



About Propel™—the Industry Training Organization for Tourism & Hospitality

In late 2006 go2 was sanctioned by the Industry Training Authority (ITA) to take on a new industry training mandate for the tourism industry in British Columbia.

The Industry Training Authority (ITA) was established in 2004 to significantly expand training participation in BC through the development of an industry-led training model. Industry Training Organizations (ITOs) are the primary way in which that leadership is being delegated, and have already been launched in the horticulture, automotive, residential and commercial construction, transportation, and resource sectors.

The mandate of Propel is to establish an innovative and effective industry-driven training system serving BC's tourism, hospitality and foodservices industries. The work of Propel will focus on defining training needs, setting industry training standards, deploying effective delivery systems and measuring industry training results. It will achieve this through close consultation with industry and by interfacing with training providers.

The apprenticeship programs for Cook, Baker and Meatcutter fall under the jurisdiction of Propel. Propel is conducting a training needs assessment to look at the development of new and improved industry credentials driven by the needs of the tourism, hospitality and foodservices industries.

About go2

Established by the BC tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees, retaining and training its workforce in order to support industry growth. For more information about go2, visit www.go2hr.ca.

About The Industry Training Authority

The ITA is a provincial government agency with a mandate to govern, expand and improve BC's industry training system. The ITA works to create greater flexibility and accountability within the system, to better align training outcomes with industry requirements, and to meet BC's skilled training needs now and in the future.

As well, ITA Customer Service administers the industry training system and provides direct services to participants. This includes such things as registrations, assessments of previous experience, administration of examinations, and issuing of certifications. For more information please visit www.itabc.ca.



Quarter 4 2008/09 Report: January 1 – March 31, 2009

Organizational Development

By the end of the fourth quarter, preparations for execution of full-service responsibilities were complete. Processes were reviewed and updated, with the goal of beginning the assessment of challenge applicants for April 1, 2009. All other full-service activities for Propel are substantially underway as outlined in consultation with the ITA and other ITOs.

Industry Training Needs Assessment

The broad industry needs assessment was wrapped up in Q4 with the completion of more qualitative research on the most frequently identified occupations in the quantitative study – food and beverage server, housekeeping room attendant and front desk agent. For all of these occupations, there is a definite training need for a variety of skill levels, but it is questionable as to whether a formal industry training program is the best and most effective way to achieve the desired benefits of training. Of critical importance to this question was the training requirement, both technical and on-the-job. Competency can be substantially achieved in all these positions in a relatively short period of time – between one and three months, and employer commitment to enrol staff was distinctly lukewarm. The final recommendation on this project was to communicate Propel's role and encourage organizations with strong employer support come forward with requests for new certification programs. Guidelines to assist in this process are currently being developed.

As we were conducting the broader needs assessment, we were approached by two industry groups (Sport Fishing Institute and BC Commercial Snowmobile Operators Association) with strong arguments for creating an industry training program for their stakeholders. Primary research projects to demonstrate demand were designed and conducted for both potential programs. Based on the results of the research, we submitted a proposal to the ITA in Q4 to develop an industry training program for Tidal Angling Guide. Further clarification on 3 issues was sought, and a second workshop was scheduled for early April 2009 with the goal of submitting a revised proposal to the ITA by mid-April.

Work continued on the supervisor program research and development project in Q4, based research in the prior quarter. The model was further validated with industry through qualitative research and vetted with our industry training advisory committee. Based on the research and feedback of the industry committee, the proposal was not submitted as scheduled, but additional research will be conducted with other sectors and ITOs to further pinpoint demand for and scope of this program.

Cook Program

Implementation of the modifications to the Cook program continued in Q4 with a series of meetings and conversations on transition issues with colleges. A cross-organizational working group was formed between Propel and the ITA with action plans for tactical issues around transition and implementation.



Work was completed on all of the standards documents – Program Profiles, Program Outlines and certification exams, which have been submitted to the ITA for approval. A formal communication announcement to all trainers is pending.

Intensive work on the MAP (Multiple Assessment Pathways) project continued with the recruitment of assessors and finalization of assessment locations. 15 chefs came to 3 days of assessment training, with 2 more scheduled for early next quarter. Recruitment of candidates began with the completion and validation of documentation requirements and creation of application forms with the vendor – Vetassess. Next step will be to assist in the selection of candidates, and completion of the pilot project for 100 candidates.

Increasing Participation In Cook Training and Other Tourism Training Programs

Marketing and communication tactics are being refined for next fiscal year. These efforts complement the comprehensive, multi-channelled career awareness strategy that go2 already has in place. In Q4, trade specific material was distributed at trade shows, career fairs, school presentations, and through advertising and promotional activities.

Conversations with employers that have not traditionally participated in cook training have been ongoing, with positive reaction to the coming program changes. Sessions at the BC Foodservice Expo, Culinary Tourism Conference, and with a variety of employer groups continued in Q4.

Meatcutter Program

The majority of standards revision work was completed with the submission of the Program Profiles, Program Outlines and Table of Specifications. Work on the exam banks was far more than anticipated. This work will continue into the next fiscal year in a series of sessions with Subject Matter Experts (SME's) to complete work on the two level exams.

Conclusion

At the end of Q4 we had substantially completed our objectives for the fiscal year, despite a couple of significant unanticipated projects. We look forward to taking on the remaining full-service activities and new development activities next fiscal year. We also look forward to beginning a new working relationship with the ITA under a redefined enterprise partnership model.

Professional Cook 1, 2, 3: New Industry Training & Credentials

Approval was granted in June 2008 by the Industry Training Authority for modifications to the existing accredited Cook Training program. The modifications, based on a substantive review and consultation process involving all stakeholders and conducted by Propel, a division of go2 and the Industry Training Organization (ITO) for the Tourism, Hospitality and Foodservices sector, include the creation of two new distinct provincially recognized Certificates of Qualification (Professional Cook 1 & 2) and a modification and name change of the current accredited Cook program to Professional Cook 3.

The new programs are part of a progressive tiered credentialing system where each program will have its own achievement and completion criteria and be a prerequisite for the subsequent program. There will still be the opportunity and process for those with industry experience but no formal training to challenge any one or more of the new credentials, upon satisfying the challenge requirements.

Foundation programs, currently classified as pre-apprenticeship, will be transitioned into institution entry Professional Cook 1 and 2 programs, recognizing that entry to the profession occurs both from a "work first" or "school first" perspective. Both the institution entry and workplace entry training programs will be based on the same set of competencies, outcomes and assessment methods.

High school ACE IT programs will continue to offer the first stage of training and those students who complete the program successfully will be able to attain their first credential, Professional Cook 1, and complete high school at the same time.

This full integration of the Apprenticeship, Foundation, and ACE IT culinary programs will create a system where no matter which way one enters the profession, the pathway to provincially and nationally recognized credentials is clearly defined and equal in duration and assessment criteria. A strategy to slot all current apprentices and foundation students into the new program has been developed and a target implementation date for province wide integration has been set for September 2009.

Professional Cook 1

A "Professional Cook 1" usually works in a supervised environment and performs basic cooking and food preparation tasks utilizing knife skills, correct terminology, and a variety of cooking methods. They must be able to follow recipes, weigh and measure food accurately, and have an understanding of the major techniques and principles used in cooking, baking, and other aspects of food preparation. At this level, a Professional Cook 1 should have a solid foundation of culinary skills.

The institution entry program is designed for those who wish to enter the trade without an employer sponsor. It involves approximately 840 hours of full time training including 600 hours of practical experience in school. Completion of the program requires an additional 400 hours of practical experience in industry, and scheduling of the program has been designed to lead directly into a Professional Cook 2 program at the same institution for those who wish to continue.

The workplace entry program is designed for those who have an employer sponsor. It includes approximately 180 hours of technical training. Completion of the program requires an additional 1000 hours of practical experience in industry.

Professional Cook 2

A "Professional Cook 2" usually works under some supervision and performs a variety of cooking and food preparation tasks using multiple cooking methods. In addition to using the major techniques and principles used in cooking, baking, and other aspects of food preparation, at this level, a professional cook should have a preliminary understanding of food costing, menu planning, and purchasing processes.

The institution entry program is designed for those who wish to continue in the trade without an employer sponsor. It involves approximately 420 hours of full time training including 240 hours of practical experience in school. Completion of the program requires an additional 760 hours of practical experience in industry. The program has been scheduled to allow for those previously completing the institutional entry Professional Cook 1 program to continue their training.

The workplace entry program is designed for those who have an employer sponsor. It includes approximately 180 hours of technical training. Completion of the program requires an additional 1000 hours of practical experience in industry.

Professional Cook 3

A "Professional Cook 3" will have met all of the requirements of the national Red Seal standard for "Cook." They usually work under limited supervision and will be competent at the major techniques and principles used in cooking, baking, and other aspects of food preparation. In addition to a sound set of cooking skills, a professional cook at this level should be able to plan and cost menus and recipes, and have an understanding of the communication skills that will be necessary to begin to take a leadership role in the kitchen.

The program includes approximately 180 hours of technical training. Completion of the program requires an additional 3000 hours of work experience in industry and the successful writing of the Inter-Provincial Red Seal examination.

Project CHEF Makes an Impact on Children’s Eating Habits

With freshly washed hands held high, a class of fourth and fifth grade students at A.R. Lord Elementary School in Vancouver marches into the multipurpose room, heading into a one-week culinary adventure called Project CHEF.

Created by Chef Barb Finley, Project CHEF (Cook Healthy Edible Food) is a unique immersion program that marries curriculum with the acquisition of life skills in a fast-paced, informative environment.

The program aims to cover all bases, from following Canada’s Food Guide, to adhering to safety standards, using environmentally sensitive food practices, and cooking and sharing culturally diverse foods, all while working cooperatively with schools, peers, parents and volunteers. Colourful posters about BC foods decorate the walls to encourage the use of local ingredients.

For five days students attend the two-hour, action-packed class. The room is divided into six work stations and each station into five duty areas with students rotating to take on a different responsibility every day. Woven through the cooking and nutrition lessons are discussions about what they are learning. On the first day, Chef Finley and her sous chef assistants immediately engage the class in a discussion on safety, including the importance of cleaning hands, and the correct way of carrying, cleaning and cutting with a knife. Instructors also share the wisdom of “respect”: respect the equipment, the food, and each other.

Project CHEF was created as a fun yet viable hands-on program that would hook children’s interest in food while having an impact on their healthy eating choices. It targets fourth and fifth graders since studies have shown that children’s eating habits are usually developed by the age of 12. “If we are going to change what children eat, we have to show them how,” says Chef Finley. Her motto is “open mind, open mouth”.

Chef Finley created Project CHEF after years of teaching elementary school and initiating children’s cooking courses at private venues. After completing her culinary training at Dubrulle Culinary Arts School in 2000, Chef Finley worked with a variety of renowned Vancouver restaurants and chefs, including Diva at the Met and Pastry Chef Thomas Haas, combining her passion for teaching and cooking. When asked about her inspirations for Project CHEF, she immediately says “Without question

it is Chef Alice Waters, founder of the Edible Schoolyard program in Berkeley, California, as well as Chef/Author Ann Cooper, also from Berkeley.” Although Chef Finley has never met either Chef in person, she did have the opportunity to visit the home of Edible Schoolyard at Martin Luther King Jr. Middle School.

Working with children is definitely fun. Chef Finley laughs when she talks about her students applauding her as she demonstrated coring an apple

with a Parisian scoop. “There is truly no other job where you get a standing ovation for using the scoop.” And then there was “Fred” the pastry scraper – another favourite tool of the students who got its name when one young student spontaneously christened it during a cooking class.

Project CHEF is funded by corporations, societies, foundations and private donors, as well as a small financial contribution from each participating school’s fundraising efforts. Chef Finley would like to see the project become a sustainable program and one that is also offered in other provinces. Donations for this program can be made to the Vancouver School Board and Vancouver Public Schools Foundation, a charitable

organization that supports innovative educational programs in Vancouver schools.

“This is the best program we have ever seen in the school,” a participating teacher concurs. “It changes the students’ attitudes and behaviours towards food both at school and at home.” However, it is one fifth grade student who sums up the Project CHEF experience the best, “Everyone has the instinct to cook – you just have to awaken it!”

For more information, visit www.projectchef.ca





Goals, Targets & Results

go2 set six goals for its industry training division (Propel) as outlined in the 2008/09 Service Plan. The following describes each goal, target and result for the fourth quarter.

GOAL 1

Develop and implement strategies that meet the training needs of the BC tourism and hospitality industry, while meeting the standards of the ITA, resulting in the attainment of a full-service ITO this fiscal year.

Measure	2008/09 Target	Results March 31/09 (Q4)
Human resource and organizational capacity	Sufficient capacity to effectively operate at the full service stage (# of staff, skill types, and organizational capacity required TBD).	Assessment of staff requirements complete; Customer Service Manager appointed.
	Annual operational plan developed.	Complete.
	Annual operational plan implemented.	Complete, except as noted below.
Organizational maturity	Progression from development stage to full service stage pending meeting the requirements of the operational audit.	Audit complete; full-service status achieved. Preparing for implementation.
Stakeholder management plan	Stakeholder management plan developed and implemented.	Draft plan developed; tactics to be integrated with communications plan.
	Reporting documents and communications materials developed and communicated to relevant stakeholders.	In process.
Performance measurement system	Refined measurements established.	TBD for next fiscal year.
	Reporting tools developed and implemented as required.	TBD for next fiscal year.
	Assess interface between Propel and rITA. Recommendations developed and implemented as required.	Meetings with rITA project manager held in Q1 & Q2. Appears to be no significant issues with integration. Customer Service Manager attending training sessions for DirectAccess.
Internal assessment mechanisms	Development of internal assessment mechanisms for PLAR, challenge and equivalency assessments.	Processes reviewed and refined. Assessing challenge assessments as of April 1.
Training purchase plan	Participation in training purchase plan process.	Funding formula finalized for new cook program structure. Planning sessions with training providers being scheduled as necessary.
		Participated in training plans reviews with ITA.
Red Seal product development	Evaluation of Red Seal product development requirements complete. Participation as required.	Attended Red Seal session in June to understand process. Participated in cook NOA development process.
Training provider designation	Evaluation of training provider designation requirements complete.	Participated in ACE-IT program evaluation process.
	Establishment of process using ITA requirements and independent assessors.	Full service scope changing; will continue to recommend independent assessors.

GOAL 2

Identify and establish appropriate certification programs for key professions in the tourism and hospitality industry, through the development and implementation of an industry certification needs assessment and training plan.

Measure	2008/09 Target	Results March 31/09 (Q4)
Needs assessments	Tourism and hospitality front-line supervisor needs assessment complete.	Research complete. Strong demand for program revealed (73% of respondents interested in an ITA sponsored program).
	Pending favourable research, develop program for tourism and hospitality front-line supervisor.	Three of four phases of research conducted, including high level demand and world-wide models of success identified, indepth discussions and creation of a model, and research to validate model. Project to be rescope for completion next fiscal year.
	Needs Assessment for 3 key sectors completed.	Four online focus groups and quantitative study conducted; report completed. Further qualitative research with employers and associations conducted. No new programs identified from this process.
Industry training strategy	Industry training strategy developed.	Developing criteria and guidelines for new proponents coming forward with requests for new industry training programs.
Implementation of the training strategy	Implementation plan developed.	As above.

GOAL 3

Improve the BC Cook training program through completion of the structure and delivery model review, and development of a transition and implementation plan.

Measure	2008/09 Target	Results March 31/09 (Q4)
Cook training program structure and delivery model enhanced	Complete review and submit recommendations to the ITA.	Proposal for program modification submitted to ITA by April and approved at the June 25 meeting.
	Transition and implementation plan developed.	Plan developed and approved. In the process of implementation.
	Three levels of certification created.	Program Outlines completed.
	Practical assessment process developed.	Participation in MAP project underway. Four development sessions held.
	Resource and support materials created.	In progress. New materials to be developed as part of Flexible Learning initiative.
	Communications plan developed.	Marketing & communication plan for transition process in development.
Stakeholder satisfaction based on ITA survey¹:		
Customer Satisfaction		
› Apprentice	Improve on 92	TBD
› Employer	Improve on 80	TBD
Stakeholder satisfaction based on go2's Branding Awareness Survey	Establish baseline.	Research not conducted in 2008/09.

¹Based on the ITA's annual Customer Satisfaction/Stakeholder Awareness Survey.

GOAL 4

Increase participation in the cook training program and other tourism and hospitality training programs identified by the industry needs assessment (see Goal 2).

Measure	2008/09 Target	Results March 31/09 (Q4)
Career Awareness	Communications plan developed.	Communications activities aligned with go2's career awareness activities. Ongoing tactics implemented including trade shows, career fairs, presentations, advertising and PR.
	Metrics established.	New metrics to be established for next fiscal year.
Stakeholder awareness based on ITA Satisfaction / Stakeholder Awareness Survey		
› Apprentice	Improve on 78	TBD
› Employer	Improve on 82	TBD
Cook training program²		
› Number of apprentices registered	Improve on 1,964	2,405
› Number of employers	Improve on 669	779
› Completion rate	Improve on 32%	TBD
› Number of credentials issued	Improve on 175	227
› Total capacity	Improve on 599	TBD
› Actual % of utilization	Improve on 65%	TBD

²Data courtesy of ITA DirectAccess as of March 31, 2009

GOAL 5

Develop an implementation plan for improvements to the BC Baker training model and exam.

Measure	2008/09 Target	Results March 31/09 (Q4)
Bakers' training program updated to established standards	Implementation of recommendations.	Exams completed and submitted. Workshop planned and scheduled for December 2008.
	Development of support and resource material.	Underway, transitioning to new textbook.
Bakers' training program structure enhanced	N/A	Planned for 2009/10 fiscal year.
Baking training program³		
› Number of apprentices registered	Improve on 191	196
› Number of employers	Improve on 100	102
› Completion rate	TBD	TBD
› Number of credentials issued	Improve on 17	32
› Total capacity	TBD	TBD
› % utilization	TBD	TBD

³Data courtesy of ITA DirectAccess as of March 31, 2009

GOAL 6

Refine program structure and delivery for the BC Meatcutter training program.

Measure	2008/09 Target	Results March 31/09 (Q4)
Status of training and certification needs of Meatcutting profession understood and documented	Review of program structure and delivery model complete.	Updated Program Profile and Program Outline updated, validated and submitted to ITA. Exam TOS completed. Exam workshops to be held in first quarter of next fiscal.
	Recommendations submitted to ITA.	Complete.
Meatcutting training program⁴		
› Number of apprentices registered	Improve on 59	87
› Number of employers	Improve on 44	57
› Completion rate	TBD	TBD
› Number of certificates issued	Improve on 3	16
› Total capacity	Improve on 32	TBD
› Actual % of utilization	TBD	TBD

⁴Data courtesy of ITA DirectAccess as of March 31, 2009

Statement Of Operations

For the 12 months ending March 31, 2009

	YTD ACTUAL	ANNUAL BUDGET	ANNUAL VARIANCE
Revenue			
Propel Core Contribution: Operational (Note 1)	347,931	390,000	(42,069)
Propel Development Funding	278,471	289,000	(10,529)
Total Revenue & Funding	626,402	679,000	(52,598)
Expenditures			
Core & Program Maintenance Expenses			
Board, Committee & Staff Expenditures	255,474	276,000	20,526
Professional Services			
Consulting/Contract Services - Operational Core	20,954	39,000	18,046
Program Enhancement & Maintenance (Note 2)	36,503	40,000	3,497
Marketing & Communications	25,243	40,000	14,757
Facilities & Supplies			
Rental/Lease Costs/Insurance (Note 3)	23,000	23,000	-
Other			
Operational/Office Service Costs (Note 4)	12,000	12,000	-
Total Core & Maintenance Expenses	347,931	390,000	42,069
Development Expenses			
Development Expenses - Cook Program	80,000	80,000	-
Development Expenses - Baker Program	10,000	10,000	-
Development Expenses - Meatcutter Program	20,305	25,000	4,695
Development Expenses - Needs Assessment	63,037	74,000	10,963
Development Expenses - Supervisor Training Program	81,129	100,000	18,871
Development Expenses - White Spot Professional Cook Program (Note 5)	24,000	-	(24,000)
Total Development Expenses	278,471	289,000	10,529
Total Core & Development Expenses	626,402	679,000	52,598
Net Revenue	-	-	-

Note 1: Full Service Revenue began Q3

Note 2: Program maintenance began Q3 with full service

Note 3: Facilities & Supplies Allocation increased with full service Q3

Note 4: Operational/Office Service Costs Allocation increased with full service Q3

Note 5: New project launched February 2009

Propel 2008–09 Advisory Committee

Functioning as a sub-committee of go2's board of directors, the advisory committee is comprised of industry professionals from accommodations, food and beverage, recreation, attractions, education, and union representatives.

Ian Powell (Chair)

Managing Director, Paul's Restaurants & GM of Inn at Laurel Point

Terry Bubb

Coordinator, Provincial Projects & Events, LinkBC

Charmaine Carswell

Director of Human Resources, Grouse Mountain Resort

Denise Buchanan

VP, Human Resources, White Spot Restaurants

Jason Forbes

Director of Training, Keg Restaurants Ltd.

Denise Kellahan

National Staff Rep, CAW Canada

Greg Lee

President, Capilano College

Jim Pearson

President/Administrator, Unite Here! Local 40

Lissa-Maria Pietracupa

VP of People and Culture, Coast Hotels

Heidi Romich

Owner, Heidi's Restaurant

Jonathan Rouse

Dean, School of Hospitality, Vancouver Community College

David Senyard

Career and Student Services Advisor, The International Culinary Schools at the Art Institute of Vancouver

Geoff Stevens

Executive Lead, Operations and Industry Training Organizations, Industry Training Authority

Propel Staff

Debbie Yule

Director, Industry Training

Dennis Green

Program Manager

Linda Halington

Customer Service Manager

go2 2008–09 Board of Directors

The go2 board represents a cross-section of BC's tourism industry including tourism operators, industry associations, and educational institutions from a variety of regional areas of the province.

Rob Fussey (Chair)

Director, Urban Concept Design, A&W Food Service of Canada Inc.

Ian Powell (Vice-Chair)

Managing Director, Paul's Restaurants & GM of Inn at Laurel Point

Mark Von Schellwitz (Past Chair)

VP, Western Canada, Canadian Restaurant and Foodservices Association

Susan Barcham

Director, Business Development, Oak Bay Marine Group

Kirby Brown

President & COO, Panorama Mountain Village

Kate Dodd

Director of Finance, Mt. Washington Alpine Ski Resort

Simon Evans

President/CEO, British Columbia Human Resources Management Association

Kim Haakstad

Executive Director, ABLEBC

Walt Judas

VP, Marketing Communications and 2010 Strategies, Tourism Vancouver

Greg Lee

President, Capilano College

Rick Lemon

Vice President, Visitor Services (Retired), Tourism BC

Rusty Noble

Director of Guest Experience and Resort Operations, Kicking Horse Mountain Resort

Heather Schroeter

General Manager, Manteo Resort

PROPEL™

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