



ACADEMY SOFITEL

MELBOURNE

STUDY WITHIN THE WORLD'S LARGEST HOTEL AND TOURISM GROUP



ACADEMY
SOFITEL
MELBOURNE

- ~ CERTIFICATE III IN HOSPITALITY
- ~ DIPLOMA IN HOSPITALITY (MANAGEMENT)
- ~ BACHELOR OF BUSINESS IN HOSPITALITY



- ★ BEST INDUSTRY TRAINING INITIATIVE
2000 Ansett Australia Victorian Tourism Awards

- ★ MOST OUTSTANDING TRAINING INITIATIVE
IN AN ACCOMMODATION HOTEL
2000 Australian Hotels Association State Awards for Excellence

- ★ MOST OUTSTANDING TRAINING INITIATIVE
IN AN ACCOMMODATION HOTEL
2000 Australian Hotels Association National Awards For Excellence



NORBERT UHLIG

GENERAL MANAGER
HOTEL SOFITEL MELBOURNE

The luxury hotel market demands a certain type of professional: highly skilled, exceptionally well trained and dedicated to the pursuit of excellence in customer service.



Until Academy Sofitel was opened in 1997, no other hospitality training school in Victoria took this focus.

As Melbourne's most awarded luxury hotel, we are proud to have created an Academy that brings together our own proven Australian procedures and practices, those of our international parent company Accor and the most exacting educational standards.

The outcome of this unique union is a quality of education that will qualify young professionals to work in the most demanding luxury hotel environments both within Australia and overseas.

I hope to welcome you to Academy Sofitel.

GEORGIA MURPHY

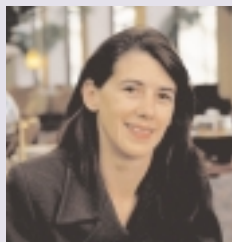
DIRECTOR
ACADEMY SOFITEL

At Academy Sofitel, our mission is to provide an education that couples the highest standards of practical skills with leading-edge learning principles.

We do this through training our students in an Academy that is based in Melbourne's most outstanding 5-star hotel, where the highest levels of practical skills are applied throughout the hotel every day.

Our lecturers are industry professionals with teaching qualifications who adhere to industry best practice. And through our strategic alliance with Victoria University and our exchanges of teaching staff, we ensure the Academy's academic standards are rigorously maintained.

The structure of our education means a student can undertake their choice of two certificate-level qualifications, then proceed to diploma studies within Academy Sofitel. Our alliance with Victoria University then assures a university place for students to complete their undergraduate studies.



Students are therefore assured of a uniformly high standard of education from certificate to degree level.

We are proud of the courses offered and the awards that underscore our outstanding educational standards. We look forward to introducing the Academy to you.



VICTORIA'S MOST AWARDED PRIVATE ACADEMY.



THE HIGHEST STANDARDS OF PRACTICAL SKILLS WITH LEADING- EDGE LEARNING PRINCIPLES

STUDY IN AN ENVIRONMENT OF EXCELLENCE

It was Sofitel Melbourne's pursuit of excellence that resulted in the opening of Academy Sofitel in 1997. The only registered private school of its kind in Victoria, Academy Sofitel was launched to provide practical and theoretical training within a 5-star hotel environment.

Hotel Sofitel is Melbourne's most awarded 5-star hotel, and its uncompromising standards are reflected in the delivery of education to Academy Sofitel students. Students experience hotel guests in actual situations from the first day of their learning.

Academy lecturers are industry professionals with formal teaching qualifications. A number of highly experienced Hotel Sofitel managers and executives contribute specific expertise to the programs, while visiting experts from industry expand the students' perspective.

Our philosophy is to deliver the highest level of practical skills, expose our students to industry best practice and adhere to rigorous academic standards. Once students are trained to 5-star standards, they can comfortably work at any level of the industry.

All courses are nationally accredited by and have been developed in conjunction with the following industry bodies:

- ~ Tourism Training Australia
- ~ Australian Hospitality Review Panel



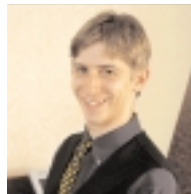
TEACHING FACILITIES

Our students enjoy world class facilities with access to:

- ~ Technologically advanced class rooms
- ~ Dedicated training restaurant open to the public
- ~ Industry standard computer applications such as Micros for Food and Beverage and Fidelio for Front Office operations
- ~ Individual training plans developed for each student's experiential learning sessions
- ~ Auditorium
- ~ Student resource centre
- ~ Internet and email access
- ~ Library
- ~ Gymnasium
- ~ 5 restaurants and bars for practical training
- ~ A purpose-built teaching kitchen
- ~ 4 commercial kitchens

Recognising that not all students will ultimately be employed in a 5-star environment, Academy Sofitel ensures they gain exposure to a variety of hotel, restaurant and cafe operations. We do this by providing practical training in other Accor businesses including:

- ~ All Seasons Hotels
- ~ Mercure Hotel
- ~ Novotel Hotel
- ~ Ibis Hotel
- ~ The Grand Hotel
- ~ Formule One Motel
- ~ Eurest, one of Australia's largest catering contractors



CHRIS HILLMAN

AGE: 20

Career path: When he left school, Chris saw Academy Sofitel as his best opportunity to train for the hospitality industry. He completed Certificate III and Certificate IV

in Hospitality (*Food and Beverage Supervision*), and is now a senior Room Service waiter at Sofitel Melbourne.

Chris has his eye on a National Management Traineeship with Accor, and would then like to manage a hotel department.

"I love the customer service aspect of the industry," he says. "Being able to look after hotel guests really does make you feel warm inside."



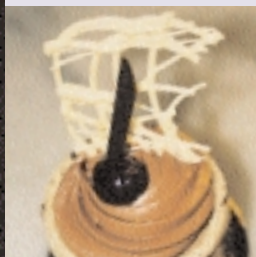


LOUISA WATKINS

AGE: 20

Career path: Taking advantage of Academy Sofitel's 'Personalised Place' path to Victoria University, Louisa is now studying for her Bachelor of Business in Hospitality. She completed Certificate III and Certificate IV in Hospitality (*Food and Beverage Supervision*) at Academy Sofitel, and works part-time in the Atrium cocktail lounge at Sofitel Melbourne.

"The hospitality industry is hard work, but very rewarding because of the broad range of people you meet and work with. Ultimately I'd like a hotel management role, probably in food and beverage," Louisa says.



YOUR EDUCATION PATHWAY

Academy Sofitel is proud of its strategic alliance with Victoria University in Melbourne. This provides for an exchange of teaching staff and full articulation for Academy graduates into Victoria University programs.

Graduating from Academy Sofitel ensures you have entry to Victoria University via the Personalised Place policy, creating a pathway to undergraduate study.

Academy Sofitel offers a flexible course and qualifications structure, with flexible entry and exit points to suit each individual, for the following qualifications:

- ~ Certificate III in Hospitality (*Commercial Cookery*)
- ~ Certificate III in Hospitality (*Food and Beverage*)
- ~ Certificate III in Hospitality (*Accommodation Services*)
- ~ Certificate IV in Hospitality (*Food and Beverage Supervision*)
- ~ Certificate IV in Hospitality (*Accommodation Services Supervision*)
- ~ Diploma in Hospitality (*Management*)

Students can then enter Victoria University to undertake:

- ~ Bachelor of Business in Hospitality Management.



WHO RECOGNISES YOUR QUALIFICATIONS?

Academy Sofitel qualifications are recognised by the key State Government departments and by the hospitality industry's peak training bodies:

- ~ Victorian Government Department of Education, Employment and Training
- ~ Victorian Government Office of Post Compulsory Education, Training and Employment
- ~ Australian Hospitality Review Panel
- ~ Tourism Training Australia
- ~ Tourism Training Victoria



ANNE YAO

AGE: 30

Career path: Anne, the mother of a three-year

old son, is proof that mature-aged students can enter Academy Sofitel and find a niche in the hospitality industry. She enrolled in Certificate III and then Certificate IV in Hospitality (*Food and Beverage Supervision*) and is now working as a Room Service attendant at Sofitel Melbourne.

"This is what I want to do," Anne says. "I wanted to work with people, and I'd be very happy to stay right where I am!"





HOSPITALITY: A DYNAMIC INTERNATIONAL CAREER

Hospitality is one of the most stimulating, fast-paced and exciting careers in the world. And, with internationally recognised qualifications and solid work experience behind you, this is a career that can take you almost anywhere in the world.

It's also one where you can progress through a single discipline, such as hotel management, or change paths with relative ease. Marketing, sales, human resources, financial control, food and beverage, banqueting, public relations, conferences, meeting and event planning are all paths which can lead to senior management positions or ultimately to general management.

Hospitality also enables you to change your working environment, moving from luxury hotels to fine dining restaurants, from exclusive clubs to the skifields, from cruise ships to island resorts.

THE ADVANTAGES OF ACADEMY SOFITEL

Your best starting point for an international career in hospitality is to study within Accor, the world's largest hotel and tourism group. Academy Sofitel, Victoria's leading private hospitality training school, is located at Sofitel Melbourne, Accor's flagship hotel in Australia.

You will learn the systems of this global industry leader, undergo practical training within a 5-star hotel and place yourself in a preferred position for employment within the Accor group.

Accor manages approximately 180 properties in the Asia Pacific region and more than 3000 globally.

The company also offers challenging, fast track development opportunities to promising employees, including the two-year National Management Traineeship program where practical experience is gained at four hotels in Australia and New Zealand. This program is the training ground for executives destined to be Accor's future general managers.



★ BEST LUXURY ACCOMMODATION

2000 Ansett Australia Victorian Tourism Awards

★ BEST RESTAURANT IN A FIVE STAR HOTEL – VICTORIA

2000 American Express Awards

★ BEST FINE DINING RESTAURANT

2000 Australian Hotels Association State Awards for Excellence

★ MELBOURNE'S BEST BUSINESS HOTEL

2000 Business Review Weekly Magazine



MITCH RENZELLA

AGE: 19

Career path: Drawn to the hospitality industry because he likes job

variety and working with people, Mitch took Certificate III and Certificate IV in Hospitality (*Food and Beverage Supervision*) at Academy Sofitel.

His current role as a supervisor at Klick's Bar at Sofitel Melbourne is his first step towards owning his own bar or café.

"I really enjoyed the study at Academy Sofitel. I learned a lot of things I wanted to know or needed to know, but I'll do some additional business studies before I open my own place."

YOUR EMPLOYMENT PROSPECTS

In Australia, there are shortages of skilled, qualified staff in many areas of the hospitality industry. This means the opportunities for promotion are excellent and can occur rapidly.

Our graduates are given preference when appropriate positions become available at Accor hotels within Australia and at Eurest. They are also provided with extensive assistance to gain employment through the services of our recruitment agency partners, who ensure all students experience a variety of working environments during their studies. In addition, all students have the opportunity to be employed on a casual basis within Hotel Sofitel.

A number of graduates of Academy Sofitel have won full-time employment with Hotel Sofitel, and are working in departments including the Atrium cocktail lounge, Klicks bar, Cafe La, Room Service and Banquets.

STUDENT SERVICES

SOFITEL 24 HOUR CARE

Academy Sofitel offers a 24 hour, 7 day a week care program for students and their families. A 24-hour security contact and emergency telephone number is provided on enrolment. Student counsellors are on 24-hour call.

ACCOMMODATION ASSISTANCE

The Academy Sofitel Accommodation Officer assists students find suitable accommodation. Academy Sofitel is centrally located in Melbourne, with a tram stop at the door and the train station just a short walk away.

CAREER ADVICE

An extensive network of professionals offer career advice during study and after graduation.

RECRUITMENT AGENCY

The recruitment team works closely with graduates to ensure that their career has the best possible start. Membership of the agency is complimentary to all students.

STUDENT REPRESENTATIVE COUNCIL

Each semester a group of students is elected to form the student council. This council represents students in meetings with administration and lecturers, and has a very active role in organising a variety of functions.

Students will also be offered the opportunity to attend appropriate festivals and key industry events.



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