‘I highly recommend Career Week to anyone interested in hospitality or business, as it provides answers to all your career-related questions and proves what hotel management has to offer in terms of a highly rewarding career.’

‘Career Week gives you a taste of ICHM without actually enrolling. I have to say the week was an eye opener, helping me make a decision about my future and it was the same for my friends.’

Call it trying something new, or glimpsing into their career path of the future. School students on Career Week put ICHM to the test in July and September each year. Their purpose is to add weight to their decision to pursue hotel management as a career. Or get what it takes to make an informed choice: hotel management or not? And if so, ICHM or not? In 2012, the vast majority of Career Week participants felt strongly that the program lived up to their expectations. In fact, more than half intend studying at ICHM in the future and most would recommend the week to their friends.

Many said that an unexpected bonus from their time on campus was the strong friendships forged with students from different schools in various parts of Australia and beyond.
Inside Career Week

As anyone in the business appreciates, hotel management is more than a job; it’s a lifestyle and a passion. The ‘people’ emphasis of the industry makes it one of the most interesting—and challenging—careers around.

But the decision to take on hotel management as a career and then determine the tertiary study to get there are no small thing. It’s the purpose of Career Week, which immerses senior high school students from around Australia and offshore in the ICHM experience.

Career Week Manager Simon Ruston says at the end of the week students have the wherewithal to make an informed choice.

‘It may be in hotel management or a related field, such as hospitality, tourism or business.

‘Whatever, the program is designed to bring clarity to the decision. Obviously we would like the choice to be hotel management or a related field, but with information at their fingertips students may take a completely different career path and course of study.

‘However, those looking to join the profession can be confident in the attraction of ICHM, especially our double degree program, culminating in the Bachelor of International Hotel Management (Swiss Hotel Association)—the only one of its kind in the world’, says Simon.

ICHM Marketing Consultant Tessa Rochfort says that students come to Career Week to find out if hotel management and, more specifically, ICHM is an option for their future.

‘They walk in the door and, not knowing what to expect, are naturally a little apprehensive, and some have come a very long way. By the end of the week they are exchanging email addresses and mobile phone numbers.

‘It’s lovely to see a growing self-assuredness as they come to understand the flavours of ICHM, the subjects they’ll study and more about each other.

‘The vast majority leave with a very positive impression, but of course it’s left up to them to make the decision’, says Tessa.
Career Week on campus

**July**

<table>
<thead>
<tr>
<th>Lachlan Matheson</th>
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<tbody>
<tr>
<td>Melbourne, Victoria</td>
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<tr>
<td>Day 1: You can tell the quality of the degree, and I feel very welcome.</td>
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<tr>
<td>Day 4: I highly recommend Career Week to anyone interested in hospitality or business. The lecturing staff are helpful, and they have extensive hotel experience. The knowledge I have gained during the week will help me in the hospitality sector and with life skills. Because the week allowed me to understand the essence of the course as well as the hospitality industry, I am confident in my choice to enroll in 2014.</td>
</tr>
<tr>
<td>If I did not select this course I would be looking elsewhere.</td>
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<tr>
<td>Ambition: Hotel management</td>
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<tr>
<th>Annalynce Nicholson</th>
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<tbody>
<tr>
<td>Adelaide, South Australia</td>
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<tr>
<td>Day 1: It's all new and exciting</td>
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<tr>
<td>Day 4: I formed amazing bonds in such a small amount of time. When I decided to come to Career Week I didn't really know what to expect. I learnt little things, such as service to customers, bar work and food service. I also extended my vocabulary as it relates to the industry.</td>
</tr>
<tr>
<td>Ambition: Not 100% sure.</td>
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<tr>
<th>Edward Taylor</th>
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<tbody>
<tr>
<td>Sunshine Coast Queensland</td>
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<tr>
<td>Day 1: The facilities are impressive and that's drawing me in.</td>
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<tr>
<td>Day 4: The variety of course offered helped create a more rounded experience. ICHM lived up to my expectations and Career Week helped me in my decision, strongly improving my chances of attending. I learnt about the skills I needed to work on in the meantime, to improve my chance of getting in. More than likely I'll apply in 2013.</td>
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<tr>
<td>Ambition: A career that is multi-language and international.</td>
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**September**

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<tr>
<th>David Utschink</th>
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<tr>
<td>Toowoomba, Queensland</td>
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<tr>
<td>Day 1: Better than expected.</td>
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<tr>
<td>Day 4: ICHM is definitely the place for me. Career Week has been great, especially the bar courses, as I'm working part time in a local bar &amp; bistro. I get on really well with people, and hospitality is a &quot;people&quot; profession. The lecturers have got to know us all in a really short space of time, it really feels like a family.</td>
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<tr>
<td>Ambition: To work and travel at the same time.</td>
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<tr>
<th>Rachel Yeung</th>
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<tr>
<td>Adelaide, South Australia</td>
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<tr>
<td>Day 1: I really like it; there seems to be a real passion. I've done a lot of research, and I really like the program with its combined theory and practice. I'm keen to come to ICHM to cover the management side of things and achieve my career pathway.</td>
</tr>
<tr>
<td>Ambition: Yes, in 2014 when I finish Year 12.</td>
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<tr>
<th>Alexander Swan</th>
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<tr>
<td>Canberra, ACT</td>
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<tr>
<td>Day 1: Impression: Seems different to university but I'm keen to find out more.</td>
</tr>
<tr>
<td>Day 4: Possibly, in 2014. When I came here I didn't feel the need to be part of friendship groups, I didn't want the distraction. But it just happened. I discovered I'm better at adapting and making friends than I thought I was. The two degrees appeal, but I'll do more research before making my final decision.</td>
</tr>
<tr>
<td>Ambition: Make the most of my natural business inclination.</td>
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Ronél Bothma
Career Counsellor

"I WILL DEFINITELY GO BACK AND RECOMMEND ICHM AS ESPECIALLY ADVANTAGEOUS TO OUR STUDENTS WHO ARE ENERGETIC AND LOOKING FOR STUDY THAT CAN BE APPLIED IN THE PRACTICAL WORLD." 

Ronél Bothma is a Career Counsellor at All Hallows’ School Brisbane, one of the oldest schools in Queensland (set up by the Catholic Sisters of Mercy in 1861). There are 250 students in Year 12. Ronél attended Career Week in September to see first hand what ICHM has to offer. She says it’s only in recent times that All Hallows has made the cultural shift to embrace tertiary study (other than medicine) interstate.

"It was amazing how quickly we formed a bond and these students are obviously doing the same." He says in signing on for Career Week in 2010 he was following a long held interest in hotels and hospitality, and the potential to learn and work at the same time.

Immediately after leaving school he had started a course in film and television production, but Career Week won him back over to hotel management. However, he wanted more experience and took off backpacking around the United States before joining ICHM in 2012. He says his aim is to travel on his placements as much as he can, especially if they take him to casinos.

“I like the challenge of a large-scale operation, and eventually I’d like to be running such a venue in Canada or the United States.”

In the shorter term, his plan is to be a Food and Beverage Manager within a few years of leaving ICHM.

Marcus Pascoe
ICHM student

**Now into his second year, Marcus has spent the past six months on his first industry placement at the Crown Melbourne.**

He was at Career Week in September 2010, when a student at Pulteney Grammar School Adelaide. He returned in September last year to take on the role of ‘buddy’ to students. "I remember that I didn’t know what to expect from Career Week and I was very aware that I wouldn’t know anyone."

‘It’s lovely to see a growing self-assuredness as they come to understand the flavours of ICHM, the subjects they’ll study and more about each other.'

Tessa Rochfort

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Career Week 2013

8—12 July  30 September—4 October

For more information and an application form email admissions@ichm.edu.au
ICHM is justifiably proud of its graduates who are frequently profiled in On Course. But ICHM’s students are equally impressive in the ‘can-do’ attitude they demonstrate not only toward their studies, but also to the many other challenges associated with ICHM. Living with students from many different countries, moving around Australia and offshore for industry placement and achieving a study/play balance among them.

The quality of students can best be demonstrated by the endeavours of the 2012 Student Representative Council (SRC), as it set about enriching communities, both on campus and more broadly.

Engage, encourage, and enrich the lives of ICHM students. Represent our own ICHM community, the local community and our environment through leadership and participation.

In setting its direction for 2012, the SRC embarked on an ambitious program of activities, which members believe will fairly support and enhance the whole ICHM community.

‘The Big Picnic@Touchwine is a perfect fit with this direction’, said President Nathan Rhodes.

‘The event is the major fundraiser for the Hutt Street Centre, Adelaide’s leading provider of meals and services for the homeless who live in the city.

‘This family day out has an emphasis on playing, eating and being active together while helping the homeless, vulnerable and marginalised in the community at the same time’, said Nathan.

As well as running the VIP marquee, ICHM student volunteers helped set up the picnic, transforming the parklands on the city’s edge into a series of Touch Football fields. Student Welfare Manager Toni Schammer and Recreation Officer Debbie Hocking worked alongside the students.

Now in its eighth year, Touch Wine is the brainchild of British journalist, wine writer and wine judge Matthew Jukes, who was awarded Honorary Australian of the Year in 2012 for his contribution to the Australian wine industry and his charity work.

He is Touch Wine’s Patron.

In his Australia Day acceptance speech, Matthew said that his greatest personal satisfaction is derived from the growth and success of Touch Wine, which has the potential to become a global movement to increase awareness of and raise significant funds for the homeless.

‘It was fantastic to have ICHM students involved in Touch Wine this year, as they provided a level of professionalism to VIP service delivery not previously available to us’, Matthew said.
** SRC Calendar 2012

Other SRC activities in 2012 included:

- Bottle collection for recycling—50% of the money raised was donated to local scouts, with the remaining 50% returning to the SRC as seed funding.
- ASC (Anything But Clothes) Party— with costumes assembled with much effort and attention paid to their planning and construction.
- Kath and Kimberella—a night of humour in support of Debbie Hocking in her successful efforts to raise $3000 for the Mary Potter Hospice Foundation.
- Pub-Crawl—along Rundle Street and on to Hindley Street, ‘expanding what we like to call, our product knowledge. A true Aussie tradition we hope to make an ICHM tradition’, says Nathan.
- Trick or Treating—Halloween at ‘Haunted Regency International House’, to which all witches, goblins and ghosts were invited.

- MoVember—growing moustaches in the month of November in support of men’s health issues.
- International Food Fair—exploring the culinary delights presented by ICHM students from across the globe, and a live talent show, RHI’s Got Talent.

The SRC is drawn from students at all year levels. In addition to social and fundraising activities, it has the opportunity to influence matters of importance to students, such as life on campus and academic matters.

** SRC June—December 2012

- Mathew Appleyard, Susana Crijanovic, Alexandria McNerney, Lachlan Sinclair; Cate Cormie, Tom Hicks, Louis Mullins, Kathryn Lee, Nathan Rhodes, (Krystal Wood, Ally Wright, Nick Piva, Marc Daisor, Murphy, Loh)

** SRC January—July 2013


‘We are grateful for the support of the college community in our initiatives so far, and hope to inspire current, returning and future students to adopt and sustain our vision.’

Nathan Rhodes

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**Scholarship winners 2013**

ICHM has been awarding scholarships over the past 20 years which, to date, have been worth more than $2.5 million. Each year, applications for the $20,000 scholarships available land on the desks of the Scholarship Committee, which goes on to shortlist and then interview applicants.

Of the three winners in 2013, two were from Queensland and one was from South Australia.

**QUEENSLAND**

**DAVID UTSCHKIN**

Concordia Lutheran College
Toowoomba

David Utschkin says he has always been interested in and excelled at hospitality, and Career Week confirmed ICHM as the perfect place for him.

‘I am a “people” person and love to travel so the best possible start in the industry, rather than a traditional university.’

**KURT BATES**

Fern-Grove State High School
Brisbane

Kurt Bates is a long way from the beaches of Queensland as a member of the Bribie Island Surf Life Saving Club. He says he is the type of person who learns best through active learning.

**SOUTH AUSTRALIA**

**TAHILA SOUVERTJIS**

Mararyatville High School
Adelaide

Tahlia Souvertjis cut her teeth in hospitality in a highly unusual location—the Desert Cave Hotel in the opal-mining town of Coober Pedy, in South Australia’s outback. Her father runs the restaurant at the property, where guests get to experience dug-out style living.

She is impressed by ICHM’s multicultural environment, and looks forward to expanding her range of skills.

‘ICHM will provide valuable skills and experience to help me excel as a professional in business and hotel management in particular.”
Events

**International Industry placements January–June 2013**

Australia

- South Australia: Crown Plaza Adelaide, Darwin, Melbourne
- Northern Territory: Voyages Ayers Rock Resort, Darwin
- Queensland: Hamilton Island Great Barrier Reef
- New South Wales: Four Points by Sheraton Darling, Crowne Plaza Sydney, InterContinental Sydneybrook

*Interns*:
- Australia: Anh Khoa (Leo), Anker, Federico, Philip
- United Kingdom: Filip, Philippa, Oleg, Vsevolod (Seva)
- China: Andrew, Cameron, King Nicholas, Arista
- Indonesia: Rita, Carita,Jakarta, Tamudja, Renaldt
- Malaysia: Pangkor Laut Resort, Chien, Yen-Ming (Charlie)
- Thailand: Anantara Phuket Villas, Ruos, Amy
- United Kingdom: Claire, Chelsea, Christopher, Maria, Philippa
- Indonesia: Rita, Carita, Jakarta, Tamudja, Renaldt
- Malaysia: Pangkor Laut Resort, Chien, Yen-Ming (Charlie)
- Thailand: Anantara Phuket Villas, Ruos, Amy

**End of Course 23 November 2012**

Held in the Lipman Hall at Regency International Houses, the End of Course Ceremony is the occasion for awarding course completion medals. Jo-Leen Mostert and Marc Dasan gave the farewell address on behalf of students.

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**Industry placements January–June 2013**

**INTERNATIONAL**

- China: Andrew Shanghai, Cameron, Arista
- Grand Hyatt Shanghai: King Nicholas, Arista
- Le Royal Meridien Shanghai: Andrew, Louis
- Pullman Guipang: Grant, Jordan
- Woolfitt, Sarah

**Australia**

- South Australia: Crown Plaza Adelaide
- Northern Territory: Voyages Ayers Rock Resort
- Queensland: Hamilton Island Great Barrier Reef

**Interns**:
- Australia: Anh Khoa (Leo), Anker, Federico, Philip
- United Kingdom: Filip, Philippa, Oleg, Vsevolod (Seva)
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- Malaysia: Pangkor Laut Resort, Chien, Yen-Ming (Charlie)
- Thailand: Anantara Phuket Villas, Ruos, Amy
Course Commencement
15 February 2013

Function Room, Grand Chancellor Hotel, Adelaide

Alison McKay is one of ICHM’s rising stars, having been awarded Dux of 1st Year (January–June 2012) at the Course Commencement Ceremony. She had returned from her first industry placement at the Sheraton Mirage Gold Coast Resort and Spa. She also picked up the Cameron Sykes Memorial Scholarship. Dux of 2nd Year (and the Delaware North Prize) went to Hannah Mansfield (January–June 2012 and Julia Sanders (July–December 2012); Poppy Bowen was awarded Dux of 3rd Year (January–June 2012) and Imalka Maddumapatabendi took out Dux of 4th Year (January–June 2012), presented at the 2012 Graduation Ceremony.

Alison Yang (as the top 1st Year returning to 2nd Year) and Viviana Cheon (as the top 2nd Year returning to 3rd Year) took out the Raon Korean Magazine Scholarship.

The awards for academic excellence and the welcome address, on this occasion by Michael Utomo and Candace Li, set the scene for the cocktail party that followed, where student get to be on the receiving end of hospitality for a change. Course Commencement is the occasion at which new students are welcomed into the ICHM ‘family’ and returning students are welcomed back from industry placement, with everyone present making the most of the opportunity to network, network, network!

1. Alison McKay
2. Hannah Mansfield
3. Julia Sanders
4. Poppy Bowen
5. Alison Yang
6. Viviana Cheon
7. Michael Utomo & Candace Li
8. Certificate of Merit winners
9. ICHM’s New Zealand Representative R Neil Lambie with Kiwi students
10. At the party

Adelaide

The fifth most liveable city in the world . . . and Australia’s safest

The Economist Intelligence Unit’s 2012 Global Liveability Survey has ranked ICHM’s home base as the fifth most liveable city in the world.

The global liveability report surveys 140 locations around the world to assess the best or the worst for living conditions.

Cities are scored on political and social stability, crime rates and access to quality health care. The survey also measures the diversity and standard of cultural events and the natural environment; education (school and university); and the standard of infrastructure, including public transport.

Interestingly, four of the five Australian cities surveyed are in the top 10 of the global index. Only two—Melbourne and Adelaide—are in the top five.

In a completely different set of statistics, Adelaide has recently been rated as the nation’s safest city.

The statistics, compiled for the Suncorp Bank Family Friendly City Report, measured all criminal activity over a 12-month period. Adelaide not only came in with a crime rate significantly lower than the next capital city, but also the lowest crime rate of any of Australia’s cities.
Off the presses!

On 15 February, in time for the Course Commencement Ceremony, ICHM’s publication celebrating 20 years came off the presses. This commemorative booklet takes a look back on ICHM’s first 20 years—to where it is today.

If Mark Keith’s comments in the publication are anything to go by, hotel management and ICHM have a bright future.

Business management under the microscope

A panel of experts recently subjected the accounting and finance stream of the degrees to intense review, as part of Australia’s tertiary education quality requirements. The panel included representatives from industry and external academia, along with senior management and lecturing staff.

Coming to grips with the tools for accounting and finance decision-making is no small undertaking. However, it’s a critical factor in preparing students for management positions and hotel managers in particular.

This is the view of the committee that came together for the review. It is also the view that there is a general lack of accounting knowledge in hotel staff, including department heads and business managers.

In examining ICHM’s course, the committee looked at core knowledge and skills and the balance of content and outcomes.

Industry representative Michael Gaedtke, Director of Finance Intercontinental

Adelaide said the committee worked from a basis of equipping students with knowledge and understanding of the basics, such as financial statements and analysis, operating ratios and costing, rather than preparing future accountants.

“This means, graduates with the capacity to deal with what really does happen in hotel management,” he says.

The committee reinforced the importance of course structure, that is, teaching materials that are visual, basic and relevant in first year, with figures and details, such as ratio analysis, costing and budgeting in second year.

According to the committee, the capacity to present financial reports to boards and/or owners is another area on which the industry is placing huge emphasis.

Knowledge of international accounting is an additional factor, with businesses today very often having to deal across different countries. These components are incorporated as part of third year.

Chief Executive’s comments

Johns, Johns, Johns!

Each year, on completion of the degree studies and before graduation, we survey our new graduates. In 2012—as in the previous three years—the outcomes were impressive. Only 10% were looking for work. Further, we say that 85% of graduates had positions in Australia.

While we usually expect 75% of graduates to begin their careers in hotels, in 2012 more than 85% found a position in the hospitality industry.

ICHM’s graduates have always been very employable. Following the ‘recipe’ set by the Swiss Hotel Association more than 120 years ago, ICHM’s program is distinctly different from a university degree. ICHM’s graduates have spent 50% of their time in the workplace. Three to four (paid) placements in hotels ensure that students are work-ready.

These placements are assessed, and we receive feedback from the hotel. Even though our program is totally delivered in Higher Education, our Swiss heritage demands that graduates have the skills that industry needs.

A recent review of assessments by Australian hotels for students on placement makes good reading.

Student A is a very good candidate for the placement as she displayed an excellent attitude towards all commitments. Her adaptability is commended and she is a positive role model for new team members. With time and knowledge Student A will make an excellent leader.

Student B has been a pleasure to work with. He sets extremely high standards for himself and has always been flexible with his shifts. Student B showed an interest in Front Door Co-ordinator and did a great job while working these shifts. He also showed initiative by arranging the roster to be sent off to staff via email (instead of hardcopy).

Student C has proven to be an asset to our team with her willingness to learn new skills, her adaptability to an ever-changing environment and her cooperation with all departments. Student C has learned about different aspects not only performing HR and Planning, but also service at functions and events front of house.

Who would not welcome a new employee like one of these?

Graduates in locations like Singapore, Melbourne and Perth have been profiled in recent issues of On Course. We have more than 50 in Melbourne hotels, and we suspect there is not a leading hotel in that city that does not employ an ICHM graduate.

Of course, we can never guarantee that every graduate will get a job, but 2012 was similar to earlier years, and mothers and fathers (as well as the graduates themselves) will be pleased with the employment outcomes. Studying at ICHM is an investment. It costs parents and the student themselves a significant sum and considerable effort.

‘Quality Education’ means different things to different people. But when looking at the statistics at the top of this article, only 10% of graduates are looking for work less than 4-6 weeks after completion of studies, you will understand why we are proud of the quality education we are providing.

Get in touch with me if you would like to know more!

Gerald Lipman

One to watch

Shoko Harada is one of ICHM’s likely up and comings, after being made Dux of Hallett Cove School in 2012, with an Australian Tertiary Admission Rank score of 97.80. In 2007, Shoko’s sister Ayane Harada was also awarded Dux of the school.

From Japan, the Harada family is now settled in Adelaide and Shoko is in her first year at ICHM.

Congratulations Shoko, and welcome!