



## Australian Institute of TechnicalChefs Inc.

**Inc Ass No: A0093856C**

**ABN: 78 681 065 493**

Annual General Meeting Australian Institute of TechnicalChefs.Inc will be held on Monday 30<sup>th</sup> October through the AITC website

This will be a National Broadcast and at this stage some thirty interstate members have registered their indenting to participate in the AGM and national meeting.

The following is an outline of the Presidents report.

The Managers of Branding, Education, Industry Liaison, Marketing, Registration, Secretary, Special Projects, and Treasury, will also table (and verbally) their report, each showing the additional incredible achievements this year. (Members will be able to obtain theses reports)

### **Presidents report AGM 2017.**

We welcome all who are attending this AGM in person and those who are here through technology. I remind members attending on the net to ensure they record their name immediately after login

If a member needs to ask a question; please place your name first (TChef George Hill "*What is the colour of the moon*") we will, and can only respond to registered AITC members.

#### **AITC achievements:**

This year achievements added further evidence of a "need" for an association that separates chefs into the professionally skilled from the semi skilled. My 2016-2017 report identifies a mixed bag of good outcomes and a few small concerns.

I can confidently report that AITC is now firmly established. Legally and with government agencies, the support of other chefs associations, and those who understand professional standards in an occupation.

I am also pleased to demonstrate that TChef is much more refined than it was when started, and the ideology of a classification of a professional chef that greatly differs from the classification of a common chef is now in place.

Anyone who does not acknowledge TChef now exists, only demonstrates they are prejudiced, self-centred and probably unable to understand what a professional chef is as an expert.

### **First and foremost I personally thank council for their invaluable contribution in the past year.**

Raquel VP - For great backup and delivering special projects

Dominique - Treasurer for ensuring the bank balance is always up to date.

Robert - Great job as secretary and thank you for arranging venues and refreshments

Andrew - Register and super sleuth in auditing applications

Kevin S – Branding, a common look, feel, and approach for AITC and keeping on the net

Martin – Marketing, For keeping up with the press releases



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Ernst – Education, for continuing contacts with providers

Kevin N - For investigations and compiling lists of culinary VIPs to be approached

**I also thank the AITC field officers who are local contacts in various regions across Australia.**

Australian Capital Territory – (Acting Belinda Santa)

New South Wales - Prakash Chand

Northern Territory - Jason Wilkes

Queensland: Brisbane to Cairns - Jeffrey Gear

Queensland: NSW to Brisbane - Shayne Greenman

South Australia - Roger Pearson

Tasmania - Steve Bennett

Victoria - Greg Turner

Western Australia - Ian Sescon

**I additionally request all members to note the sponsors identified on the website.** (Particularly for the support of the 2017 Handbook)

Box Hill Institute - Chef Works Australia- Comcater Foodservice Equipment - Comcater Rational  
Dilmah Tea -Fine Foods - Marian Vale Blue- Moffat Catering Equipment Australia -Robot Coupe  
Sanjeev Gill –Simplot- University Food Group - Unox

- **AITC Appeared on Asia Television in two episodes “The Lost Recipe” TV program” See AITC Website under “boardroom” to watch episodes that included AITC :**

We were invited by TChef member Murray Twaits in Bangkok to arrange a group visit of Australian chefs to Thailand to judge a Thai college culinary competition. The whole exercise was one of the best professional activities I have ever had the pleasure to participate in.

Our congratulations go to Murray for exceptional organisation, outstanding hospitality and extraordinary professional students in the Wandee Culinary Technical College driven event.

Members should view the programs on the **AITC website** in the “**AITC Boardroom**” and view other clips to see the standards and enthusiasm in Thailand. **Well worth seeing.**

Andrew will also tell you that his boss actually saw the program while overseas and on return congratulated him. (Really it’s a small world).

- **AITC featured on local radio program**

I was interviewed on local radio and included information about the Institute mission and was pleasantly surprised by the public reaction and support in talkback. I learnt we need to do much more public **promotion**, and encourage all members, local and interstate (especially field officers) to initiate personal appearances on local radio and print media that promote AITC.

- **AITC attended the opening of the Warrigal Sports Club**



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We were delighted to accept an invitation to the opening of the Warrigal Sports Club and a trip down to Warrigal by four of the council was a day well spent. Thanks to Raquel and Club Management for a great day.

- **AITC broadcast the very first chef's association management meeting on the internet.**

Using Facebook as a platform, AITC broadcast the very first chef's association management meeting in Australia; this experimental initiative is preparation for the future of AITC meetings aimed to encourage remote located members to participate.

We still have a lot to learn, but gradually will get better. When we have ironed out issues, we plan to invest in better software that will allow two ways audio. This is also a part of gradually computerising the processes to better manage and deliver the AITC Mission.

- **Conducted a targeted campaign by sending 80 handbooks books to major multinationals Chef de cuisines.**

AITC identified 80 leading chef de Cuisines of major multinational properties in all states and sent a handbook explaining the AITC mission. As this was a very recent campaign the results are yet to be seen. We need and will personally follow up with personal contact to discuss perceptions and membership.

- **Designed the draft of a National on- line Exhibition ("NOTE") the profile may be seen on the front page of the website. See TChef Market Place.**

AITC needs to raise funds for many initiatives and this has the potential to assist us. We need all members to seek companies to sponsor an advert.

- **Developed a manual of the management of AITC that includes a succession plan.**

In a recent initiative, each council member examined their own current role and responsibilities and collectively we identified gaps in the management of the Institute, from that exercise we produced a firm management model for the future. Members can read the responsibilities of each person on council. **On website under the constitution dropdown - Admin Manual** I urge all members to read and understand how and who drives TChef.

AITC operation is simple; (it needs to be simple in the time poor occupation of a chef). We meet once about every three months, meetings last 90 minutes (at most) during which council members systematically table a written and verbal report on their portfolio, their achievements together with future aims for council comments.

Reports are electronically collected by the secretary and added to council minutes to form the next agenda.

There is now **NO** reason why council members need be only from one state. We encourage members from other states to seek election and participate through technology. I am sure there



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will be practical issues to be dealt with; however AITC must attempt to engage as many members as possible. I will say more about this later.

- **Developed and conducted online testing of applicants**

We now have added the mechanism to test an applicant on line particularly whose application qualifications may be vague. This has already been very successful used by the Registrar to test a number of applicants and the system provided the evidence required to fit the AITC standards of association. Members can read more about this system at [auschef.com](http://auschef.com).

- **Developed the “Continuous Professional Development” AITC policy and profile, now seen from links on the front page.**

- We have now added the Continuous Professional Development requirements that are required every two years from members (at the time of membership renewal). Please read the page “CPD- AITC” on the front page of the web. This will affect every member sometime in the future (**when you need to be re-registered by AITC**). (*This is currently open for membership conversation and consultation.*)

The first nine members (basically I and the council will complete their CPD documentation prior to end November and be audited).

Members can now login and start adding their personal information and (like the application form) “SAVE A DRAFT”.

Your information can only be read **by you** and when requested in the future you complete and you “Send” to admin.

- **Developed the AITC Logo policy**

AITC has firmed up a Logo Policy that we ask every member to read and understand. This is a very important document that was developed by Robert who will explain later. This will appear on the Web, as soon as the document has been ratified by council.

- **Instigated a online competition to challenge members and their staff**

As a fun activity, we have placed a knowledge challenge for TChef members and their authorised staff. Try to see if you can topple the current champion. A link to the challenge is on the AITC front page at the bottom. Click on “**Australian Chef of the Year Challenge**” to read. Please realise, you need to register on this separate database and your attempt requires a password. Members can obtain their password - Email me.

- **Invitation to return to Thailand to deliver a judges workshop and participate in a second Salon Culinaire**

AITC (Andrew Wisken and I) have been invited to return to Thailand for a couple of days early next year to present a judges workshop to local chefs, a discussion on how to fire-up a similar TChef program in Thailand and be involved in the Institute Annual Student Competition.



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This invitation is a follow up from the visit to Bangkok. Incidentally, from the Thailand first visit we have assisted in facilitating the potential exchange of teachers between Wandee Technical College and a local Australian Culinary Institute. I understand discussions have started to explore the potential of an exchange of teachers between the Institutes. Hopefully this will eventuate to the benefit of both.

- **Membership.**

On the membership side, Andrew will identify the member number details later.

We continue to grow, however growth is still not good enough. There are a few members who are very active in gaining members, but the majority in my opinion have not done enough.

AITC must either grow in numbers or grow the fees. Please then ask yourself : How many of your colleagues or staff have you personally approached to apply, **than followed up, given a handbook**, or even discussed the reasons why AITC is necessary for a professional future as a chef?

**Additionally fees:** In my personal opinion **The party is over**, am dismayed by the number of people who call themselves a chef, tell you to your face AITC is good and absolutely necessary and they will definitely join, but do nothing else and never really intended to join.

In my opinion, it is time to introduce a substantial JOINING FEE, and I intend at the agenda time to open discussion to propose a one off joining fee from next year; possibly as high as \$200.

The annual membership fee remains the same at \$25 and current members who are already inducted into the institute are protected. This will discourage new members joining, but in the long run will not discourage those who are suitable and committed. This will also send a clear message join now, or pay the penalty if you need to sometime in the future. Additionally I suggest this will better target the appropriate professional and filter out the inappropriate.

We need to discuss and decide this issue, as fees can only be increased annually and from next year.

The current \$35 first year fee is totally inadequate compared with the effort required to gain a member, prepare documentation, certificate, badge, communication, and assess application, website, marketing and more.

Once registered as a TChef, the cost decreases considerably, except with unique initiatives such as the handbook. There may also be a general perception that being so cheap, registration as a TChef has no value - more later on the agenda.

- **Produced and distributed a Handbook of Foundation members**

Earlier in 2017 we produced a full colour handbook and distributed multiple copies as a resource



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to members. This was an excellent exercise and resulted in a great resource. 500 copies were printed and all members responded to the request for their bio and photo. Thank you all for your contribution.

A HUGE THANK YOU TO SPONSORS, TChef members should note who they are on the AITC website and support companies that show a commitment to their industry.

It was a simple but great exercise with enormous positive comments and outcomes. The electronic version can be seen on the Website. Future editions will again largely depend on AITC ability to attract funds.

- **Submissions sent to Skills commission and Skills QI - A mixed bag of good and bad news:**

We have been accepted as a member of the committee of the Victorian Skills Commission as a representative chef's organisation and now at least in a position to add a voice in Victoria by when appropriate, providing AITC opinions that concern the futures chef.

As there are similar agencies in other states, and I ask interstate members to establish who their equivalent government advisory agency is? And if the member is in a position to make a contribution, we can make an official approach to be considered as a representative in their state. Discuss this with me if interested.

### **The good and the bad news:**

We have also been accepted as a stake holder with SkillsIQ, (Basically an Independent National organisation that advises Government on future training needs). This decision was made very early this year to our delight and we eagerly waited to identify how we may make a valid contribution. We created an education subcommittee to ensure any advice and opinions of AITC were a collective Institute one.

Subsequently we also submitted a case for TechnicalChef to be appointed on the "Industry Reference Committee" for our industry sector, based on the fact that TechnicalChef is the only chef's organisation that combines the views of all professional chefs from all legitimate chefs associations, (many members as small business operators) and AITC has the support of other major chefs associations. e.g. Les Toques Blanches

TechnicalChef is a chef's organisation that purely and only focuses on standards in professional practice that mirror the minimum expectations of a genuine "professional" discipline. No other organisation can now match the Australia wide "executive"



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network of TechnicalChef with members in all states who hold leading supervisory positions in commercial cookery and many in small business.

I am personally quite dismayed with government bureaucracy, that has now taken nine months since a new system to create a new IRC group was proposed by the Education Department and then commenced the process to decide who will form the new IRC group.

Time and time again on contacting the department, were informed every time that a decision would be made "in another two weeks". Frankly like a recording.

This delay and continued rationalisation now frankly borders on ineptitude and further adds to the downward slide in confidence in the technical education system that increasingly appears broken. Nine months to decide who will be on a reference group? We have to wonder why?

I am beginning to wonder if we waste our time even bothering. I personally do not suffer procrastination by people paid to make a decision in critical times and frankly unprofessional in not informing their stakeholders truthfully the reason (notwithstanding a complex decision) why the decision cannot be made.

We need to consider if the growing lack of confidence in Australian technical training of cooks is justified and council will need to question should we continue seeking to be involved.

### **THE FUTURE**

We need to broaden the awareness of TChef in the general community and educate the public to recognise a TChef as a professional, particularly understand the difference between an expert professional chef who is credentialed by AITC and an ordinary simple chef who can only cook hamburgers and does not care about standards. If being known as a genuine professional chef is restricted to members who show they care to maintain standards, its time to recognise to only those who are real chefs.

### **The start of net meetings.**

Using the net we now can encourage council membership irrespective of location. AITC has started this process. Introducing this initiative will be a learning curve for AITC that will take time and patience as we identify the problems in "distance management" of a chefs association and see the problems that need to be ironed out. We may not always broadcast council meetings, as this is determined on location and resources, however, whenever possible we will.



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The benefits are huge, doing so will keep costs down; introduce total transparency, encourage instant input of all members across the continent and more. AITC will strive to achieve this.

We are delighted that Ross Harding from NSW has indicated his intention to stand for election on council and participate through the net, Ross breaks ground by being the first AITC councillor from interstate.

I believe the future of chefs associations is being managed in this way with participating from anywhere. I also hope to see a future managing team of increasing numbers of councillors willing to stand for election irrespective of their location. AITC in many ways is paving a futures pathway.

### **The start of Industry supplier campaign for support**

One of the coming year missions will be is to broaden awareness and gather support from hospitality suppliers; we are exploring ways we can achieve this that will unfold soon.

### **Two issues to keep in mind:**

First, gender balance; I have requested Raquel to drive a subcommittee to specifically look at achieving this aim. We seek members to volunteer on this committee. Not much effort but a lot to gain.

Second, we need to move forward to understand and embrace the Asian Chef Culture, understanding their training, kitchen culture, and how to engage more Asian chefs. I have asked Kevin to drive a subcommittee to look at this issue and recommend appropriate strategies.

There is more to tell as we will discover from councillors reports.

We look forward to an even bigger future for TChef, knowing that chefs are now justifiably dividing into two distinct groups, the professionals and the "Unseasoned". A situation more than ever before overdue, where chefs now have a choice to stay behind the fence or climb over the fence as a professional.

**George October 2017**



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### **Agenda Item 11** Member's Subscription Rates for the financial year

Proposal:

**To increase the AITC joining from January 2019 of \$100 and from January 2020 to \$200.**

Proposed: G Hill

Seconded:

Discussion around your proposal (from your email)

In my opinion, it is time to introduce a substantial JOINING FEE, for new members. The current first year \$35 fee is totally inadequate compared with the effort required to gain a member, prepare documentation, certificate, badge, communication, and assess application, website, marketing and more. In my opinion **The party is over**, I am dismayed by the number of people who call themselves a chef, tell you to your face AITC is good and absolutely necessary and they will definitely join, but never really intended to join.

Factors that should be considered:

This increase: (positive/pros)

- Will send a clear message join now, or pay the penalty if you need to sometime in the future.
- Will better target the appropriate professional who is at professional level
- Will automatically filter out inappropriate applications
- There may also be a general perception that being so cheap, registration as a TChef has no value.
- Once registered, the ongoing cost of maintaining a TChef member decreases considerably, except unique initiatives such as the handbook. Therefore in my opinion the annual membership fee should remain the same at \$25 and current members who are already inducted into the institute are protected.
- Additionally the council will discuss a reduction in joining fee is given to applicants who are members of **other legally constituted and approved chefs organisations who have agreed in writing to support the mission of AITC.**

This increase: (negative/cons)

- May discourage new members joining, but in the long run will not discourage those who are suitable and committed.

Comments from the floor: (or via email/online)

VOTE:

Outcome -