beauty Therapist, Le Beau Visage

**Darryl Thomas**

Chief Executive Officer, Geelong Cemeteries Trust

**David Mernagh**

Services Manger, Australian Funeral Directors Association

**Cheryl Bartolo**

Curriculum Maintenance Manager, Victoria University

**Sandra Campetelli**

General Manager, Hairdressing & Beauty Industry Association, Australian Retail Association

**John Whitehouse**

Training and Employee Relations Manager, McDonalds Australia

**Maurice Sheehan**

Executive Director, Pharmacy Guild of Australia

**Marnie Browne**

Owner, Le Fem

**Jennifer Flanagan**

Manager, Master Grocers

**David Cragg**

Executive Officer, Australian Workers Union

**Phillip Roberts**

Director, infulbloom

## Tourism & Hospitality

**John Sweetman (Chair)**

Chairman, Service Skills Victoria

**Geoff Chapman**

Accommodation Getaways Victoria

**Jan Roberts**

Professional Tour Guide Association of Aus

**Wendy Jones**

Restaurant & Catering Victoria  
(resigned in February 2007)

**Lencia Evans**

AAA Tourism

**Kelly Bugeya**

HRM, Sofitel Melbourne (Accor)

**Sec Maljanek**

Crown Casino - Gaming

**Steve Poole**

ISIS Events/Current Events

**Kerri-Anne McPhee**

CMM – Tourism & Hospitality

**Steve Yianni**

LHMU

**Nicholas Hunt**

CEO, Tourism Alliance Victoria

**Karon Hepner**

Compass Group

**Paul Albone**

Tourism Victoria

**Tom Stafford**

VECCI Tourism

**Lynn Oaten**

Victorian Caravan Parks Assoc. Inc

**Paddy O'Sullivan**

Australian Hotels Association

**Marian Stratford**

Professional Executive Housekeepers Network  
(Crown Promenade Hotel)

**Robert Ford**

Australian Culinary Federation

**Anthony McIntosh**

Tourism Alliance

# Key Achievements & News

## Training Package Reviews

The training packages within SSV's scope that have been reviewed, or are currently under review over the past 12 months are:

### **Tourism, Hospitality and Events**

At its meeting on 20 September 2007, NQC again discussed some of the issues raised by the Tourism and Hospitality industries in the structure of the new Tourism Hospitality and Events Training Package.

The NQC is convening a further meeting with industry stakeholders to discuss industry concerns around the quality of delivery and assessment by some RTOs, which have driven industry's push to include definitive statements on experience as part of the assessor requirements in the Training Package.

This development means that endorsement will be further delayed.

### **Funeral Services**

The final issues delaying the submission of this Training Package have now been resolved to the satisfaction of the stakeholder involved, and have been validated by the National Industry Reference Group.

The final editorial changes to include changes arising from these issues will be made this week, and the Training Package will be submitted to DEST for endorsement.

The endorsement process will take a minimum of 3-6 months.

### **Retail Services**

Incorporating the reviews of the Retail Training Package (WRR02); Wholesale Training Package (WRW01); and Community Pharmacy Training Package (WRP02)

The NQC endorsed the SIR07 Retail Services Training Package on 24 August 2007 and Ministers approved this endorsement on 17 September 2007. The Package will shortly be uploaded to NTIS.

Source: Service Skills Australia [www.serviceskills.com.au](http://www.serviceskills.com.au)

## Staff Movements...

September 2006 saw Emma Robilliard take up a Assistant Accreditation Officer position at BBTAP, before joining SSV as Project Officer for the Tourism and Hospitality portfolio after Lucy Hooper finished at SSV in April 2007 to travel overseas. Nicole Abbott started a casual position in May 2007 and assists the BBTAP Officer as well as working on several SSV projects.

SSV farewelled Simone Fenech, Accreditation Officer for BBTAP in September 2006 and welcomed Sally Curtis into the role. Julian Wearne started in the role of Office Manager in February 2007, taking over from Mat Adams and Jordanna Lanyon started her office trainee position in January 2007, replacing Ellie Austin who left SSV, pursuing further studies. Jordanna was offered a fantastic opportunity in the US, and left SSV in July 2007. Buretakan Takele is now in the reception role.

## Staff Movements...

In June 2007, SSV farewelled Louise McIntyre who took up a position at Didasko and we welcomed Lina Robinson as Program Manager for the WRAPS portfolio.

## SSV & VHETTA Hospitality Professional Development Program

The Victorian Home Economics and Textiles Teachers Association (VHETTA), in partnership with SSV, have been delivering a Professional Development Program for VET in Schools Hospitality Teachers. The program consists of a five day "Introduction to Hospitality" course and a one day "Hospitality Industry Update" Program.

The program is successfully allowing VET in schools Hospitality teachers to gain a high level of professional development with the overall aim of increasing the professionalism of the delivery of VET in Schools, Hospitality. For more information, please contact VHETTA on 03 9888 2240.

## Better Business Tourism Accreditation Program Industry Workshops



The Better Business Tourism Accreditation Program on behalf of the Tourism Accreditation Board of Victoria (TABV) joined Tourism Alliance Victoria, Tourism Victoria and Office of Small Business in presenting 7 free half day interactive workshops across Victoria. Over 100 people registered to attend the workshops which promoted accreditation and the new online business development tool. The workshops gave the TABV an opportunity to represent and promote the six Victorian tourism accreditation programs.

## Developing Tourism Leaders Awards - Ministerial Presentation 2006

On November 13<sup>th</sup>, 2006, the Minister for Tourism, the Hon. John Pandazopoulos, presented the winning students from the 2006 Developing Tourism Leaders Program with their awards at the RACV Club in Melbourne. Melissa Tabuteau (at left with the Minister) from Victoria University was the overall winner.



The awards are a skills development initiative for final year tourism, hospitality and events students to develop innovative small business/events concepts and business or event plans. The plans are judged by a panel of industry representatives on the feasibility of the business, product innovation and knowledge of the tourism industry. The aim of program is to foster strong links between tertiary outcomes and industry standards.

The awards program is up and running for 2007 with many students registered to enter. For more information contact Emma Robilliard on 03 9621 1777.

## Service Skills Victoria, Better Business Tourism Accreditation Program and Victorian Food Industry Training Board Staff



**FRONT (L to R):** Lynne Stockdale, Lina Robinson, Buretukan Takele, Sally Curtis  
**BACK:** Julian Wearne, Ian Nicolson and Emma Robilliard  
**ABSENT:** Judy Slevison and Nicole Abbott



Service Skills Victoria

