



IRELAND'S €5 BILLION HOSPITALITY INDUSTRY

SKILLS, CAREERS, GROWTH

2018 FINAL REPORT

Hospitality Skills Oversight Group
September 2018





The Hospitality Skills Oversight Group (HSOG) would like to thank everyone who contributed to the progress made in implementing the EGFSN recommendations during 2017-2018.

01 INTRODUCTION

This is the second report produced by the HSOG that was set up on foot of a recommendation contained in the report on the future skills needs of the hospitality industry, which was published in November 2015 by the national Expert Group on Future Skills Needs (EGFSN). The EGFSN report covers the period to 2020. The sector is expected to grow substantially over the period; the report provides a framework for the development of talent in the years ahead.

To support implementation of the report's recommendations a HSOG was established with representatives of key stakeholders from industry and education. The Group provides a forum for practical action and collaboration to address the skills needs of the sector. The Group was formed in March 2016 and Membership of the Group includes Fáilte Ireland, the Department of Business, Enterprise and Innovation (DBEI), the Department of Education and Skills (DES), the Department of Employment Affairs and Social Protection (DEASP), Education and Training Boards Ireland (ETBI), Higher Education Authority (HEA), the Irish Hospitality Institute (IHI), the Irish Hotels Federation (IHF), the Licensed Vintners Association (LVA), Quality and Qualifications Ireland (QQI), Regional Skills Dublin (RSD), the Restaurants Association of Ireland (RAI), the Vintners Federation of Ireland (VFI), Skillnet Ireland, SOLAS and the Technological Higher Education Association (THEA).

The Group was chaired by SOLAS for the first year and by the IHF representative Michael Vaughan in its second year. 14 meetings have been held over the course of the last two years. Participation levels have been high, discussions have been informative and the desire to achieve the goals of the Group has been very evident.

In 2017, the Group welcomed an additional member, a representative from the Department of Tourism, Transport and Sport. This followed a recommendation by Minister Patrick O'Donovan at a meeting in June 2017. The former Minister of State for Tourism had expressed his interest and support for the development of sufficient skills and talent for the Hospitality Sector and was anxious that any obstacles to achieving this would be overcome. He welcomed the work of the Group during this time.

This report identifies progress on priority actions over the past 2 years.

The priority areas for 2017 – 2018 mirrored the priority areas identified in the first year's progress report:

- Promoting careers in the hospitality industry
- Audits of hospitality-related courses and facilities in further and higher education
- Development of apprenticeship and traineeship programmes
- Launch of Skillnet for the hospitality industry
- Connecting people with jobs through initiatives of the Department of Employment and Social Protection



HOSPITALITY EMPLOYMENT BY REGION

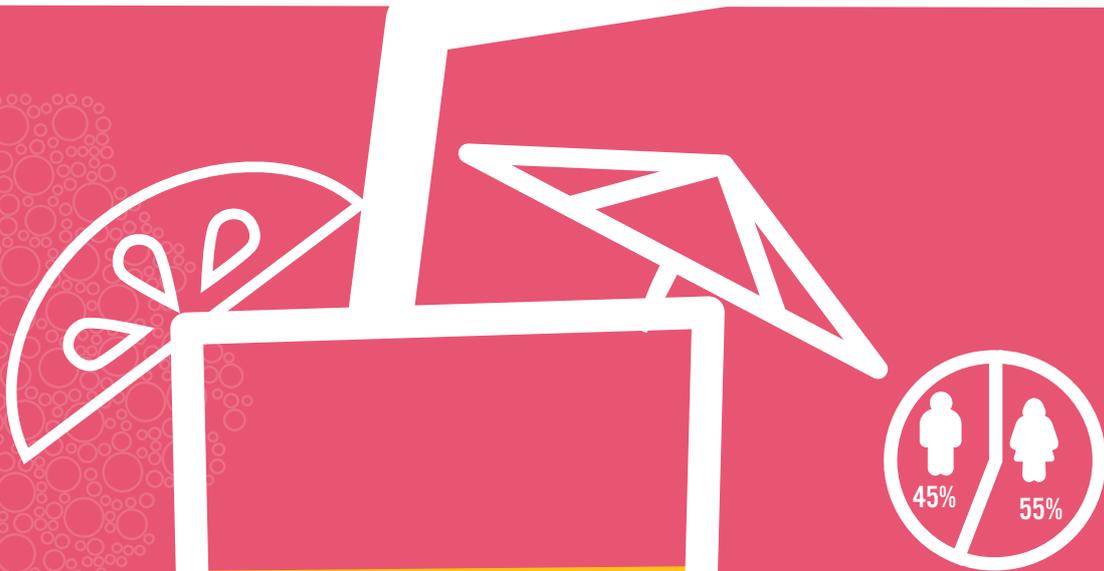
8% OF EMPLOYMENT

WEST 18,300	MID-WEST 16,000
BORDER 16,600	SOUTH-WEST 27,400
MIDLANDS 9,100	MID-EAST 20,800
DUBLIN 50,700	SOUTH-EAST 18,300

€5 BILLION OF GVA

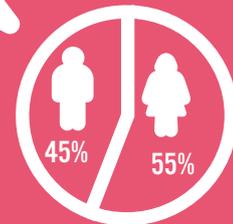
02 PROGRESS ON PRIORITY ACTIONS 2017-2018

In terms of overall economic activity, accommodation and food services activities accounts for around €5 billion of total gross value added in the Irish economy.



18,377

THERE ARE 18,377 ENTERPRISES IN THE HOSPITALITY-RELATED ACCOMMODATION AND FOOD SERVICES SECTOR IN IRELAND



WORKFORCE

177,000

Employed in the Accommodation and Food Sector in Q 2 of 2018 compared to 148,000 at the end of 2016.

(Labour Force Survey, Q 2 of 2018, Central Statistics Office, CSO)



02 PROGRESS ON PRIORITY ACTIONS 2017-18



THE HOSPITALITY SKILLS OVERSIGHT GROUP IDENTIFIED FIVE PRIORITY AREAS FOR PROGRESS, AS FOLLOWS:

I.	Promoting careers in the hospitality industry
II.	Audits of hospitality-related courses and facilities in further and higher education
III.	Development of apprenticeship and traineeship programmes
IV.	Launch of a dedicated Skillnet for the hospitality industry
V.	Connecting people with employment - new initiatives via the Department of Social Protection, including www.JobsIreland.ie



Promoting the Tourism Insight programme is the former Minister of State for Tourism, Patrick O'Donovan TD and representatives from the Conrad Hotel Dublin, Lee Hotels, Jurys Inns, Doyle Collection, Prem Group, Gleneagle with Fáilte Ireland, the Irish Hotels Federation, Institute of Technology, Tralee, Irish Hospitality Institute and Regional Skills Dublin.

THIS SECTION OF THE REPORT SUMMARISES PROGRESS FOR EACH OF THE PRIORITY AREAS.

i. Promoting careers in the hospitality industry

Promote the Hospitality sector as a professional career choice.

In the last two years, much work has been done to further the promotion of careers in the hospitality sector. This report highlights only a few of the achievements but will signpost resources where more information can be found.

The National Tourism and Hospitality Careers Roadshow

Over 500 students from second level schools and Youthreach centres across Dublin and beyond gathered at the Aviva Stadium in late September 2017 where some of the city's leading hotels, travel, catering and tourism businesses and Dublin Educational Providers FE and HE gave them a first-hand view of the career choices available in the sector. Visit www.tourisminsight.ie and www.getalifeintourism.ie for more information.

The event was part of an industry-led National Tourism and Hospitality Careers Roadshow for 15-18 year olds organised by the Irish Hotels Federation (IHF) and Dublin Regional Skills in association with the Irish Hospitality Institute (IHI), Fáilte Ireland and Technological Higher Educational Association (THEA).

The IHF has designed a structured Transition Year Work Experience Programme for member hotels. The programme has been structured to fit into the Transition Year Work Experience Programme and covers time spent in Reception and Front Office, Accommodation, Food and Beverage, Kitchen, Conference & Events & Sales and Marketing. The programme will provide participating students with a valuable insight into the work of hospitality.

South East Careers Promotion

The IHF recently worked in partnership with South East Regional Skills on a pilot project to help promote Tourism and Hospitality career options to second level students from Carlow.

The event took place in the IT in Carlow and representatives from various sectors participated in the event – Construction, Food-life sciences, Engineering, Communication Technologies, Financial Services along with Tourism and Hospitality.



Second level students and representatives from Jurys Inns, the Merrion Hotel and Regional Skills Dublin promoting hospitality careers as part of 2016 College Awareness Week.

i Promoting careers in the hospitality industry (contd.)

The event took the form of 'speed dating' in that each sector was provided with a lecture hall or classroom and students divided into groups and each group visited a room and spent time hearing about career options in that particular sector before moving to the next room.

It is hoped that this template for careers promotion to young people will be rolled out in other regions around the country

Tourism Insight - (Co-Founders Natasha Kinsella & Mary Rose Stafford)

Initially launched in 2016, Tourism Insight was developed by the IHI and the Institute of Technology, Tralee, with support from Fáilte Ireland and the IHF. This free online interactive programme, available at www.tourisminsight.ie, is split into six units that can be completed in school as part of classes or for students at home in their own time. It offers links to regional businesses where students have options to undertake site visits and work placement. At an international level the schools can participate in GTTP (Global Travel & Tourism Partnership) global competitions to represent Ireland on the world stage.

The roll out of the programme has been run in close collaboration with tourism and hospitality businesses, designed to enable second level students aged 15-18 to explore the full range of exciting careers paths and educational and training options available all over the country.

In 2017, over 250 schools engaged with the Tourism Insight. A number of key items were progressed in collaboration with the partners IHF, Fáilte Ireland, IHI, Dublin Regional Skills and THEA. Discussions are under way to agree IOT participation and to plan for the next phase of development of the programme.

An Irish Cultural unit is now also under development in collaboration with Foras Na Gaeilge and inputted by Transition Year Inspectorate. Two students who completed the programme in 2017 were announced as winners in Ireland of one of the GTTP (Global Travel Tourism Partnership) research competitions and as a prize presented in Nice with other worldwide students.

<http://regionalskills.ie/Regions/dublin/News/Ireland-Student-research-winners-presented-findings-at-Nice-France-conference-hosted-by-Global-Travel-and-Tourism-Partnership-GTTP-.html>

Tourism INsight

Unit 1
Introduction to Tourism

Tourism Insight

IRISH HOSPITALITY INSTITUTE | TRALEE | Fáilte Ireland | IRISH HOTELS FEDERATION

Unit 2
Careers in Hospitality & Tourism

Tourism Insight

IRISH HOSPITALITY INSTITUTE | TRALEE | Fáilte Ireland | IRISH HOTELS FEDERATION

Unit 3
Great Customer Service

Tourism Insight

IRISH HOSPITALITY INSTITUTE | DOYLE COLLECTION | TRALEE | IRISH HOTELS FEDERATION

Unit 4
Tourism Landscape

Tourism Insight

IRISH HOSPITALITY INSTITUTE | TRALEE | Fáilte Ireland | IRISH HOTELS FEDERATION

Unit 5

2017 Launch Competition Link
www.gttp.org/students/

The Global Travel & Tourism Partnership

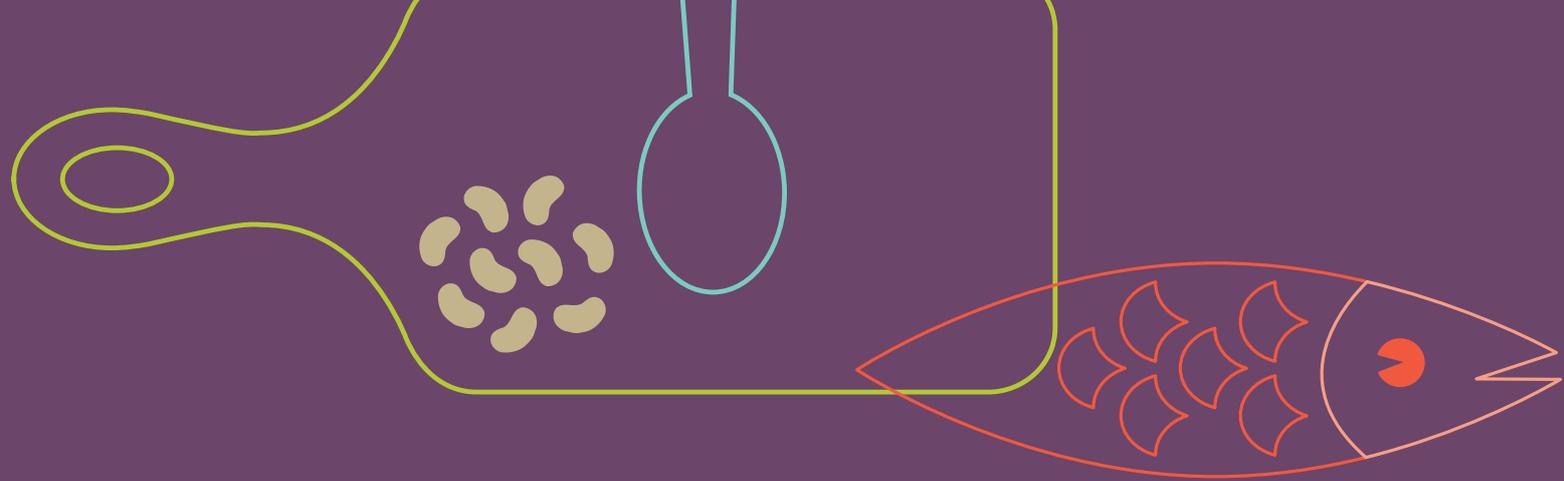
amadeus | CARLSON FAMILY FOUNDATION | CarbonWagon | DELTA | dnata | EUROSTAR | Hertz | HYG | KDS | starwood | Travelport

IRISH HOSPITALITY INSTITUTE | TRALEE | Fáilte Ireland | IRISH HOTELS FEDERATION

Aonad 6
An Ghaeilge
Ar dTeanga
Ar nOidhreacht

Léargas ar Thurasóireacht

IRISH HOSPITALITY INSTITUTE | TRALEE | Fáilte Ireland | IRISH HOTELS FEDERATION



Tourism Insight - (Co-Founders Natasha Kinsella & Mary Rose Stafford)

In 2018, the Tourism Insight co-founders in collaboration with their partners submitted an entry to the Educational Awards under the category of "Career Strategy Impact' – and was shortlisted as a finalist for 2018. <http://regionalskills.ie/Regions/dublin/Events/Tourism-Insight-Educational-Award-Finalist.html>

The Education Awards have been designed to recognise, encourage and celebrate excellence among third level education providers across the island of Ireland, representing both State and privately funded institutions.

The programme has been promoted successfully by the Institute of Guidance Counsellors. In addition, many IOTs are involved in Schools Liaison Visits, Career Guidance Conference, Career promotional events e.g. Higher Options and Tourism Insight has exhibited at IGC conference in 2017 and will also exhibit in 2018.

A 5-year year roll out plan has been submitted by the co-founders to Fáilte Ireland to ensure sustainability of the programme. This plan in collaboration with the partners is to promote tourism and hospitality career opportunities to Transition year students and school-leavers and their parents, including through school visit programmes, work placements, traineeships and entrepreneurial opportunities. www.tourisminsight.ie

Apprentice Chef initiative

The Mid-term report highlighted the achievements of the 'Apprentice Chef' initiative. The initiative aims to create a positive and pro-active introduction to the culinary arts profession for second level students before they begin to make study/career choices. In excess of 4,000 students have taken part during its 6 years in operation and the initiative is a way of opening up avenues of secondary school students to enter the food industry and food studies at 3rd level. The long-term plan is to roll out the programme to secondary schools and youth-reach centres nationwide. The Apprentice Chef is kindly sponsored by Fáilte Ireland, Flog Gas, Taste Kerry and the Restaurant Association of Ireland and the Institute of Technology Tralee, co-founded by Mark Doe and Mark Murphy.

Junior Cycle Home Economics

A new Junior Cycle Home Economics specification was finalised in late 2016/early 2017 and is ready to be rolled out in September 2018. There was a six-week consultation phase to which members of the Oversight Group were invited. The syllabus has a strong emphasis on culinary skills and will retain the cookery examination component which will be worth 50% of the students' overall marks.

Senior Cycle Review

NCCA are commencing a process to scope a review of senior cycle which at this point is in the very early stages. The IHI is ready to discuss with industry partners regarding the inclusion of Tourism Insight in the transition year curriculum.

Erasmus

The Erasmus+ programme is the European Union programme for education, training, youth and sport for the years 2014 to 2020 which encourages European exchange, co-operation and learning. Franc-Ireland Network for Culinary Arts Hospitality and Tourism (FIACHT) is a network aiming at bringing together French and Irish Higher Education Institutions delivering Training in Culinary Arts, Hospitality and Tourism. It aims to encourage student mobility and apprenticeship, developing EU wide programmes through Erasmus+ scheme and exchanging good practices. The FIACHT is a network supported by the Embassy of France in Ireland, the Higher Education Authority and Campus France. In Ireland 11 Institutes of Technology are involved and six French institutions. An application by Tralee IT and IHI for inclusion of the Tourism Insight programme under Erasmus was made but it was unsuccessful. An application will be resubmitted under the next round of funding in 2018.

Representatives of the Oversight Group have communicated with ETBs to make them more aware of the opportunities that are there to participate and to apply for funding under the Erasmus+ VET Programmes managed by Léargas. Léargas is the National Agency for Erasmus+ in Adult Education, School Education, VET and Youth. Léargas manage international and national exchange programmes in education, youth and community work, and vocational education and training.

At the moment, Léargas has Erasmus+ VET mobility applications from thirteen of the sixteen ETBs. Léargas continues to engage with ETBs to broaden opportunities for learners in the culinary arts. The main applicants focusing on the culinary arts sector has been Coláiste Íde College of Further Education. They have applied for Erasmus+ funding under the current 2018 deadline. Léargas also has reported that they have received an application from the Hospitality Education Training Centre Mobility under the Limerick and Clare Education and Training Board as well City of Dublin Education and Training Board - Crumlin College of Further Education. These applications are currently being evaluated. Léargas hopes to offer a second deadline for Vet Mobility Applications in October 2018. Léargas is available to meet industry representatives to explore possible ways to take this recommendation forward.

The Audit of Hospitality Courses in Further and Higher Education Report was published in November 2017. This report was commissioned by SOLAS and the HEA on behalf of the Hospitality Skills Oversight Group. It provides a high level of analysis of the data available that shows the alignment of skills provision against identified gaps in the hospitality sector. The report examines how provision of Hospitality related courses addresses two growth scenarios outlined in the Assessment of Future Skills Requirements in the Hospitality Sector in Ireland, 2015-2020, one showing a 13.6% growth rate and the other showing growth at 6.3%.

Under both growth scenarios the projected skills demand contrasted with current course provision for the Academic Year 2015-2016 and indicates that in some sectors there is an imbalance between current course enrolments and skills requirements.

In the 2015-2016 Academic Year, the combined data shows that there were 6,166 enrolments on a total of 207 courses.

The analysis shows that there is a high enrolment level and an excess of provision in courses for the occupations of Chefs and Cooks and Hotel and Accommodation Managers.

The total number of awards across both FET and HET sectors for the Academic Period 2013-2015 shows that the highest number of awards is to graduates completing courses that are most readily associated with Chefs and Cooks and provision is concentrated on NFQ level 4, 5 and 6.

The report indicates that to achieve the projected skills demand requirements annually over the period 2015-2020 the average enrolment per course or the number of courses being offered needs to increase in the Bar Staff, Waiting Staff, Restaurant Managers and Kitchen and Catering Assistants sectors.

The report highlights that the majority of skill provision in hospitality related areas in fulltime is at 69%, compared to part-time provision at 31%. Dublin has the highest level of provision in hospitality related courses followed by the South West.

The report highlights lower levels of provision in the West, Mid-west, Mid-east and North -West regions.





Minister for Education and Skills, Richard Bruton TD addressing attendees at the launch of three new Skillnet networks, including the Restaurant and Hospitality Skillnet on 03 March 2017.

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Development of Apprenticeship and Traineeship Programmes

Apprenticeships

The Oversight Group see apprenticeships as an alternative model of learning and an opportunity for certain cohorts of learners to start on the pathway of a career in a variety of sectors, including hospitality.

The Commis Chef Apprenticeship Programme was launched in January 2018. Off-the-job training is provided in Education and Training Boards, with co-ordination by Kerry ETB. The apprenticeship spans two years and involves two days off-the-job training and 3 days in work. Apprentices will receive a Level 6 award. Over 110 apprentice places are available initially, supported by Cavan & Monaghan ETB, City of Dublin ETB, Cork ETB, Galway & Roscommon ETB, Kerry ETB, and Limerick & Clare ETB.

All who have a keen interest in and a creative flair for cooking are encouraged to apply for the Commis Chef apprenticeship. The scheme is available to young people aged over 16 years, existing kitchen staff and anyone else who wishes to gain an internationally recognised qualification. The consortium leading on this apprenticeship and related chef apprenticeships include the IHF and the RAI. More information is available on www.apprenticeship.ie.

The Chef de Partie Apprenticeship Programme was launched in July 2018 by the chef consortium which includes the Restaurants Association of Ireland (RAI) and Irish Hotels Federation (IHF). The Chef de Partie apprenticeship is being delivered in collaboration with Tralee IT. It is being rolled out in September 2018 in Tralee IT, Cork IT and Letterkenny IT, with registrations currently underway. Work by the consortium is continuing on a further two chef apprenticeships; Sous Chef and Executive Chef, to develop logical career pathways for apprentices which can be sustainably delivered on a nationwide basis.

Hospitality Career Traineeships

In 2015 a new Career Traineeship initiative was begun by SOLAS in collaboration with ETBs and enterprise to develop a more effective model of work-based learning, primarily at NFQ levels 4 and 5, incorporating best national and international research and practice. Networks of Employers have been created to facilitate partnerships between ETBs and employers in identifying training needs, designing the training programmes, recruitment of learners and delivery of the training on and off the job. The Career Traineeship model of work-based learning is currently being piloted with the Hospitality and Engineering sectors. Nine ETBs out of a possible sixteen are delivering career traineeships.

As of late 2017, eight hospitality programmes have been completed in four ETBs (Laois & Offaly ETB, Limerick & Clare ETB, Mayo, Sligo & Leitrim ETB and Cavan & Monaghan ETB). One programme is currently running in Louth & Meath ETB. Five programmes are currently planned for Limerick & Clare ETB, Kildare & Wicklow ETB, Kilkenny & Carlow ETB, Donegal ETB & Kerry ETB.

The Department of Employment Affairs and Social Protection has engaged with SOLAS and the ETBs in Sligo, Carlow and Killybegs to create awareness of the Hospitality Career Traineeships. This included the provision of recruitment support in addition to the screening of potential candidates. This collaborative approach resulted in the full participant course complement being achieved in line with the programme start dates.

There is considerable scope within the Career Traineeships to provide a range of craft level skills training in supported employments. This model compares well against the much commented upon former CERT training model. There is a job of work to be done by both employers and the ETBs in providing a comprehensive range of traineeships for hospitality. Early indicators are that the participating enterprises are very satisfied with the traineeship approach.

Skillnet Ireland is the national agency with responsibility for the promotion of enterprise-led training. It is funded through the National Training Fund by the Department of Education and Skills. The RAI-promoted Restaurant and Hospitality Skillnet was formally launched by Minister Bruton in March 2017 to help drive employment growth, talent attraction and retention in the hospitality sector, with a particular focus on career progression for those at lower skilled levels.

Skillnet Ireland has a rolling Expression of Interest process open to new applicants, and in April 2017 a second hospitality-sector network was approved, the Tourism & Food Skillnet. Promoted by Ballyhoura Development CLG, this network was developed to address the skills needs of tourism and food businesses in a rural catchment area in the south-west region. The training plan in year one comprises a mix of courses on digital marketing, business skills and sector-specific technical skills.

Recruitment for the Skillnet – Taste for Success Kilkenny School of Food Commis Chef training course and work-based learning was undertaken by the Employer Relations Team based in the Department of Employment Affairs and Social Protection. The campaign involved promoting the programme, in addition to screening of potential candidates and support in relation to recruitment. Sixteen places were filled on the pilot programme and it is intended to run the programme again.

As Skillnet Ireland continues to seek to develop new networks to expand its reach, the Expression of Interest process remains open to interested parties including the hospitality sector.



At the Restaurant and Hospitality Skillnet launch on March 2017, pictured left to right, are: Carol Walsh, Chameleon Restaurant, Temple Bar; Kim Leonard, Restaurants Association of Ireland; Brendan McGinty , Chairman – Skillnets; Adrian Cummins, CEO - Restaurants Association of Ireland; Minister for Education and Skills, Richard Bruton TD; Paul Healy, CEO – Skillnets; Angela Ruttledge, Woodstock Café & Olive’s Room, Dublin; Declan Maxwell, Luna, Dublin; and Rebecca Williams, Restaurants Association of Ireland.



Connecting people with jobs through initiatives of the Department of Social Protection

Jobsireland.ie

JobsIreland.ie is the Department of Employment and Social Affairs (DEASP) online vacancy and candidate matching service for employers seeking to fill job opportunities. Vacancies advertised on the JobsIreland website are also promoted through the EURES Europa jobs portal to maximise awareness of the opportunities across Europe.

Recruitment assistance for large scale campaigns is also provided by a National Key Account Manager for the Hospitality Sector, Employer Relations Personnel across the country, and EURES – European Employment Services. This included the direct recruitment for several new hotel openings.

A proposal regarding a recruitment campaign in Portugal was submitted for consideration by RAI and an invitation extended to participate in the European Online Job Days including two dedicated Hospitality and Tourism events in March 2018. Ongoing support for recruitment has been offered and availed of by employers in the hospitality sector, including member companies of the IHF and the VFI. DEASP has also engaged with IHI to increase awareness of the employer services available from DEASP.

During the DEASP annual Jobs Week, a EURES Hospitality Online Jobs Fair resulted in 1,300 applications for a total of 477 positions across 56 Irish-based companies.

The Intreo Careers Fair in March 2018 had a designated hospitality zone with nineteen IHF members participating to raise awareness of jobs within their companies. Roles on offer included positions for event personnel, chefs, food and beverage assistants and management roles.

The Department intends to host two further Hospitality and Tourism events later in 2018. This approach further strengthens the Department’s commitment to the hospitality sector in terms of active collaborative involvement.



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Connecting people with jobs through initiatives of the Department of Social Protection (contd.)

Traineeships and jobseekers

As of November 2017, eligibility and support to participate in a traineeship has been expanded. In line with the Pathways to Work 2016-2020 strategy, the Comprehensive Framework for Employment of People with Disabilities and the Action Plan on Jobless Households, eligibility to participate in a traineeship now includes unemployed people who are in receipt of the following payments:

- Jobseekers Benefit
- Jobseekers Payment
- One Parent Family payment
- Jobseeker's Transitional Payment (JST)
- Disability Allowance
- See www.traineeships.ie

Skillnet Ireland

Some Skillnet Ireland networks are operating JobSeeker Support Programmes (JSSP). DEASP has supported the recruitment for Skillnet Ireland Training initiatives; for example the Commis Chef programme with Taste 4 Success and the KSC Trainee Chef course.

Other developments

Springboard+ 2017 initiative for unemployed people provided for 250 places on 7 courses dealing with culinary skills and hospitality operations. 131 of the places were filled.

The IOTs submitted a national consortium application in response to the Springboard 2018 call. Springboard + 2018 approved six programmes with 279 places involving three consortia across eight Institutes of Technology. Proposed programmes including culinary arts, restaurant skills and hospitality operations. Industry partners have been approached for support as have the regional skills forums.

The IOTs submitted a national consortium application in response to the Springboard 2018 call. The application, led out by Ciarán Ó hAnnracháin, LYIT, includes culinary arts (96 places), restaurant skills (40 places), restaurant operations management (48 places) and hotel management (50 places). Industry partners have given support as have the regional skills forums.



Ballyknocken Cookery School

03

THE PLANS FOR 2018 AND BEYOND

Much comment has been made on the diversity of the hospitality sector. While Failte Ireland has a defined role for the development of tourism enterprises, many of the constituent hospitality businesses fall outside of the tourism area. Areas such as contract catering, institutional catering, artisan food production, delicatessans etc are all sources of employment for trained hospitality staff. There is a need for a co-ordinating directorate to align the multifaceted industry with the training and employment opportunities.

Michael Vaughan (IHF) has had an on-going dialogue with Failte Ireland seeking its assistance in fulfilling a lead function. Progress has been made and the Tourism Authority is currently scoping out the type of support that Failte Ireland might provide into the future.

It is envisaged that another iteration of the Hospitality Skills Oversight Group will emerge with a refined terms of reference that would seek to manage the requirements of industry for training and development of careers in hospitality in the future.

Continue career promotion activities

As the economy achieves full employment there is increasing competition for a diminishing labour pool. The hospitality sector has suffered from poor career perception in the past. The Irish Hotels Federation's "Get a Life in Tourism" is an example of a positive response to the challenges of attracting new entrants to the industry. The Careers Roadshow undertaken by the IHF, Dublin Regional Skills in collaboration with the Tourism Insight partners demonstrates how effective collaboration can yield positive outcomes. Initiatives by colleges to host career fairs, out-reach to schools etc. are to be commended.

A more strategic approach is required and it is hoped that the new hospitality grouping under the chair of Failte Ireland, might undertake a more collaborative, structured and sustained approach to promotion of careers and opportunities within the hospitality industry.

The issue of retention is closely allied to career promotion and deserves mention. During the term of the HSOG much discussion was had on the churn of trained personnel. The industry has not been progressive enough in developing programmes to aid career progression and pathways to promotion within the industry. The IHF Quality Employer marque was suggested as an example of an initiative that might be developed throughout the industry in order to identify employers committed to the highest standards of human resource management and training.



Ashford castle, Co Mayo

Other work in the area of occupational standards was commenced by Ciarán Ó hAnnracháin of LYIT, supported by the National Forum for the Enhancement of Teaching and Learning, but has not been completed at the time of reporting. This research work is essential to the understanding of the roles and occupations within the hospitality industry and should be supported by any future grouping.

The development of a careers portal for the industry was also mooted but will require the active support and resources of Failte Ireland in order to be realised.

Career ambassadors were developed by the IHF in the past year and have been used by IHF branches in Cork, Galway and the South East in the promotion of careers in hospitality. Individuals are nominated by their own enterprise and through selection interview, progress as finalists for the region concerned. The regional winners go on to feature in video promotional blogs, media interviews and advertising as the face of the industry.

Skillnet Ireland was previously a vibrant component in training within hospitality. In recent years with a changing funding model previously established Skillnets were disbanded.

The hospitality representative bodies should re-engage with Skillnet Ireland to develop industry specific programmes. The RAI has established a Skillnet group for its requirements but there is a need for more collaboration by other stakeholders in developing this resource.

The establishment of the regional skills fora (www.regionalskills.ie) as a model for co-operation between education, training and industry has also demonstrated the potential at regional level and should be a link with the oversight group to support the sector initiatives.

It is critical to the future provision of resources to the Irish Hospitality Industry that an evidence based approach is adopted to analysis of needs, deployment of training facilities and personnel and design of appropriate programmes geographically.

At the penultimate meeting of the HSOG, a proposal was put forward to carry out a pilot exercise into facilities and capabilities in specific geographical areas. A Steering Group would be set up to establish terms of reference for the project. Initially a scoping exercise would see what facilities exist and what more can be delivered. External consultants would be engaged to carry out the work. The pilot project would look at a designated geographical area where a Further Education and Higher Education institution exist and audit the equipment, space and downtime available.

The resulting information would be assessed to produce a pilot collaborative training exercise that involved all stakeholders, utilised existing educational capacity and supplemented any deficiencies with resources from employers. The project is reminiscent of previous models that worked well in the CERT era of training during the 1970's and 1980's.

CONCLUSION

The report by the EFGSN was a seminal piece of work that focused on the hospitality industry in a manner that was not evident for some time.

The formation of the Hospitality Skills Oversight Group has begun a collaborative process that will serve the hospitality industry in Ireland well in the coming years.

During the period of the group's existence some key developments have taken place that will continue to have an impact on the industry.

- The continued development and reform of the Education and Training Boards
- The introduction of the first state culinary apprenticeship in decades
- The new traineeships
- The development of Technical Universities
- The economic resurgence in tourism and exponentially growing visitor numbers
- The return to near full employment
- The opening of visas to non -EU nationals seeking to make a career in hospitality in Ireland

A solid foundation of knowledge, collaboration and some purpose has been established within the group that should continue if the industry is to have a planned development of resource at this key time. Indications are that Failte Ireland will commence to establish a successor group to further lead and develop the educational and training requirements for a burgeoning hospitality industry.

The issues that have beset the industry over the past decade are not unique to Ireland and it is clear that no one stakeholder has the solutions. A well-researched, collaborative and informed grouping of stakeholders under expanded terms of reference has the best possibility of tackling the ongoing requirements of the industry.

There is a need to streamline the provision of training and education within hospitality. Work is still required to audit and interpret the overall provision of education and training services by the state in the sector.

Businesses need to develop quality systems to provide training, recruitment and retention plans that can assist in the education and training provision locally. Regional and county structures should be developed that bring clusters of stakeholders together in meaningful purpose to address their needs. There is a need for continued engagement and collaboration with INTREO and EURES to raise awareness of job opportunities, training initiatives and to connect with potential candidates.

An oversight Group continues to be required to assist in the overall development of policy and strategy with Failte Ireland playing a key leading role.

ANNEX

Recommendations of 2015 Report

Establish a National Oversight and Advisory Group for the Hospitality sector to oversee skills development and promotion in the sector, with chair rotating on an annual basis.

Introduce targeted measures and initiatives to address projected skills demand and ensure sufficient quantity and quality of skills for chefs and other specific hospitality occupations.

Improve alignment of hospitality related education and training provision with the skills requirements of the Hospitality sector.

Greater investment by hospitality establishments in management and staff training, appraisal and career progression.

Promote the Hospitality sector as a professional career choice.

Tap into the Irish diaspora and embrace the 'grey' and other demographic segments of the workforce to close skills gaps and professionalise the sector.

Introduce flexible accreditation options and life-long training logs to support portability of qualifications and mobility of Hospitality sector skills.

Utilise employment schemes and tailored education and training programmes to assist unemployed hospitality workers return to work in the sector.

Enhance measures for the attraction of qualified chefs from the EU/EEA area while implementing actions to increase domestic supply and improve the attraction and retention of chefs.

