



Education Committee Report

Presented to WACS Board and Member Nations

WACS World Congress Santiago Chile - January 2010

1. New committee appointment and members
2. Purpose and Role of the committee
3. Committee Meetings
4. Board Meetings
5. Strategic Plan
6. WACS Certification Programme Update and developments
7. Development of Guidelines on food hygiene for culinary competitions
8. Train the Trainer programme report and update
9. WACS congress educational programme / seminars
10. Bill Gallagher Junior Forum programme of events
11. WACS membership enquiry from culinary Schools
12. WACS recognition programme for culinary schools and institutes

Firstly I would like to say how happy both I and my committee are to be here in Chile attending this WACS congress and to thank the Chilean organising team for hosting what we believe will be a very successful event

- New committee appointed by WACS President in July 2008 for a term of 4 years this included the appointment of 8 members representing all WACS continental member regions. All appointed members have the full endorsement of their member associations who have further committed to financial support for their respective member when attending meetings. We would like to thank all chef associations for their continued support to each representative on the committee.

Purpose and Role

- The Committee is responsible for all issues related to Education in any form including the development and implementation of specific projects that the President and Board may request to be undertaken.
- The committee will also work and develop synergies with other committees such as The WACS Master Chefs, The Culinary Committee and the Marketing and Communications Committee by offering support and advice on educational and training matters.

Committee Meetings

- While all members may be separated by different time zones and countries, since our appointment the committee has held meetings on a regular basis by using a conference call facility on skype and maintaining regular contact through e-mails, while this worked to some degree it was felt by all that a proper and full face to face meeting of members would be of benefit, and that relying solely on technology was not as effective. Cost is a major consideration in this regard and we are conscious that is an issue, the committee wish to record their deep appreciation to President Gudmunsson for organising our recent meeting which was held in Iceland and in particular the Icelandic Chefs association who were our hosts.
- While it may have been our first face to face meeting as a group it quickly became obvious that each member has a fantastic passion and interest in their role on this committee, it was a very fulfilling and fruitful meeting that included both a passionate and robust exchange of views on many educational issues. Today we continue to meet and discuss development s and while here in Chile and I am delighted that all members have made the effort to be present with us today, we have planned a series of meetings and more importantly look forward to meeting country Presidents and other representatives to discuss ideas and to offer advise and support on education for chefs around the world.

Attendance at Board Meetings

Since my appointment I have attended all board meetings when requested by the President, I would like to thank all board members for their support encouragement and advice that I received during these meetings and also to my fellow Chairmen Martin Kobald Marketing and Communications Committee and Robert Oppeneder Culinary Committee for their support.

Strategic Plan

Our appointment by the WACS board came with responsibilities for each member to ensure that we as a committee collectively work to establish the goals and direction of education within WACS and in so doing provide the members of WACS with appropriate and relevant educational programmes that we develop and offer.

With this in mind a strategic plan was developed highlighting key areas of work and development, allocating responsibilities to all members thereby affording an opportunity to achieve our goals with a strong collective team spirit.

The following key areas were identified.

- **Roles and responsibilities for each team member**
- **Present regular updates on progress of tasks and goals**
- **Identify and prioritise**
- **Identify and agree a Mission Statement for the Education committee**
- **Develop and identify synergies between the three WACS committees**
- **WACS Certification** – identify the need for and value of WACS Certification to members – conduct needs analysis surveys, what do we need to certify
- **WACS Educational programmes** – could be offered as part of the train the trainer programme that could include – global culinary trends, new foods, new cuisines, technological equipment, legislation, teacher training and exchange programmes, curriculum development advice and support.

- **Train the Trainer Programme** – establish a formalised application process for both training requests and funding, an application process for those wishing to offer their services as WACS trainers, include CV's of specialisation and educational background.
 - **WACS Education Portal** – develop an education portal with in the website which will be a repository for all WACS education related programmes and events. Invite members to contribute articles and information relating to education and training and other culinary activities.
 - **Bill Gallagher Junior forum** – education committee involvement in educational content and forum programme, develop closer working relationship with the WACS Junior Ambassadors.
 - **WACS Scholarship programmes** – identify criteria and guidelines
 - Establish and develop formal collaborative agreements with culinary schools/ Institutes globally recognising their culinary educational programmes, allowing the use of the WACS logo on certification for chefs who achieve their qualifications
 - WACS Culinary passport for chefs which can be used as a record of work experience nationally and internationally.
 - Establish and develop formal collaborative agreements with hotel groups / chains in partnership with National and local chefs associations
 - **WACS Master Chef programme** – this programme was established by the WACS Master chef committee which is chaired by Reinhold Metz., the purpose of this committee is to offer WACS Master chef certification to members who have completed a master chefs exam in their respective countries and as such are being recognised by WACS with Global Master Chef status for which they must pay a fee. The education committee have looked at this programme and it is our considered opinion that further research into this programme is necessary if it is to be offered to countries where no such master chef programmes exist, but where equivalences or other such programmes could be considered for the award. The title of Master can hold many meanings, however in the context of a chef it is the display of masterly skills, craftsmanship and expertise which have been acquired over many years in the field of culinary arts.
- Since the launch membership has grown significantly with 500 chefs being awarded with the Title of WACS Certified Master Chef. We would like to congratulate all chefs

who have been recognised with this title. We would also like to acknowledge the work of the Master Chef Committee and sincerely thank each member for their valuable input into the programme, and we look forward to continuing the good working relationship of our respective committees. On a personal note I would like to pay a warm tribute to Reinhold Metz for his dedication, commitment and the enormous contribution that he has made throughout his many years both as an educator , author and leader, and we wish you every happiness for the future

WACS Certification Programme Developments

The current certification programme that is offered to members was developed by the previous education committee, and is administered by the American Culinary Federation – ACF on behalf of WACS. This programme was launched in 2007/2008 and to date has seen a very low uptake from member countries. The current committee have concerns regarding the low level of interest in this programme and have highlighted this to the board on several occasions. It is important to note that a contract was entered into by WACS and the ACF which runs until 2011 and places certain restrictions on WACS in developing any future certification programmes during the lifetime of this agreement between the two parties. It is the view of our committee that WACS should develop, own and administer its own certification programme and we are committed to achieving this goal during the lifetime of this committee and presidium.

➤ A proposal for WACS professional accreditation/certification being developed for chefs with existing experience and qualifications, this was presented at the last board meeting in Asia and was given the support to proceed further. At our meeting in Iceland we identified and agreed two categories for certification.

1. Certification for chefs with existing formal culinary qualifications.
2. Certification for chefs no formal culinary qualifications

Hygiene guidelines for WACS culinary competitions

➤ The education committee were invited to develop a set of guidelines on food hygiene for competitions and submit these to culinary committee for consideration and inclusion at all WACS competitions. I am happy to report that the guidelines have

been accepted and will be implemented for all WACS competitions around the world and conjunction with the culinary rules and guidelines. I want to thank all members who contributed to this process and in particular Lino Schembri for proposing and leading the initiative on behalf of our committee.

Train the Trainer Programme update and Developments

- Train the Trainer programme Criteria has undergone an extensive review on all aspects of the operation and delivery. EC continue to play a significant role in the administration and promotion, it is envisaged that the programme will in time be migrated to the WACS office in Paris and administered from there. The following are just some of the
 - Clear guidelines regarding learning outcomes and objectives of the programme now established.
 - All participants will be requested to record / video their sessions of live demonstrations which will be hosted on the WACS website, this includes any recipes and other material used as part of the training which are already posted
- This programme was initiated and introduced by our colleagues from the previous education committee and we want to thank them for their vision and commitment to the sharing of knowledge among chefs around the world. I especially wish to thank Chef Michael Baskette for his excellent contribution to the programme and acknowledge the dedication and commitment to the programme's success.

As with all initiatives funding is essential for the successful outcome, and we would like to recognise the financial support from Custom Culinary towards this programme and to thank them for agreeing to continue supporting it into the future. It is also important to recognise and acknowledge the chefs who offered their skills, knowledge and time to the programme which in turn helped to make it such a success. To the recipients of the various presentation workshops we hope that you enjoyed the experience and that it will enrich your future careers, encourage you to share with others the knowledge and skills learned from all chefs involved.

I would like to call on Michael Baskette to present his report on the programme.

Congress Educational Programme and seminars

While the main purpose of this congress is to discuss and agree on the details and business of WACS, there are other aspects which are just as important for members attending. The gathering of chefs from around the globe offers an opportunity of networking and engaging with colleagues and friends who share a passion for the

culinary arts and who are open to learning new ideas and trends within the culinary and educational field. We have all experienced the effects of the economic downturn, and Ireland's famous Celtic Tiger roar has been reduced to the whimper of a pup !! the hospitality industry is in serious difficulty and for some countries this could prove to be disastrous.

Restaurants, hotels and other food operations now find themselves having to strongly compete in a very different market. While some business may have ceased others have re-invented themselves through innovation and changing their operations in order to compete and survive. Chefs are creative creatures it is what we do every day in our kitchens, this creativity needs to be nurtured and continually developed and the various presentations, demonstrations and workshops that have been organised as part of the congress programme will I am sure prove to be of benefit to all participants who attend. The education committee would like to congratulate the 2010 organising committee for the work involved in bringing together what is going to be a very interesting and varied educational programme. So please participate in these events they are organised for you both men and women chefs in WACS.

Bill Gallagher Junior Forum

The need to recognise and encourage the involvement of young chefs at events such as a WACS congress is important for many reasons and when these young men and women participate they are engaged in a process of learning new information and skills, experiences which they can bring home and share with other young chefs. The education committee fully supports these type of initiatives and are delighted to see the work that has gone into developing the WACS Junior Chefs programme and look forward to continuing this through representation from our committee. We should acknowledge and recognise the efforts of the entire team who have been involved in the development of the event, and we wish all participants to have an enjoyable and fulfilling learning experience and we look forward to meeting you during the week.

WACS Recognition for culinary programmes

Recently WACS have received requests from a number of culinary schools from around the world, looking to have their culinary programmes recognised by WACS. Education and culinary training are key to a successful future and career in the hospitality industry and in fact WACS are already associated with some of these schools through the extraordinary membership scheme.

With this in mind and as part of our continuing development and commitment to global culinary Education and training we are pleased to announce here today that WACS will launch a Culinary Recognition Programme for hospitality schools and institutes around the world. This programme will be controlled and run by a three person commission from within the education committee who will review and approve all successful applications.

Benefits of WACS Recognition

- We believe that WACS recognition is a vital component and strong marketing tool which will be of benefit when recruiting students into culinary programmes
- Creating awareness within the hospitality industry and the general public by ensuring that established standards in teaching and delivery of culinary arts programmes are maintained to the highest standards as recognised by the WACS Education Committee's expert group and agreed with by the school / institute.
- Setting the standards for academic quality assurance for culinary art programmes
- Seeks to promote and maintain high standards of professionalism in relation to accountability and credibility of culinary programmes and to ensure that professional practitioners are up to date with current trends and practices
- An opportunity to receive valuable input, validation, and support from industry
- The WACS recognition stamp is a distinctive mark of quality recognized both nationally and internationally which affords global recognition of the school's or institute's commitment to quality education and training.
- WACS recognition is your path to quality

When I was appointed to the position of chair for this committee I was very conscious of the work that had already taken place by the first WACS Education committee and I would like to thank and acknowledge their contribution to the groundwork that has been laid, in particular I wish to thank Chef Edward Leonard who chaired this group and for whom I served on the original certification committee with other colleagues from around

the world. We will continue to work on your behalf to develop, promote and have a voice on all aspects of education for chefs.

I would like to sincerely thank my colleagues on the committee for their support, encouragement and friendship during this past two years and I look forward to continuing our honest and open debates in pursuit and promotion of excellence in culinary arts through WACS education programmes.

Finally I would like to thank my colleagues on the board for their strong support and our committee look forward to the next two years of continuing development for WACS Education.

John J. Clancy

*Chairman - WACS Education Committee
cc WACS Board and EC Members*