



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

**SUBMISSION TO SkillsIQ
ON
UPDATING COOKERY QUALIFICATIONS
12 FEBRUARY 2019**

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OVERVIEW

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to respond to SkillsIQ regarding the updating of training package products, specifically the cookery qualifications.

The recommendations of this submission are based on the research conducted with members of QTIC:

- Accept the proposed pathway for cookery qualifications.
- Introduce skills or knowledge tests rather than prerequisites exclusive of RPL.
- Examine the opportunity to develop modules to ensure basic skills are adequately developed.
- Include personal development Units of Competency to assist in managing the stress of the job.
- Enforce stronger requirements for trainers' ongoing engagement with industry to ensure they remain current.

QUEENSLAND TOURISM INDUSTRY COUNCIL

QTIC is the state peak body for tourism in Queensland. QTIC is an independent, private sector, membership-based tourism industry organisation.

All of Queensland's 13 Regional Tourism Organisations (RTOs) are members of QTIC, as are 20 industry sector associations and in excess of 3,000 regional members, operating in all sectors of the tourism industry.

QTIC works in partnership with government agencies and industry bodies at a local, state and national level and is a member of the Australian Tourism Industry Council (ATIC).

TOURISM IN QUEENSLAND

The tourism industry in Queensland contributed \$25 billion to Queensland's Gross State Product (GSP), representing 7.8% of total GSP and generated \$7.4 billion in exports in the year ending June 2017¹, making it one of the state's largest export industries only behind coal and food.

In recent years, government and business communities recognise that tourism is contributing significantly to economic growth in Queensland and generating a large number of new jobs. Due to a slowdown in the resource industry, tourism has experienced resurgence and is flourishing against a relatively soft economic backdrop. In Deloitte's *Tourism and Hotel Market Outlook*², it is reported that international arrivals to Australia grew at twice the rate of global outbound travel and international visitation "continues to outshine broader economic performance". Forecasts to 2020 indicate tourism will continue to grow faster than the wider economy.

The World Travel and Tourism Council³ project travel and tourism employment will grow 5.8% (compound annual growth) over the next decade in the Asia Pacific region. In contrast, total economy growth is projected at 4.1% per annum and other industries such as mining and agriculture are forecast to grow at 1.8% and 2.2% per annum respectively. Highlighting the potential opportunities that tourism can bring to the economy.

The five-year average growth rate for total visitor nights in Queensland is projected to be 4.0% over 2014–15 to 2019–20, or 3.9% over 10 years. This compares to 4.4% total five-year average annual growth for Australia, or 3.8% over 10 years. This growth over the next 5-10 years in tourism will translate to a significant need for new staff and skills. Additionally, changing business models as

¹ Tourism Research Australia, State Tourism Satellite Accounts 2016-17

² Deloitte, *Tourism and Hotel Market Outlook*, Edition 1, 2017

³ World Travel and Tourism Council. 2017. *Travel & Tourism Economic Impact 2017 Asia Pacific*

'disruptive' innovation will create new capacity skills as disruptive practices continue to shape the tourism industry

Tourism and employment

There are over 54,000 tourism businesses operating across Queensland in sectors including, but not limited to, accommodation, transportation, tour operators, travel agencies and marine operations. One in ten businesses in tourism is a small or medium sized enterprise. The industry supports employment and community growth, employing more than 217,000 people directly and indirectly, or 9.1% of all people employed in Queensland¹. This is substantially more than mining (2.5% of employment) or agriculture, forestry and fishing combined (2.2% of employment). There is a diversity of jobs within the tourism industry with 11 occupations representing the majority of workers in the industry⁴. Of those directly employed in tourism, two thirds are employed outside of Brisbane, highlighting the value of tourism in regional Queensland⁵.

Box 1: Queensland tourism labour shortage

Tourism Research Australia and Deloitte Access Economics estimate an implied current shortage of 10,388 employed persons in the Queensland tourism industry. With strong projected growth for the tourism industry it is anticipated that there will be an accumulated demand for 23,481 new workers by 2020⁶.

The 2017 *Tourism Workforce Plan*⁷ explores opportunities to develop the tourism workforce needed to address the deficit of skilled workers. As part of the plan, one of the main goals is to build a distinct brand, promoting the sector as a desirable career path, capitalising on Queensland's reputation as a leading domestic and international visitor destination. To achieve this, the industry must be presented as an industry with opportunity, diversity and integrity. Furthermore, the plan highlights the need for industry to take active ownership of developing a culture where workplaces value and nurture skills development for all staff, leading to quality service provision and increasing productivity. Research also indicates that the tourism and hospitality industry need to better in understanding the attitudes and values of their workforce in order to remain competitive in talent management.

There were over 32,000 job vacancies in Queensland as of December 2018. For Chefs, over 650 positions available in Queensland alone⁸. The projections for Queensland's labour force to 2023 indicates a growth rate of 7% increasing by 173,700 across all industries⁹.

Australia wide, in hospitality, an anticipated demand of 27,9000 additional workers will be required by 2023. The largest requirements will be among accommodation and hospitality managers, café and restaurant managers, conference and event organisers and other management. Furthermore, business, human resource and marketing professionals is projected to have an employment growth of 57,000. Many of these occupations including accountants, HR professionals, ICT professionals and sales and marketing professionals will be required within the tourism industry.

It is also important to consider that tourism remains a high touch-point industry whereby automation is unlikely to take-over many job roles. The nature of the tourism industry means that the person to person interaction is necessary. This will also impact employment growth and offers strong job prospects.

⁴ Queensland Government Department of Tourism Education and Small Business (DETESB) identified occupations: Tourism Workforce profiling: Accommodation and hospitality managers; Housekeepers and Cleaners; Fast Food Cooks and Kitchen Hands; Receptionists; Waiters; Bar attendants and Baristas; Chefs; Cooks; Café workers; Travel and Tourism Advisers; Air Transport professionals

⁵ Tourism Research Australia, 2015-16, Queensland Tourism Satellite Account

⁶ Tourism Research Australia and Deloitte Access Economics, 2015 *Australian Tourism Labour Force Report: 2015-2020*,

⁷ Queensland Tourism Workforce Plan 2017-20. July 2017. Jobs Queensland

⁸ Seek. Chefs, Queensland. 12 February 2019.

⁹ Department of Jobs and Small Business. (2018). Employment Outlook to May 2023.

FEDERAL TOURISM INITIATIVES

Tourism 2020

In December 2011, the Federal Government announced its national strategy *Tourism 2020*, with a goal of doubling the value of tourism to \$140 billion by 2020. One of the key factors that will dictate the success or failure of Australia's tourism industry to meet its global potential is to meet the expected surge in demand with sufficient increases from the supply side of the tourism industry, such as tourism, aviation capacity and transport infrastructure.

As part of the Tourism 2020 plan, Australian, state and territory governments and tourism industry stakeholders agreed to work together to deliver several key reforms consistent with the four policy priorities. The key reform areas are:

- Increase cross portfolio collaboration within all levels of Australian Governments to plan and drive reform of the visitor economy
- Improve visa arrangements to make Australia's visitor visas easier, quicker and competitive
- Improve aviation capacity and customer experience to improve access and flexibility to meet demand in the tourism transport environment
- **Develop a skilled tourism workforce to better service the visitor economy**
- Integrate national and state tourism plans into regional development and local government planning to generate effective infrastructure to service regional communities, services to the visitors and encourage private investment in tourism infrastructure
- Identify partnerships, efficiencies and opportunities to increase marketing spend to drive demand for travel to Australia and improve conversion.

STATE TOURISM INITIATIVES

The Queensland Government and the Queensland tourism industry share an ambition to restore Queensland's leadership position as Australia's premier tourism state. The former government supported a **goal of doubling visitor expenditure, to \$30 billion by 2020**, in line with Commonwealth ambitions. The current Queensland Government has committed to maintaining these targets and to continue working with industry leaders to develop a prosperous and sustainable tourism industry.

QTIC remains committed to working with government and industry to achieve training and employment outcomes through the following strategies:

Advancing Tourism

Advancing Tourism 2016–20 is the Queensland Government's plan to capitalise on the significant tourism growth in Queensland. It targets key areas, identified by industry, to increase market share and boost tourism jobs.

Queensland Tourism Workforce Plan 2017-20 - Jobs Queensland

The *Queensland Tourism Workforce Plan* explores opportunities to address workforce challenges felt by the tourism and hospitality industry. With an ageing population, rapid changes in technology and competition from other industries, attracting, training and retaining committed and skilled people in tourism, hospitality and events is a critical issue.

The plan states, "By 2020, around 20,000 additional skilled and unskilled tourism workers will be needed in Queensland. The extent of the shortfall will depend on how many can be filled within the existing labour supply".

RESPONSE TO THE CASE FOR CHANGE

In preparation to respond to the *Case for Change*, QTIC conducted a survey of QTIC members and industry associates. A total of 21 survey responses were collected over a two-week period and over 60 responses were received for the development of the *Chef Shortage: Industry Consultation*¹⁰ that has also informed QTIC's response. The following section provides an overview of key findings as they relate to the *Case for Change*.

1. Students may complete a Certificate I in Hospitality and/or Certificate II in Cookery prior to commencing an Apprenticeship in cookery, or through a school-based pathway.

Of the responses regarding student completion of Certificate I or II, prior to completing an apprenticeship, the vast majority, 71%, agree that this is an appropriate pathway. 5% neither agree nor disagree and 24% disagree that this is an appropriate pathway.

Whilst it is appropriate for school students to complete the lower level qualifications, it is advised that students should not progress past Certificate II in cookery prior to finishing school. The skills and maturity required to complete the higher-level skills should be considered when developing the pathway. The lower level Certificates create enough of a "taster" and insight into the industry to attract those seeking a career which they can then further on completion of education.

2. A sequence for studying Qualifications may be established via Entry Requirements. For example, prior to commencing a Certificate III in Cookery, individuals may need to have completed a Certificate I in Hospitality or a Certificate II in Cookery.

The proposal to sequence qualifications, including entry requirements for a Certificate III was also supported by the majority of participants. Of the respondents, 71% agree that this is a strong approach whilst 24% disagree.

Within this pathway, exemptions and flexibility may be required for those entering apprenticeships later in life and for those with extensive experience and exposure to the tourism and hospitality industry. The aim of this pathway is to simplify, streamline and modernise. By imposing overly strict prerequisites in a categorical approach the process may become onerous and deter some. Whilst basic understanding and skills should be required to commence the Certificate III, a skills and knowledge test could be an alternative solution to a fixed prerequisite approach.

3. Existing Certificate II, III and IV qualifications in Commercial Cookery, Catering Operations and Asian Cookery will be consolidated into one Qualification per level:

**Certificate II in Cookery
Certificate III in Cookery
Certificate IV in Kitchen Management**

Consolidation of existing Certificate II, III and IV qualifications in Commercial Cookery, Catering Operations and Asian Cookery is supported by over 70% of respondents. Of the respondents, 14% strongly disagree with the consolidation.

Opportunities to specialise through sets of skills should also be available, particularly in the area of catering.

4. Certificate III in Patisserie and Certificate IV in Patisserie will remain distinct Qualifications available for study.

There is very strong industry support to maintain distinct qualifications for Patisserie, with 90% of respondents agreeing that these should remain independent.

¹⁰ Report for the Department of Education and Training Chef shortage: Industry consultation December 2017

Patisserie requires a unique set of skills and it is important to maintain these as a distinct qualification to ensure that the skills taught and developed match industry needs. Furthermore, unique equipment is also required for completion of the Patisserie qualifications. By embedding this into a broad commercial cookery qualification would reduce the experience with the specialised equipment and methods due to differences in job roles, expectations and commercial kitchen fit-out.

5. The Certificate IV Qualification will be aimed at senior-level job roles and will include key skills and knowledge areas for managing and supervising kitchens and business operations.

The value of aiming the Certificate IV at senior roles was confirmed by respondents, 86% identifying that this qualification should focus on management and business operation skills.

If this change is implemented, a review of content and engagement with industry on this qualification and its purpose will be required. There is an opportunity to focus on the up-skilling of sous-chefs and head-chefs in relation to management and leadership skills through this qualification. For this to happen, there will need to be an evolution of the qualification. Currently of the 26 core units, the majority are practical cooking units. To utilise this as a supervisory qualification, the introduction of more managerial units would be of benefits (e.g. rostering, managing stock, ordering stock, managing conflict in the workplace, first aid, meeting budget requirements etc.). These units should be specific to the high intensity kitchen environment. Promoting the changes to the qualification and the application within the kitchen will be an important step in engaging chefs on this pathway. A skills and knowledge test would also be recommended to ensure those entering this qualification have suitable industry experience.

6. Studying specialisms in cooking with different meat and fish types will also be available at the Certificate IV level.

Whilst there was slightly less support for specialisation being included in the Certificate IV, 76% still agree that this is an appropriate pathway.

Opportunities for flexibility in the delivery of specialism courses may be more appropriate. Sets of skills or the ability to independently take Units of Competency to develop specialisms will offer more professional development opportunities. These could then be credited to the Certificate IV if a chef decides to progress further.

7. Students may progress further in management after a Certificate IV in Kitchen Management via existing Qualifications such as the Diploma of Hospitality or Advanced Diploma of Hospitality.

Utilising the Diploma and Advanced Diploma of Hospitality as a further extension pathway is also supported by respondents, 90% in support of this.

Engagement with industry to highlight the value in completing further study may be required. This is not a traditional pathway in the kitchen and therefore clear communication about the added value this qualification offers is essential.

Further to the scope of the briefing paper, additional questions were asked relating to requirements needed in the current training, responses are outlined below.

Are there any other concerns or challenges you find with the current Cookery Training Packages?

A number of key themes were identified among responses, including the need to ensure that trainers have the relevant skills and up-to-date industry experience. A number of respondents mentioned that some trainers are out of touch with emerging trends and challenges faced by the industry.

Furthermore, students often complete their training with little understanding of the realities and pressures in the kitchen and therefore are lacking the attitude and work-ethic required. The anti-social working hours, behaviour in the kitchen, wages and heat of the kitchen create challenges in staff retention. Early exposure and realistic experiences within the industry from early on in obtaining qualifications will assist apprentices in understanding the reality of the career. By assigning mandatory hours "on the job" may address some of these issues and help students understand the realities of working in the kitchen.

Comments were also raised in regard to including basic knife skills and cut types as part of the training. Chefs are finding that the skills required in the kitchen are not being adequately delivered through training programs, leaving them to up-skill trainees on the job.

The review of the existing kitchen management skills set would also help to revitalise the learning. The existing skills set does not include a holistic people management group of units, nor does it include units that will assist the running of the kitchen to ensure financial viability. With an increasing number of small kitchens closing doors after a short period of time, it is increasingly important that these skills are considered.

Is there anything else you would like to see included in the Cookery Training Packages?

Additional topics for inclusion within the training packages were proposed by respondents, including:

- First Aid
- Emerging dietary trends
- Responding to dietary and allergy needs – including cross contamination
- Managing a small business
- Personal management e.g. how to deal with the stress of the occupation

"Training needs to be more professional kitchen based and less class room. The courses are far too short and the result is that there are "qualified" chefs who have no real kitchen knowledge or how to work within a team or service environment. The training in general is far below the standard for a professional kitchen." – QTIC Member

RECOMMENDATIONS

Based on the current and future demand on the industry, and the responses received from industry members, the following recommendations are put forward:

- Accept the proposed pathway for cookery qualifications.
- Introduce skills or knowledge tests rather than prerequisites exclusive of RPL.
- Examine the opportunity to develop modules to ensure basic skills are adequately developed.
- Include personal development Units of Competency to assist in managing the stress of the job.
- Enforce stronger requirements for trainers' ongoing engagement with industry to ensure they remain current.

FURTHER ENQUIRIES

QTIC welcomes the opportunity for further discussion regarding the points raised in this submission. For all enquiries, please contact QTIC Policy Team on (07) 3236 1445 or email policy@qtic.com.au.