ICHM is delighted to welcome back Dr Ian Whyte as Principal. Dr Whyte was the inaugural Principal (1992–2000), leading the team that set the benchmark for other hotel schools in Australia and positioning ICHM to rank among the best hotel management schools in the world. Dr Whyte reconnected with ICHM in 2008 when he became a member of ICHM’s Academic Board and as an advisor to the Chief Executive.

ICHM the next decade

In this interview, Dr Whyte sets the scene for hotel management as a profession, and touches on some of the factors that will drive ICHM over the next decade.

What do you think inspires young people to study hotel management? Have they changed since the early 1990s?

Many things are exciting about hotel management, but perhaps the most consistently mentioned by students is their aspiration to excel in an international career. When ICHM started we had a dual marketing role: to establish hotel management as a profession in this part of the world and ICHM as the hotel management school of choice. In contrast, hotel management had been in existence for more than a century in Europe so it had a long tradition there, and it was emerging in other countries.

Today in the Asia-Pacific region, hotel management is on the radar as a profession not only among students, but also parents. The stellar careers of ICHM’s alumni have been exceedingly important in this, and many graduates, including those in this issue of On Course, come to mind. And others like Paul Town, Vice President, Hotel Operations for Galaxy Resort Macau; Troy Hickox, Executive Director of the conceptual™ group in Hong Kong; and Caroline Hardman, Director of Learning & Development at the Madinat Jumeirah in Dubai.

Dr Ian Whyte
Principal
Hotel Management is now on the radar as a profession in the Asia-Pacific region

Since day one ICHM’s strong connection with the Swiss Hotel Association (SHA) has been an important factor in attracting a large and diverse international student base. Is this long association set to continue?

ICHM’s enduring association with the SHA remains strong. Our programs continue to be informed by our mutually productive relationship founded on professional understanding and shared contribution.

Of course, that we are based in Asia Pacific influences the context for and direction of our programs. But the SHA model—50% on-campus study and 50% internship—forms the fundamental structure of the ICHM program.

One of my first priorities back in the role has been to travel to Switzerland with ICHM’s Chief Executive Gerald Lipman, to meet with the SHA’s Chief Executive Officer Dr Christoph Juen and other academic and professional colleagues. New directions for the hospitality management programs was among topics discussed.

Past Principal Dan Edmonds is a man on a mission.

Without doubt, ICHM’s enduring association with the SHA remains strong. As the education model continues to evolve, the influence of the SHA’s leadership is evident in the focused, professional approach we take to hotel management education.

ICHM – YTL

Events
> End of Course Ceremony
> Course Commencement Ceremony

Internships
> January–July 2011

Seasoned graduates

On Campus
> High-end by design
> Georgina Forwood

Chief Executive

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Past Principal Dan Edmonds is a man on a mission.
You mentioned seven managerial ‘must-haves’ for businesses today—sustainability, internationalisation, innovation and development, ethics, corporate social responsibility, community engagement and risk management. How do you plan to embed these into ICHM’s program?

First and foremost, it is enormously important that our students have an understanding of each discipline that goes way beyond a textbook response so that they make informed decisions. For example, dealing with the multiplicity of factors when a five-star hotel is being swamped by floodwaters, as has been the recent experience of numerous general managers in Queensland.

Another priority for me and approved by the Academic Board has been to establish eight Graduate Qualities, which are the transferable skills, attitude and professional knowledge that ICHM wishes to develop in its graduates. They will be embedded into course and program objectives and teaching and learning activities, and their development and acquisition will be assessed through formal assessment tasks. The areas of internationalisation, innovation and development, and ethics will be embedded into the Graduate Qualities and each subject, as a way of thinking, acknowledging information and approaching problems. The areas of sustainability, risk management, corporate social responsibility and community engagement, which are already part of hotel operations, are stand-alone subjects.

You were responsible for ICHM’s catchphrase network, network, network! How are the new and emerging technologies changing the way networking occurs?

The phenomenon of web-based social networking, such as email, instant messaging, Facebook and Twitter, are not replacing the old concept, just placing it in a whole new realm. It makes it possible for the ICHM community to share information and activities faster and further than ever before.

VET Fee-Help has given more Australian students the financial capacity to study at ICHM. Are international students still a growing market for ICHM?

It is true that VET Fee-Help has enabled more Australian students to undertake an international qualification. At the same time, we will continue to grow our international student base.

Every leader brings to their position different characteristics that add to an organisation and its culture. What are yours?

I would put academic rigour at the top of the list. This has been honed by positions with the University of South Australia, in particular, taking the Division of Business through its third iteration of the internationally significant EQUIS accreditation. Perhaps hospitality and hotel knowledge would come in a close second, with internationalisation and market acumen following in third and fourth place. During my time with ICE WaRM, I worked with five universities developing programs and research in China, the Middle East, India, South-East Asia and Europe.

Each of these characteristics will come into play as we all work to continually improve the quality of the student experience and, ultimately, the success of our graduates.

The ILC’s task is twofold: reposition the resort (comprising five hotels and 1000 employees), and develop an Indigenous Training and Employment Centre. The mission: a commitment to 100% indigenous employment by 2018.

ICHM wishes Dan all the best in this new and challenging role and expresses gratitude for his outstanding contribution to ICHM over the past 10 years.

Ian Whyte is one of those rare individuals who combines academic rigour with hospitality market knowledge. He believes in an industry focused learning environment that enables young people to step out of the classroom and succeed in real workplace situations.

Gerald Lipman, Chief Executive

President: The ILC Resort (at Le Cordon Bleu Paris)

Past Principal Dan Edmonds has taken up an appointment with the Indigenous Land Corporation (ILC) as a consultant. Dan will be helping to develop the iconic Ayres Rock Resort, now in ILC ownership, into one of the top 10 destinations in the world, and create a world-class centre for indigenous culture and educational and experiential tourism.

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Man on a mission

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When ICHM had been up and running for only a decade, its graduates were already making inroads around the world as hospitality leaders of the future. This was the starting point for the formation of a joint venture with Malaysia’s YTL Hotels and Properties Sdn Bhd, owners and operators of a string of properties, most of them exclusive. YTL-ICHM in Kuala Lumpur has subsequently been described as ‘a match made in heaven’.

In 2002, YTL Hotels and Properties Sdn Bhd were looking to set up a hotel school to help them develop staff for properties such as The Ritz-Carlton Kuala Lumpur, JW Marriott Kuala Lumpur, Pangkor Laut Resort and Tanjong Jara.

On hearing about ICHM, YTL Chairman Dato’ Mark Yeoh visited Adelaide, liked what he saw and YTL-ICHM is the result. Set up in early 2003, the Malaysian college delivers both the Australian Diploma and the Australian Advanced Diploma, with ICHM conducting Maintenance of Standards inspections to ensure that YTL-ICHM meets ICHM’s high standards.

YTL has subsequently expanded its hotel operations with even more up-market properties in Malaysia, as well as in Bali, Phuket, Shanghai, Niseko (Japan) and St. Tropez and London in Europe. All of the YTL-ICHM students spend half their time studying, and half their time working, usually in a YTL-owned hotel.

YTL’s Vice President Human Resources, Learning and Development, Mrs Nancy Teoh, says: ‘It’s a match made in heaven. YTL hotels need quality management, and through the partnership with ICHM we are training and developing young people to the highest levels. My staff see these students working in their hotels for up to six months every year, and we are very happy with the results.’

At a recent graduating ceremony in Kuala Lumpur, more than 50 students were awarded the Australian Diploma and 20 the Advanced Diploma. These YTL-ICHM graduates are eligible for Bachelor degree studies in Adelaide.

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END OF COURSE CEREMONY
17 DECEMBER 2010

Held in the Lipman Hall at Regency International House, the End of Course Ceremony is the occasion at which Swiss Hotel Association medals and ICHM’s Bachelor degree medals are awarded. Patrizia Punti was Dux of the Third Year (July–December 2010), winning the Intercontinental Hotels Group prize. Sergio Arias Campelo gave the farewell address on behalf of the students.

INTERNATIONAL

China
The Westin Beijing Financial Street, Beijing, China
Grand Hyatt Shanghai, New World Development, Shanghai
Kaleidos, Anastasia, Hyatt Regency Hong Kong, Tsim Sha Tsui
Leung, Ellie (Nga Li), Hyatt Regency Hong Kong

Delip Kumar, Danny
Ritz Carlton Pacific Place, Indonesia

The Westin Sydney
Chang, Norman (Jen-Eng)
Ho, Bunny (Zhiyu)
Shangri-La Hotel Sydney
Hong, Irene

Northern Territory

Voyages Ayers Rock Resort, Alice Springs
Kocherlenko, Karina
Sharon Mirage Resort & Spa, Alice Springs
Weight, Elly

Queensland

Pullman Beach Casino Cairns
Huang, Stella (Wu-Hoon)
Nguyen, Binh (Vu Dinh)
Nguyen, Thanh (Phuong Tram)
Poon, Tai Sun
Vu, Happy (Hoc Chi Minh)
Yao, Xia (Yun Yan)
Sheraton Noosa Resort & Spa
Bakker, Robert
Dave, Nengpin
Stirkum, Jody (Kongsomphon)
Phrae, Sinthipat
Schaen, Martin
van Kuijken, Vincent

Sunshine Function Centre
Le, Jason
Lee, Jessica
Festival Functions, Findon
Nanau, Akhilesh
Novotel Military and Airforce Club
Jen, Shara

Victoria
Crowne Plaza Melbourne
Strom, Michael
Crowne Plaza Melbourne
Ma, Edward
Grand Chancellor Hotel Melbourne
Chen, Armin (Lei Young)
Mo, Michelle (A Young)
Chuem, Christian (Phuong Sun)
Pham, Tin (Huy Tin)
Seik, Cherwan (Tim Han)
Kim, Han Kyeon

Sorahana Resort & Spa
Balakrishnan, Prasanna
Alicia, Eng

Shoranur Mirage Port Douglas
Caswell, James
Jiang, Jerry (Zhou)
John, Nicholas
Holiday Inn Surfers Paradise
Kocherlenko, Karina
Sheraton Mirage Resort & Spa Gold Coast
Wight, Elly

South Australia

Crowne Plaza Adelaide
Lim, Michelle
Hilton Adelaide
Bryan, Michelle (A Young)
Cheng, Alburn
Nguyen, Christian (Tung Sun)
Phan, Tien (Huy Tin)
Seik, Cherwan (Tim Han)
Kim, Han Kyeon

Stamford Plaza Adelaide
Lei, Qiu Guang
Xu, Bob (JiXing)
Southern Ocean Lodge, Kangaroo Island
Buckland, Alexander

Sunnybrae Function Centre
Li, Jason
Lam, Jessica
Festival Functions, Findon
Nanau, Akhilesh
Novotel Military and Airforce Club
Jen, Shara

Western Australia

Bunbury Resort Casino
Ross, Amy
Doxton Hotel Perth
Town, Mark
Stadium
Holiday Inn Bunbury Cliffs
Cairns

Holiday Inn City Centre Perth
Wayman, Tim
Hyatt Regency Perth
Cheung, Charles
Johnson, Ashley
Lee, Yin Lim
Wheeler, Kristal
Pan Pacific Hotel Perth
Ley, Mandy

Internships January–July 2011

INTERNATIONAL

China
The Westin Beijing Financial Street, Beijing, China
Grand Hyatt Shanghai, New World Development, Shanghai
Kaleidos, Anastasia, Hyatt Regency Hong Kong, Tsim Sha Tsui
Leung, Ellie (Nga Li), Hyatt Regency Hong Kong

Delip Kumar, Danny
Ritz Carlton Pacific Place, Indonesia

The Westin Sydney
Chang, Norman (Jen-Eng)
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Wayman, Tim
Hyatt Regency Perth
Cheung, Charles
Johnson, Ashley
Lee, Yin Lim
Wheeler, Kristal
Pan Pacific Hotel Perth
Ley, Mandy

The newsletter of the International College of Hotel Management, Semester 1, 2011 → www.ichm.edu.au
Course Commencement Ceremony
11 February 2011

Exuberance abounds at Course Commencement Ceremonies, and the 2011 event was no exception. Held at the Holiday Inn Adelaide, these ceremonies give new students a taste of ICHM hospitality and welcome back second and third years from their internships around the world. After the formalities are over, it’s the time for networking, networking, networking! ‘You could be sitting or standing next to your future boss’, said Gerald Lipman in his welcoming address. And given that Georgina Forward was milling in the crowd (see ‘Students on Notice’ page 7) the statement is no exaggeration.

Anastasia Kyung Min Nam (not in attendance) was awarded Dux of 1st Year, and Dux of 2nd Year and the Australian Hotels Association prize went to Sarah Leitner, who did back-to-back academic semesters and received the award in July 2010. Hyeong Jun Lim won the Uhak Channel Scholarship (for the top Korean student returning to second year) and Young Ae Lee the KOA award (for the top Korean student moving on to the degree).

Tomas Miguel Magno picked up the Food & Beverage Incentive Award, granted each semester by ICHM graduate Luke James.

Jason Yen gave the welcoming address, making it a ‘special welcome to everyone in this big family. ICHM puts more of an emphasis on networking than Facebook so you’ll meet a lot of great friends from many different cultures’, he said. More than 30 nationalities were represented at the 2011 event.

Luke James
Keen to get interns to Abu Dhabi

Previously with Jumeirah Hotels in Dubai, Luke’s move to Abu Dhabi in January is another example of networking, networking, networking! in action. Luke made the move from South Australia to Dubai some years ago after graduate Caroline Hardman recommended him for a position with Jumeirah. Luke’s old boss at Jumeirah (who is now with Kerzner in Morocco) recommended Luke to SBM Monte Carlo (owner and operator of casinos, resorts, hotels, restaurants and bars in Monaco), when they were looking for someone with local experience to head up operations for a large beach club project on Saadiyat Island for the Abu Dhabi Tourism Development Investment Company. ‘I left Jumeirah on 2 January and started with SBM the very next day! It was a pity to leave Jumeirah, but this is an amazing pre-opening experience in what will soon become a tourism and culture capital of the world, so it’s good to be involved from the early stages’, says Luke.

He finished his degree last year (‘finally’), and is keen to get interns to Abu Dhabi on placements. ‘It would be a great opportunity’, he says.
Choi Young Chol, Bang Moon Song & Oh Jae Hoon

Planning Specialist. He redesigned the
hotel’s training structure, developing
departmental job training and self-
development support systems. He then
moved into Sales & Marketing as Account
Director, responsible for managing key VIP
corporate, government and international
accounts for four years.
Together, Jae Hoon and Moon Song
explored different wine industry avenues
in Europe, such as education, publishing,
events, and consulting and, finally,
returned home with the WSET wine
education program, and launched their
company WINEVISION.

‘Our approach to wine is quite different
to others in Korea. We see wine not just
as an alcoholic drink, but as an important
cultural tool, enhancing quality of life.’
The pair recently launched the
Association of Wine Educators Korea, to
share quality wine education content as
well as proper wine education skills. They
believe that this effort will upgrade wine
educators and, as consequence, benefit
wine lovers in Korea overall.
Young Choi recently joined the pair as
a partner in WINEVISION, returning to
education and developing people’s skills
and knowledge. ‘But now in the wide world
of wine from countries around the world.’

In November 2010 Bodelle Francis-Lee
became the youngest board member in the
159-year history of the South Australian
Jockey Club (SAJC) and currently is the
only woman, after returning home from
Melbourne in 2009 to take over the reins of
the Francis Group.
At just 28, Bodelle is Operations Manager of
the family’s four hotels and a horse-racing
facility. She cut her teeth in hospitality while
still at school, working in all aspects of
the family business, ‘where I learned my basic
hospitality skills and understanding, and
acquired a passion for the industry’
She enrolled at ICHM in 2002, after a brief
stint studying Interior Design. Her first
internship was at the Hyatt Regency Sanctuary
Cove and her second was at The Como in
Melbourne, where she was offered a position
after graduating with the ICHM degree. At
The Como, she worked her way up from Night
Porter in 2003 to Reservations Manager within
four years. When she left she was Front Office
Manager of The Sebel Melbourne.
Bodelle is no stranger to success. She was the
Australian Hotels Association’s Young Hotel
Manager of the Year in 2007, and identified as
one of Mirvac’s Emerging Leaders (in 2005). At
ICHM, among other accolades she was Dux
of 2nd Year in 2003. She returned to campus in
2005, as part of a program of information
sessions being conducted by Mirvac around
Australia and New Zealand.
With the Francis Group she is responsible for
the day-to-day operations of the venues, including
marketing, human resources and
occupational health and safety. For the SAJC
she’s serving on the committees overseeing
the club’s hospitality operations and business
development. ‘I don’t have a lot of free time’
Bodelle says ICHM gave her the building blocks
and opened a lot of doors to the industry. ‘I’m
a more valuable commodity now, and my parents
can realise the return on their investment.
The amount I learnt and can now give back is
invaluable.’

Postscript
Bodelle married ICHM graduate Jonathan Lee who
met on campus, and the pair worked together in
Melbourne. Jonathan is now at Adelaide University
studying Veterinary Science.

Mike Koo

If Mike Koo had been asked in his early days
at ICHM where he saw his future, Crown
Melbourne would not have made the list.
He transferred to Melbourne from Macau
in the role of Casino Service Manager in
February. But it’s the shift from hotel butler
to VIP service manager he describes as the
highlight of his career so far.

From Hong Kong, Mike graduated from
ICHM with the SHA Diploma and Bachelor
degree, and his career since has had him
rubbing shoulders with some of the world’s
most famous people.
His studies were followed by a position at
the luxurious Venetian Macau, a hotel boating
3500 suites, as part of the pre-opening team’s
front office operations. This led to another
Macau-based hotel, the Crown Tower at
the new City of Dreams complex, under
the direction of another ICHM graduate, Paul Town, who is Vice President, Hotel
Operations for Galaxy Resort. Here, Mike
played a pivotal role in setting the standards
for the hotel’s butler service.
Mike said that being a butler is about
providing a guest with personal assistance.
‘When you are assigned to a guest your role
is to meet and exceed their expectations
in fulfilling their requests, keeping in
mind that a guest with a butler service has
huge expectations. Ultimately it is very
rewarding.’
Paul Town contacted Mike through the
ICHM network three years ago, when he was
looking after the hotel project for City of
Dreams in Macau. He says they immediately
identified Mike as someone who was able to
help with their butler team.
‘His background in premium-level service,
plus some experience in training, was a good
fit to resolve some issues around quality and
communication within the team.
‘His impact was significant, and he went on
to become the lead in the department for
training and quality management. As well
as reworking our operational standards and
publishing them as manuals, Mike trained
the entire team in the revamped standards.
This was evidenced by a significant
improvement in the output of the team.
‘Additionally, he served as the personal
butler to many of our most important VIP
customers, an exposure that has led to his
current career opportunity in Melbourne.
‘Mike has a great hospitality and team spirit
and will certainly be one to watch in the
industry.’
Mike says he sees himself working in the
gaming industry for quite some time, as it’s
such a fast-growing industry worldwide. He
says ICHM provided him with a very good
foundation of skills in every field within the
hotel industry. ‘Most important is ICHM’s
reputation and network that has helped me
grow and advance in this industry.’
inaugural year, 1993, and says he found the backpacker accommodation in Adelaide for what he calls ‘full on’ as an 18 year old just out of school. He describes his second internship at Gagudju Crocodile Hotel in the Jabiru at Kakadu National Park in the Northern Territory as, ‘one of the greatest experiences of my life.’

Among many firsts, in 2009 Backpack Oz (and The Guesthouse) was voted number one Adelaide host on hostworld.com, and in January 2010 number three hostel in Australia. Sam says the backpacker market generates a huge amount of income for the state. ‘The Ashes Test Cricket series was huge for us, as is the annual WOMADelaide world music and dance festival, with guests booking a year in advance. ‘We’re looking to expand, and the newly coined flashpacker market, that is backpacking with a bigger budget, interests us.’

Sam says that even a decade down the track he could apply what he learnt at ICHM when responsibility came. ‘You can take those skills anywhere.’

Flashpacker

‘First of all I’m my own boss. I found it hard to work my way up into positions within hotels, but when I was thrust right into a management position everything I learnt at ICHM came flooding back.’

Sam Twelftree is Owner/Manager of family-owned Backpack Oz and The Guesthouse, backpacker accommodation in Adelaide for 93 people, usually young, from around the world. The cost of accommodation ranges from $20 to $120 per night.

Sam was in ICHM’s second intake in its inaugural year, 1993, and says he found the training ‘full on’ as an 18 year old just out of school. He describes his second internship at Gagudju Crocodile Hotel in the Jabiru at Kakadu National Park in the Northern Territory as, ‘one of the greatest experiences of my life.’

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Students on notice

Winning characteristics for employees are eagerness to be there and excelling in the job. This is according to graduate Georgina Forwood. Students are advised to take note. Georgina is Human Resources Manager at Ethad Stadium in Melbourne, part of the Delaware North Australia companies, responsible for recruiting thousands of people a year.

Georgina was on campus to speak to first and third year students in early February, about the opportunities for interns at not only the stadium, but also Delaware North Companies Australia and New Zealand more broadly. ‘You are just the type of people we are looking for and we might be your chance to top up your salary. Work for us at the stadium for a few seasons and you’ll be in line for a salaried position in a field of your choice later on’, she says.

Delaware North Australia operates at more than 30 locations, including providing hospitality, food and beverage at Melbourne & Olympic Parks, home to the Australian Open, the Grand Slam of Asia Pacific; the WACA (Perth), and Vector Arena (Auckland). It also operates food and beverage outlets in most Australian and New Zealand airports and railway stations, and owns and operates a portfolio of high-end leisure resorts.

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Two most important identities at the top of the hospitality market spoke to student interns on campus in late 2010 about the challenges and opportunities involved in establishing luxury lodges in wilderness destinations.

The pair agrees that today’s modern international traveller wants great design, with sustainability locked in. To work in such establishments can be life changing.

James Baillie, along with his wife Hayley, is owner and operator of Baillie Lodges—a collection of luxury lodges of which the multi-award winning Southern Ocean Lodge, Kangaroo Island is the most recent. James describes Southern Ocean Lodge as a six-star base from which guests immerse themselves in diverse wildlife and natural beauty, including a spectacular coastline. The 21-suite property has a leading-edge wellness spa, and treads lightly on the landscape, generating its own power and harvesting most of its water requirements.

‘The idea is to leave guests with an experience delivered with soul and integrity.

‘Interns here learn very quickly and benefit enormously from the multi-skilling and exposure to multi-disciplines that come from working in a boutique property’, he says.

First-year intern Alex Blunden concurs, saying she goes wherever she’s needed, and is proving a dab hand at everything—to window washing. ‘I love it here, and have made lifelong friends with other staff. Imagine, I wake up every day to a magnificent blue-water view in the midst of extraordinary bushland.’

Sam Twelftree

Sam Twelftree is Owner/Manager of family-owned Backpack Oz & The Guesthouse, backpacker accommodation in Adelaide for 93 people, usually young, from around the world. The cost of accommodation ranges from $20 to $120 per night.

Sam was in ICHM’s second intake in its inaugural year, 1993, and says he found the training ‘full on’ as an 18 year old just out of school. He describes his second internship at Gagudju Crocodile Hotel in the Jabiru at Kakadu National Park in the Northern Territory as, ‘one of the greatest experiences of my life.’

Among many firsts, in 2009 Backpack Oz (and The Guesthouse) was voted number one Adelaide host on hostworld.com, and in January 2010 number three hostel in Australia. Sam says the backpacker market generates a huge amount of income for the state. ‘The Ashes Test Cricket series was huge for us, as is the annual WOMADelaide world music and dance festival, with guests booking a year in advance. ‘We’re looking to expand, and the newly coined flashpacker market, that is backpacking with a bigger budget, interests us.’

Sam says that even a decade down the track he could apply what he learnt at ICHM when responsibility came. ‘You can take those skills anywhere.’

High End by Design

An intern and a graduate prove their worth

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Joost Heymeijer

Joost Heymeijer, on campus for the second time, is General Manager of the Emirates Wolgan Valley Resort and Spa in the Blue Mountains, a three-hour drive from Sydney. Set within a private 4000-acre conservation and wildlife reserve, this multi-award winning high-end property has locked sustainability into its design and operating practices. The resort is the first hotel in the world to achieve carbon-neutral certification.

‘First and foremost Wolgan Valley is about the guest, from its quintessential location in a natural environment through to a service ethos that is second to none’, says Joost.

ICHM graduate Emily Hisking is Front Office Manager at Wogan Valley, so is in the front line of this service ethos. ‘She is an employee on whom I can always trust and rely’, says Joost.

www.wolganvalley.com
www.southernoceanlodge.com.au

Joost Heymeijer & James Baillie

www.southernoceanlodge.com.au
This article, sent to the college by graduate Douglas Purcell, has set a trend: to publish an article by a graduate in each issue of On Course. Douglas, who was in ICHM’s inaugural student intake, is now owner and Strata Titles Manager of the Body Corporate Specialists in Darwin, the Northern Territory.

When I was at ICHM back in 1993–1995, we did a case study in Marketing on McDonald’s and, in particular, founder Ray Kroc. According to the case study, Kroc was asked by a university to give a presentation to students studying Business.

At the presentation he asked the students what they thought McDonald’s business was. Replies came thick and fast: hospitality, food and beverage, entertainment, restaurant. To each reply he shook his head, saying ‘no, no!’ The replies dwindled; all avenues exhausted. He looked at the students and said, ‘our business is real estate, we purchase prime land and set up franchises.’

In order to manage this correctly you will need to know how land works as an asset. Land appreciates in value and more so when there is inflation. Buildings on the other hand are capital intensive and depreciate in value. To minimise this depreciation you will need to have preventative maintenance schedules updated and effectively managed. You will need to repaint the buildings once every 8–10 years, and have regular inspections of plant and equipment.

I recently went to Bali and the hotel I was booked into was a luxury property. I saw the maintenance people removing air conditioners in the rooms when they weren’t being used. The hotel’s engineer warned that when the air conditioners were switched off all air conditioners in the building would be double-glazed and insulation installed between the floors and roof.

We won the award, but at what cost? We had many unhappy guests who refused to stay in the top three levels—it was too hot and uncomfortable. And, when the air conditioners were switched on they could not cope with the extra demand and soon required replacement. The end cost to the hotel, the building and business can’t be totally measured, however; the general manager was transferred soon after, most likely because owners of the hotel were not happy with the rates of return.

Graduates with information about which they think others would be interested—such as a property, the market, an occupation, a country or, indeed, a trend—are invited to submit 300–400 words, with an accompanying photograph, to the editor: marie@danverswords.com.au

Douglas Purcell

Watch this space!

The establishment of an ICHM Graduate in Industry International Advisory Committee (GIAC) is under way, as a more formal mechanism to help in the continuous improvement of courses. ‘The GIAC will be invaluable as a means of some of our high achievers sharing their current industry knowledge and ideas’, says Dr Whyte.

Members of the GIAC Committee will be included in the next issue of On Course.

He only graduated in 2008, and is already in his second pre-opening team.

When the W Taipei opened in February, Matti Pyryarva was on the ground as Assistant Welcome Desk Manager. He was previously in the pre-opening team for Le Meridien Chongqing China. ‘The W Taipei coincides with the opening of another in this Starwood brand—the 40th W hotel globally.

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ICHM appreciates being able to publicise graduate success stories in On Course. While most graduates value the profile, others chose to take a more conservative stand. It is ICHM policy to contact graduates in the preparation of any item or article, and if ‘no publicity’ is your preference please clearly decline our request.