



Service Skills Victoria

Annual Report
2007 –2008

Skills
for the
Future

 www.ssv.org.au

Table of Contents

Chair's Report	1
Message from the CEO	2
About Service Skills Victoria	3
Organisational Structure	4
Core Activities	4
Commercial Activities	6
The Board	7
Board Meetings	8
Board of Directors Charter	9
Staff Profiles	11
Industry Advisory Committees	14
Key Achievements & News	16
Financial Statements	Appendix



Chair's Report

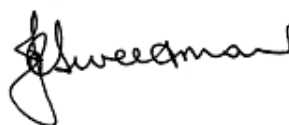
I am pleased to be able to report another successful year for Service Skills Industries Ltd, trading as Service Skills Victoria. As a company limited by guarantee, Service Skills Victoria has a mission to achieve outcomes for the industries it serves, rather than delivering profits for shareholders. It is one of around 20 industry training advisory bodies in Victoria and, I am pleased to report, is a leading organisation in its field of operations. The members of the company are drawn from industry and contribute to our activities through their active membership of one of our two industry advisory committees. These committees are the driving force of the company and enable us to develop the advice to government that is our core business. This advice takes a number of forms, but is best represented through our annual 'Industry Change Drivers Report'. This report, as well as providing important advice to government, has been picked up as a valuable tool both by industry organisations and by training providers serving our industries. The SSV staff are to be congratulated on the quality and depth of the report. I would also like to thank our Industry Advisory Committee members and other stakeholders for their valuable input to the document.

Leadership and governance of the company are provided by our board – a bi-partite body with directors appointed by our Industry Advisory Committees and ratified by the members at our AGM. The directors have, once again, provided excellent leadership and thoughtful governance of the company, as exemplified in our results, both against budget and against our strategic objectives. In considering governance issues, the directors have adopted a 'Board of Directors Charter' which codifies the roles and responsibilities of the board, and in particular the Chair. In developing the charter, the board has documented existing practice and made it transparent for the benefit of company members, employees and other stakeholders. The charter has been included in this annual report and I commend it to you. I would particularly like to acknowledge the work of Ian Blandthorn, current Deputy Chair and previous

Chair of SSV. Ian's leadership at board level is one of the key ingredients of the success of SSV. There has been substantial change over the last 12 months, much of which has been reported by Ian Nicolson in his CEO message. I would like to note, in particular, the retirement of Peter Thomas as the Chair of the Victorian Skills Commission and of Patricia Neden as Deputy Secretary of the Department of Innovation, Industry and Regional Development and CEO of Skills Victoria. Under Patricia's guidance the Office of Training and Tertiary Education and latterly Skills Victoria, has provided strong support to industry leadership of the vocational training system through, amongst other things, ongoing support for Industry Training Boards. Peter has brought his industry credentials to his role, has made it his business to engage with the ITABs and has actively pursued ways in which we can add value to vocational training in Victoria. A specific manifestation of this has been the negotiation of new three year performance agreements which will see an enhanced role for ITAB's under the Victorian skills reform agenda.

Our work with our commercial partners, the Tourism Accreditation Board of Victoria and the Victorian Food Industry Training Board continues to pay dividends for all parties and the commercial projects we undertake continue to support the organisation financially as well as enhancing our reputation with our key stakeholders and assisting to develop our knowledge, skills and networks. I would like to commend Ian Nicolson and his team for the excellent work they have done and look forward to continuing a very positive board / staff relationship.

We are entering the early stages of very significant change, and I am confident that we have the structures, skills and personnel to ensure that we, as an organisation and the industries we serve can reap the benefits that the new system will offer.



John Sweetman
Chair
Service Skills Victoria



Message from the CEO

It seems that the past year has been one of change. We have a new government in Canberra; we are already looking at the second iteration of the Federal Opposition; we have a new statutory authority in Skills Australia and a new, enhanced role for Service Skills Australia, our Industry Skills Council. At a state level we have a major policy shift with the introduction of the Government's Skills Reform Agenda; the move from OTTE within the Education Department to Skills Victoria (a bit too close to Service Skills Victoria, if you ask me) within the Department of Innovation, Industry and Regional Development; the retirements of Peter Thomas, Chair of the Victorian Skills Commission and Patricia Neden, CEO of Skills Victoria; we will be seeing the brave new world of contestability and an enhanced role for Industry Training Boards within the new system.

We will be seeing new government funding programs to support skill development, both at a federal and state level. The options for industry to embrace training will become broader and more flexible, but understanding the system, interpreting it and ensuring that it delivers outcomes for industry will remain a challenge. Again, SSV will have a critical role to play in assisting industry to utilise the system effectively. I am confident that we are very well placed to play this role, for a number of reasons which I will outline below.

We have a stable, professional group of employees who do a magnificent job in managing the various programs for which we are responsible and who apply their considerable skills to ensure that the organisation operates effectively and at the leading edge of Industry Training Board practice.

We have an experienced and dedicated board that provides expert guidance and governance for the management of the company, creating the environment within which we can achieve results for industry.

We have industry advisory committees that provide expertise across the industry sectors we represent. This enables us to draw on advice 'from the coalface' of industry and to develop networks that validate and enhance the work we do.

These networks are also the starting point for us to 'add value' for industry.

Our financial management and breadth of operations create a stable financial environment and a 'critical mass' to enable us to employ our administrative team. This enhances the work performed by our operational staff and enables them to focus on their core work. In addition, the dedication and quality of this team enable the company to undertake considerable commercial work, which again helps to underpin our core activities.

The change of federal government has heralded a new national focus on skills and the role of industry skills councils. The strong, positive relationship we have with Service Skills Australia places us well to contribute to the national agenda and to ensure that industry in Victoria gains the benefits that should ensue. We have already commenced discussions with Service Skills Australia with a view to developing our existing partnership to effectively meet these new challenges together.

I am confident that we are well placed to meet the challenges ahead and that this time of change should be exciting for us as an organisation. My confidence comes in large part from the work that is done by our team, which is something of which I am particularly proud. The contribution made by our board and our industry advisory committees is also a very important component of our success and will continue to be so in the future.

Finally, I would like to thank you – staff, directors, committee members and other stakeholders in the support you have provided me, which has made my role fulfilling and gives me confidence that SSV will continue to be a leader in its field.



Ian Nicolson
Chief Executive Officer
Service Skills Victoria



About Service Skills Victoria

As an Industry Training Advisory Board, SSV has been commissioned by the Victorian Government to provide advice on skill needs and skill development issues for Victoria's service industries.

Major Roles

- Engage & advise on skills development needs of Victoria's service industries' workforce
- Promote the integration of skill development into industry workforce development strategies
- Advance partnerships connecting industry and the learning community
- Support the development, implementation and continuous improvement of high quality, nationally recognised training products and services

SSV provides advice to and representation for industry, working closely with the relevant Industry Skills Councils and providing industry expertise to training providers and other stakeholders across the service sectors.

Wholesale, Retail and Personal Services

- beauty
- community pharmacy
- floristry
- funeral
- hairdressing
- retail
- wholesale

Tourism, Hospitality and Events

- wholesale & retail travel
- accommodation
- restaurants/bars/cafes
- catering
- gaming
- events/conferences
- attractions
- tour operations
- tourist information services

- cultural tourism
- resort park operations

SSV applies its industry and research expertise to a range of commercial projects including:

- business development
- course accreditation
- industry training research
- training/skill needs analysis

In addition, SSV manages the Victorian Food Industry Training Board and is the secretariat for the Tourism Accreditation Board of Victoria (TABV) as well as operating the Australian Tourism Accreditation Program (ATAP) in Victoria.

The Developing Tourism Leaders Awards have been an initiative managed by SSV since 2004. The awards are an annual innovative employment development exercise for final year tourism, hospitality and events students, judged by industry, to develop innovative business or events concepts.

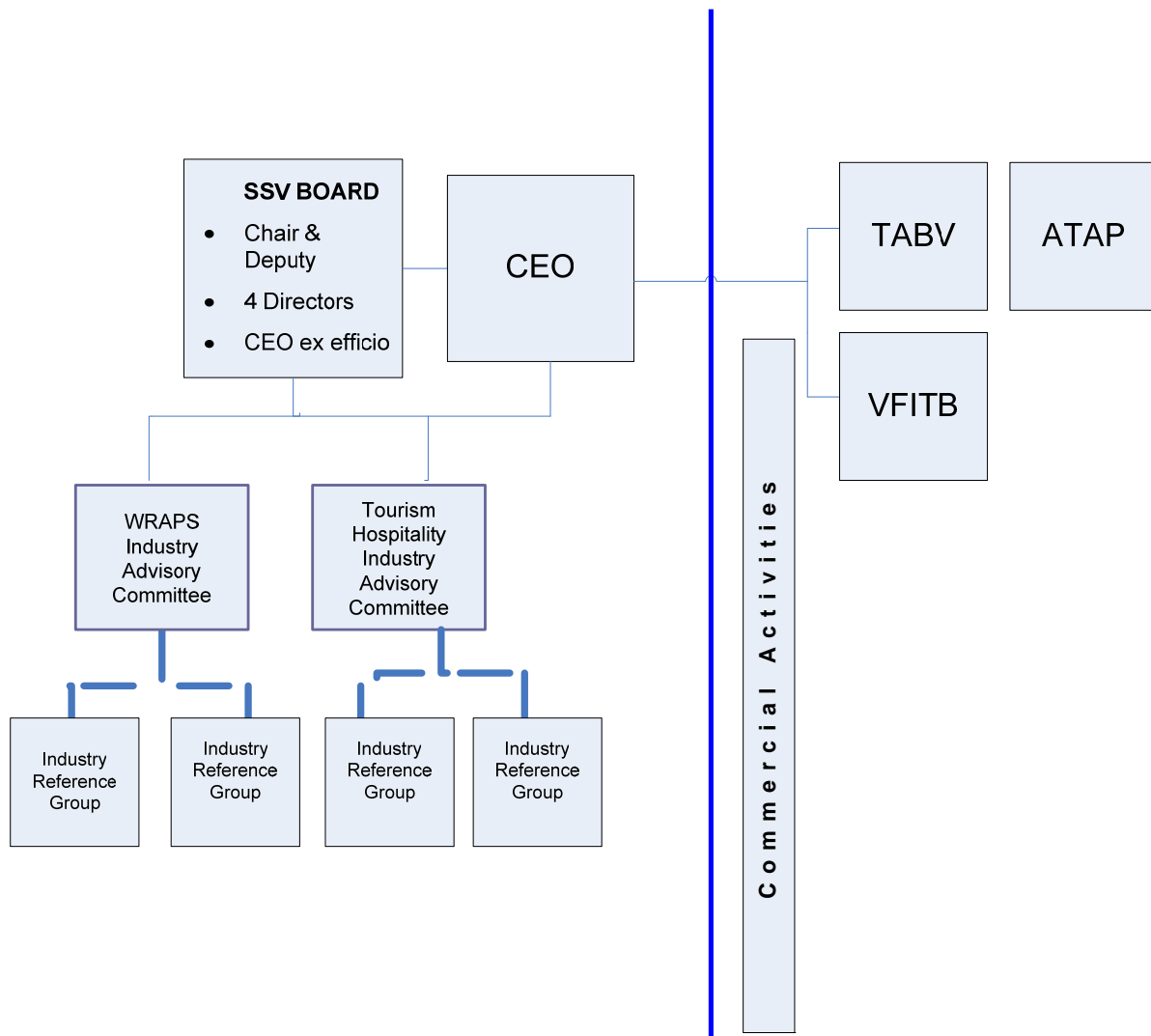
Service Skills Victoria Stakeholders

- industry associations
- industry and enterprises
- Skills Victoria
- other state and federal government agencies
- industry skills councils
- workers and trainees



Service Skills Victoria

Organisational Structure



Key to Acronyms:

TABV

Tourism Accreditation Board of Victoria

ATAP

Australian Tourism Accreditation Program

VFITB

Victorian Food Industry Training Board

WRAPS

Wholesale, Retail and Personal Services (Beauty, Hairdressing, Community Pharmacy, Funeral)

Core Activities

Due to Service Skills Australia's conference in 2008, SSV did not run its industry forum. SSA's conference was titled 'Update, Motivate, Educate' and was held in February in Sydney.

In the current environment of skills and labour shortages across the service industries, the conference provided an important forum for the vocational education and training sector and industry to discuss issues, and generate new ideas to respond to the challenges that lie ahead. The workshops facilitated a more focused exploration of the range of issues facing specific service industries in the years to come. The networking cocktail party and gala dinner hosted by Jean Kitson, provided an informal setting for delegates to relax and share laughter.

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.

Skills Victoria Working Parties

The 2006 Auditor General's report on Vocational Education & Training recommended, in part, that

“The Victorian Government examine ways to strengthen the capacity of VLESC and other statutory bodies in the VET system to provide independent advice on the operations of Victoria's vocational education and training system.”

Skills Victoria (then OTTE) responded to the report in a number of ways, two of which were a review of inputs to and outputs from its planning framework for the purchasing of training and a review of governance arrangements for Industry Training Advisory Bodies. Working parties were formed to provide advice for both of these reviews, with SSV being involved in each working party .

The review of inputs and outputs has resulted in revised 'Industry Training Needs Profiles' which will replace the previous Industry Training Needs Priorities documents. It also made recommendations that informed the reporting requirements of the 2008-11 Performance Agreements.

The review of governance arrangements has resulted in a revision of the 'Excellence in Governance' guide for ITABS along with a suite of materials to assist ITABS to improve governance practices and to meet the reporting requirements for the 2008-11 Performance Agreements.

Change Drivers Report

The *Change Drivers Report* is a main focus of the activities of SSV. The report is a requirement of SSV to Skills Victoria (formerly OTTE) and is submitted annually.

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

- The drivers, or current trends, across the service industries;
- The industry and enterprise response to the impact of these drivers,
- The implications of industries 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, industry enterprises and in 2008, the Service Skills Australia conference.

The 2007-08 Change Driver's report is available for download on the SSV website. Due to changes to the SSV and Skills Victoria Performance Agreement, the Change Drivers Report will be replaced by a Skill Needs report to be delivered every 3 years.

Student industry placement program

SSV continued its involvement with student placement programs in 2008 with students from William Angliss Institute of TAFE taking up placements in the Australian Tourism Accreditation Program and SSV assisting with the Developing Tourism Leaders Awards.

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 post secondary 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.

For enquiries, please contact Emma Robilliard, Project Officer via e-mail on emmar@ssv.org.au or phone 03 9621 1777.

New Projects

Reframing the Future– Hairdressing Network

A team of leading industry experts which included representatives from a private and public RTO and the Victorian Service Industries Curriculum Maintenance Manager was established by Service Skills Victoria to determine the current issues of interest to the majority of stakeholders and the best presenters to assist in addressing them.

The concept of conducting workshops where participants are encouraged to share ideas and practices, rather than using a meeting format developed goodwill and trust as people worked collaboratively in small groups.

Presenters covered information including current issues faced by industry, changes to the training package as part of the continuous improvement process and ensuring participants understood the components of the training package.

The major achievements of the hairdressing

network was the opportunity to work with other RTOs and industry in understanding the employability skills and their importance, and how to incorporate them into teaching, learning and assessment strategies for the Hairdressing Training Package

Reframing the Future– Pre-apprenticeship Network

This network has evolved into a working group looking at best practice models incorporating work placement into a Certificate II level qualification.

A workplace manual has been developed for both the student and the employer that goes through the legal requirements of a placement, benefits and what is required from both parties.

The manuals have been trialed at Ballarat University, Crown Melbourne and ALH Group with positive feedback.

Case studies will also be developed, 3 city and 3 regional examples, covering the opinions of the student, RTO and employer on the benefits and issues of a placement. The group is also focusing on PD resources for supervisors of students on a placement to ensure that they are appropriate to be monitoring and developing a students learning environment to ensure the student has a realistic experience in a kitchen. Manuals will be available on the SSV website for download and launched to both providers and industry to help develop the skills of the students within hospitality.

Food Safety Supervisor Trainer Network

In 2007, the TAFE Development Centre funded a project to allow Service Skills Victoria to facilitate Recognition of Prior Learning (RPL) training for the Food Safety Supervisor Trainer Network. Through a series of workshops facilitated by Sue Picot and Caren Watts of the Victorian Community Services and Health Industry Training Board, the network developed RPL tools to support Food Safety units across the retail, hospitality and health industries.

The RPL tools, designed to be customised to suit institutional needs will assist in providing quality and consistency of RPL assessment.

Beside the development of the RPL tools, the major achievement of the Food Safety Supervisor Trainer Network was the opportunity to work with other Registered Training Organisations (RTOs) in understanding RPL principles and processes.

The Board

The SSV Board (formed in 2004) is comprised of tourism industry stakeholders and WRAP's 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. John Sweetman AM (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 Deputy Chair of Service Skills Australia. John was recognised for his contribution to the tourism industry in the 1996 Australia Day Honours.

Mr. Ian Blandthorn (Deputy 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 and Chair of Service Skills Australia.

Ms. Sandra Campitelli
General Manager, Hairdressing and Beauty Industry Association

Sandra has been General Manager of the Hairdressing & Beauty Industry Association for 10 years. She is also Executive Director for the Hardware Association of Victoria. Sandra holds various positions on boards and committees including Service Skills Victoria, Service Skills Australia Industry Advisory Committee 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. Anthony McIntosh
CEO, Tourism Alliance



From 1993, Anthony commenced work in the telecommunications sector in various human resources capacities, including project management and management consultant roles. A five year career with the City of Melbourne commenced in 2002 initially as a human resources consultant. A series of project roles followed, including managing the City's local laws team through structural change and devising and implementing the 'Workforce Management Strategy' for Council's Commonwealth Games Unit. In June 2005, he moved into Council's Tourism Melbourne team in the role of Program Manager Operations involving overseeing the City's seven visitor information programs.

Anthony started at TAV in September 2007 and sits on several industry Boards and committees.

Board Meetings 2007-2008

During the period July 1, 2007 to June 30 2008, the SSV board met on five occasions. The following table summarises the attendance of directors at those meetings:

Director/ Alternate	Organisa- tion	Board Position	Resigna- tion Date	Appoint- ment Date	Meetings Attended
John Sweetman		Chair		22/12/03	13/08/07 10/12/07 11/02/08 16/06/08
Ian Blandthorn	Shop, Distributive & Allied Employees Association	Deputy Chair		22/12/03	13/08/07 10/12/07 11/02/08 14/04/08 16/06/08
Nicholas Hunt	Tourism Alliance	Director	08/10/08	22/12/03	
Anthony McIntosh	Tourism Alliance	<i>Alternate for Nicholas Hunt until October 2007.</i> Currently Director		08/10/08	13/08/07 10/12/07 11/02/08 14/04/08 16/06/08
Sandra Cam- petelli	HBIA	Director		08/08/05	10/12/07 11/02/08 14/04/08 16/06/08
Todd Blake	Restaurant and Catering Victoria	Alternate		08/10/07	11/02/08 14/04/08
Therese Bryant	Shop, Distributive & Allied Employees Association	Alternate		09/10/06	11/02/08 16/06/08
Michael Russel	Master Grocers of Australia	Alternate		08/10/07	11/02/08

Board of Directors Charter

Role, context and purpose of Service Skills Victoria

Service Skills Victoria (the trading name for Service Skills Industries Ltd) is a company limited by guarantee and a declared Industry Training Board in Victoria, under sec 3.1.27 (1) (b) of the Education and Training Reform Act 2006. The company therefore operates under the auspices of the Corporations Act 2001, the Education and Training Reform Act and the Service Skills Industries Ltd constitution.

SSV's primary functions under the Education and Training Reform Act are:

- within the national and State strategic framework, to prepare quality training plans detailing industry skill requirements, the quantity and types of training needed by industry and training arrangements;
- to promote training within the industry;
- to liaise with or participate on national industry training advisory bodies; and
- to participate in accreditation and recognition processes.

These functions are undertaken in relation to the following industry sectors:

- Tourism, Hospitality and Events;
- Wholesale, Retail, and Personal Services; and
- Food Processing (under contract to the VFITB)

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

SSV also provides secretariat services to

the Tourism Accreditation Board of Victoria (TABV) and manages the Australian Tourism Accreditation Program, Victoria.

Role and Composition of the Board and Election of Directors

The Board is responsible for the overall Corporate Governance of the company, including monitoring its strategic direction, formulating goals for management and monitoring the achievement of those goals.

The SSV Board comprises four directors who are members of the company and are elected at the Annual General Meeting for a renewable 12 month term. Directors are elected from the two Industry Advisory Committees (Wholesale, Retail and Personal Services and Tourism and Hospitality) and are representative of employers and employees. Alternate Directors are similarly elected. Directors act in a voluntary capacity.

The Board recognises its responsibility to the Company's members and employees, the communities and environments in which it operates and, where appropriate, other stakeholders.

The Board is responsible for:

Corporate governance of the company.

Overseeing the business and affairs of the company by:

- establishing, with management, the strategies and financial objectives to be implemented by management;
- approving major corporate initiatives;
- approving capital expenditure in excess of limits delegated to management;
- establishing systems of risk management by approving accounting policies, financial statements and reports, credit policies and standards, risk management policies and procedures and operational risk policies;

Board of Directors Charter

- monitoring the performance of management; and
- carrying out the functions specifically reserved to the Board and its Committees under the policies of the Board and the charters of those Committees.

Communicating with members and other stakeholders, at the appropriate times, the results of, and developments in, the business operations of the company.

Appointment of the Chief Executive Officer.

Approval of the company's major policies.

Management of the Company

The Board delegates authority and responsibility for the conduct of the Company's business to the Chief Executive Officer who is directly accountable to the Board through established policies and authority levels.

Meetings of Directors

The Board meets at least five times per year to consider the business of the Company, including operational and other issues and its financial position. The Chief Executive Officer and Program Manager also attend meetings of the Board. Specific strategic and planning meetings are held as needed.

Obtaining of Advice by Directors

Directors and members of Board Committees have access to the advice of external experts when required. Requests for such advice are made by Directors at meetings of the Board or directly to the Chair. Advice obtained is made available to the whole Board.

Conflicts of Interest

The Board observes "Conflict of Interest" guidelines which apply if there is, or may be, a conflict between the personal or other interests of a Director and the business of Service Skills Victoria.

Accordingly, if there is perceived to be a conflict of interest, that Director will not receive any Board paper in relation to that subject and if the matter is discussed by the Board, that Director will withdraw from the meeting prior to, and during, the discussion and voting on any relevant resolutions.

Performance Evaluation

The Chairman reviews the performance and effectiveness of the Board and Committees and the contributions of individual directors. During the current year, the Board intends to implement a formal process for the regular review and assessment of the overall performance of the Board and individual Directors.

Role of the Chair

The duties of the Chair arise from his or her position as the duly elected senior non-executive officer of the Company and the responsibility for presiding over the official business of the Company and the Board. The Chair of Service Skills Victoria is a member of the board of directors, elected at the first board meeting after the Annual General Meeting. Directors are members of the company and are elected at the Annual General Meeting for a renewable 12 month term. As Service Skills Victoria is a bi-partite organisation, it has been customary to rotate the role of chair between employer and employee representatives.

Responsibilities:

- ensuring the Board performs its roles and functions;
- managing the relationship between the Chief Executive Officer and the Board;
- managing the business of the Board and presiding over its meetings;
- resolving differences between directors and seeing that decisions are reached promptly;

Staff Profiles

- ensuring that all relevant issues are on the agenda and that all directors receive timely, relevant information to enable them to be effective members;
- ensuring that each director fully participates in the Board's activities;
- recommending to the Board for consideration the membership and functions of committees of the Board;
- advising the Board, after appropriate consultation with all directors, on candidates for appointment as Chief Executive Officer of the Company; also making recommendations to the Board on the retirement or removal of the Chief Executive Officer and other directors from office;
- managing the business and chairing the Remuneration & Appointments and Audit & Compliance Committees and bringing forward in a timely manner relevant items of business to ensure the remits are delivered; and
- promoting the interests of the Company as a whole in relations with the Company's members, governments, other public organisations, other companies and the public generally.

Key Selection Criteria:

- good knowledge of the Victoria's service industries;
- knowledge of industry training policies and practices;
- knowledge of government legislation and guidelines relating to Service Skills Victoria and its members; and
- knowledge of corporate governance best practice;

Desirable:

- experience as Chair or member of an industry committee;
- management or executive experience in a company or industry body;
- financial knowledge.

Ian Nicolson - CEO

Ian Nicolson commenced as CEO of Service Skills Victoria having had 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.

Originally a teacher of commerce and information technology in the technical system, Ian gained valuable experience in teaching TAFE commerce programs before moving from teaching 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 involvement in economic development eventually led 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 his appointment in 1997 to the CEO position with the Victorian Light Manufacturing and Forests Industry Training Board, which was eventually restructured as Furnishing Training Victoria. Following the upheaval of the restructure, Ian moulded FTV into becoming a key player in industry and training, playing a prominent role on the steering committee of the Victorian Furnishing Festival and revitalising the Furnishing Industry Training Awards to become one of the premier events on the industry calendar.

As CEO of Service Skills Victoria, Ian leads a team that provides industry training advice for around a third of the Victorian workforce in tourism, hospitality, retail and personal services.

Ian's role also encompasses management of the Tourism Accreditation Board of Victoria and the Victorian Food Industry Training Board. He is a member of the industry based steering Committee for Victoria's Tourism Excellence Strategy as well as the

Staff Profiles

Management Committee for the Victorian Tourism Awards.

Ian's family has farmed in West Gippsland since 1914 and he still lives on the family farm with his wife, Margaret and son, Hugh. In his spare time he plays golf and, tragically, follows the Hawthorn Football Club.

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 and Events

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 Tourism 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 South Australia and the South Pacific products. Emma was voted on to the Young Tourism Network committee in 2008.

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 in 2004 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 15. He also studied CISCO Networking during VCE. Julian is currently undertaking a Certificate IV in Information Technology as part of his ongoing training through SSV.

Ellen Frew - Office Administrator

Ellen has taken over the reigns at reception, starting her traineeship in April 2008, undertaking Certificate III in Business Administration. Ellen completed Year 12 at Drouin Secondary College in 2007 and has a retail background, working whilst completing her studies.

AUSTRALIAN TOURISM ACCREDITATION PROGRAM

Sally Curtis - Accreditation Officer

Sally Curtis has been coordinating the Australian Tourism Accreditation Program (formerly BBTAP) for the past two years. 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.

Brooke Attrill - Assistant Accreditation Officer

Brooke assists the accreditation program two days a week, undertaking administration

Staff Profiles

duties managing and assisting tourism businesses to enhance their service delivery within the tourism industry processing accreditation applications and assisting with enquires about the program. Brooke completed a Diploma of Tourism Management at William Angliss Institute of TAFE. Brooke also works at the Telstra Dome in hospitality and customer service.

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 stakeholders in programs that engaged young people in training for entry into the furnishing industry.

STUDENT PLACEMENTS

Thomson Ho, Nataliya Yako and Jerrald Bugeja from William Angliss worked with ATAP for 16 weeks from March—June 08 as part of their practicum. All three had an enjoyable time and completed the tasks and projects set out for them.

SSV is also proud to report on the progress of three previous students:

Ms **Penny Mouyis** is now settled into the position of Business Development Administrative Assistant at the Melbourne Convention and Exhibition Centre, working closely with Mr Clive Dwyer, Director Business Development.

Ms **Jenna Lipshut** has moved from Federation Square to take up a position at the Melbourne Convention and Visitors Bureau. Jenna was at SSV in 2006.

Astra Bridges was with the ATAP program in 2007 and was very successful in her placement with us. Astra is now in WA, recently taking up an Executive Assistant position at Tourism Western Australia.

Staff Movements

BBTAP farewelled Nicole Abbott in November 2007 as she took up a new full time position at Melbourne Convention and Exhibition Centre. Nicole has since moved to London where she is working and travelling.

Taking over her position was Brooke Attrill, who has developed a friendly rapport with the operators and is always willing to sort out any issues.

Buretukan Takele completed her Certificate III in Business Administration in April 2008 and our new trainee is Ms Ellen Frew, undertaking the same qualification.

Industry Advisory Committees

SSV operates a system of Industry Advisory Committees which enables us to draw expertise directly from industry in order to provide quality industry-validated advice to government.

Industry Reference Groups are formed to act as a source of advice on issues as they arise. Findings are reported to the IACs.

The IACs meet regularly to address industry training issues including:

- Development of the 'Change Drivers' report for Skills Victoria (formerly OTTE);
- Development of other advice on curriculum development, training package implementation projects, priority education and training program and other Skills Victoria 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

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 and Events Industry Advisory Committee

The committee comprises 20 members who are both skills based and representative of all the industry sectors encompassing the tourism, hospitality and events 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
- Tour 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

Anne Alexander

McDonalds Australia

Michael Russell

National RTO Manager, Coles Myer

Cristina Cadariu

Beauty Therapist, Le Beau Visage

Darryl Thomas

Chief Executive Officer, Geelong Cemeteries Trust

Ron Petrucci

Zucci Hairdressing

Cheryl Bartolo

Curriculum Maintenance Manager, Victoria University

Wendy Goy

Tobin Brothers

Jodie Crack

Roses Only

Peter Richards

Danks/Hardware Association Victoria

Sandra Campetelli

Australian Retailers Association/Hairdressing and Industry Association/Hardware Association Victoria

John Whitehouse

Training and Employee Relations Manager, McDonalds Australia

Maurice Sheehan

Executive Director, Pharmacy Guild of Australia

Marnie Browne

Owner, Fem Skin Therapy

Louisa Wallace

The Body Shop

David Cragg

Executive Officer, Australian Workers Union

Peter McDonald

Ozdare Corporation

Canice Guinane

Coles Group

Freda Rossidis

Cast Studio

Rebecca Runnegar

Claire Francoise Salon

Tourism, Hospitality and Events

John Sweetman (Chair)

Chairman, Service Skills Victoria

Geoff Chapman

Accommodation Getaways Victoria

Jan Roberts

Professional Tour Guide Association of Aus

Todd Blake

Restaurant & Catering Victoria

Lencia Evans

AAA Tourism (resigned)

Paul Baumgartner

AAA Tourism

Sec Maljanek

Crown Casino - HR Food & Beverage

Steve Poole

ISIS Events/Current Events

Kerri-Anne McPhee

CMM – Tourism & Hospitality (resigned)

Anne Newton

CMM – Tourism & Hospitality

Kelly Bugeya

HRM, Sofitel Melbourne (Accor)

Vacant

LHMU

David Baldi

Clubs Victoria

Jacqueline Blackwood

Tourism Alliance Victoria (resigned)

Fiona Brooke

Tourism Alliance Victoria

Paul Albone

Tourism Victoria

Lynn Oaten

Victorian Caravan Parks Assoc. Inc (resigned)

Earle Orenstein

Victorian Caravan Parks Assoc. Inc

Vacant

Australian Hotels Association

Marian Stratford

Professional Executive Housekeepers Network (Crown Promenade Hotel)

Robert Ford

Australian Culinary Federation (resigned)

Vacant

Australian Culinary Federation

David Gigg

Compass Group

Tom Stafford

VECCI Tourism (resigned)

Vacant

VECCI Tourism

Key Achievements & News

Training Package Reviews

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

SIT07 Tourism, Hospitality and Events

The Tourism, Hospitality and Events Training Package was endorsed by the National Quality Council in December 2007 and endorsement was approved by Ministers on 18 January 2008. The final endorsed product does not include the more stringent assessor requirements sought by industry. However, the other improvements to the Package remain intact, including the holistic units of competency and resource requirements.

The SIT07 Purchasing Guide was made available in June 2008.

Service Skills Australia has commenced work on the Continuous Improvement of SIT07 from which three areas have been identified by industry for further scoping and action.

WFS02 Funeral Services

The Funeral Services Training Package was submitted for endorsement in December 2007. The state training authority teleconference was held on Friday 14th March 2008 and Service Skills Australia is currently addressing the issues raised. Following the resolution of all issues, the training package will be submitted to the National Quality Council for final endorsement.

SIR07 Retail Services

The NQC endorsed the SIR07 Retail Services Training Package on 24 August 2007 and Ministers approved this endorsement on 17 September 2007. SSA is now looking at making a submission for SIR07 through continuous improvement.

WRB04 Beauty Training Package

Service Skills Australia has undertaken widespread consultation into the scope of the beauty industry and the contents of the current training package to inform its continuous improvement. During 2007, a discussion paper was distributed to facilitate comment on current trends and changes within the industry that may impact on skills need and Training Package content.

WRF04 Floristry Training Package

Service Skills Australia is currently conducting a project for the continuous improvement of the WRF04 Floristry Training Package.

Source: Service Skills Australia www.serviceskills.com.au

SSV & Home Economics Victoria (formerly VHETTA) Hospitality Professional Development Program

Home Economics in partnership with SSV, has 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.

Better Business Tourism Accreditation Program Becomes the Australian Tourism Accreditation Program



The Australian Tourism Accreditation Program (ATAP) is a nationwide project, which aims to give tourism operators across Australia the ability to apply for 'Australian Tourism Accreditation' online. ATAP is a business development program that is based on Quality Assurance principles. It has been developed by aligning the six state and territory based tourism accreditation programs.

The program is bigger and better and this will only increase the benefit to ATAP operators in Victoria.

Developing Tourism Leaders Awards - Presentation 2007

On November 12th, 2007, Mr Don Richter, Director of Marketing at Tourism Victoria, presented the winning students from the 2007 Developing Tourism Leaders Program with their awards at Bluestone Restaurant in Melbourne. Karen Kavanagh (at left with Mr Richter) from La Trobe University was the overall winner.



Karen was accepted into the Accor Graduate Management Traineeship as part of the placement opportunities, and is enjoying her placement at the Novotel Hotel in St Kilda.

The awards program is up and running for 2008, with many students registered to enter.

Service Skills Victoria, Australian Tourism Accreditation Program and Victorian Food Industry Training Board Staff



FRONT (L to R): Brooke Attrill, Ellen Frew, Lina Robinson, Sally Curtis, Judy Slevison
BACK (L to R) : Lynne Stockdale, Emma Robilliard, Ian Nicolson, Julian Wearne

