

## Training from a Franchise Perspective

*Bakers Delight*

# The Bakers Delight Program FUTURE

Launched in April 2008, the national Future Delight program is about teaching bakery management fundamentals to existing employees. It's about giving the 'rising stars' within the Bakers Delight network, interested in bakery management or ownership, a career development path to success.

Through doing this, the Future Delight program also helps small business franchisees hard hit by the skills shortage retain the best and brightest staff.

### Why introduce the course?

The Future Delight program was developed for two main reasons:

1. To nurture the ambitions of those already employed by Bakers Delight and give them a meaningful career development path with the organisation.
2. To help franchisees retain top staff and combat the skills shortage.

### Course Overview

Future Delight is a 12 month program designed for experienced Bakers Delight sales and production team members, who



can apply what they learn to their current role in the bakery, while studying at their own pace. No on-the-job assessment is undertaken, however participants have the opportunity to attend a series of four workshops with other Future Delight participants. Participants are supported throughout the program by a Strive workplace trainer through regular phone and email contact. Bakers Delight also monitors participant progress. Specific units covered

by the Future Delight program include bakery orientation, staff management, making bread, selling bread and bakery management.

### FRESH FRANCHISEE

Upon completing the Future Delight program, bakery staff keen to progress further and explore running their own business can then undertake the Fresh Franchisee program which includes the franchise training module required to become a Bakers Delight franchisee.

The Bakers Delight Fresh Franchisee program is designed to provide an opportunity to those people with the desire to operate their own business, but do not have the financial resources to do so.

By entering the Fresh Franchisee program and successfully undertaking the comprehensive franchisee training program, Bakers Delight may be able to assist the employee into your own bakery within a 12 months period.

### FAST TRACK APPRENTICESHIPS

The Fast-Track Apprenticeships program, currently taking place in QLD and WA, is designed to reduce the amount of time it takes to obtain formal qualifications. With apprenticeship completion rates on the decline nationally, this program is responding to the needs of the industry.

The Fast-Track Apprenticeship scheme is a joint initiative between Bakers Delight and Baking Industry Training Australia (BITA), and is designed to bridge the skills gap in the baking industry by slashing the time talented bakers need to spend in low-paid apprentice roles. The scheme also recognises prior learning, offering existing bakery workers or mature apprentices the opportunity to gain credits on their significant experience and

fast-track through their apprenticeship from start to finish.

### FRESH BAKED CAREERS

Fresh Baked Careers is a five-week intensive pre-employment program offering unemployed people who have experienced barriers to skilled employment, the tools to enter the workforce. Simultaneously, it assists bakery owners and franchisees in obtaining new baking staff.

### How does it work?

The program provides pre-vocational training and support to assist recruits commence a nationally recognised baking apprenticeship; a Certificate III in Food Processing (Retail Baking) at Bakers Delight. The program runs for 4 weeks with both on the job and classroom training.

Fresh Baked Careers is a terrific initiative that serves to address the skills shortage in the baking industry, whilst providing disadvantaged job seekers the opportunity to start a career.

Through the offering of a range of career paths and training opportunities for both career and self development, Bakers Delight is positioning itself as an employer of choice. Roles vary from bakery staff, to bakery managers, to franchisees, to corporate support staff, however the opportunities for career advancement are extensive. A job at Bakers Delight quite literally provides staff with the platform to build a career in baking / retail, as well as the very real potential for business ownership. It's worth noting a significant 30% of Bakers Delight's existing franchisees began their careers as a baker or sales assistant, highlighting the growth potential available.

- The two recipients of the initial 2007 Support Payments were announced at the official launch on July 18, 2007.

# 2007 SUPPORT PAYMENT

## Sarah Neill



Sarah Neill, 22-years-old, found my passion for the Food and Hospitality Industry whilst at school, Bethesda Christian College. I graduated in 2002, and turned down a university entry opportunity in 2003 to pursue my growing ambitions, completing CIII in Bakery and Pastry Combined (food processing) full-time for six months, at Regency TAFE SA. This pre-vocational course lead me into the industry, gaining employment with Stamford Grand Hotel at Glenelg, SA.

It was here that I was able to adapt my training learnt at TAFE to a real life setting, and gained much experience and skills from some of the best chefs and bakers around. In my two years there I worked in the pastry kitchen, bakery, pastry banquet kitchen, became the chef for the coffee shop and also cooked for room service and bar/counter meals.

My head executive chef understood my growing desire and passion for the pastry and bakery sector, and thus encouraged me in finding an apprenticeship, as they were unable to provide me with one. In learning of head pastry chef Gary Lau at Hyatt Regency in Adelaide and his amazing talent and commitment to the industry, I endeavored to learn from the best and so persisted for eight months with the Hyatt until I finally received a pastry and bakery apprenticeship with Gary as my mentor.

It was during my apprenticeship with Gary and the Hyatt that I was able to hone my skills set and build a solid foundation of skills and knowledge in this specific field. I found some times it to be very demanding and hard work, but I am glad I was pushed as I would not be where I am today if it weren't for the discipline I had during my learning.

During my apprenticeship I also succeeded in many competitions including Gold for SA Bakeskills Australia, Gold for National Bakeskills Australia, Gold for State Worldskills Australia, 2006 Apprentice of the Year for SA and Runner-up for 2006 National Apprentice of the Year.

My achievements are truly a reflection of the numerous mentors I have had over the years, and the support and teachings they have invested in me.

After completing my apprenticeship I left the Hyatt, wanting to expand my learnings from a hotel environment to a small business work place and thus found myself working as Manager of the Bracegirdle's, House of Fine Chocolates, Burnside store.

I have now moved on to another location and am happy with where my career is heading.

After several years of working part-time at Bluebird Bakery, I decided to broaden the skills I had learnt and apply for an Australian School Based course.

## Emma Clark



Apprenticeship (ASBA) while studying at CABRA College, I completed my high school studies at Woodcroft College in 2006.

Early last year I was approached by the Woodcroft College VET coordinator, with the intention of involving me in the South Australian Training Awards. After working together for several weeks on my application and waiting nervously, I received word that my application had been successful in reaching the next stage.

Subsequent to some anxious interviews and presentations, the big night arrived. All my hard work over the previous years paid off,

and I was named the 2006 South Australian School Based Apprentice of the year.

This then led to the National Training awards, and leaves me where I am today, the recipient of the inaugural Stella Axarlis Australian School-based Apprentice of the Year Award 2006.

Within a few years I hope to receive my Certificate III in Food Processing Combined (Retail Baking). With these skills and the experience from receiving my awards I hope to establish my own business, and be of influence to up and coming apprentices.