

## **Inquiry into Tourism in Local Communities**

**Q: Are there examples of good training programs in regional areas that encourage people into hospitality and retain staff?**

- 1. Please find below a very successful Customer Service program run by AHA in Western Australia.**

[www.wasmiles.com.au](http://www.wasmiles.com.au)

This is the link to our WA Service with a Smile Customer Service Training program.



WA Service with a Smile is a Customer Service Online Training program that covers the fundamental principles of delivering excellent customer service.

It is designed to as a free member training resource and to recognise/promote existing customer service training and initiatives that our businesses have already implemented and for that work to be recognised in an industry-wide program. In turn, helping to improve workforce culture, moral and retention.

Utilising a range of e-learning systems and learning styles the course incorporates multimedia, written word, spoken language, active on screen thinking exercises and simple research links to deliver a multi-faceted accelerated learning platform.

It's about dedication to great customer service and training of staff as part of a WA-industry-wide initiative.

The course can be completed online 24-7, and is self-paced learning.

**2. Please find below the HTN model TAA NSW referenced at the inquiry.**

HTN is a “not for profit” industry based Group Training Organisation (GTO) and is the largest group employer of apprentice chefs and hospitality trainees in Australia. Established with the support of State and Federal Governments and key industry stakeholders, HTN is a quality assured company and currently employs approximately four hundred apprentice chefs and hospitality trainees throughout NSW and the ACT.

HTN enters into a training and employment contract with apprentice chefs and hospitality trainees and then places them with “Host Trainer” establishments for structured skills development. There are currently two hundred plus Host Trainers within the HTN Network; ranging from high profile restaurants and hotels through to small cafes and institutional caterers.

Apprentices have the opportunity to experience a variety of host establishments throughout the training period as opposed to training in just one establishment for the three year duration of the training contract.

HTN’s recruitment process determines that HTN apprentices are firmly committed to pursuing a career as opposed to just “a job”. They understand the commitment that is required in our unique industry.

The Host Trainer is released from the administrative problems associated with the employment of an apprentice or trainee. Under the Group Training model, Hosts are also not committed for the full duration of the three year employment term, as HTN is the legal employer.

This flexibility is beneficial to both parties: The Host Trainer may only have duties commensurate to a particular apprentice year and the apprentice benefits from exposure to more than one venue style and practice and qualifies with a diverse repertoire of culinary skills.

HTN’s experienced Industry Advisors visit the Host and Apprentice regularly to assist and support training development where possible. HTN has employed and supported in excess of 10,000 apprentice chefs and hospitality trainees since 1989.

**2. Do you have a breakdown in relation to visitation, what proportion is by air or what proportion by road?**

**Domestic Overnight Travel – YE June 2013**

Regional NSW received over 63.4 million domestic visitor nights – up by 4.6% on YE 2012.

**Purpose of Visitor nights**

Holiday or leisure (54.4%)

VFR (30.3%)

Business (10.6%)

**Source of Domestic Visitor Nights**

Regional NSW (34.7%)

Sydney (32.1%)

Queensland (14.6%)

Other Intrastate ((18.6%)

**Transport**

Private or company vehicle (88.8%)

Air transport (5.5%)

Railway (2.4%)

Source: National Visitor Survey

**International Overnight Travel – YE June 2013**

Regional NSW received 10.5 million international visitor nights – down by 2.4% on YE 2012.

**Purpose of Visitor Nights**

Holiday or leisure (37.8%)

VFR (26.2%)

Education (13.1%)

Business (5.1%)

**Top 5 Source Markets**

United Kingdom (17.9%)

New Zealand (14.6%)

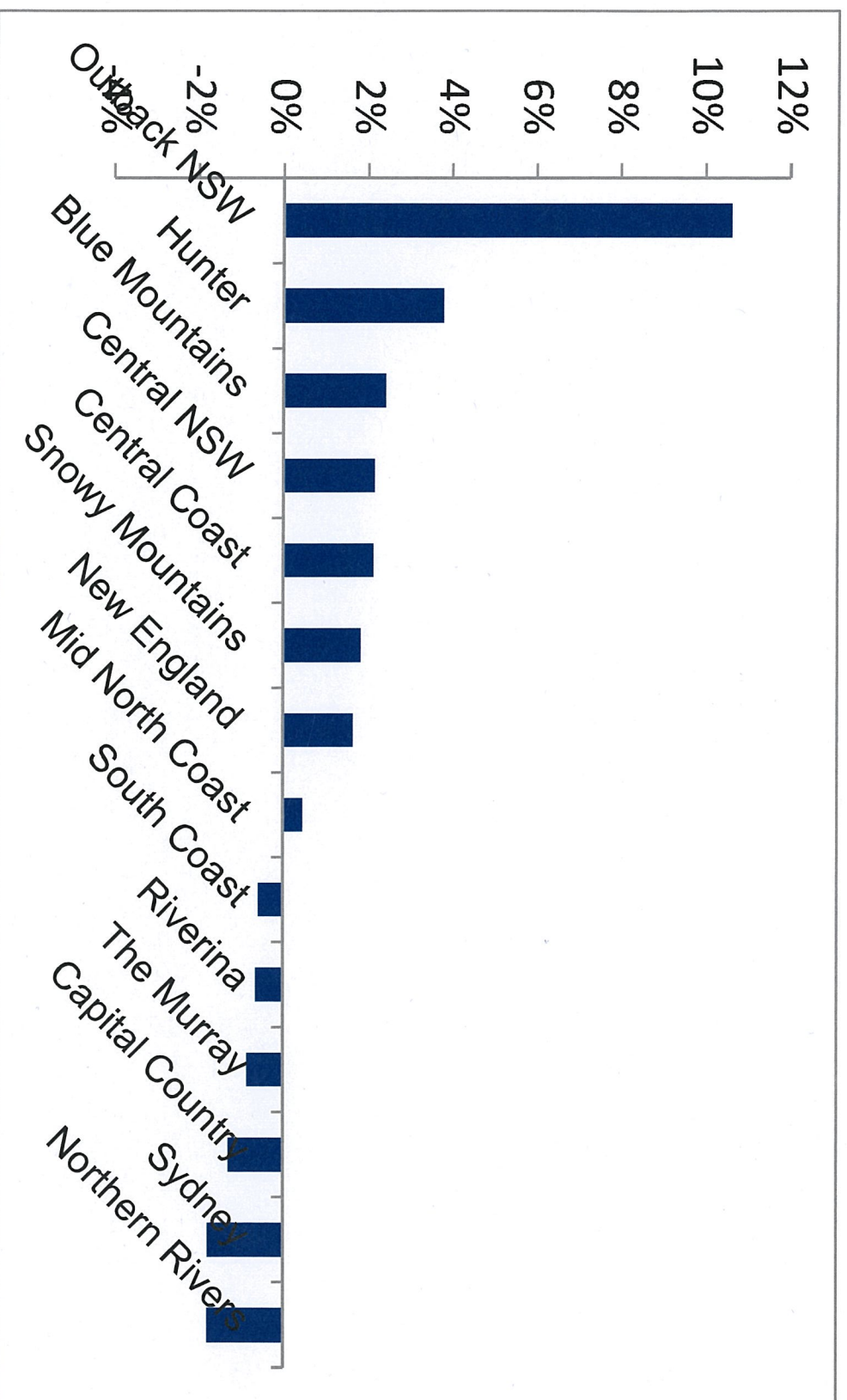
USA includes Hawaii (10.7%)

Germany (6.7%)

Canada (4.2%)

Source: International Visitor Survey

## Growth in occupancies since 2010 (% p.a.)



## Growth in yields since 2010 (% p.a.)

