



IRELAND'S €3 BILLION HOSPITALITY INDUSTRY

SKILLS, CAREERS, GROWTH

2017 INTERIM REPORT

Hospitality Sector Oversight Group
May 2017





The Hospitality Sector Oversight Group would like to thank everyone who contributed to the progress during 2016-2017 and looks forward to further collaboration and success over the coming year.

01 INTRODUCTION

A report on the future skills needs of the hospitality industry was published in November 2015 by the national Expert Group on Future Skills Needs (EGSFN). The 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 National Oversight and Advisory Group 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 met seven times over a twelve-month period. Membership of the Group includes the Restaurant Association of Ireland, the Irish Hotels Federation, Irish Hospitality Institute, Licensed Vintners Association, Vintners Federation of Ireland, Fáilte Ireland, Higher Education Authority, Skillnets, SOLAS, Education and Training Boards Ireland (ETBI), Technological Higher Education Association (THEA), Quality and Qualifications Ireland, Regional Skills Dublin, Department of Jobs, Enterprise and Innovation, Department of Education and Skills and the Department of Social Protection. The Group was chaired by SOLAS for the first year.

This report summarises progress over the 12 month period. It identifies challenges which arose during implementation and sets out a programme of work for the coming year.



HOSPITALITY EMPLOYMENT BY REGION

8%

OF EMPLOYMENT

WEST

14,900

BORDER

15,600

SOUTH-WEST

21,300

MIDLANDS

7,500

MID-EAST

14,100

DUBLIN

50,300

SOUTH-EAST

13,700

€3 BILLION
OF GVA

02 THE HOSPITALITY SECTOR IN 2017

In terms of overall economic activity, accommodation and food services activities accounts for around €3 billion of total gross value added in the Irish economy.



16,000

THERE ARE OVER 16,000 ENTERPRISES IN THE HOSPITALITY –RELATED ACCOMMODATION AND FOOD SERVICES SECTOR IN IRELAND.

Hotels and other accommodation **14%**

41% Restaurants and beverage servicing activities / bars

45% Catering and other food service providers



WORKFORCE

148,000

Employed in the Accommodation and Food sector at the end of 2016 compared to **143,000** at end 2015. This represents a **3.5%** annual increase in employment.

(Quarterly National Household Survey Q4 2016, Central Statistics Office (CSO).)



03 PROGRESS ON PRIORITY ACTIONS 2016-17



DURING 2016-2017, THE HOSPITALITY SECTOR 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 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

The hospitality skills report underlined the need to enhance interest and careers in hospitality in Ireland as part of the medium- and long-term development of the industry. A range of initiatives were rolled out during 2016-2017 to support this priority.

'Apprentice Chef' initiative

Jointly supported by Fáilte Ireland & Institute of Technology, Tralee, and contributing to development of new national apprenticeship programmes for chefs, 'Apprentice Chef' 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. The initiative engages students in a professional culinary arts training environment and connects students to mentors within the industry.

A secondary objective of the programme is to highlight the culinary arts profession to Home Economics teachers, and provide them with continuing professional development (CPD) opportunities through the culinary workshops that are an integral part the programme.

The programme comprises a variety of activities as follows:

- Culinary workshops delivered in schools
- Culinary demonstrations delivered in IT Tralee
- School cook-offs, with Home Economics teachers selecting 2 students to represent their school
- Online learning resources made available for students
- Individual support from mentors to students via e-mail and telephone
- Cook-offs at IT Tralee
- CPD workshops for Home Economics teachers at IT Tralee
- Final competition day at IT Tralee

To date the programme has engaged with over 120 schools across Munster. Just under 40 schools actively took part in the programme during 2016-2017. This accounts for approximately 1,845 students and over 80 home economics teachers to date.



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.)

Tourism Insight and Get a Life

A *Tourism Insight* online programme was launched in 2016. This programme is aimed at promoting careers and opportunities and informing learners of the impact that tourism and hospitality make on the economy. It was developed by the Irish Hospitality Institute in partnership with Institute of Technology Tralee. The programme has six units and is linked to an international group Global Travel Tourism Partners (GTTP), supporting worldwide exposure. Second-level students in Transition Year and Youthreach participants were targeted in the first phase of the programme. *Tourism Insight* was rolled out in conjunction with the Irish Hotel Federation's "Get a Life" career guide and online app. To date, over 240 schools have engaged with the *Tourism Insight* programme, reaching over 5,000 young people. The programme was also promoted to guidance counsellors at the 2016 Irish Guidance Counsellors Conference; the Higher Options Event; a September 2016 Jobs Week for unemployed people; and European Vocational Skills Week.

The programme was also given a strong platform during national College Awareness Week in November 2016, encouraging students of all ages to consider courses and careers. *Tourism Insight* can be accessed on an open source website www.tourisminsight.ie.

An inaugural regional roadshow for *Tourism Insight* and *Get a Life* was hosted in January 2017 in the Irish National Events Centre, Kerry. The roadshow was hosted collaboratively by the Irish Hotels Federation, Irish Hospitality Institute, IT Tralee, Regional Skills, Cork IT, Fáilte Ireland and industry businesses. Over 250 attended the Kerry event, it is intended to run a similar roadshow in Dublin, Galway, South East and Midlands.

Tourism INsight

Unit 1
Introduction to Tourism

Tourism Insight

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

Unit 2
Careers in Hospitality & Tourism

Tourism Insight

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

Unit 3
Great Customer Service

Tourism Insight

IRISH HOSPITALITY INSTITUTE | DOYLE COLLECTION | INSTITUTE OF TECHNOLOGY TRALEE

Unit 4
Tourism Landscape

Tourism Insight

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

Unit 5

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

The Global Travel & Tourism Partnership

amadeus | EUROSTAR | Hertz | HRG | KDS | starwood | Travelport | GTPP

Aonad 6
An Ghaeilge
Ar dTeanga
Ar nOidhreacht

Léargas ar Thurasóireacht

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



Engagement with schools guidance counsellors

The Irish Hotels Federation liaised with guidance counsellors in secondary schools across the country last year, matching schools with a local hotel for careers talks, visits to the hotels, and careers evenings

Culinary Career Paths workshop

A day-long workshop has been developed for roll out in 2017, supported by Fáilte Ireland and Cork Institute of Technology. The objective of the workshop is to give guidance and open up ideas and opportunities to those in the early stages of their culinary careers. Seven guest chefs, of varying ages and diverse career paths will deliver the workshop.

The seminar will be broadcast live on the internet and the sessions will also be recorded for future use. The event is linked to the Lifelong Learning Festival in Cork.



(ii) Audits of hospitality-related courses and facilities in further and higher education

Work got underway during 2016-2017 on audits of courses and facilities across further and higher education. The objective of the audit of courses is to assess the scale of provision of hospitality skills development and to identify whether there are any gaps in provision. Significant progress has been made and there are a number of emerging findings outlined below. The audit of facilities aims to examine teaching spaces and equipment provision for hospitality course delivery in both higher and further education institutions. Detailed surveys were developed and distributed to institutions. Data gathering is ongoing.

In 2016 over 6,100 people were enrolled on hospitality-related courses (ISCED 1013 and 1015), across further and higher education.

The main area of provision is in the hotels, restaurants and catering area, with over 200 courses on offer from Levels 4 to 9 on the National Framework of Qualifications.

Over half (2,464) of enrolments were on courses training chefs and cooks, with 76 courses on offer around the country.

During 2013-2015 (2-year period) over 5,000 people graduated with awards in hospitality-related disciplines.

The majority of skills development provision is in the Dublin region (21%), followed by the South West (19%). Initial data indicates that there may be some gaps regionally in the Mid East (less than 2%) and the Mid West (less than 6%).

69% of skills provision is full-time, with 31% part-time.





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.

(iii) Development of apprenticeship and traineeship programmes

Work is well-advanced on a suite of new apprenticeship programmes for chefs. A Commis Chef apprenticeship is due to be rolled out in 2017, with a Chef de Partie apprenticeship to follow soon after. A Sous Chef and Executive Chef apprenticeship will complete the suite of programmes. A range of partners are involved in apprenticeship development, including Fáilte Ireland, the Restaurants Association of Ireland, the Irish Hotels Federation, ETBs and IoTs. It is planned that over 100 apprentice commis chefs will be employed in the first year, around the country. Seven education and training providers will support delivery of the programme, and over 50 employers.

Two hospitality traineeships got underway in 2016, with over 100 learners in the Midwest region. The traineeships are 18 months in duration and lead to awards at Levels 4 and 5 on the National Framework of Qualifications. Industry partners were closely involved in designing the programmes. The traineeships include substantial work placements in hotels and restaurants. There are plans to expand traineeship provision during 2017-2020.

(iv) Launch of a dedicated Skillnet for the hospitality industry

Skillnets 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 and supports over 60 training networks which facilitate collaboration between industry and education partners to meet identified skills needs.

Skillnets approved a new Restaurant and Hospitality Skillnet in December 2016, which is promoted by the Restaurants Association of Ireland. The approved training plan was based on training needs and skills gaps identified by member companies 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. Customised and mainly on-the-job training courses will be delivered during 2017 in two broad categories: technical skills, including culinary and barista skills; professional skills, including kitchen management, supervisory development and marketing.

All these themes are consistent with the findings in the EGFSN report on the hospitality sector in November 2015. The new Skillnet was launched by the Minister for Education and Skills, Richard Bruton TD on 03 March 2017.



At the Restaurant and Hospitality Skillnet launch on 03 March, 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 Rutledge, Woodstock Café & Olive’s Room, Dublin; Declan Maxwell, Luna, Dublin; and Rebecca Williams, Restaurants Association of Ireland.

(v) New initiatives via the Department of Social Protection

As part of its role in providing supports and information to unemployed people, the Department of Social Protection helps to match jobseekers with employers and vacancies, including in the hospitality sector.

As of March 2017, the job categories in the hospitality sector with the highest number of vacancies included Chefs 157; Cleaners in offices, hotels and other establishments 43; Kitchen helpers 40; Receptionists 26; and Bakers, pastry-cooks and confectionery makers 15 (Source www.jobsireland.ie)

Learning for Life

Learning for Life is a Diageo Ireland initiative, run in partnership with the Department of Social Protection that equips unemployed young people with the skills and experience needed to find work in the hospitality industry. The award winning programme, which was originally piloted in 2014 in Dublin 8, expanded to Dundalk, Cork, Waterford, Limerick, Kerry and Kilkenny in 2016. 125 participants have taken part in the programme up to 2016, 65% of whom have gone on to full time employment or education.

The programme is run with education and training partners in each region who are responsible for developing and co-funding an integrated training project. The focus is on the tourism and hospitality industry as well as upskilling in computer training and interview coaching. The six-week intensive programme is supported and part-funded through the Jobseeker Support Programme from the Positive to Work Skillnet. Additional funding is provided by Diageo.

The Department for Social Protection identifies young people on the Live Register who are suitable for the programme and supports them throughout the process. After completing training, participants may then be given an opportunity to take up a further work placement with a Diageo hospitality industry partner in a landmark pub, hotel or restaurant.



(v)

New initiatives via the Department of Social Protection (Continued)

Chef Start with Taste for Success Skillnet and KSG

In June 2016, the Department of Social Protection supported a Chef Start Programme in collaboration with the catering company KSG and the Taste for Success Skillnet. This programme offered participants the opportunity to gain skills in culinary skills. Skillnets funded the training programme through the Jobseekers Support Programme (JSSP). The course covered City & Guilds 7138 Culinary Skills Level 1 Certificate Culinary Skills Theory, practical and on the job work experience. 9 participants who completed the 8 week programme secured employment, of which the majority (87%) continue to be employed in the hospitality sector.

Supporting recruitment needs

The Department of Social Protection's Intreo Service provides a one-stop-shop for both employers and jobseekers. The service is available to all employers across all sectors, including the hospitality industry. The services available include:

- A national account management team, with a designated hospitality account manager and a network of employer engagement personnel throughout the country to support recruitment
- An online Vacancy Handling Service - JobsIreland
- Provision of a European recruitment service via EURES
- Job Fairs and recruitment events
- Financial supports when recruiting such as Jobs Plus.

In addition to the areas identified for priority progress in 2016-2017, there were a number of other developments supporting the hospitality sector.

New Junior Cycle Home Economics – a draft new specification for Junior Certificate Home Economics has been finalised and the National Council for Curriculum and Assessment is engaged in consultation with key stakeholders on the initiative. The draft syllabus has a strong emphasis on culinary skills and will retain the cookery examination component. This will form part of the practical examinations that students will undertake as one of their classroom based assessments. A dedicated consultation on the new specification was held with members of the Hospitality Sector Oversight Group in March 2017. This provides a valuable opportunity for the Group, particularly in light of the recommendations on curricula in the EGFSN assessment of future skills needs of the hospitality sector. Given the timing of junior cycle within the overall post primary cycle, the new specification is well-placed to raise awareness amongst students on the sector in general in terms of Transition Year and career planning. The new Home Economics curriculum is scheduled to commence in September 2018.

Springboard+ initiative for unemployed people - Over 70 places were provided on hospitality-related courses under Springboard+ 2015, in the areas of culinary skills and hospitality operations. 160 places were made available on Hospitality related courses under the Springboard+ programme which commenced in September 2016, mainly at Level 6. Additional Springboard+ hospitality places for the upskilling and reskilling of unemployed persons were allocated in early 2017 - following full uptake of those already agreed. Many of the culinary programmes on offer in Institutes of Technology involve college attendance and industry engagement. This ensures learners are working with local industry partners and mentors from Day 1, applying their learning in real life work situations. This not only enhances the programme but often provides for full-time employment after graduation.

Erasmus Plus – Following liaison between the Irish Hospitality Institute (IHI) and the French Embassy in April 2016, a number of education and training providers participated in an Ireland-France forum on culinary arts and hospitality in October 2016 in Biarritz, France. The forum was organised by French Embassy. Supported by IHI, the Institute of Technology Tralee is exploring development of an Erasmus Plus project linked to hospitality.

Careers promotion and employer connections

Many Institutes of Technology host taster days for prospective students each year. These interactive events invite young students, often those in Transition Year, to gain insight into programmes and learning opportunities, with fun activities such as 'Mocktail Demonstrations' and 'Culinary Challenges'.

Galway-Mayo Institute of Technology hosts the Annual Tourism Careers Fair each Spring. This free event is open to industry partners (including hotels, restaurants, culinary, vintners, contract caterers, tourism) who may be seeking to employ graduates or take students on work placement opportunities over the Summer period. Students from across all Institutes of Technology were invited to join the Fair in 2016 in order to provide a platform for industry and student engagement. Over 55 employers from Ireland and overseas participated. GMIT plans to continue hosting the Fair in 2017 and in future years.

04

ISSUES FOCUS

During 2016-2017 three issues arose that had an impact on progress. Working towards solutions in the coming year will require sustained effort by all key partners.

Challenge to retain and build talent within the hospitality industry

There continues to be higher than average movement of workers within the hospitality industry and out of the industry relative to other sectors, with a consequent loss of skills. This has an impact on the availability of workers and on identifying where there is an actual shortage of supply of skills.

Dispersed data on skills provision across further and higher education

While a lot of data are gathered on skills provision, student numbers and graduate outcomes, it is not easily possible at present to combine data from further and higher education for the purposes of analysing the spread and quantity of skills provision for an industry as a whole. The audits of hospitality-related courses and facilities have illustrated the need for more joined-up datasets. The forthcoming Programme and Learner Support System (PLSS) database for further education and training will assist in this regard.

A diverse industry that would benefit from further co-ordination

The hospitality sector is very diverse, with many different kinds of employers and occupations, and as a result, different priorities and needs emerging within the industry. While diversity is in many ways an important and positive feature, there is a need for more co-ordination to represent the interests of the industry and the thousands of talented people working within it.



Ballyknocken Cookery School

05

OUTLINE PLANS FOR 2017-2018

The plans for 2017-2018 build on progress made in the previous year and aim to address the issues which affected progress.

Further promote careers in hospitality

Careers within hospitality will be further promoted in 2017-2018. Tourism Insight and Get a Life will continue to be rolled out to young people around the country, via schools, further and higher education and the guidance counsellor network. A series of careers events and roadshows will be held regionally and nationally. The Tourism Insight programme will be further expanded to facilitate work placements in the industry, to include an Irish language module; a regional ambassador element; and further outreach to schools and parents.

Enhance skills development and provision

Skills development and provision will be further co-ordinated and enhanced across second level, further and higher education. Work will continue on development of the new Junior Certificate Home Economics curriculum, with a view to its commencement in September 2018. The audits of course provision and facilities will be completed, with recommendations from the analysis implemented. New apprenticeship and traineeship programmes will be rolled out and expanded. The Restaurant and Hospitality Skillnet and Springboard+ will further support targeted skills provision, enabling investment in training for staff in employment as well as upskilling new entrants to the sector.

Step up connections between people and employment in the hospitality sector

www.jobsireland.ie and employer engagement initiatives by the Department of Social Protection will continue to support matching of jobseekers with vacancies in the hospitality industry. Further work will be undertaken to attract chefs and other skilled hospitality workers from the EU/EEA areas into careers in Ireland.

Enhance our evidence-base for action - data collection and analysis

During 2017-2018 learning from the audits and analysis of skills provision will be incorporated into the data infrastructure in both further and higher education. This will enhance skills data collection and analysis for all industry sectors.



RESTAURANTS
ASSOCIATION
OF IRELAND



IRISH HOSPITALITY INSTITUTE



Fáilte Ireland
National Tourism Development Authority



QQI
Quality and Qualifications Ireland
Dearbhú Cáilíochta agus Cáilíochtaí Éireann



etbi
Education and Training
Boards Ireland
*Boird Oideachais agus
Oiliúna Éireann*



An Roinn Post, Fiontar agus Nuálaíochta
Department of Jobs, Enterprise and Innovation

