

# Scholarly Profile 2014



Number	Research Statistics
9	Refereed journal publications
3	Refereed conference publications
4	Non-referred publications
15	Presentations at seminars and workshops
10	Academic awards and contributions
5	Funded Projects
19	Visiting Scholars / Guest Speakers
8	Higher Education Academic Seminars
3	Staff Qualification Commencements
7	Staff Qualification Continuing
4	Staff Qualification Completions
2	Academic appointments
15	Student participation in research and scholarship

# Welcome

It is with much pleasure and confidence that I present the 2014 Scholarly Profile.

In 2005 William Angliss Institute made the transformative decision to enter into the higher education sector by offering two under graduate degrees; the Bachelor of Culinary Management and the Bachelor of Tourism and Hotel Management. In 2010 the Institute's growing confidence in the wisdom of that decision saw a commitment to becoming a legitimate and active participant in higher education which was to be evidenced by securing "self-accreditation" in 2016 and "University of Specialisation" in 2021.

Recently, in the 2012-2016 Strategic Plan the Institute committed to "developing an applied research capability". A "Research Framework" was proposed in 2015 which will lead to the formal adoption of an appropriately resourced "Research Strategy" in 2015. All of these activities and accomplishments, along with the impending formal appointment of an Associate Dean (Research) and the imminent establishment of a Faculty of Higher Education provide clear evidence of the Institute's commitment to and continued progress towards these significant goals.

This profile outlines a broad scope of activities which reflect engagement with the academic community in the foods, tourism and hospitality disciplines; collaboration with industry and connection with the wider public community. We look forward to building on this foundation in the coming years.

I commend the scholarly work of the Institute, and my colleagues in particular, in this report.

**Paul A Whitelaw (PhD)**

Associate Director

Higher Education and Quality



# Table of Contents

<b>List of Research Publications</b>	<b>1</b>
Refereed Journal Publications	1
Refereed Conference Publications	1
Non-Refereed Publications	2
Academic Contributions and Awards	2
<b>Presentations at seminars &amp; workshops</b>	<b>3</b>
<b>Funded Research Projects</b>	<b>4</b>
Setting the Standard: Setting Threshold Learning Outcomes in Higher Education in Australia	4
BizSims Online Simulations in Business Pedagogy	5
Assessment for Learning in a Mixed Sector Environment	6
Attaining the Graduate Diploma in Adult Language, Literacy & Numeracy and Professional Development opportunities	7
A Question of “Preparedness” – Examining the Relationship between Student Performance within a CBT framework and Higher Education	8
<b>Institute Based Scholarly Activity</b>	<b>9</b>
Bachelor of Events	9
2014 Higher Education Academic Seminar Series	10
Visiting Guest Speakers	13
Professional, academic and industry associations	14
<b>Staff Development</b>	<b>16</b>
<b>Qualification commencement – 2014</b>	<b>16</b>
Qualification completion – 2014	16
Current PhD (continuing)	17
Academic appointments	18
Student participation in research and scholarship	19
Food Science and Technology/Confectionery Manufacturing – Student Product Launch	20

# List of Research Publications

## Refereed Journal Publications

- Lagos, E. Harris, A. & Sigala, M. (forthcoming). Emotional language for image formation and market segmentation in dark tourism destinations: findings from tour operators' websites promoting Gallipoli, *TOURISMOS: An international Multidisciplinary Journal of Tourism*, forthcoming
- Manzoni, A & Jie, F. (2014). Inter-Firm Performance for Global Networks: An Optimisation Model Using Data Envelopment Analysis. *International Journal of Operations and Quantitative Management*, 20(1), 15-32.
- Chhetri, P. Jayatilleke, G. B. Gekara, V. O., Manzoni, A and Corbitt, B. (forthcoming). Container terminal operations simulator (ctos) – simulating the impact of extreme weather events on port operation. *European Journal of Transportation and Infrastructure Research*
- Gekara, V. O. Snell, D Chhetri, P. and Manzoni, A. (2014). Meeting skills needs in a market-based training system: a study of employer perceptions and responses to training challenges in the Australian transport and logistics industry. *Journal of Vocational Education & Training*, 66(4), 491-505.
- Richards, J. (2014.) An old chestnut revisited: teachers' opinions and attitudes toward grading within a competency based training framework. *International Journal of Training Research*, 12(3), 182-191.
- Filep, S. Dominey-Howes, D. Munk Klint, L. de Lacey, T Whitelaw, P. A. (2014). Happiness, satisfaction and risk perception: a tourism exploration. *Tourism Review International*, forthcoming.
- King, B. E., Breen, J. & Whitelaw, P. A. (2014). Hungry for Growth? Small and Medium-sized Tourism Enterprise (SMTE) Business Ambitions, Knowledge Acquisition and Industry Engagement. *International Journal of Tourism Research*, 16(3), 272-281. doi: 10.1002/jtr.1926
- Whitelaw, P. A. & Henderson, F. (2014). Using the Elaboration Likelihood Model, multimedia and modern culture to promote academic honesty. *Journal of Academic Language and Learning*, 8(2), A1-A12.
- Whitelaw, P. A. King, B. E M. & Tolkach, D. (2014). Protected areas, conservation and tourism – financing the sustainable dream. *Journal of Sustainable Tourism*, 22(4), 584-603. doi: 10.1080/09669582.2013.873445

## Refereed Conference Publications

- Harris, A. (2014) Word of mouth in tourism: Reflections and directions. In: Chien, P.M. CAUTHE 2014: Tourism and Hospitality in the Contemporary World: Trends, Changes and Complexity. Brisbane: School of Tourism, The University of Queensland, 2014: 261-272.
- Lagos, E. & Wrathall, J. (2014). Legal and Social Responsibility issues at Mega Sporting Events: A case study of the Melbourne Cup, Global Events Congress VI, 9-11 July, Adelaide.
- Richardson, L. (2014). A Seat at the Table: Access to knowledge in Hospitality Management Education. In: Chien, P.M. CAUTHE 2014: Tourism and Hospitality in the Contemporary World: Trends, Changes and Complexity. Brisbane: School of Tourism, The University of Queensland,

2014: 1080-1083.

## Non-Refereed Publications

Dolphin, A. & Richards, J. (2014.) 'A question of Preparedness' TDC funded project

Donati, K. (2014). The convivial table: imagining ethical relations through multispecies gastronomy, *The Aristologist: an Antipodean Journal of Food History*, 4 127-143.

Donati, K. (2014), 'Strange squid,' Langtons Wine Magazine, January

Donati, K. (2014), 'Appetite for home,' Langtons Wine Magazine, February

## Academic Contributions and Awards

Abe, Y - Judge, The Japanese Language Speech Contest, Victoria, August 7 2014, The University of Melbourne.

Donati, K - Organising committee member, Food Studies: A Multidisciplinary Menu, University of Adelaide International Food Studies Conference, University of Adelaide, 17–19 February 2014

Donati, K - Awarded highest mark (91%) and First Class Honours for Diplôme Universitaire du Goût, de la Gastronomie et des Arts de la Table delivered by the University of Reims Champagne-Ardenne, Institute of Advanced in the Studies in Taste, Gastronomy and the Arts of the Table program.

Donati, K. Invited contributor on panel discussion, Slow Food Story, Environmental Film Festival, 8th September 2014, Kino Cinema (Melbourne).

Harris, A - Reviewer, Asia Pacific Journal of Innovation in Hospitality and Tourism, 12TH Asia Pacific CHRIE (APacCHRIE) Conference 2014, 5th APacCHRIE Youth Conference 2014, 5th Asia-Euro Conference 2014 in Tourism, Hospitality and Gastronomy

Richardson, L – Reviewer, Higher Education, Skills and Work-Based Learning. Special edition: Higher Vocational Education Delivered in Colleges: A Global Perspective

Rimes, R – Member, University of Melbourne - Course Advisory Group for the Graduate, Certificate in Tertiary Teaching (GCTT)

Whitelaw, P A - Member, editorial board, Journal of Hospitality and Tourism Management and Journal of Hospitality and Tourism Education

Whitelaw, P A -Reviewer (works reviewed in 2014), Academy of Management Learning and Education, Australasian Journal of Environmental Management, Contemporary Issues in Tourism, Cornell Quarterly, Journal of Business Research, MERLOT – Business Collection

## Presentations at seminars & workshops

Abe, Y. Niche Tourism Products and Destinations in Australia, Special Lecture (invited), Makassar Tourism Academy (AKPAR Makassar), Indonesia, 12 December 2014.

Abe, Y. From TAFE to University: a case study of William Angliss Institute, Society of Oceanian Education Studies, 27 August 2014.

Benckendorff, P., Pratt, M., Lohmann, G., Reynolds, P., Strickland, P., Whitelaw, P.A. BizSims: Online Simulations in Business Pedagogy (Sydney, Brisbane).

Dolphin, A. 'When art becomes food: an application of Bourdieu's distinction of hospitality pedagogy', Seminar presentation, AVETRA 17th Annual Conference 22-24 April 2014.

Donati, K. 'The Convivial Table: The Multispecies Encounters of Farming and Eating,' Food Studies: A Multidisciplinary Menu, University of Adelaide International Food Studies Conference, University of Adelaide, 17–19 February 2014.

Fleming, L 'Just the FACS: Closing the Academic Skills Gap', poster presentation, FYHE Conference, Darwin 4-8 July 2014.

Harris, A 'Communication in destination marketing: A comparative study of Caravanning and Backpacker markets in Cairns', PhD Exit Seminar, James Cook University, 11 November 2014.

Kloppenborg, P. 'VATL and the three C's: competitive, co-operative and contestable'. ALIA Libraries and Advocacy conference. National Library, Canberra. 28 August 2014.

Kloppenborg, P. and Ruddy, C. (2014). 'Same Truth, Different Reality: Information literacy practices in Vocational and Vocational/Higher Education TAFE libraries'. ALIA Biennial Conference, Melbourne. Retrieved at [http://nationalconference2014.alia.org.au/sites/default/files/images/same\\_truth\\_different\\_reality.pdf](http://nationalconference2014.alia.org.au/sites/default/files/images/same_truth_different_reality.pdf)

Richardson, L & Gronow, E 'The TEQSA Journey' – University of Melbourne, 1 August 2014

Rimes, R. & Irons, P. 'La Vie en Rose': using Positive Psychology principles to demonstrate how students' learning can be enhanced through mindfulness and sensory exploration. Mixed Sector Symposium, Box Hill Institute, 4 December 2014.

Whitelaw, P. A. 'Big data and data visualisation'. Hong Kong Polytechnic University, Hong Kong.

Whitelaw, P.A., Benckendorff, P., Gross, M. Setting the Standard: Setting Threshold Learning Outcomes in Higher Education in Australia (Melbourne, Perth, Sydney, Brisbane, Townsville, Cairns).

Whitelaw, P.A. Big data and data visualisation for modelling sustainable tourism development. Presentation to Hasselt University (Belgium), Victoria University (Melbourne) at WAI, Melbourne.

Wrathall, J. 'A model for continuous improvement in Events', Guest lecturer, University of NSW, 22 May 2014.

# Funded Research Projects

## Setting the Standard: Setting Threshold Learning Outcomes in Higher Education in Australia

**OLT (funding agency)** - \$193,000 2013-2015.

### **Staff Responsible for the Project:**

- Project Leader Whitelaw, P.A., with Benckendorff, P., Gross, M., Mair, J., and Jose, P.

### **Project Description and Outcomes:**

The threshold learning outcome (TLO) standard for tourism, hospitality and events was developed over a 15-month period by a five person project team. The team worked closely with an oversight committee, the project evaluator and a broad stakeholder community of nearly 900 colleagues including academics, students, graduates, industry practitioners, industry representative bodies and government departments and agencies.

The development of the standards involved a number of iterative activities including online discussions, workshops, presentations and symposia. More than 200 people were actively involved in the face-to-face activities, whilst the online discussions had more than 5,700 views with just over 250 specific postings.

The work involved identifying how tourism, hospitality and events have several common aspects that position the three fields as one that is sufficiently different from the broad raft of management and business domains as to warrant their own standards. The work also identified that whilst the similarities amongst the three fields warrant them having one single set of domains, they are also intrinsically different from each other to justify their own contextualised definitions and explications of the domains and, in turn, assessment exemplars.

Standards for each domain were mapped to the Australian Qualifications Framework level 7 (bachelor) and level 9 (masters by coursework). Examples were developed via extensive iterative processes, as were the examples of industry setting and assessment activities.



## BizSims Online Simulations in Business Pedagogy

**OLT (funding agency)** - \$187,000 2014-2015.

### **Staff Responsible for the Project:**

- Team Leader Benckendorff, P. with Lohmann, G., Pratt, M., Reynolds, P., Strickland, P., and Whitelaw, P.A.

### **Project Description and Outcomes:**

This project will evaluate and promote pedagogies that enhance the learning outcomes of online simulations in business and related fields. Business simulations offer authentic learning experiences that mirror real world problems and enable students to practise and develop graduate capabilities, technical skills and strategic decision making skills. Emerging technologies along with increased bandwidth are creating new opportunities for online and cloud-based simulations and provide improved flexibility and portability for students. Simulations also hold some promise of complementing other innovations in online education, including MOOCs. However, online simulations are not effective unless they are embedded within a pedagogic framework that optimises learning outcomes.

### **Project Aims**

The purpose of this project is to evaluate and promote pedagogies that enhance the learning outcomes of online simulations in business education. The aims of the project are to:

1. Map the features and characteristics of online business simulations;
2. Assess the challenges associated with the integration of online simulations into sustainable teaching practice in business education;
3. Evaluate the contribution of online simulations and related pedagogies to student learning outcomes; and
4. Identify and promote innovative pedagogies and strategies associated with the use of online business simulations in universities

In line with the project aims, the project **deliverables** will include:

- An **audit** of commercial and open access online simulations in business education;
- **Interviews** with experienced business educators to identify intended goals, learning strategies, challenges and innovative pedagogies associated with simulations;
- **Interviews** with senior decision makers to understand institutional priorities and challenges regarding online simulations in curriculum design;
- A **simulation learning barometer** for benchmarking the learning outcomes of online simulations in business programs, with potential application across the entire sector;
- A series of **student surveys** assessing the learning outcomes of online simulations and related pedagogies at several universities in Australia;

- A dedicated **project website** to provide resources for educators, including a **pedagogical framework** and an **online multimedia toolkit** of good practice guides, case studies, video vignettes, assessment and evaluation tools; and
- A series of **national workshops** to disseminate and promote the findings of the project.

## Assessment for Learning in a Mixed Sector Environment

**VET Development Centre (VDC) Grant - \$15,000.**

### **Project Description and Outcomes:**

The project extended the 2013 “Assessment for Learning” pilot project, developed in 2013. The evaluation methodology in the pilot project plan was applied in the first semester of 2014. Teachers involved in the project continued to implement the assessment for learning principles and practices in their classrooms.

Dr Ian Mitchell and Dr Stephen Keast from Monash University acted as mentors during the both the pilot project and the Project for Enhancing Effective Learning (PEEL). A collaborative action research model was developed from the findings of the pilot project and implemented by the Drs Mitchell and Keast. Professional development of the teaching staff involved was based on five key strategies that promote assessment for learning:

1. Provision of effective feedback to learners
2. Active involvement of learners in their own learning
3. Adjustment of teaching methodologies in response to results of assessment
4. Recognition of the impact of assessment on learners’ motivation and self esteem
5. Assisting learners to assess themselves and understand how to improve.

## Attaining the Graduate Diploma in Adult Language, Literacy & Numeracy and Professional Development opportunities

**VETDC Teaching Fellowship - \$8,000**

### **Staff Responsible for the Project:**

- Laura Fleming, Lecturer Higher Education and Research

### **Project Description and Outcomes:**

The VET DC Teaching Fellowship is designed to assist teachers in the development of their teaching skills and knowledge in areas that will benefit students, both during their period of study and in the workplace. Research over the past 15 years has found that skills deficits in the areas of Language, Literacy and Numeracy exist within the Australian adult (15 – 75 years old) population which severely impact on people's well-being and their ability to contribute to the economic outcomes of the country. The findings of these studies and the need for this specialist skills area in William Angliss Institute determined the teaching skills area; a Graduate Diploma of Adult Language, Literacy and Numeracy, that the Teaching Fellowship was put towards.

The funding also assisted the recipient with travel to and from meetings with her Mentor, Ruth Durose the Manager of Learning and Work at Charles Sturt University. As well as with travel and entry to several conferences, including the First Year in Higher Education Conference at which Laura presented on current LLN issues experienced by WAI undergraduate students and the practices being used to assist them in this area.

The Graduate Diploma of Adult Language, Literacy and Numeracy is being studied part-time by distance by the Fellowship recipient and is due for completion in November 2015.

## A Question of “Preparedness” – Examining the Relationship between Student Performance within a CBT framework and Higher Education

**TAFE Development Centre – Teaching and Learning Excellence Grant - \$5,000**

### **Staff Responsible for the Project:**

- James Richards, Lecturer Higher Education and Research
- Andrew Dolphin, Senior Lecturer Higher Education and Research

### **Project Description and Outcomes:**

After a review of literature examining the transition from Vocational Education and Training to Higher Education and accepted indicators for academic success, this research reviews the notion of preparing VET students for HE success and the role of grading within a CBT framework. From this information, the key question was derived; is there a relationship between CBT grading and HE success? The academic results of 31 students were reviewed for both VET and HE studies, and correlations analysed by Spearman Rho calculator. Students also completed a Likert style survey to assist with the interpretation of statistical findings. Results indicate a weak correlation and that student do try to achieve highest grades.

# Institute Based Scholarly Activity

## Bachelor of Events

The Bachelor of Event Management has been developed to provide students with the capacity to operate effectively as event professionals in a broad range of event industry sectors. It also provides graduates with the potential to progress into more strategic roles. A key aspect of the degree that differentiates it from many similar offerings is that it is a specialist Event Management degree rather than a tagged Business degree.




A key aspect of the design of the degree is that it is divided into four strands that focus on:




1. Event Studies subjects that provide students with scholarly skills and introduce them to the academic field of event management
2. Event Practices subjects that provide students with the professional body of knowledge and the expertise required by event professionals
3. Enabling subjects that provide students with core business and industry expertise
4. A broad range of elective subjects



The degree seeks to develop in students the creative and critical thinking skills that are an essential part of event management, with a heavy emphasis on sustainability and the application of events knowledge and skills in a global context.



## 2014 Higher Education Academic Seminar Series

Date	Seminar	Presenter
<p><b>5 March 2014</b></p>	<p><b>The Nordic Food Lab: innovative approaches to sustainability, knowledge and deliciousness</b></p> <p>Josh Evans of Nordic Food Lab, founded by René Redzepi of Noma in Denmark, will share some the lab's recent research with a focus on complex umami-rich products from the Nordic region. Nordic Food Lab explores the building blocks of Nordic cuisine and acts as an innovative model for developing and sharing open-source gastronomic knowledge and research for the benefit of chefs, academics, industry and the public.</p> <p>Their team of researchers and interns work from an ethos of collaboration creating a platform that unites sustainability, health, tradition, innovation, playfulness and deliciousness by working with new ingredients and ecologies. Their research explores the power and potential of gastronomy at its broadest and most real.</p>	<p>Josh Evans Nordic Food Lab</p> 
<p><b>19 March 2014</b></p>	<p><b>Gastronomy, Food Studies and the "liberal artisan": training for industry or educating for change?</b></p> <p>The academic investigation of food and gastronomy has established itself over the last thirty years as a legitimate field of interdisciplinary study and has become integrated at various levels in universities and colleges around the world. This development has taken place within the context of a rapidly industrialising food system and growing concerns for its ongoing sustainability.</p> <p>Reflecting on presentations made at the recent International Food Studies Conference at the University of Adelaide (February 2014) and following the success of the Nordic Food Lab in public debates about food security and sustainability, I explore the role that Vocationally-Oriented Culinary Institutes might play in an increasingly complex food landscape. I further consider how they might best capitalise on their advantages in educating the next generation of students to become the critical food artisans of the future and knowledge brokers for change.</p>	<p>Kelly Donati Lecturer Gastronomy William Angliss Institute</p> 
<p><b>2 April 2014</b></p>	<p><b>Motivations and expectations associated with attendance at major sporting events</b></p> <p>What motivates people to buy a ticket to the football, the cricket or, in fact, any sporting event in which the outcome is uncertain and unpredictable, is quite different from what motivates most purchase decisions. However, from a marketing perspective, it is a key concern of event managers.</p> <p>The focus of Jeff's presentation will be on the Melbourne Cup, however, the motivations of spectators at the football and cricket will also be explored. In addition, a range of associated issues including ethics in sport, gambling, crime and drugs in sport, alcohol and sport, and violence and sport, along with the event marketing implications, will be discussed.</p>	<p>Dr Jeffrey Wrathall Lecturer Management William Angliss Institute</p> 

Date	Seminar	Presenter
<p><b>30 April 2014</b></p>	<p><b>Melbourne Food and Wine Festival (vision, history, collaboration with industry, community and regional partnership, media promotion, impacts of the event)</b></p> <p>Natalie O'Brien has been Chief Executive Officer at Melbourne Food and Wine Festival since 2002 and has a wealth of experience in tourism, events and marketing. Over the past 11 years the festival has grown and developed from a small program with grass roots beginnings into a major event that is internationally recognised as Australia's preeminent food and wine event. Directing a strategic vision that supports and promotes Victoria's food and wine industry is at the core of Natalie's role at Melbourne Food and Wine, leading a dedicated team of event and marketing professionals.</p>	<p>Natalie O'Brien Chief Executive Officer Melbourne Food and Wine Festival</p> 
<p><b>20 August 2014</b></p>	<p><b>ICT in Education</b></p> <p>Dr Peter 'Wags' Wagstaff is an education-focused lecturer in the Department of Marketing at Monash University. With responsibility for the first-year unit Marketing Theory and Practice, as well as a teaching specialisation in digital marketing, Wags teaches literally thousands of students each year, utilising a range of technologies to engage students and enhance their learning. His use of ICT in learning and teaching has been recognised at Faculty, University, and National levels, including the 2013 ANZMAC-Pearson Distinguished Marketing Educator of the Year award.</p>	<p>Dr Peter Wagstaff Lecturer Department of Marketing Monash University</p> 
<p><b>10 September 2014</b></p>	<p><b>"The Inner Foci of Contemporary Travel Writers"</b></p> <p>Madelene's research explores the inner foci of 47 international contemporary travel writers (including authors of novels, non-fiction books, more commercial magazine and newspaper feature articles, guidebooks and modern travel blogs) through long semi-structured conversational interviews. In particular, the experiences and perspectives of authors Benedict Allen, Tim Cope, Robert Dessaix, Stephanie Elizondo Griest, Amanda Jones, Tony Wheeler and Simon Winchester and will be closely case studied.</p> <p>The findings illustrate that creativity, documentation, catharsis, escapism, self-discovery and self-transformation emerge as important internalised reasons for writing.</p>	<p>Madelene McWha Lecturer La Trobe University</p> 

Date	Seminar	Presenter
<p><b>17 September 2014</b></p>	<p><b>Not all knowledge is created equal</b></p> <p>Lynn's seminar investigates the relationship between knowledge and power in the workplace. Based on a research case study, it examines the experiences of a group of hospitality industry managers in attaining a postgraduate qualification. Central to the research project was the distinction made by Young between 'knowledge of the powerful' and 'Powerful Knowledge' (2006). Specific issues regarding the design and development of curriculum were highlighted during the research project along with the development of professional 'voice' and will form the basis for discussion.</p>	<p>Lynn Richardson Lecturer William Angliss Institute</p> 
<p><b>15 October 2014</b></p>	<p><b>Word of Mouth Communication in Destination marketing: a comparative study of caravanning &amp; backpacker markets in Cairns</b></p> <p>Word of Mouth plays a critical role in all stages of traveller decision making. There is a well-established body of academic research that has explored several facets of this form of communication, yet the dynamics of WOM remains under researched. From a practitioner perspective, destination marketing organisations and operators have both endeavoured to 'manage' WOM as a process, but have met with limited success. In this academic seminar, Alana will be presenting an overview of her PhD thesis, <i>Word of mouth in destination marketing: A comparative study of the caravan and backpacker markets in Cairns</i>. By exploring 'at-destination' word of mouth in the context of these two traveller groups, Alana will discuss her approach to the research, present some preliminary findings, outline a model of at-destination WOM and attempt to answer the question, 'can word of mouth be managed?'</p>	<p>Alana Harris Lecturer William Angliss Institute</p> 



## Visiting Guest Speakers

### **Sergio Carlei**

Carlei Wines, Yarra Valley and Heathcote

### **Shin Ching**

Food and Beverage Manager, Hilton on the Park

### **Grace Collins**

Sales Coordinator, Peter Rowland Catering

### **Nathan Copesly**

General Manager Tune Hotels Melbourne

### **Rosslyn du Plooy**

Bid Executive, Melbourne Convention Bureau

### **Jenine Fleming**

Marketing Manager, Scienceworks

### **Florent Gerardin**

Head Chef, Silo Café

### **Kaylyn Hawkes**

Café Coordinator, Food Waste and Composting team, Cultivating Community

### **Fran Kerlin**

Program Manager, City Activation & Strategic Partners – Tourism, City of Melbourne

### **Hilary McNevin**

Freelance cookbook author, food writer and restaurant reviewer for The Age, The Guardian and Delicious Magazine

### **Shanaka Perera**

Food & Beverage Manager, Hilton South Wharf

### **Samantha Rodis-Clarke**

Tourism Operations Supervisor, Tourism Melbourne, City of Melbourne

### **Joel Rowland**

Exhibitions Manager, Melbourne Convention Exhibition Centre

### **Miranda Sharp**

CEO, Melbourne Farmers Markets

### **Joseph Stipo**

General Manager Adina Grand Queen Street

### **Amanda Thompson**

Executive Assistant Manager Sales & Marketing, The Langham Melbourne

### **Jackson Watson**

International Sommelier via Sommeliers Australia

### **Dan Zalsberg**

Owner, Artful Dodger Café, Whytes Café, Seven Bells Café, Brick Lane Café, Artful Dodger Coffee Distributors

### **Andrew Zurcas**

Senior Marketing and Design Manager, Spotless

## Professional, academic and industry associations

Association	Member
Association for Academic Language and Learning (AALL)	Laura Fleming, Member
Association for the Study of Food and Society	Kelly Donati
Australian and New Zealand Association for Leisure Studies	Paul Taylor
Australian Human Resource Institute (CAHI)	James Richards, Certified Professional Member
Australia-Japan Society of Victoria	Yoshi Abe
Australian Marketing Institute	Roz Rimes Lisa Birch
Australian Vocational Education and Training Research Association (AVETRA)	Andrew Dolphin
Council for Australian University Tourism and Hospitality Education (CAUTHE)	Yoshi Abe, Associate member Andrew Dolphin, Associate member Simon Hamm, Associate member Alana Harris, Associate member Effie Lagos, Associate member Lynn Richardson, Associate member Dr Paul Whitelaw, Executive & Special Counsel Dr Jeffrey Wrathall, Associate member
The Council on Hotel, Restaurant, and Institutional Education (CHRIE)	Dr Paul Whitelaw, member
International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)	William Angliss Institute, AccreditationPLUS membership
International Special Events Society (ISES)	William Angliss Institute
Japan Foundation for International Tourism	Yoshi Abe
Meetings and Events Australia (MEA)	William Angliss Institute

Association	Member
Melbourne Farmers' Markets	Kelly Donati, Board Member
Micenet	Dr Jeffrey Wrathall, Member
National Association of Enabling Educators of Australia (NAEEA)	Laura Fleming
National Association for Graduate Career Advisory Services (NAGCAS)	Daena Ristevska, Executive Committee member
Slow Food Melbourne Committee	Kelly Donati, Vice President
Society of Outdoor Recreation Professionals	Paul Taylor
Sommeliers Australia	Ian Frost Roz Rimes
TAFE Directors Australia	Nicholas Hunt, Board Member
TAFE Libraries Association of Australia	Paul Kloppenborg, President (Victorian Chapter)
Tourism Quality Council Australia	Nicholas Hunt
Travel and Tourism Research Association, Asia-Pacific Chapter	Paul Taylor
Victorian TAFE Libraries Association	Paul Kloppenborg, Chair
Victorian TAFE Association	William Angliss Institute
Victorian Tourism Industry Council	Nicholas Hunt, Board Member
Wine Communicators of Australia	Roz Rimes, Member

# Staff Development

## Qualification commencement – 2014

Name	Title	Institute
Effie Lagos	Doctor of Philosophy Branding Gallipoli and its relationship to attendance and event satisfaction. Principal Supervisor Dr Ho Yin Wong	Deakin University
Andrew Cleland	Doctor of Philosophy What is a dining experience? Customer expectations and industry realities. Principal Supervisor Dr Tony Worsley	Deakin University
Laura Fleming	Graduate Diploma in Adult Language, Literacy and Numeracy	Charles Sturt University

## Qualification completion – 2014

Name	Title	Institute
Anjali Chhetri	PhD. 'Modelling Spatial Tourism and Hospitality Employment Clusters using Geographical Information Systems'.	School of Mathematical and Geospatial Science', RMIT University, Melbourne
Lisa Birch	Graduate Certificate in Tertiary teaching	Curtin University
Kelly Donati	Graduate Diploma, Advanced Studies in Taste, Gastronomy and the Arts of the Table	University of Reims Champagne-Ardenne
Lynn Richardson	Postgraduate Certificate in Educational Research	Graduate School of Education, University of Melbourne

## Current PhD (continuing)

Name	Title	Institute
Andrew Dolphin	Hospitality training and education: providing student capability for the gastronomic industry	University of Melbourne
Simon Hamm	Conferencing modes of delivery: An examination of the conference attendee experience of face-to-face, hybrid and virtual modalities.	La Trobe University
Alana Harris	Communication in destination marketing: A comparative study of Caravanning and Backpacker markets in Cairns	James Cook University
Kelly Donati	More-than-human encounters in the field: making sense of small-scale food production in Victoria	University of Melbourne
Paul Taylor	Developing and managing cycle trails as tourism attractions. Key factors for success from Victoria's Great Trails and New Zealand's Nga Haerenga.	La Trobe University
Ajay Khatter	Implementation of environmental sustainability initiatives in the Australian hotel industry: Past, current and future trends, and implications for projected industry growth.	Victoria University
Paul Kloppenborg	Library support and the scholarly information behaviour of Higher Education lecturers in TAFE: a constructivist grounded theory	Charles Sturt University

## Academic appointments

The Institute welcomed two new full time academic staff members in 2014:

### **Paul A Whitelaw (PhD) – Associate Director - Higher Education & Quality**

Paul is the Associate Director, Higher Education and Quality at William Angliss Institute. He was Chair of the Council of Australian University Tourism and Hospitality Education (CAUTHE) from 2008-2013. Prior to joining William Angliss Institute, he was a senior lecturer at Victoria University. Whilst at Victoria University he received the VC's Award for Teaching Excellence in 2001. Paul co-chaired the University's Task Force into Student Transition and Attrition in 2002. Paul has been the senior investigator in several projects worth more than \$250,000 in total for the Sustainable Tourism Cooperative Research Centre. Since 2008 he has variously led or been a team member in Commonwealth Govt. funded projects worth more than \$800,000, covering such diverse areas as; academic literacy, acculturation strategies for Chinese students in Australian universities, the hospitality curriculum, simulations and other online pedagogies. Paul is currently leading a Commonwealth Government funded project which is setting academic standards for tourism, hospitality and events undergraduate and post graduate courses. He has published extensively in the areas of curriculum development and the development and deployment of digital supported pedagogies. His PhD investigated the psychosocial factors that drive career progression and success in the hospitality industry.

### **Emma Gronow – Lecturer, Management**

Emma Gronow has joined the Management discipline as a full time lecturer after 3 years as a sessional lecturer and tutor. Emma holds a Graduate Certificate in Tertiary Teaching and a Bachelor of Commerce, both from the University of Melbourne. As well as sharing stories from her days as an auditor in the hospitality and tourism industry, Emma brings specialist expertise to curriculum development. This has resulted in accreditation of our new qualification, Bachelor of Event Management with a suite of further qualifications in development.

## Student participation in research and scholarship

The introduction of a Research Minor Project subject saw the successful completion of three projects in 2014

<b>Minor Project (Semester 1, 2014)</b>	<b>“Appetite for Change: The Evolution of Culinary Movements from Nouvelle Cuisine to New Nordic Cuisine”</b>
Students	Benedicta Meidiastri Sunil Baruwal Leonice Lee Saurabh Uppal Alex Tran
Research project supervisor	Kelly Donati

<b>Minor Project (Semester 2, 2014)</b>	<b>“Developing a Sense of Belonging in Small Group Travel”</b>
Student	Claire Sutherland
Research project supervisor	Alana Harris

<b>Minor Project (Semester 2, 2014)</b>	<b>“A Review and Evaluation of the Sinulog Festival”</b>
Student	Marie Cecilio
Research project supervisor	Dr Jeffrey Wrathall

## Food Science and Technology/Confectionery Manufacturing – Student Product Launch

Diploma of Food Science and Technology students compete each year on a “Product Launch” project, creating an innovative new food product for the market.

The product launch competition encompasses all aspects of bringing a food product to market – in addition to the food itself, the students must also create packaging, plan marketing and other activities that occur in real world industry product development teams.



In 2014 students were able to display their work at the Foodpro Exhibition, which was held in Melbourne for the first time, and will now occur every three years.

Students were invited by Product Launch sponsor, GELITA Australia Pty Ltd, to display their creations at the GELITA Australia stand, which provided great insights and gave students a glimpse into the professional world of food production that they will be joining after graduation. Students had the chance to present their ideas directly to industry professionals, learn about companies they may be working with in the future, and participate in a great networking opportunity.

This year’s field of entrants were particularly strong, with the creations including cumin biscuits, high fibre vitamin and mineral ice cream, Brahmi infused lemon cordial, green tea biscuits, spicy relish, pandan meringues and Asian-style porridge. The winner of the event was Dana, with her low sugar lemon vodka drink.





Specialist centre  
for foods, tourism,  
hospitality & events

**William Angliss Institute**

RTO No. 3045 CRICOS Provider No. 01505M

Higher Education Provider HEP 9534

555 La Trobe Street, Melbourne

Victoria 3000 Australia

T. +61 3 9606 2111 • F. +61 3 9606 3620

E. [info@angliss.edu.au](mailto:info@angliss.edu.au) • W. [www.angliss.edu.au](http://www.angliss.edu.au)