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FINLEY HIGH SCHOOL ACHIEVEMENTS IN HOSPITALITY

Finley High school on the Murray River in NSW is having great success with delivering Hospitality as part of their VET in Schools Program. They have an extremely enthusiastic and supportive VET Coordinator and Hospitality Teacher in Margaret Rowe. Margaret states "... Hospitality is well and truly on the map at our school and is valued by students, parents and employers..."

Not only does Margaret run a number of innovative initiatives as part of her program, but she has also developed a fantastic working relationship with employers in the local area. Margaret says "...local employers are very supportive in the Murray River region, and I feel honored to work with chefs in our area..." Margaret continues by saying that many local employers offer students part time work in local businesses. They also advertise upcoming vacancies for apprenticeships and traineeships through the school system. A testament to the relationships that Margaret has developed is the one the school has with Tocumwal Golf Club, which has been in place since the school started delivering hospitality in 1995.

The school also works with employers on a day called "Preparing for Work Placement", a compulsory day held in May for all VET students in year 11. Students do not go out on work placement unless they have attended this day and met with their employers.

Margaret also continues to foster an ongoing relationship with local chef Michael Stokes from the Cobram Barooga Golf Club. The relationship was initiated through Restaurant & Catering Australia's Cooks' Roadshow in 2003. Michael offers his services to Finley High School through visits to the classroom and working with the students on their cooking skills. In addition Margaret organized for Ann Creber to visit the school and present to the students in 2006. Ann Creber is one of Melbourne's most knowledgeable and passionate foodies. She is also an acclaimed author, food writer, food stylist, restaurant reviewer and food consultant. Margaret says that it was a very inspiring day for the students. RICA Mardi Chartres says "Marg Rowe should be congratulated on her enthusiasm and initiative to ensure Finley High School students are exposed to a wide range of industry champions and have an appreciation of what hospitality truly has to offer. From competing in the Murray River Culinary Challenge Adopt a school project to ensuring students are well prepared for their hospitality work placement, Marg's passion provides opportunities for students to be aware of the latest industry trends and the possibilities for future careers."





JOB PROFILE - MANAGER

The hospitality industry is a dynamic and ever changing industry. It is an industry that offers many different types of jobs and career paths for those dedicated to pursuing a career in the industry. Just one of those career paths is in the area of Sales and Marketing. There are many jobs that could end in the role of Sales and Marketing Manager and they include but are not limited to: Business Development Manager, Sales Executive or Sales and Events Co-ordinator. As with any career in the hospitality industry you must have a passion for the job and the industry and be prepared to work hard.

HOW DO I BECOME A SALES AND MARKETING MANAGER?

There are many different pathways that lead to a career working in sales and marketing in the hospitality industry. Some employers may prefer you to hold a formal qualification such as Advanced Diploma in Hospitality Management, whilst others may prefer you to work your way up in the industry. Either way it is important that you have hands on experience in the industry.

WHAT PERSONAL ATTRIBUTES DO I NEED TO BECOME A SALES AND MARKETING MANAGER?

- Excellent communication and negotiation skills
- Ability to lead and motivate a team
- Excellent presentation skills
- Effective leadership and management skills
- A positive attitude and desire to succeed
- A results driven attitude

HOW MANY HOURS CAN I EXPECT TO WORK IN A WEEK?

As with any job in the hospitality industry the hours vary depending on the type of establishment that you work in, however, you could expect to work 40+ hours a week.

WHAT ARE MY EMPLOYMENT PROSPECTS?

Employment prospects are good as the industry continues to grow and further specialist positions are made available.

HOW MUCH CAN I EXPECT TO EARN?

This is difficult to answer for this type of job, however, if you are succeeding in your job and are performing well for a business you should expect to be suitably rewarded.

IF I WANT FURTHER INFORMATION WHERE CAN I GO?

If you have internet access, have a look at the following websites for further information.

www.discoverhospitality.com
www.serviceskills.com.au

INDUSTRY LEADER

Meet Tanya Forsyth, Director and Sales and Marketing Manager of Forte Hospitality

Tanya Forsyth's first job in the hospitality industry was as a cleaner at the Denham Seaside caravan park; she has also worked with dolphins at Monkey Mia.



Tanya Forsyth

When Tanya left school she had to make a choice of whether to go into acting or hospitality. When she got down to 2nd interview at NIDA and didn't get through, she decided to pursue a career in the hospitality industry. Tanya went back to her hometown of Geraldton in Western Australia and held down three jobs in the industry (one in housekeeping and two in Food and Beverage) whilst putting herself through TAFE, where she completed an Advanced Diploma of Hospitality in a year. Tanya knew that to take her career further she had to move to the city. She did so in the early 90's and undertook a Traineeship in a hotel. Tanya said "it was a great way to get a foot in the door". Through her traineeship Tanya worked in all areas of Food and Beverage and on completion of the Traineeship she was offered a job in the Sales Department of the Hotel, she then moved into the area of function co-ordination. Tanya then held various jobs in Sales and Functions until at the age of 23 was offered a position as Sales and Marketing Manager at the Tradewinds Hotel which as she said "was a sensational opportunity".

Over the next few years Tanya and her partner held management positions at several resorts and properties in Western Australia. Eventually they formed a company Forte Hospitality, which has three accommodation properties in the Margaret River area, with one of the properties just having won Silver in the Tourism Awards for Deluxe Accommodation.

Tanya says, "Hospitality has been my life, it is fabulous industry to work in but it is not for everyone" she continues saying that every role in the industry is so important, all areas of a hotel must work together, it is a team environment. "To be in hospitality the only thing you need to know is everything."

Understanding, and empathy for ones colleagues is a must. If an individual has this then the sky is the limit.

"In hospitality there are so many things you can be and places you can go"

