“Fostering the next generation of creative and passionate leaders in hospitality, tourism and event management.”

HOSPITALITY + TOURISM + EVENTS + MANAGEMENT = WILLIAM BLUE
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William Blue is one of Australia’s most respected and recognised hospitality colleges, and has built great relationships over the years within this vibrant and global industry. This means we’re able to offer you a unique learning experience: we look after your needs as a student, and also align ourselves with the industry’s requirements to employ highly trained and motivated people with practical experience who are passionate about what they do.

Our course offerings are flexible and we’ve designed a learning structure that accommodates several entry and exit points in our academic and training pathways. We know that life can be busy, so we’ve made sure students have the option to attend class in person or virtually, where possible, through our online learning portal. Industry experience is also a part of every course we offer, so that our students gain the hands-on experience they need – you get exposure to the industry and have opportunities to work, travel and build your skills as your career develops.

I hope you enjoy reading and exploring the information in this prospectus and hearing first-hand experiences from past and current students. We look forward to welcoming you to our state-of-the-art facilities and introducing you to our enthusiastic and highly-experienced staff.

Your career begins the day you start at William Blue.

Coralie Morrissey, Executive Dean

Coralie Morrissey has over 20 years experience in the Vocational Education and Training sector, including as a lecturer, special project manager, portfolio manager and director in TAFE.

Coralie comes to Think from Swinburne University of Technology where she was Executive Director at the Centre for Engineering, Technology & Trades. Having held numerous roles where she’s been responsible for commercial and international outcomes, Coralie has extensive experience liaising with industry clients on training programs, and developing innovative solutions to get students employed.
Where are we?

Located in North Sydney, William Blue gives you access to a huge range of hospitality and tourism opportunities - right in the heart of one of the world’s leading tourism and business travel destinations.

Situated close to gorgeous Sydney Harbour, the William Blue campus is just a five minute walk from North Sydney train station and the main bus terminals. North Sydney is well connected to the city’s main transport network so getting around the rest of town is easy.

Contact our Course and Career Advisers to book your campus tour today! 1300 851 237.
1. The William Blue pedigree
William Blue was the first hospitality management school established in Sydney. With almost a quarter of a century of quality delivery and outstanding results we are understandably proud of our achievements. With over 300 years of hospitality experience in our senior management team alone, that history, combined with our currency and forward thinking, has helped thousands of students become industry professionals and achieve their career goals. Over the years we have continued to adapt our courses and update our facilities to reflect the changing needs of the hospitality industry.

2. Connected to the work-force
Our students have achieved success in the global hospitality industry. Many hold exciting management positions in Australia and around the world in a myriad of sectors including resorts and spas, cruise ships, five star hotels, casinos and major event companies. William Blue students are known in the industry for their superior knowledge and practical abilities, as well as the human and social skills that define good managers everywhere. With our Career Management Program, your career starts on day one— we don’t just train you to do the job, we train you to get the job.

3. Well-recognised by the industry
All William Blue courses have been designed by the hospitality industry, and are taught by hospitality industry professionals. The industry is rapidly changing and you need to keep on top of the current practices and ahead of the latest trends. As a William Blue graduate you will be at the forefront of the hospitality industry, and part of the next generation of hospitality managers.

4. Flexible course options
Are you a ‘hands-on’ person, who enjoys learning in a practical environment where you can develop your industry skills? If so, you would be suited to the Vocational Advanced Diploma courses at William Blue. Do you prefer an academic style of learning where you will be taught business and management principles as part of a university-equivalent degree? Our Higher Education Bachelor Degree is the course for you. Perhaps you would like to gain a powerful mix of both practical skills and a management degree? Then you can do both, by studying a Vocational Advanced Diploma course and articulating through to a William Blue Bachelor Degree or the La Trobe University Bachelor of Business (Tourism and Hospitality).

5. Online learning programs
For those with busy lives, or non-Sydney residents, William Blue has innovative online programs at both diploma and degree level which are highly flexible and allow for online learning when it suits you. You can even undertake a mix of on-campus and online learning to fit your lifestyle and work commitments. Note: Overseas students may only undertake 25% of their studies online.

6. Academic quality
We are proud to partner with some of the best academic institutions in the world to deliver superior outcomes for our students. William Blue Advanced Diplomas and Bachelor Degrees have been endorsed by La Trobe University and students have the opportunity to study for the Bachelor of Business (Tourism and Hospitality), conferred by La Trobe. After studying at William Blue you can also upgrade your management qualifications to MBA level with the Edinburgh Business School, William Blue’s exclusive academic partner. William Blue is the only College in Australia to deliver the International Hospitality Management Diploma, awarded by the Educational Institute (EI) of the American Hotel & Lodging Association. This course is optional and delivered concurrently with the Advanced Diploma of Hospitality.

Our courses are fundamentally business management courses taught within the framework of the hospitality industry. You will learn to apply business skills such as management, marketing and accounting principles to the hotel, resort, event...
management and tourism industries. When you combine this with the practical skills acquired you will be well prepared to begin your career as a William Blue Graduate.

7. Award-winning restaurant
With a seating capacity of 60 covers, our on-campus vocational students will have the opportunity to learn food and beverage service skills in our own restaurant, William Blue Dining. Open to the public for both lunch and dinner, William Blue Dining showcases the traditional skills and knowledge required of a hospitality industry professional. The daily interaction with real customers will allow you to have a deeper understanding of the operational, business, sociological and psychological challenges that are inherent in the industry itself. This understanding will differentiate you as a William Blue student from others in the workplace. We’re not the only ones who love William Blue Dining either – it has been crowned repeatedly as the ‘Best Restaurant in a Training Institution’ by the Restaurant and Catering Association (NSW) and was also voted as one of Australia’s favourite restaurants at the ‘I Love Food’ Awards, held by the Lifestyle Food Channel. Head Chef, Quinton Herbert, was most recently recognised in the ‘Great Chefs of Australia’ book presented by James Mussak.

8. Cutting-edge facilities
William Blue is a modern, interactive and inspiring place to study, where you get to work alongside students from all corners of the globe. Our facilities include:

- A 200 seat auditorium, used for lectures and industry speakers
- Lecture rooms that simulate hotel facilities
- Computer labs which are equipped with the latest computers and software
- Research Centre and Library
- ‘William Blue Dining’, our award-winning training restaurant
- Fully-equipped commercial kitchen facilities
- Expansive student lounge with natural light
- Wireless access throughout the campus
- Lecture rooms sponsored by industry partners, including Merivale, Rockpool, Hilton Worldwide, InterContinental Hotels Group - IHG, Vibe Hotels, Toga Hospitality, Hamilton Island, AHLEI and South African Tourism.

Classes on campus run from 8am to 10pm Monday to Saturday depending on your timetable. Student Services are open from Monday to Friday 8am to 6pm.

9. Great location
William Blue is located in a purpose-built campus in the heart of North Sydney, just minutes from the train station and close to Sydney’s stunning harbour. Along with its convenient location to the city’s main transport network, the campus is also close to many leading international hotel-chain properties, making travelling to work placements simple. Being so close to Sydney’s CBD is a great advantage for our students.
Campus and Facilities

The College is located over three levels of the Northpoint building in the heart of North Sydney’s CBD close to Sydney Harbour. The campus is vibrant and dynamic with contemporary designed facilities and plenty of great restaurants, bars and shopping centres close by. Going to class certainly won’t feel like a chore!

Learning Resource Centre
The Learning Resource Centre is a great place to study in between classes, offering access to an extensive electronic catalogue of current and relevant library resources such as books, journal articles and DVDs. Free computer access and Wi-Fi internet is available to all students all over the campus so bring your laptop to access the Internet and the College server. Audio-visual viewing facilities are also available. The Learning Resource Centre is located on Level 9, adjacent to William Blue Dining. It is open from Monday to Thursday 8am to 7pm, Friday 8am to 6pm and Saturday 10am to 4pm.

Auditorium
Our auditorium is one of the largest in North Sydney. It is designed to seat 200 people with breakout and foyer areas and features modern audio-visual equipment. We regularly hold industry presentations and social events here, and it is also used for larger lectures.

Student Support
Find out more on page 9

Career Management Office
Find out more on page 30
Students at William Blue enjoy a vibrant and social learning experience. You can meet friends from all over the world, expand your network, and share a life-changing experience with like-minded students.

**Student Lounge Area**
Mix and mingle with other students from William Blue and APM College of Business and Communication in the shared student lounge area where you’ll find kitchen facilities, many friendly faces and a relaxing environment for students to interact, work on group projects or simply study away from the classroom.

**Free Wi-Fi Internet**
Students may access the Internet free at all times while on campus using their own laptop, mobile or tablet.

**William Blue Dining**
This award-winning, student-run, à la carte restaurant is fully licenced and provides the hospitality students an industry standard training venue. William Blue Dining is a very popular North Sydney venue which is open to the public during term time, and our students can enjoy a meal with a 25% discount. The brand new kitchen is state of the art, completely decked out with Fagor’s latest in commercial cookery equipment and design.

**North Sydney Food and Shopping**
Downstairs in the Northpoint building you’ll find a large food court with a variety of tasty offerings from all over the world. Here students can purchase their lunch to take away and enjoy the best coffee in town! North Sydney has many great restaurants, bars and cafés, making it a great place to meet with friends after class. The vibrant shopping district has a wide variety of fashion, stationery, home wares and print shops so picking up day-to-day necessities, gifts and post-exam treats is simple.
STUDENT SUPPORT

We take the needs of our students seriously. That’s why we have a designated department just to assist you. Student Services is your official point of contact and the first place to go with general and administrative questions. It provides the personalised support needed during study, from orientation to graduation, and is a valuable resource for students needing information, advice or support.

Academic Learning support with Think: CLASS (The Centre for Learning and Academic Skills Support)

As a student, there may be times when you feel overwhelmed with study or would like some help to complete an assignment. Our staff can help you to study more effectively and develop your skills in:

- Writing (essays and reports)
- Study techniques
- Research skills
- Presentation skills
- Time management
- Creating an effective study environment
- Reading and notetaking
- Exam preparation

Dedicated Learning and Academic Skills (LAS) specialists are available on-campus in North Sydney. Other students can access LAS support online through their Student Portal or through the Student Services or lecturers on their campus. Additionally, lecturers can refer students or students can contact Think: CLASS (Centre for Learning and Academic Skills Support) directly.

Our experienced team ensures that academic issues are dealt with and that students are supported in their learning. The team can also refer students to a counsellor who can offer confidential assistance to students with personal and welfare issues.

Counselling

Australian and overseas students who are living away from home for the first time may at times feel homesick or stressed with their study load. Our team of professional staff are approachable and available to give students the confidential support they need during these times.

Student Representative Council (SRC)

We understand that you need a student voice and a life outside of college. The Student Representative Council is responsible for helping you to speak up and maintain a balanced lifestyle. They discuss current issues and organise a range of social and networking events to get you involved in the campus community—because having fun is an essential part of the William Blue experience!
Your Career Starts On Day One at William Blue.
If you are a person who likes people, there is a great career waiting for you.

For nearly 25 years William Blue has been inspiring the next generation of leaders in the Australian and global hospitality industries. Our students and graduates have access to exciting career options and are renowned for their great attitude, high skill level and the direct experience they acquire during their studies. By the time they graduate from William Blue, students are well known to industry employers and in a great position to go on to managerial roles.

Choose the way you want to study

William Blue College of Hospitality Management provides you with the theoretical knowledge and practical experience that you need to build a successful career in the hospitality, tourism and events industries, where your opportunities are limitless.

William Blue offers flexible learning options which means you can choose to study on-campus or online, or design a schedule with a blend of both.
Hospitality Management

“...hospitality events, met some wonderful industry contacts and attended many functions representing William Blue. I felt honoured to be part of such an amazing college environment. Without my William Blue scholarship I wouldn’t have the skills, experience and knowledge that have positioned me where I am today.”

Ben Webb
2011 Graduate
Advanced Diploma of Hospitality (Hotel Management)
Concierge, The Menzies

Ben chose the hospitality industry because it is an area that he is so passionate about. “I always enjoyed entertaining, setting up for family events and serving food, then when I realised I could have a career doing what I love I looked into what study options were available.”

Ben completed his industry placement at The Menzies Hotel in Sydney, where he built rapport with the staff and clientele, resulting in a permanent position as a Concierge. Ben recognises the expertise of the lecturers and the positive relationship they build with the students for helping him to get to where he is today. “I feel they are the best and most skilled within their specialised areas whilst also being down to earth and highly passionate about the industry, just as I am.”

A career in Hospitality Management
Hospitality is a diverse and vibrant industry which provides an abundance of employment opportunities across Australia and the globe in major hotel chains and resorts, prestigious restaurants and bars - or even in your own restaurant!

Our courses are designed to give you the critical skills for delivering a high standard of service and presentation that exceeds guests’ expectations and makes employers want to know you. From front of house (reception, concierge, reservations), food and beverage operations and rooms division you’ll learn about every aspect of day-to-day hotel management. Career opportunities are endless as you enter into an international world of diverse networks and skill assortment.

William Blue offers three programs to help make your dream come true in the hospitality industry:

- Bachelor of Business (Hospitality Management) on page 37
- Advanced Diploma of Hospitality (Hotel Management Pathway) on page 49
- Diploma of Hospitality on page 54.
Lauren White
Current Student,
Advanced Diploma of Hospitality
(Event Management)
Industry Placement at Brand Events

As an Advanced Diploma (Event Management) student and a valued member of the Brand Events team, Lauren White knows all about hard work and perseverance to achieve a dream career. Through William Blue, Lauren found herself in a six week internship at the prestigious events management company, working on Masterchef LIVE 2012. Through her hard work and dedication to the role, along with her theoretical knowledge gained through her studies, Lauren showed her employers that she was a great asset to their company. She has been working there ever since, experiencing the marketing, sales and operations departments and gaining invaluable experience and contacts. She explains, “I thoroughly enjoy working at Brand Events as it never gets boring and there’s always something to be done. Whether it’s working in the lead up to the event, helping the marketing department, or working onsite for bump in, I see the event come to life and watch the visitors enjoy the event.”

Lauren’s William Blue experience began when she initially looked into cookery as a career, but she soon changed her goals and hasn’t looked back: “Having seen what was on offer at William Blue, it opened up the scope of options available to me. When looking further into event management the content appealed to me.” She loves being part of the William Blue culture and is already planning her next study options, as the small class sizes and relationships built with lecturers have enticed her to stay on.

“I picked William Blue because there were a number of industry partners that would allow me to get a job in the industry I wanted, as well as opportunities to gain lots of experience with difference events,” she states. Lauren has made the most of these opportunities so far, and with her experience and dedication she is sure to get far in her field.

A career in Event Management
Imagine coordinating logistics for a wedding, the ARIA Awards or organising a convention for over 1000 delegates! Being an event manager in the meetings, incentives, conferences and events (MICE) industry requires patience, attention to detail and phenomenal organisational skills. But you can look forward to a wonderful career where no two projects are ever the same! To help make it happen, we will show you what it takes to be in charge of an event – from its conception through to execution. You will learn how to act as the key liaison point for your clients, suppliers and third parties as well as how to make sure that every single detail of the event goes to plan – from making sure the VIP arrivals go smoothly to ensuring there are enough spoons on each table.

William Blue offers two courses to start your journey in this action packed career:

• Bachelor of Business (Event Management) on page 39
• Advanced Diploma of Hospitality (Event Management Pathway) on page 51
Tourism Management

“I was attracted by William Blue’s reputable image, backed by professional industry practitioners. My education definitely helped me secure my current position. I really enjoy working here because it gives me an opportunity and loads of experience to be in the frontline of the tourism industry engaging with tourists from various parts of the world.”

Jesse Stanger
Current Student
Bachelor of Business (Tourism Management)

A career in Tourism Management
Tourism is one of the world’s biggest growth industries and as a tourism manager you will get the chance to work with people from many different cultures, and even get the opportunity to combine your work with travel! If you have an entrepreneurial spirit, there are also plenty of opportunities to start your own tourism-based business.

Make sure your passport is valid, because in this job you could work as an executive in the cruise ship or airline industries, or find yourself discovering the latest tropical tourist destination. You will learn to understand that the secret to being successful in tourism is knowing the fundamentals of business and marketing, and finding creative ways to attract people to the destinations you are promoting. It’s never dull and by merging your practical skills with theoretical knowledge, the world will be yours to explore and share with others.

William Blue offers this course to help you get set for a world-class tourism career.

- Bachelor of Business (Tourism Management) on page 38
“William Blue has a strong portfolio of industry partners and provided me with the chance to learn not only how to cook and work in a kitchen but to learn about all different facets of the hospitality industry. If you are interested in entering the industry, my advice is not to be afraid to throw yourself out there. If you are passionate and persistent, it will pay off.”

**Todd King**  
2012 Graduate  
Advanced Diploma of Hospitality (Commercial Cookery)  
Chef de Partie, Jonah’s Whale Beach  
Former Chef, The Apollo Potts Point

**Commercial Cookery**

*A career as restaurant manager or head chef*
Whether your dream is to be a chef running a five-star hotel kitchen (or even your own boutique lane-way cafe) or you’re more interested in being a restaurant manager who gets to pull the whole show together, by combining hospitality management training with technical qualifications, you can enjoy the fast-paced and rewarding lifestyle enjoyed by the stars of the food and beverage industry.

Restaurant managers are like the conductors of the orchestra! They are responsible for ensuring the restaurant operates efficiently and profitably while maintaining the highest standards of food and beverage service, hygiene and safety. In this role you will coordinate the day-to-day activities of the restaurant while also being responsible for the strategic planning, marketing and development of the business.

As a head chef, it will be your culinary vision that will be presented on the plate. Develop the menu, cook signature dishes and create a dining experience that your customers won’t forget. Culinary skills are not enough in today’s great restaurants, you need business skills too.

Whichever path you follow your qualification will help make sure you’re at the forefront of the food industry.

William Blue offers this course to help you cook up an unforgettable career:

- Advanced Diploma of Hospitality (Commercial Cookery Pathway) on page 50
“William Blue has provided me with the support and guidance to develop my knowledge and skills, and inspired me to pursue my career goals. Close industry contacts that William Blue provide have allowed me the opportunity to complete my work placement at Disney World Resort in the United States.”

Hayley Walden
Current Student
Advanced Diploma of Hospitality (Hotel Management)
Completed Jan-July 2013 Disney International Program at Disney World Resort, Florida USA
Guest Service Agent at Four Points by Sheraton
Your Career Will Be Managed From Day One

Real-world industry relevance is at the core of everything we do at William Blue. We know that you won’t get the practical experience you need by sitting in a classroom all day. To give our students the chance to see and work on the industry front lines we’ve developed a Career Management Program, offering real workplace experience, a part of every William Blue course.

Connections to the best industry contacts
Our Career Management Program is designed to gradually improve your practical skill level while increasing your exposure to the industry. We have partnerships with both Australian and International leading hotels, events and tourism organisations, which will increase the variety of opportunities available to start your career within the industry. This will give you a powerful combination of practical industry experience and theoretical knowledge. The program has three stages and will vary depending on what you’re studying. You’ll even get paid for the work once you progress to the final stages.

“What’s wonderful about William Blue students is the level of preparedness that they possess when they graduate or come to work with us on an industry work experience placement. They are prepared to get in and learn, and put in the hard work to acquire the practical industry experience to move their careers along. It’s refreshing to have a conversation with a hospitality student who understands that they are not going to graduate as a Hotel Manager.”

Richard Todd
Director of Human Resources – Australasia, Hilton Worldwide

“IHG has employed numerous William Blue students across all of our brands and locations in Australia. We talk to them about their career aspirations and development while they are working with us and hope to offer them great roles once they graduate, based on their capability. Due to the College’s CBD location, employing William Blue students is easy and they come to us with valuable practical skills and industry insights they’ve already learned”

Andrew Morley
Manager Talent Resourcing
InterContinental Hotels Group
Your Career has begun

After graduating from William Blue, Kassandra moved overseas to London for two years to work and travel around Europe. She began working as a recruiter with Hilton Worldwide, and was recruiting front-line positions for 11 Hilton properties in London.

Kassandra Ellis
2007 Graduate Advanced Diploma of Hospitality (Hotel Management)
2008 Graduate Bachelor of Business (Tourism and Hospitality)
Regional Human Resources Coordinator for Australasia, Hilton Worldwide

When the time came to return home, Kassandra was able to transfer back to Sydney into her current role today, as Regional Human Resources Assistant for Australasia.

"I enjoy the variety of this position, every day is different and there is always something new happening in one of our 12 Australasian properties. I also love the fact that by working for the most recognised hotel chain in the world, I have access to so many career opportunities internationally.

My role involves assisting the Regional HR Director with the Strategic HR Management of the region. This means a lot of project work and planning! From coordinating training programs, consolidating reports or developing new recruitment collateral, I'm always learning and working on something new.

When I started looking into Hospitality as a career I wasn't sure which area of the industry I wanted to work in. I chose William Blue because I liked the variety that the college offered. The course covered so many different areas, and offered practical on-the-job training as well, so it was the best option for me.

I also liked the independence of living off-campus, and having the flexibility to work while I studied. The college encourages you to gain industry experience, and the Career Management Team helped me to get my first job in hotels as a Banquets waiter.

At the time of my Industry Placement, Star City (now The Star) partnered with William Blue and offered a Scholarship Traineeship Program which I was lucky enough to be chosen for. I spent six months cross-training in all hotel departments, and at the end of the placement I moved into a Casual Front Office Agent role to support my studies.

I really enjoyed the practical classes in the kitchen and restaurant. The training restaurant really improved my confidence for service and working with friends was a lot of fun. Also, the excursions were great, particularly our trip to Hunter Valley to visit the wine regions for our Beverages class.

In 5-10 years I see myself working as a HR Director, hopefully with Hilton Worldwide. Ideally I'd like to stay in Sydney but who knows where I could end up!

My advice would be to work while you study. Experience is crucial for developing your career in Hospitality. Everyone has to start at the bottom but it doesn't take long to move up if you put in the hard work.”
Choose a path that’s right for you

William Blue College of Hospitality Management offers a wide range of qualifications that have been specifically designed to produce work-ready graduates. There are important differences between the William Blue courses – we can help you decide which qualification is best suited to your chosen career path and requirements.

**Higher Education**
William Blue is a recognised Higher Education Provider, which means that eligible students have the opportunity to apply for the Australian Government’s FEE-HELP loan scheme. Work placement and career development are major components of your course meaning the emphasis is on a knowledge and skill-based approach to learning. All lecturers are industry experts as well as experienced educators. To be eligible for a bachelor degree, you should have completed year 12 with an ATAR of 64.0 or UAI of 60.00 or above (or equivalent).

**Bachelor Degrees**
- *(on-campus full-time study)*
  William Blue gives you the chance to obtain a Bachelor Degree in just two years. Offering three trimesters per year and four subjects per trimester, this timetable allows you to complete your study program in a shorter time-frame than most other institutions. As a full-time student, you will enjoy a comprehensive study load that consists of face-to-face lectures and tutorials throughout the week. Prioritisation, planning and allocation of time are critical in order to be accelerated through such a rigorous qualification in two years. Following your application and enrolment, if applicable, William Blue will assess your eligibility for course credit based on previous studies.

**Bachelor Degrees**
- *(on-campus part-time study)*
  William Blue also caters to those unable to commit to full-time study. Undertaking your Bachelor Degree as a part-time student means that you can graduate in four years. This reduced study load allows you to balance your work and family requirements. Sufficient time for readings and completing assessments should be factored into your schedule e.g. if you have six hours of face-to-face lectures per week, you should allow for an additional 12 hours of self directed study. Again, we are happy to assess your eligibility for course credit based on previous studies.

**Bachelor Degrees**
- *(online study)*
  At William Blue, we offer a number of our degrees via flexible and online learning. As the name suggests, teaching and learning take place online rather than in a classroom, which means you can study when and where you want. The courses are specifically designed to fit your lifestyle – with a balance of supported and independent study and high quality materials. Flexible and online learning allows you to further your studies, while being able to balance your family or work commitments.

*Discover our Higher Education courses on pages 37-44.*

# Not available for part time study for onshore overseas students.

**Vocational Education?**
William Blue is now accepting applications through the Universities Admissions Centre (UAC). Search for our Bachelor Degrees at [www.uac.edu.au](http://www.uac.edu.au)
Vocational Education
William Blue offers vocational Diploma and Advanced Diploma of Hospitality qualifications. These programs focus on developing your practical skills in the early stages of the course and equip you with the necessary operational skills crucial to getting a job in the industry. You might enjoy this more active style of learning before you focus on the higher level hospitality, business and management subjects later in the course.

Advanced Diploma
(Blended Full-time Study)
William Blue gives you the opportunity to kick start your career with an Advanced Diploma in just two years. The Advanced Diploma courses allow you to combine a practical learning experience in our state of the art facilities as well as learning the theories of the hospitality industry from our current industry experts. At William Blue our aim is to prepare you for employment within the industry and we understand that balancing work and study can be difficult. The course also allows you the flexibility of combining both on-campus and fully supported online learning to help you find that work-life balance.

Advanced Diploma
(Blended Part-time Study)#
William Blue understands that some students may not be able to commit to full-time study. Our team of Lecturers and Program Managers will be able to help personalise your timetable for you and advise you of the most appropriate study options. This reduced study load may also help you find that work-life balance and allow you to achieve your fullest academic potential.

Diploma (Online Study)#
At William Blue we offer the Diploma of Hospitality via flexible online learning. As the name suggests, teaching and learning take place online through the William Blue Learning Portal but also includes an optional three day face-to-face intensive Residential Class focusing on Hotel Front Office Operations and using the hotel management system Micros Opera. The flexibility of this course means that you are able to study when you want, where you want. The course is fully facilitated by our Industry Expert lecturers and has a work placement component which is fully supported by our Careers and Alumni team.

Discover our Vocational Education courses on pages 46-54.

# Not available for part time study for overseas students.
Achieve Qualifications From Other Universities & Institutions

William Blue has formed partnerships with prestigious universities and associations to provide you with additional opportunities to expand your career horizons.

American Hotel and Lodging Educational Institute
When you study at William Blue, you have the option of completing the Hospitality Management Diploma awarded by the American Hotel & Lodging Association Educational Institute*. William Blue is the only Australian College to partner with this prestigious institution based in Orlando, Florida. By completing the combined Australian and international diplomas, you can combine your world-class qualifications with your practical skills to reach the very top of your chosen field and become part of the next generation of leaders in hospitality management.

La Trobe University
La Trobe University is an internationally recognised leader in Higher Education. It is committed to providing teaching of the highest quality and is supported by an outstanding research profile. William Blue and La Trobe University have been strategic partners since 2004, and as a graduate of the Advanced Diploma of Hospitality at William Blue you can seamlessly articulate into the La Trobe University Bachelor of Business (Tourism and Hospitality), delivered at our North Sydney campus. La Trobe University endorses the Advanced Diploma and Bachelor of Business Degrees delivered by William Blue.
Contact us for more information.

*Conditions apply
International University Partners
William Blue College of Hospitality Management has articulation agreements with the following international universities:

- University College Birmingham, UK
- Republic Polytechnic, School of Hospitality, Singapore
- Management Development Institute of Singapore (MDIS)
- Jianqiao College, Shanghai, China
- CIBT School of Business, Beijing, China
- International Hotel and Tourism Industry Management School (I-TIM), Thailand
- YIC, Japan
Your Study Pathway

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<th>Year 1</th>
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<tr>
<td><strong>Diploma</strong></td>
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<tr>
<td><strong>Advanced Diploma</strong></td>
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| **Bachelor Degree**  
  Accelerated Mode |
| **Bachelor Degree**  
  Standard Mode |

**Diploma**
- Diploma of Hospitality

**Advanced Diploma**
- Commercial Cookery
- Event Management
- Hotel Management

**Bachelor Degree**
- Business
- Event Management
- Hospitality Management
- Tourism Management

**La Trobe University**
- Bachelor of Business (Hospitality and Tourism)
You can articulate from the Diploma of Hospitality, or the Advanced Diploma of Hospitality, into the William Blue Bachelor of Business, subject to course requirements and credits.

You can articulate from the Advanced Diploma of Hospitality to the La Trobe Bachelor of Business (Hospitality and Tourism) subject to meeting course entry requirements.

You can choose to do the Bachelor of Business in three years in standard mode, or two years in accelerated mode.
**How does flexible learning work? Why study online?**

**Online and blended learning are popular options for many students these days – especially those keen to combine study and work.**

At William Blue you can study our nationally accredited programs through our purpose designed online learning platform. You choose to study when and where you want – even if you travel regularly, have existing work commitments, or live outside of Sydney.

Blended learning is also available for students who would like to fit their studies into their life and work commitments. As an on-campus student you are able to take most of William Blue’s subjects offered online to replace an on-campus class. This is ideal for students whose work and/or family commitments make it difficult to attend all their classes at the actual College. A Course and Careers Advisor can assist you with choosing the optimal mix of online and on-campus studies to complete your qualification.

**The latest technology to keep you connected**

The student focused learning platform comprises of a self-service student portal called ‘The Concierge’ in which you can access all your college administration services and the William Blue Learning Portal; your virtual classroom environment.

The William Blue Learning Portal provides a place for you to interact with your lecturer and fellow classmates through live web conferencing, discussion forums and other collaborative tools. The learning portal enables access to all your learning resources and academic support needs. Study materials are presented in a range of multimedia formats such as videos and interactive presentations and podcasts, documents are accessible in PDF format or able to be read directly on the learning portal. The learning portal is compatible with tablet and mobile devices and comes with its own app so you can study anywhere and anytime.

**Study with like-minded people**

This mode of learning doesn’t mean that you will miss out on social and networking opportunities. You will be studying with like-minded classmates and dedicated lecturers throughout the course, and establish meaningful relationships online. Studying online is a social experience in which many of the activities require you to participate in group work such as discussion forums, message boards, blogs and wikis (editable web pages). Your progress can be monitored with online self-review quizzes and you can receive immediate results and feedback.

**Personalised support**

Each online subject has a dedicated lecturer, who guides the students’ learning experience and facilitates interactive discussion; which generates a community of learning. Lecturers also offer one-on-one academic support and provide personal assistance. Lecturers mark assessments online and provide feedback through the learning portal.

You will also have access to a range of support resources such as the THINK Online Library catalogue which has access to more than 70 million online articles through a range of leading databases. Academic support is also available online through THINK CLASS, the Centre for Learning & Academic Skills Support.

Administrative support is provided by a dedicated team of online student support staff. This team provides an initial orientation and then ongoing proactive support for students throughout the lifecycle of their studies. Online counselling is also available to students.

Technical support is provided at the first level by the online student support staff and then escalated to dedicated help desk staff within the Think Group IT team.

**Study anytime, anywhere**

With no set class timetable you can study when and where you want, tailoring your education to suit your lifestyle.

You can choose to study full or part-time depending on your availability and needs.

*A maximum of 25% online course study load is available to international students studying in Australia.*
“Learning online gave me the opportunity to learn at times I was most motivated. I feel this definitely added to the quality of work I submitted.”

Morgan Stephenson
2013 Graduate
Bachelor of Business (Hospitality Management)
I-Grad Future leader, InterContinental

With the freedom to choose when and where he studied, juggling full-time work and a full-time course load wasn’t overly difficult for Morgan. He even managed to combine his course work placement with his job at InterContinental Melbourne, The Rialto, where he worked as a Guest Service Agent, with the support of William Blue. “From a professional standpoint I was able to continue my career progression in a full time capacity while still studying towards my academic goals. I especially loved the opportunity online learning gave me to study from my favourite cafe, park and even on the way to work,” explains Morgan.

Morgan found the workload very manageable and says that the ease of navigating the learning portal made for an enjoyable learning environment. “The discussion boards were a great help and the lecturers played a very active role to ensure my questions and comments were always answered.”

Despite not being on campus Morgan managed to establish relationships with his lecturers and other students and made the most of William Blue’s focus on helping students advance their careers. “The forums are a great platform to meet other students, find common interests and identify solutions together. I’d encourage anyone who’s thinking of studying online to interact with and utilise the great knowledge and practical experience of your lecturers as well. William Blue’s Career Management Team also offers you great opportunities.”

Morgan was recently awarded a position in the InterContinental Hotels Group I-Grad Future Leaders Program Australasia 2013. This involves twelve months of rotation working across each department of the hotel, a two month secondment overseas to develop international leadership skills and personal coaching with the General Manager.
In 2006, Anthony moved into the education arena with a range of international colleges in Sydney and was quickly promoted to management posts within the academic field. Now the Head of Academic Studies for Vocational Education programs at William Blue, Anthony is in a unique position of having current, high-quality industry experience, industry qualifications, and academic experience which he combines to deliver vocational training of the highest quality to our students.

Anthony Mitri
Head of Academic Studies - Vocational Education

Peter has over thirty years experience working within the tourism, hospitality and event management industries across a diverse range of sectors including accommodation, transportation, conference and events, and attractions. Peter has held many managerial positions over the years including Sales Manager with Rydges Hotels, Tourism Sales & Marketing Executive at the Sydney Opera House and Guest Relations Manager at the unique eco resort, the Four Seasons Barrier Reef.

Peter moved into hospitality management education five years ago and is currently a senior lecturer on the William Blue Bachelor Program, in both a classroom environment and online.

Peter Lipman
La Trobe Lecturer and Program Manager, Higher Education

Paul has over twenty years hospitality and tourism experience, working and travelling all over the globe. After leaving school he began as a management trainee in restaurants in the UK, eventually moving into a multi-site General Manager role for a restaurant brand in London’s vibrant West End. After joining Scottish & Newcastle Retail, Paul worked as a GM in cocktail bars, restaurants, function centres and premier lodge accommodation. A sabbatical trip around the world led to work as a tour guide in Asia and Africa, before moving to Australia and starting a new career in education.

For the past five years Paul has been working full-time as a lecturer and manager within VET education and training. He recently joined William Blue managing business and events subjects, teaching in both a classroom environment and online.

Paul Picklesley
Program Manager - On-Campus

Vivian has extensive experience in the Tourism Industry, having held positions for different companies including Hertz and United Airlines. Following an Economics Degree in her native Argentina, and a Postgraduate Certificate in Marketing, Vivian won a scholarship to study her Masters in Tourism in Rome, a degree accredited by the World Tourism Organisation.

She then went on to teach tourism at various colleges in Buenos Aires, while at the same time travelling around the world promoting new destinations. Vivian joined William Blue in 2007 to teach the La Trobe Bachelor of Business Program, and she now oversees all Higher Education programs offered by the College.

Vivian Allen
Head of Academic Studies - Higher Education
Quinton has twenty years experience working in a variety of restaurants in Sydney, culminating in his own restaurant Boomerang in Sydney’s CBD. Through his work experience he has gained exposure to contrasting management styles, food philosophies, and kitchen dynamics resulting in a well-rounded hospitality experience.

For the last nine years Quinton’s ambition has been to share his knowledge with a new generation of chefs as Executive Chef / Food and Beverage Program Manager at William Blue in North Sydney.

Quinton Herbert
Executive Chef / Program Manager Food and Beverage Operations

Allison has over fifteen years of lecturing in the areas of hospitality, tourism and leisure in the UK and Australia. After graduation Allison started her teaching career at University College Birmingham, which is an International University partner of William Blue College of Hospitality Management.

Allison’s academic qualifications are bolstered with practical experience working in various managerial roles within the Marriott, Hyatt and Campanile hotel groups in the UK and USA.

Allison joined William Blue College of Hospitality in 2008 and is currently a Senior Lecturer on the William Blue Bachelor programme in both a classroom environment and online.

Allison Knight
Senior Lecturer

Kirsten has over fifteen years of international hospitality experience, with stints working in Asia, Europe and Australia. After beginning her Front of House career at traditional restaurants in Japan, Kirsten soon transferred her skills to the hotel industry and has worked in various roles in Food and Beverage, Night Audit and Reservations. Kirsten continued her career with the Accor Group in a General Manager role at Ibis Hotels in the UK and then in Sydney. After many years of conducting workplace training, Kirsten moved into hospitality management education five years ago and is currently a program manager on the William Blue Bachelor Program, in both a classroom environment and online.

Kirsten Browne
Program Manager, Higher Education
The William Blue Career Management Team

Michael Ghazi
Career and Alumni Service Consultant

After fifteen years working with many global and Australian hotels and restaurants, Michael is now enjoying his role as Career and Alumni Service Consultant at William Blue.

Over the years he has worked with Vibe Hotel, the Accor group’s Novotel and Mercur, Quay West, Rydges and Regency Palace Hotel Lebanon. Michael says this helps him to identify top appropriate partners in his role at William Blue, which requires him to coordinate all industry placement opportunities with team member Grace.

Michael is responsible for developing and managing new and innovative alumni relations programs in order to increase the level of engagement between William Blue and its alumni.

Grace Chompuchan
Career and Industry Consultant and Industry Placement Tutor

Grace started her career in the hospitality industry in 2000. She had worked with Accor Reservation Services in a supervisory position and managed a team of sixty consultants as well as providing their training and development. She had also worked as a recruitment consultant for a global recruitment firm and worked with both private and public education providers such as TAFE NSW.

Her special interest is career management; assisting students to identify their unique skills, exploring relevant career options, and developing goals and action plans that help them develop their careers in the hospitality industry. Her focus is to develop and expand Industry Partners and to increase employment opportunities for William Blue students.

Grace is very approachable and passionate about delivering the best employment opportunities that meet the diverse social and cultural needs of the students.

Career Management Program

Industry relevance is at the core of everything we do at William Blue. We believe industry experience is so vital that we make the Career Management Program a part of every course.

No one gets the practical experience they need by sitting in a classroom all day – that’s why we look to partner with the best in the business to provide practical learning to complement the theoretical course work. Our Career Management Program is designed to gradually improve student skill levels while increasing their exposure to industry. This allows a consistent framework for students to learn, practice and develop confidence and proficiency in their chosen field.

Industry Placement Program

Industry placement allows students to experience employment in the hospitality industry first-hand. Practical experience helps them to assimilate theory into a personal management style, while developing key competencies, valuable industry networks and future employment prospects along the way.

Networking Opportunities

Networking opportunities may be advertised by our Careers and Alumni team throughout the year. Keep in touch with them to find out about valuable opportunities to gain work experience with the industry’s greatest brands. Take advantage of job vacancies and attend events where you will mingle with inspiring industry partners and alumni.

LOOK OUT FOR EVENTS AND GUEST SPEAKERS ON CAMPUS.

Alumni network

Our Careers Management Team help graduates keep in contact with William Blue College and our industry partners. Each year events are organised by the College so current students are enabled to network with former students (‘alumni’), staff and other influential professionals.
“One of the reasons I picked William Blue is because it catered to the areas I specifically wanted to work in. I completed my internship with South African Tourism where I got to be part of organising fun events to market South Africa as a travel destination and special sponsorships such as Myer’s spring and summer shoot which was shot in South Africa.”

Patricia Macombo
2013 Graduate, Bachelor of Business (Tourism & Hospitality)
Completed internship at South African Tourism
Matthew Peade  
Virtual Campus Director

- **Master of Business Research,**  
  University New England (current)
- **Master of Education,**  
  University New England
- **Bachelor of Education Technology and Applied Studies,**  
  Charles Sturt University
- **Certificate IV Workplace Training,**  
  TAE
- **Cert III Commercial Cookery,**  
  Wollongong TAFE

Matthew's experience in the education industry has seen him specialise in online and blended learning within the disciplines of Business and Hospitality. Matthew holds Bachelors and Masters Degrees in Education with substantial hospitality industry experience. Combined these provide a skill set that is both analytical and research based, with a capacity and experience for practical application.

Matthew's expertise in these areas enables him to develop and deliver innovative education and training, through creative learning design and structured curriculum.

Also a qualified experienced chef, Matthew has worked in leading restaurants in both Sydney and London. In Sydney Matthew has worked at restaurants such as Restaurant Forty One, Quay, Coast and Manta where he was the head chef for several years. Matthew also travelled to London to join the Conran group where he spent two years at the groups’ flagship restaurant Le Pont de la Tour.
Jonathan Christie
Online Services Manager

Jonathan has over twelve years experience working within the IT sector at higher education institutions. Prior to joining the William Blue team, Jonathan worked at the University of Cape Town for eleven years. Jonathan held a number of positions during his time at UCT, starting as an IT Consultant and progressed through the ranks to the position of manager for the Student Computing Services Team. This team consisted of over eighty staff members and was responsible for providing first line IT support through twenty eight computer labs to over ten thousand students at the university.

Jonathan is also a certified technical trainer with over three years training experience. Besides IT, Jonathan also worked for Contiki Tours as a Site Representative based at the Chateaux De Cruix in France.

Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education

Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education

MBA (current)
Advanced Diploma of Hospitality Management
Certificate IV in Training and Assessment
Certificate in Group Training Techniques

Originally hailing from South Africa, Wendy brings almost ten years of hospitality and management expertise to William Blue. Having worked in 5-star and boutique hotels across three continents, she has extensive experience in a variety of areas from Guest Relations and Food and Beverage through to General Manager. Upon moving to Sydney, Wendy branched out into hospitality recruitment and in 2006 she decided to venture into the education sector and became a full time lecturer at William Blue. She ensures the efficient and effective delivery of the vocational online courses and provides ongoing support to staff and students in the online space.

Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education

Lydia Befekadu
Tutor, Flexible Online Learning - Higher Education

Lydia has worked in the Hospitality industry for over eight years and began her career right here at William Blue. During her studies at William Blue, most of her time outside of school was spent working in hotels. She completed her degree in 2009 and began working at William Blue Dining as the Restaurant Manager and taught four subjects in the VET sector. Some of the Hospitality Groups Lydia has worked for are The Four Seasons, Rockpool and Buon Ricordo.

Her enjoyment in teaching found Lydia furthering her studies and she is now completing a Masters in Education which has given her the opportunity to work in the Higher Education department at William Blue.

Lydia Befekadu
Tutor, Flexible Online Learning - Higher Education

Masters Degree in Creative Writing
Bachelor of Arts, English Literature
Professional Chef Accreditation
Certificate IV in Training and Assessment

A well-travelled and skillful chef, Jack brings with him many international flavours; he has worked in a number of fine restaurants across the US, including one of New York City’s most exclusive eateries, Picholine, and has also had stints in some of the top restaurants in Europe, South America and Australia. Combining his experience in both front and back of house, Jack moved into teaching in 2007 and has been with William Blue for the last three years. After beginning as an educator in the Kitchen Operations area in Vocational Programs, Jack is now a Program Manager for the Flexible and Online Bachelor of Business courses.

Jack Iveson
Program Manager, Flexible and Online Learning - Higher Education

Jack Iveson
Program Manager, Flexible and Online Learning - Higher Education

Master of Education
Bachelor of Business (Tourism and Hospitality)
Certificate IV in Training and Assessment

Lydia has worked in the Hospitality industry for over eight years and began her career right here at William Blue. During her studies at William Blue, most of her time outside of school was spent working in hotels. She completed her degree in 2009 and began working at William Blue Dining as the Restaurant Manager and taught four subjects in the VET sector. Some of the Hospitality Groups Lydia has worked for are The Four Seasons, Rockpool and Buon Ricordo.

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Lydia Befekadu
Tutor, Flexible Online Learning - Higher Education

MBA (current)
Advanced Diploma of Hospitality Management
Certificate IV in Training and Assessment
Certificate in Group Training Techniques

Originally hailing from South Africa, Wendy brings almost ten years of hospitality and management expertise to William Blue. Having worked in 5-star and boutique hotels across three continents, she has extensive experience in a variety of areas from Guest Relations and Food and Beverage through to General Manager. Upon moving to Sydney, Wendy branched out into hospitality recruitment and in 2006 she decided to venture into the education sector and became a full time lecturer at William Blue. She ensures the efficient and effective delivery of the vocational online courses and provides ongoing support to staff and students in the online space.

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Certificate IV in Training and Assessment
Certificate in Group Training Techniques

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Wendy Smollan
Program Manager, Flexible Online Learning - Vocational Education
Academic Board/ Industry Associations

Relevance and credibility
William Blue College of Hospitality Management is governed by an independent Academic Board. The Academic Board oversees all aspects of academic quality within the College. The Board is committed to rigorously upholding the highest educational standards to ensure that you receive a rewarding and challenging learning experience.

The independent members of the Academic Board include:

Emeritus Professor Adrian Lee (Chair)
PhD, BSc (Hons) (Melb)

Winthrop Professor Mark Israel
DPhil (Oxford), MA Phil (Cambridge), MEdStud, GradCertTertEd (Flin)
Winthrop Professor of Law and Criminology, UWA

Professor Suzan Burton
PhD, MBA (UNSW), BAppSc, CCHS, BA (UNE)
Professor of Marketing, UWS

Associate Professor Kylie O’Brien
PhD (Medicine) (Monash) MPubHlth, BSc (Optometry) (Melb), BAppSci (Chinese Medicine) (RMIT)
Director, Assessment and Learning, Deakin Learning Futures, Deakin University

Dr. John Mitchell
EdD (Deakin), MBA (CSU), MEdAdmin (Deakin), BA Hons, DipEd (Adel)
Managing Director, John Mitchell & Associates

Associate Professor Stephen Huxley
GradDipEd (Hawthorne Inst), DipArt&Des (UWE), CGLI Certs (City & Guilds)
Director of Swinburne School of Film and Television and Head of Academic Group, Digital Media Design

Think Education Group Representatives include:

Coralie Morrissey
Executive Dean, Business and Hospitality Faculty

Professor Emeritus Helmut Lueckenhausen
Executive Dean, Design Faculty

Professor Ian Finley
Executive Dean, Health and Wellness Faculty
Industry associations

William Blue is a member of the following industry bodies:

Association of Australian Hotel Schools (AAHS)
William Blue is a founding member of the AAHS, which is dedicated to excellence in the field of Hotel and Tourism Management Education. Studying at an AAHS institution will ensure that you are adequately prepared for the challenges and demands of this dynamic industry.

Australian Hotels Association (AHA)
William Blue is proud to be a Bronze Partner of the AHA, the leading authority on hospitality and tourism issues with Government and Industry. The AHA represents 8500 pub style and three, four and five-star accommodation hotels throughout Australia.

International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)
THE-ICE is an international accreditation and quality assurance agency, originally seed-funded by the Australian Federal Government from 2004-2008. William Blue is an Accredited Member of THE-ICE and all courses have been quality assessed and accredited by THE-ICE in meeting THE-ICE Standards of Excellence.

EUHOFA International Association of Hotel Schools
William Blue is a proud member of EUHOFA International, the International Association of the world’s best hotel schools. In 1955 a group of hotel school directors in Germany, Austria and Switzerland decided to create an organization of hotel and tourism schools with the highest standards in the world. Now, the label ‘Member of EUHOFA International’ is your guarantee that everything that William Blue does is designed to produce graduates who will succeed in the global hospitality industry.

The Tourism Industry Council NSW (TICNSW)
William Blue is a proud member of the Tourism Industry Council NSW (TICNSW), which is the peak tourism industry organisation in NSW and represents some 7,000 industry operators across the State. Formed in 2001, TICNSW aims to help the tourism industry in NSW remain the number one tourism destination in Australia and is primarily an advocate for all companies with an interest in tourism. It works with government, industry and community stakeholders to boost investment, employment and promotional opportunities for tourism throughout the State.
Our Courses

HIGHER EDUCATION
**Bachelor of Business (Hospitality Management)**

**Career progression that goes well beyond the hospitality industry.**

**Hospitality Management**
Hospitality is any situation in which there is a host and a guest brought together through the provision of a service. Hospitality is much broader than food, beverage and accommodation. With this qualification, you can aspire to an exciting role in hotel management, entrepreneurship, service management, travel or transport management, and other general business management careers in both the traditional and e-commerce environments.

If you crave adventure or variety, a hospitality career could be just what you’re looking for. This program gives you a taste of what a hospitality career has to offer. Gain the knowledge, attributes, skills and experience of higher-level hospitality concepts and operations. Study critical business and management subjects, with a view to entering the fast-changing global hospitality industry.

At William Blue we make industry experience a vital ingredient of our courses. This industry awareness gives you an idea of what to expect out in the real world and is crucial to your ongoing career success. In fact, it’s what has made the William Blue experience unique for the past twenty years.

**Graduate Outcomes**
The world always needs talented hospitality professionals - and the future is looking bright with opportunities as a:
- Hotel Executive
- Resort Manager
- Restaurant Owner
- Hospitality Entrepreneur
- Operations Director
- Services Manager
- Business Analyst and Consultant

**Flexible Study Options**
We are proud to offer you the flexibility to incorporate online study into your course. That means you can design a study plan that suits your needs for study, career development and work-life balance. What’s more, you engage with other students in the virtual campus environment meeting the expectations of the contemporary commercial world.

**Course details**

**Course name:** Bachelor of Business (Hospitality Management)
CRICOS approved.
CRICOS course code pending

**Duration:** 2-3 years full-time, 4-6 years part-time.

**Intake:** February, June and September

**Study options for Australian students:**
- Full-time or part-time, on-campus or online

**Study options for international students:**
- Full-time, on-campus only

**FEE-HELP:** Available for Australian students

**Entry Requirement for Overseas Students**
- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa

**Entry Requirement for Australian Students**
- A minimum ATAR of 64.0/UAI of 60.0 or equivalent
- 18 years of age or over
Bachelor of Business (Tourism Management)

The hospitality and tourism industry is the largest and fastest growing industry in the world.

Tourism Management
The world’s population is increasingly mobile, and this has many consequences for businesses, economies, individuals, communities, societies, nations and their environments. Travel — whether for business or pleasure — and its growing influence on the global economy has led to tourism management being one of the most popular fields of Higher Education study.

You will discover Airline management, Cruise Line Management, as well as Casino and Gaming Management, and comprehend the tourist experience and tour operations. This program develops your understanding of the industry through its use of industry experts as lecturers, and by carrying out work experience in the tourism industry.

Graduate Outcomes
This course prepares you for a thrilling range of first-class careers such as:
- Destination Marketing
- Destination Development
- Regional Tourism Management
- Tourism Consulting
- Tourism Entrepreneurship
- Airline Management
- Cruise Line Management

Flexible Study Options
We are proud to offer you flexibility to incorporate online study into your course. That means you can design a study plan that suits your needs for study, career development and work-life balance. What’s more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available for full time study for overseas students.

Course details

Course name: Bachelor of Business (Tourism Management)
CRICOS approved, CRICOS course code pending

Duration: 2-3 years full-time, 4-6 years part-time.

Intakes: February, June and September

Study options for Australian students:
Full-time or part-time, on-campus or online

Study options for Overseas students:
Full-time, on-campus only

FEE-HELP: Available for Australian students

Entry Requirement for Overseas Students
- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa

Entry Requirement for Australian Students
- A minimum ATAR of 64.0/UAI of 60.00 or equivalent
- 18 years of age or over
Bachelor of Business
(Event Management)

Plan and manage a range of events from conferences and conventions to music festivals and product launches.

Event Management
Along with hotels, restaurants and resorts, events is one of the most high profile, and fastest growing sectors of the hospitality industry.

Could you see yourself working at the next Olympics in Rio, a large international conference, the annual Taste of Sydney food and wine showcase or a charity dinner for 2000? Management and operation of an event is not only a highly-skilled and technical operation, it’s big business!

The William Blue Bachelor of Business (Event Management) teaches you how to manage and operate events from conception, to operation and post-production. In the global connected environment, events continue to gain importance and relevance regardless of size. Whether it’s the next big sporting event, an economic forum or a meeting of great minds a graduate skilled in events and event management will be critical for its success.

Graduate Outcomes
There is never a dull moment with an events career! You can look forward to working in any one of these roles:
- Event Organiser
- Venue Management
- Meeting and Conference Management
- Exhibitions Management
- Incentives Director

Flexible Study Options
We are proud to offer you the flexibility to incorporate online study into your course. That means you can design a study plan that suits your needs for study, career development and work-life balance. What’s more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Course details
Course name: Bachelor of Business (Event Management)
CRICOS approved, CRICOS course code pending

Duration: 2-3 years full-time, 4-6 years part-time

Intake: February, June and September

Study options for Australian students:
- Full-time or part-time, on-campus or online

Study options for Overseas students:
- Full-time, on-campus only

FEE-HELP: Available for Australian students

Entry Requirement for Overseas Students
- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa

Entry Requirement for Australian Students
- A minimum ATAR of 64.0/UAI of 60.00 or equivalent
- 18 years of age or over
Bachelor of Business

Strategically position companies and business systems to build a competitive advantage.

Business
The William Blue Bachelor of Business has been developed to give you a broad understanding of the domestic and international business landscape in a hospitality context. As a student, you will develop the skills and knowledge to research, analyse and interpret the business environment. Your critical thinking skills will enable you to identify strategic opportunities for organisations and develop strategic business and marketing plans.

The course offers core units in marketing, finance, strategic management and business law, along with electives in areas such as resort management and events so that you can study your area of interest. Combining core business knowledge and skills with a range of electives provides varied career options and paths. As a graduate you will have the opportunity to seek employment within national or international companies, both here in Australia and overseas.

Flexible Study Options
We are proud to offer you the flexibility to incorporate online study into your course. That means you can design a study plan that suits your needs for study, career development and work-life balance. What’s more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available for full time study for overseas students.

Course details

Course name: Bachelor of Business
CRICOS approved, CRICOS course code pending

Duration: 2-3 years full-time, 4-6 years part-time

Intakes: February, June and September

Study options for Australian students:
Full-time or part-time, on-campus or online

Study options for Overseas students:
Full-time, on-campus only

FEE-HELP: Available for Australian students

Entry requirement for Overseas students
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• 18 years of age or over
• Eligible for a student visa

Entry requirement for Australian students
• A minimum ATAR of 64.0/UAI of 60.00 or equivalent
• 18 years of age or over
Bachelor of Business (Tourism and Hospitality)

Study a La Trobe University degree at William Blue

Build on your high level of practical, operational, management and business knowledge.

Tourism and Hospitality

This articulation pathway is available to any student who has completed the William Blue Advanced Diploma of Hospitality, with the required grade average.*

Within one calendar year from entry, and on successful completion of all required units (10) from the La Trobe University curriculum you will qualify for a Bachelor of Business (Tourism and Hospitality) conferred by La Trobe University.

This year of study will build on your high level of practical, operational, management and business knowledge already gained in the Advanced Diploma. It will also introduce you to higher level thinking and critical analysis skills required for the successful strategic development and management of a contemporary hospitality business.

Subjects

Summer School – January to February
  - International Tourism
  - Risk Management

Semester 1 – March to June
(as per the LTU academic calendar)
  - Entrepreneurship theory and practice
  - Research Enquiry for Managers
  - Event Planning
  - Strategic Management

Semester 2 – July to November
(as per the LTU academic calendar)
  - Business Economics
  - Hospitality Service Delivery Strategies
  - Destination Marketing and Management
  - Tourism and Leisure Psychology and Consumer Behaviour

Graduate Outcomes

- Hotel Manager
- Event Manager
- Resort Manager
- Restaurant and Food and Beverage Manager
- Hospitality Entrepreneur
- Operations Manager
- Service Manager
- Business Analyst and Consultant
- Accommodation Manager

Course details

Course name: Bachelor of Business (Tourism and Hospitality)
Conferred by: La Trobe University
CRICOS course code 049997A

Duration: One additional year (after completion of William Blue Advanced Diploma of Hospitality)

Study options: Full-time, on-campus only

Entry requirements for Overseas students
- Completion of the Advanced Diploma of Hospitality with a grade point average of 70% or higher
- Direct entry into 3rd Year requirement: completion of Australian High School Year 12 or equivalent and related qualification approved by La Trobe University for 2 years advanced standing
- IELTS 6.0 or equivalent.

*Entry requirement for Australian students
Completion of the Advanced Diploma of Hospitality with a grade point average of 70% or higher. Please contact us for more information.
Higher Education
Course structure

Structured foundations, course flexibility and industry leading specialisations.

Unique course structure
William Blue College of Hospitality Management
Higher Education courses are designed with core and specialised subjects throughout the duration of your study. This provides you with structured foundations, course flexibility and industry leading specialisations.

Should you wish to change your career direction or specialisation, William Blue’s Academic Team are available to discuss which option is best suited to you.

Course structure guide
- Business core subjects
- Hospitality Management specialisation subjects
- Tourism Management specialisation subjects
- Event Management specialisation subjects
- Hospitality and Tourism subjects
- Hospitality, Events and Tourism subjects
- Common elective subjects, on page 44 (select from any of the common elective subjects)*
- Bachelor of Business elective subjects (select from any business core, hospitality specialisation, tourism specialisation, event specialisation or common elective subjects)*

* Elective subject selections made at 100 and 200 levels should take into account the prerequisites of electives at 200 and 300 levels. Electives are also subject to availability. Please contact a Course and Careers Adviser for more information.
<table>
<thead>
<tr>
<th>Bachelor of Business (Tourism Management)</th>
<th>Bachelor of Business (Event Management)</th>
<th>Bachelor of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>100 level</strong></td>
<td><strong>100 level</strong></td>
<td><strong>100 level</strong></td>
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<tr>
<td>HRM101A Introduction to HR Management and Leadership</td>
<td>HRM101A Introduction to HR Management and Leadership</td>
<td>HRM101A Introduction to HR Management and Leadership</td>
</tr>
<tr>
<td>RAS101A Research and Academic Skills</td>
<td>RAS101A Research and Academic Skills</td>
<td>RAS101A Research and Academic Skills</td>
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<tr>
<td>ACC101A Introduction to Business Accounting</td>
<td>ACC101A Introduction to Business Accounting</td>
<td>ACC101A Introduction to Business Accounting</td>
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<td>HET101A Introduction to the Visitor Economy</td>
<td>HET101A Introduction to the Visitor Economy</td>
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<tr>
<td>HET102A Visitor Economy Product Dynamics</td>
<td>HET102A Visitor Economy Product Dynamics</td>
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</tr>
<tr>
<td>TOU101A Current Issues in Tourism</td>
<td>TOU101A Event Concepts and Design</td>
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<table>
<thead>
<tr>
<th><strong>200 level</strong></th>
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<tbody>
<tr>
<td>MGT201A Project Management</td>
<td>MGT201A Project Management</td>
<td>MGT201A Project Management</td>
</tr>
<tr>
<td>ECO201A Economics</td>
<td>ECO201A Economics</td>
<td>ECO201A Economics</td>
</tr>
<tr>
<td>LAW201A Business and Law</td>
<td>LAW201A Business and Law</td>
<td>LAW201A Business and Law</td>
</tr>
<tr>
<td>STAT201A Research and Enquiry for Managers</td>
<td>STAT201A Research and Enquiry for Managers</td>
<td>STAT201A Research and Enquiry for Managers</td>
</tr>
<tr>
<td>HAT201A Entrepreneurship in Context</td>
<td>EVT201A Event Management and Operations</td>
<td>200 Level Elective</td>
</tr>
<tr>
<td>HAT202A Hospitality and Tourism Distribution</td>
<td>EVT202A Creative Thinking and Innovation</td>
<td>200 Level Elective</td>
</tr>
<tr>
<td>TOU201A The Tourist Experience</td>
<td>EVT203A Events Policy and Strategy</td>
<td>200 Level Elective</td>
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<tr>
<td>200 Level Elective</td>
<td>200 Level Elective</td>
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<thead>
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<th><strong>300 level</strong></th>
<th><strong>300 level</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT301A Ethics and Sustainability</td>
<td>MGT301A Ethics and Sustainability</td>
<td>MGT301A Ethics and Sustainability</td>
</tr>
<tr>
<td>MGT302A Strategic Management</td>
<td>MGT302A Strategic Management</td>
<td>MGT302A Strategic Management</td>
</tr>
<tr>
<td>MGT303A Business Information Analysis</td>
<td>MGT303A Business Information Analysis</td>
<td>MGT303A Business Information Analysis</td>
</tr>
<tr>
<td>IND301A Industry Consulting Project</td>
<td>IND301A Industry Consulting Project</td>
<td>IND301A Industry Consulting Project</td>
</tr>
<tr>
<td>HET301A Risk, Crisis and Disaster Management</td>
<td>EVT301A CommercialModelling for Events</td>
<td>300 Level Elective</td>
</tr>
<tr>
<td>HAT301A Revenue Management</td>
<td>300 Level Elective</td>
<td>300 Level Elective</td>
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<td>300 Level Elective</td>
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<td>300 Level Elective</td>
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<td>300 Level Elective</td>
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</tbody>
</table>
## Higher Education Common Electives

### 100 level
- **HET101A** Introductions to the Visitor Economy
- **HET102A** Visitor Economy Product Dynamics
- **EVT101A** Event Concepts and Design
- **HOS101A** Management of Service Contexts
- **TOU101A** Current Issues in Tourism
- **MKT102A** Understanding Advertising
- **MKT103A** Integrated Marketing Communications
- **MKT104A** Business-2-Business Marketing
- **PRN101A** Understanding Public Relations
- **PRN102A** Introduction to PR Writing

### 200 level
- **EVT201A** Event Management and Operations
- **EVT202A** Creative Thinking and Innovation
- **EVT203A** Events Policy and Strategy
- **EVT204A** Wedding Planning
- **EVT205A** Event Bidding
- **EVT206A** Sports Events
- **EVT207A** Event Venue Management
- **HOS201A** Managing the Hospitality Asset
- **HOS202A** Accommodation Management
- **HOS203A** Food and Beverage Management
- **TOU201A** The Tourist Experience
- **TOU202A** Tour Operations
- **HAT201A** Entrepreneurship in Content
- **HAT202A** Hospitality and Tourism Distribution
- **HAT203A** Gastronomy
- **MKT201A** Consumer Behaviour
- **MKT202A** Marketing and Audience Research*
- **MKT203A** Services Marketing
- **MKT204A** Relationship Marketing
- **MKT205A** Marketing Consulting Project
- **PRN201A** Public Relations Strategy*
- **PRN202A** Stakeholder Relationship Management*
- **PRN203A** Issues and Crisis Management*
- **PRN204A** Corporate and Financial Public Relations*
- **PRN205A** Not-for-profit, Government and Community Relations*

### 300 level
- **EVT301A** Commercial Modelling for Events*
- **EVT302A** Global Events
- **EVT303A** Advanced Design
- **HOS302A** Resort and Spa Management
- **HOS303A** Casino and Gaming Managing
- **HOS304A** MICE Management
- **TOU302A** Destinations Management
- **TOU303A** Airline Management
- **HET301A** Risk, Crisis and Disaster Management
- **HAT301A** Revenue Management
- **HAT304A** Cruise Line Management
- **MKT301A** Marketing Strategy
- **MKT302A** Digital Marketing
- **MKT303A** International Marketing
- **MKT304A** Brand and Product Management
- **PRN301A** Professional Public Relations Practice*
- **PRN302A** Emerging Media Strategy
- **PRN303A** International Public Relations*
- **PRN304A** Change Communication Management and Leadership*

* Electives subject to availability.
**Vocational Education (on-campus study) course structure**

Structured foundations, course flexibility and industry leading specialisations.

**Unique course structure**
William Blue College of Hospitality Management VET courses are designed with core and specialised subjects throughout the duration of your study. This provides you with structured foundations, course flexibility and industry leading specialisations.

Should you wish to change your career direction or specialisation, William Blue’s Academic Team are available to discuss which option is best suited to you.

**Course structure guide**
- Hospitality core subjects
- Hotel Management specialisation subjects
- Commercial Cookery specialisation subjects
- Event Management specialisation subjects

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*William Blue American & Hotel Lodging Educational Institute Diploma
Students who achieve the required subject outcomes in subjects marked with an asterisk (*) are eligible to receive an international diploma awarded by the American and Hotel Lodging Educational Institute in addition to your William Blue qualification. Hotel Management students will also need to complete Kitchen Studies 4, while Event Management students will need to complete Kitchen Studies 4 and Rooms Division Operations to be eligible. Contact us for more information.

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### SIT60312 Advanced Diploma of Hospitality (Hotel Management Pathway)

<table>
<thead>
<tr>
<th>Year 1 (Trimester 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Hospitality Studies</td>
</tr>
<tr>
<td>Food Safety Supervisor</td>
</tr>
<tr>
<td>Kitchen Operations 1</td>
</tr>
<tr>
<td>Kitchen Studies 1</td>
</tr>
<tr>
<td>Food and Beverage Operations 1</td>
</tr>
<tr>
<td>Food and Beverage Studies 1</td>
</tr>
<tr>
<td>Academic Skills</td>
</tr>
<tr>
<td>Responsible Service of Alcohol</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 1 (Trimester 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service Management</td>
</tr>
<tr>
<td>Fundamentals of Human Resource Management*</td>
</tr>
<tr>
<td>Leadership in the Hospitality Industry*</td>
</tr>
<tr>
<td>Food and Beverage Operations 2</td>
</tr>
<tr>
<td>Food and Beverage Studies 2</td>
</tr>
<tr>
<td>Wine Studies</td>
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</table>

<table>
<thead>
<tr>
<th>Year 1 (Trimester 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Hospitality Accounting*</td>
</tr>
<tr>
<td>Strategies in Sales and Marketing*</td>
</tr>
<tr>
<td>Hospitality Operations and Risk Management</td>
</tr>
<tr>
<td>Hospitality Law</td>
</tr>
<tr>
<td>Industry Engagement</td>
</tr>
<tr>
<td>Food and Beverage Management*</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Year 2 (Trimester 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Workplace Relations*</td>
</tr>
<tr>
<td>Facilities and Design Management*</td>
</tr>
<tr>
<td>Strategic Business Management*</td>
</tr>
<tr>
<td>Front Office Management*</td>
</tr>
<tr>
<td>Events Management*</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2 (Trimester 5)</th>
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<tbody>
<tr>
<td>Industry Placement (400 hours)</td>
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<table>
<thead>
<tr>
<th>Year 2 (Trimester 6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Placement (400 hours)</td>
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</tbody>
</table>
### SIT60312 Advanced Diploma of Hospitality (Commercial Cookery Pathway)

#### Year 1 (Trimester 1)
- Introduction to Hospitality Studies
- Food Safety Supervisor
- Kitchen Operations 1
- Kitchen Studies 1
- Hospitality Environmental Sustainability
- Introduction to Catering Management*
- First Aid

#### Year 1 (Trimester 2)
- Customer Service Management
- Fundamentals of Human Resources Management*
- Leadership in the Hospitality Industry*
- Introduction to Patisserie
- Kitchen Operations 2
- Kitchen Studies 2

#### Year 1 (Trimester 3)
- Introduction to Hospitality Accounting*
- Strategies in Sales and Marketing*
- Hospitality Operations and Risk Management
- Hospitality Law
- Industry Engagement
- Kitchen Operations 3
- Kitchen Studies 3

#### Year 2 (Trimester 4)
- Hospitality Workplace Relations*
- Facilities and Design Management*
- Strategic Business Management*
- Front Office Management*
- Kitchen Operations 4
- Kitchen Studies 4*

#### Year 2 (Trimester 5)
- Industry Placement (450 hours)

#### Year 2 (Trimester 6)
- Industry Placement (450 hours)

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### SIT60312 Advanced Diploma of Hospitality (Event Management Pathway)

#### Year 1 (Trimester 1)
- Introduction to Hospitality Studies
- Food Safety Supervisor
- Introduction to Events Management
- Food and Beverage Operations 1
- Food and Beverage Studies 1
- Responsible Service of Alcohol

#### Year 1 (Trimester 2)
- Customer Service Management
- Fundamentals of Human Resources Management*
- Leadership in the Hospitality Industry*
- Meetings Management
- Event Planning
- Risk Management for Events
- Wine Studies

#### Year 1 (Trimester 3)
- Introduction to Hospitality Accounting*
- Strategies in Sales and Marketing*
- Hospitality Operations and Risk Management
- Hospitality Law
- Industry Engagement
- Events Implementation

#### Year 2 (Trimester 4)
- Hospitality Workplace Relations*
- Facilities and Design Management*
- Strategic Business Management*
- Front Office Management*
- Food and Beverage Management
- Event Proposal and Bids

#### Year 2 (Trimester 5)
- Industry Placement (400 hours)

#### Year 2 (Trimester 6)
- Industry Placement (400 hours)
Our Courses
VOCATIONAL EDUCATION
SIT60312 Advanced Diploma of Hospitality (Hotel Management Pathway)

Combine practical hospitality skills with contextualised business and management knowledge.

Hotel Management
To be a successful manager in the largest and fastest growing industry in the world, you need to be skilled in both hospitality and business. This course will teach you the skills required to succeed in the hospitality industry and combine these practical skills with contextualised business and management knowledge. Given the far-reaching relevance of customer-focused business skills, this program offers you a scope for career progression that goes well beyond the hospitality industry.

Industry Placement
A highlight of this course is an 800-hour paid work placement program that is built into the final stages of the course. Your paid industry experience and your globally recognised qualification is a powerful combination that will open the doors to a prosperous career in the hospitality industry.

Course details
Course name: SIT60312 Advanced Diploma of Hospitality (Hotel Management Pathway)
CRICOS Provider Code: 00246M (NSW)
CRICOS course code pending.

Duration: 2 years full-time

Intake: February, June and September

Study options for Australian students:
Full-time or part-time, blended only

VET FEE-HELP: Available for Australian students

Entry Requirement for Australian Students
• Completion of Australian High School Year 12 or equivalent and must be 18 years of age
• Mature age entry (aged 21 or over) with relevant work experience or completion of relevant training.

Career Outcomes
• Food and Beverage Manager
• Operations Manager
• Rooms Division Manager
• Restaurant Manager
• Executive Housekeeper

Articulation Opportunities
Want to go on to further study? Then use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Hotel Management Pathway), you can articulate into the third year of the William Blue Bachelor of Business (Hospitality Management). This means that you can complete both the Advanced Diploma and the Bachelor of Business in 3 years – the same amount of time it takes to complete a regular university Bachelor Degree.

Graduates of this course can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe course entry requirements outlined on page 41.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.
SIT60312 Advanced Diploma of Hospitality (Commercial Cookery Pathway)

A unique combination of technical culinary proficiency and hospitality business acumen.

Commercial Cookery
At William Blue we combine the technical skills to be a chef with a solid foundation of business subjects that will allow you to be a successful in the hospitality industry. Whether in the kitchen or front of house, or in your own restaurant, you require a unique combination of technical culinary proficiency and hospitality business acumen. The Advanced Diploma of Hospitality (Commercial Cookery Pathway) program has been designed to equip you with this specialist knowledge.

Your culinary skills will be developed through hands-on experience in our fully-equipped, commercial kitchens at our North Sydney campus. Throughout the course you will also be preparing, cooking and serving restaurant quality food for paying guests at our award-winning restaurant, William Blue Dining.

Industry Placement
A highlight of this course is an 900-hour work placement program that is built into the final stages of the course. Your paid industry experience and your globally recognised qualification is a powerful combination that will open the doors to a prosperous career in the hospitality industry.

Career Outcomes
• Food and Beverage Manager
• Operations Manager
• Executive Chef
• Restaurant Manager

Articulation Opportunities
Want to go on to further study? Then use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Commercial Cookery Pathway), you can articulate into the third year of the William Blue Bachelor of Business (Hospitality Management). This means that you can complete both the Advanced Diploma and the Bachelor of Business in 3 years – the same amount of time it takes to complete a regular university Bachelor Degree.

Graduates of this course can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe course entry requirements outlined on page 41.

Course details
• Course name: SIT60312 Advanced Diploma of Hospitality (Commercial Cookery Pathway)
• CRICOS Provider Code: 00246M (NSW)
• CRICOS course code pending.

• Duration: 2 years full-time

• Intakes: February, June and September

• Study options for Australian students: Full-time or part-time, blended only

• VET FEE-HELP: Available for Australian students

Entry Requirement for Australian Students
• Completion of Australian High School Year 12 or equivalent and must be 18 years of age
• Mature age entry (aged 21 or over) with relevant work experience or completion of relevant training.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.
Plan, implement and evaluate an event from start to finish.

Event Management
Event management professionals are constantly in demand to plan and manage events ranging from conferences and conventions to music festivals and product launches. This course introduces you to this exciting industry through a variety of hands-on practical learning experiences.

This two year Advanced Diploma course will teach you how to plan, implement and evaluate an event from start to finish, while equipping you with essential management skills such as human resources, marketing and risk management. Learn how to develop the event concept, select the right venue, coordinate the food and beverage service and exceed the expectations of the client through the nationally recognised William Blue Advanced Diploma of Hospitality (Event Management Pathway).

Industry Placement
A highlight of this course is an 800-hour paid work placement program, which is built into the final stages of the course. At William Blue we have helped hundreds of students get their event management career underway.

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### Course details

**Course name:** SIT60312 Advanced Diploma of Hospitality (Event Management Pathway)

CRICOS Provider Code: 00246M (NSW)

CRICOS course code pending.

**Duration:** 2 years full-time

**Intake:** February, June and September

**Study options for Australian students:** Full-time or part-time, blended only

**VET FEE-HELP:** Available for Australian students

### Entry Requirement for Australian Students

- Completion of Australian High School Year 12 or equivalent and must be 18 years of age
- Mature age entry (aged 21 or over) with relevant work experience or completion of relevant training.

### Career Outcomes

- Event Manager
- Functions Coordinator
- Venue Manager
- Conference Coordinator

### Articulation Opportunities

Want to go on to further study? Then use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Event Management Pathway), you can articulate into the third year of the William Blue Bachelor of Business (Event Management). This means that you can complete both the Advanced Diploma and the Bachelor of Business in 3 years – the same amount of time it takes to complete a regular university Bachelor Degree, provided you complete the required units in the Advanced Diploma.

Graduates of this course can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe course entry requirements outlined on page 41.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.
“The courses were challenging but gave me the general business and hospitality specific knowledge I needed to get to where I am now. William Blue graduates are well regarded and sought after in industry. I'm confident their qualifications will stand by you well – they certainly have worked for me!”

Kara Rowe
Event Manager, Merivale
2006 Graduate, Advanced Diploma Hospitality (Hotel Management)
2007 Graduate, Bachelor of Business (Tourism and Hospitality)
Vocational Education (online study) course structure

Unique and practical online vocational education courses.

One of a kind
In 2011, William Blue launched the online vocational Diploma of Hospitality taught through our unique flexible and online learning platform. This course was developed in consultation with industry to cater for hospitality professionals who require the flexibility of studying online. You can also articulate from this course into one of our Bachelor of Business degrees. Contact one of our Course and Career Advisers to discuss your options.

Course structure guide

- Hospitality core subjects
- Optional Residential School (Sydney, Melbourne and Brisbane) or other elective subject *Subject to change

William Blue and its students have worked with us, helping to deliver our live events over the last 4 years with great success. We can offer them “on the job” experience and find that they have always brought enthusiasm, positivity and brilliant working attitude. Many of the students that have worked with us have gained valuable industry experience and introductions and in many cases have found full or part time work in their chosen field as a result. They allow us to over deliver on our events and offer the days of passion and experiences that we pride ourselves on. I look forward to working with William Blue in all our future events.

Tobias Sperryn
Operations Manager
Brand Events, Australia
SIT50312 Diploma of Hospitality

Move up the ladder in the global hospitality industry.

Hospitality
We know that life can get in the way of study and career advancement. That’s why William Blue offers its Diploma of Hospitality online so you can manage all the other things that are important to you and still gain a qualification in hospitality. With this qualification, you can feast your eyes on an exciting role in hotel management, entrepreneurship, service management, travel or transport management, and other general business management careers in both the traditional and e-commerce environments.

This William Blue course is ideal if you’re already working in hospitality and want to move up into a more senior role. It’s also ideal if you’re keen to start a new career in hospitality as soon as possible, without committing to on campus study.

At William Blue we make industry experience a vital ingredient of our courses. This industry awareness gives you an idea of what to expect out in the real world and is crucial to your ongoing career success. In fact, it’s what has made the William Blue experience unique over the past 20 years.

Graduate Outcomes
The world always needs talented hospitality professionals - and the future is looking bright with these plentiful opportunities:
• Hotel Supervisor
• Resort Supervisor
• Restaurant Supervisor
• Front office Supervisor

Flexible study options
We are proud to offer this course predominately online, which means you can design a study plan that suits your needs for study, career development and work-life balance. What’s more, you will be able to engage with other students in the virtual campus environment all over Australia. You’ll also have the option to continue on to the Bachelor of Business (Hospitality Management) once you’ve completed this qualification and receive credit for units already completed through this course.

Note: As part of this course, you have the option to attend one week of practical training on campus.

Course details

Course name: SIT50312 Diploma of Hospitality

Duration: 3 study periods, 1 year full-time or 2 years part-time

Intakes: February, June and September

Study options for Australian students:
Full-time or part-time, online only

Study options for Overseas students:
Not available for overseas students

VET FEE-HELP: Available for Australian students

Entry Requirement for Australian Students
• Completion of Australian High School Year 10 or equivalent and must be 17 years of age
• Mature age entry (aged 21 or over) with relevant work experience.
How to Apply
It’s easy

How do I apply?
Please complete the application form and send it to us along with certified academic transcripts and any additional documentation (e.g. your high school results, résumé and references if applicable). Once we receive your application, we will contact you.

Remember, if you have any questions, feel free to talk to a Course and Careers Adviser to make sure that the course you have chosen is the right match for your career ambitions by calling 1300 851 237.

Entry Requirements
Please refer to the individual course pages for entry requirements.

Course credits
Course credits are sometimes available in recognition of past academic achievements and/or related work-experience.

Certified testamurs and transcripts are required from recognised institutions or workplaces. Please contact a Course and Careers Adviser or Agent for an application form and details on the process.

Apply online in just 5 minutes at www.williamblue.edu.au/apply

We recommend talking to one of our Course and Careers Advisers for personalised advice and information on your choices.

Modes of study and assessment methods
All courses, except the Diploma of Hospitality, are offered face-to-face and some courses are offered online. They may include an industry-based work experience component. Assessment is via written examinations, case studies, tutorial participation, group work, observation and presentations.

Key intake and term dates
William Blue College of Hospitality Management has three intakes per year for both full-time and part-time study options.*

Tuition fees
William Blue College of Hospitality Management tuition fees are published in the William Blue Schedule of Fees and Dates. This is available from your Course and Careers Advisor or at www.williamblue.edu.au.

What additional information and application details apply to me?
Australian students
You are an Australian student if you are:
• an Australian citizen; or
• an Australian permanent resident; or
• a New Zealand citizen.

Overseas students
If none of the domestic student criteria above applies to you, then you are considered an overseas student. Please read the section: Information for Overseas Students on page 61.

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<thead>
<tr>
<th>Higher Education</th>
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<tbody>
<tr>
<td>Trimester 1:</td>
</tr>
<tr>
<td>Commencing 10/02/2014 and ending 09/05/2014</td>
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<td>Census Date 10/10/2014</td>
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* Subject to course availability and your study preference.
Experience William Blue for yourself

Throughout the year there are many opportunities for you to experience what life is like at William Blue College. We hold many interactive workshops, open days, information evenings, and even a select scholarship program for aspiring young chefs, event managers, tourism entrepreneurs and hotel managers.

Day in the Life

Ever wondered what it is like to be a manager in the hospitality and travel industry, the largest and fastest growing industry in the world? Experience a ‘Day in the Life’ at William Blue College of Hospitality Management to explore this exciting industry and the many career paths available.

During school holidays, William Blue College runs ‘Day in the Life’ Workshops taking young hopefuls into some of Sydney’s most well-known hotels, restaurants and bars. Whether cooking or running events is your passion or you just have an eye to serve and travel in style, a ‘Day in the Life’ will open your eyes to both the glamorous side, but also the reality, of the hard working world of hospitality.

A typical ‘Day in the Life’ program includes:
• Welcome and Campus Tour
• Introduction to the Hospitality, Tourism and Events Industry
• Tour of a 5-star hotel
• Chef’s table: 3 course lunch in our award winning restaurant William Blue Dining

Practical Workshops in:
• Hotel Management: Learn ‘Micros Opera’ - the world standard guest reservation system
• Culinary Arts Management: Cook like a MasterChef
• Food and Beverage Management: Creating delicious mocktails or barista style coffee at the William Blue Bar

Open Days and Information Evenings

Although every day is Open Day at William Blue, we hold interactive Open Days in January and August, and intimate Information Evenings in between throughout the year.

Whether you would like to learn how to:
• Manage a 5 Star Hotel
• Cook like a Master Chef
• Become a Tourism Entrepreneur
• Run a Luxury Resort
• Organise a Major Event

We have something in store for all interests! You can also talk to current students and graduates of William Blue College, meet our Industry Partners and speak to our Career Management team to see why William Blue graduates are so highly sought after. Take a tour of our campus and dine in our award winning student-operated restaurant, William Blue Dining.

To register your interest now contact our Course and Career Advisers on 1300 851 237.

Every day is Open Day at William Blue, book a campus tour today!
William Blue Elite Scholarship Program

Are you currently in Year 12 and wish to give your hospitality career a kick start in the right direction?

Every year William Blue College of Hospitality Management invites all aspiring Hospitality Managers, Event Managers, Tourism Managers and Executive Chefs to apply for a William Blue Industry Scholarship.

Young hopefuls, who are shortlisted to attend a two day workshop ‘William Blue Elite’, will have their chance first hand to impress their future employers, as Head Executives and General Managers from the Sydney hospitality industry mentor and hand pick the ‘crème de la crème’ of applicants.

The strong friendships formed at Elite are just as rewarding as the Scholarship itself. With its proven track record, this year’s Elite program will prove to set the bar (and level of fun) even higher.

Sponsored and awarded by industry, this scholarship program offers the chance of a lifetime to launch your hospitality career! Applications are open from April each year to all current Year 12 students wishing to apply.

Find out more online at www.williamblue.edu.au
Information for Australian students

William Blue is an accredited Higher Education Provider, which means that eligible students have the opportunity to apply for FEE-HELP.

Study now and pay later
Eligible William Blue students now have access to the Australian Government’s:
• FEE-HELP loan scheme for William Blue’s Higher Education Degree courses; and
• VET FEE-HELP loan scheme for William Blue’s Diploma and Advanced Diploma Vocational Education qualifications.

These schemes can assist you in paying for all, or part, of your tuition fees. Repayments commence via the tax system once your income rises above a minimum threshold ($51,309 in 2013-2014).

FEE-HELP
William Blue College of Hospitality Management, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for:
• Bachelor of Business (Hospitality Management)
• Bachelor of Business (Tourism Management)
• Bachelor of Business (Event Management)
• Bachelor of Business


VET FEE-HELP
William Blue College of Hospitality Management is a trading division of Think: Colleges Pty Ltd has the following qualifications enabled for VET FEE-HELP:
• SIT60312 Advanced Diploma of Hospitality (Hotel Management Pathway)
• SIT60312 Advanced Diploma of Hospitality (Commercial Cookery Pathway)
• SIT60312 Advanced Diploma of Hospitality (Event Management Pathway)
• SIT50312 Diploma of Hospitality

To find out more about VET FEE-HELP call us on 1300 851 237, visit www.deewr.gov.au or www.think.edu.au/vet-fee-help.

Scholarship program
Each year we award a select number of scholarships to deserving students. For 2015 we will be offering:
• One full-fee scholarship for the William Blue course of your choice; and
• Four half-fee scholarships for the William Blue course of your choice.

These are merit-based scholarships and the selection process is rigorous. For more information, please call us on 1300 851 237 or email enquiries@williamblue.edu.au.

Need more information?
Enquire online at www.williamblue.edu.au/contact

Information for Overseas students

William Blue welcomes applications from eligible international students. Please visit the ‘how to enrol’ section of our website at www.williamblue.edu.au.

Overseas students under 18*: guardianship and welfare
William Blue accepts applications from qualified applicants under 18 years old. International students under 18 years old studying in Australia must live with a homestay, parent, or relative. The college has established review and approval processes to help ensure accommodation arrangements are appropriate for international students.

The college arranges guardianship and welfare services with ISA for our international students under 18 years old who stay in homestays. ISA provides independent support for students to help them adjust to life in Australia and assist with resolving any challenges along the way.

*Special circumstances apply.

Student visas
For information on student visas please visit the Australian Government’s Department of Immigration and Citizenship at www.immi.gov.au/students/

Working in Australia
Overseas students will need to refer to their visa requirements for information on working conditions and eligibility.

Living in Australia
Living in Sydney is very affordable when you compare it to European or Asian cities. We recommend that you set aside $350–$400 per week for living expenses. For information on living in Australia, including indicative costs of living and accommodation options please visit www.williamblue.edu.au/international-students

Accommodation
There are many options for student accommodation in Sydney. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.

Homestay Accommodation
Sydney Homestay offer students the opportunity to live with an English speaking family. This is a great way for international students to practice their English language skills and learn more about local culture and customs. For details on our approved homestay providers visit www.williamblue.edu.au/international-students.

Apartment living
Many students share apartments or live on their own. It is recommended that students plan to be in Sydney early in order to visit apartments and meet potential house mates before making a commitment. You may like to book into a hostel for your first few days and then look for share accommodation with other students. The following websites will help you get started:

www.realestate.com.au

School-aged dependents
School-aged dependents accompanying you to Australia are required to pay full fees if they are enrolled in either a government or non-government school.

Quality and Australian regulations
Before accepting an offer to study with William Blue, international students should be familiar with the ESOS framework. A simple explanation of the framework is the Easy Guide to ESOS available online at: www.aei.dest.gov.au/AEI/ESOS/EasyGuide_ESOS.htm.

The Department of Education, Employment and Workplace Relations regulates the education and training sector’s involvement with international students studying in Australia on student visas. It does this through the Education Services for International Students legislative framework. This protects Australia’s reputation for delivering quality education services and the interests of international students, by setting minimum standards and providing tuition and financial assurance.

The legislation mandates a nationally consistent approach to registering education providers so that the quality of the tuition, and care of students, remains high. The professionalism and integrity of the industry is further strengthened by the ESOS legislation’s interface with immigration law. This imposes visa related reporting requirements on both students and providers.
Why should I choose a hospitality career?
- The hospitality and tourism industry is the largest and fastest growing industry in the world.
- The global hospitality and tourism industry employs approximately 240 million people worldwide.
- 10 million hospitality and tourism jobs will be created in this year alone.
- The hospitality and tourism industry is worth more than AUD$10 trillion to the world economy.

Am I required to wear a uniform?
All on-campus students studying Vocational Education programs will be fitted with a William Blue uniform during orientation. Your uniform is required to be worn at all times when you’re on campus, or representing William Blue at external functions. Students in the Higher Education programs do not require a uniform.

What if I can’t handle a type of food?
In our courses, alcohol as well as meat and egg products must be handled, cooked and tasted by students. In order to comply with the accreditation of this course, no variations can be made to the registered curriculum unless you suffer from food allergies. If you fail to participate in any subject because of the content you will not be able to successfully complete the subject and will not be eligible for the course qualification.

How does the William Blue Career Management Program work?
The Career Management Program is embedded in the Vocational Education programs. Stage One takes place in William Blue's restaurant, kitchen or practical labs in the first trimester and provides practical training of critical entry-level and operational skills within the college in a secure and supportive framework. In each situation, important softer skills of teamwork, communication, and customer service are introduced and developed.

Stage Two, known as Workplace Engagement, takes place in the 2nd or 3rd trimesters and is designed to provide a workplace context to learning, while students undertake unpaid work for a short period in exchange for on-the-job training. Any additional work during this short period is offered at an industry rate of pay. This is where students start to create their relationships with industry that will be with them for life.

Stage Three is the capstone Industry Placement in the final two trimesters of the course. It is expected that students will be able to continue their employment with their workplace engagement employer from Stage Two. This is a significant period of paid employment where students are expected to assimilate their learning in the workplace and reflect on their current and future learning while honing their skills.

Am I able to defer my studies?
Yes. You may apply to defer for up to a year at any point in your studies, subject to approval by the Head of College.

Why is the College named William Blue?
The college was named after William Blue, who was one of Australia's first tourism and hospitality entrepreneurs.

William Blue's interest in travel and tourism was evident early in his life, when he travelled from his native Jamaica to the USA and Canada then on to the United Kingdom in the late 1700s.

Whilst in the United Kingdom he operated a beverage production business where he was charged with stealing sugar that was to be used to make rum. Branded a sugar thief, William Blue was sent to Australia, courtesy of the Crown and the convict ship Minorca.

Upon his release from prison and having befriended Governor Lachlan Macquarie, William was granted the opportunity to develop Sydney's first harbour taxi and tour company. He ferried settlers across Sydney Harbour from the current location of the Park Hyatt Hotel at Millers Point to what is now known as Blues Point, on the North Shore. One boat soon became a fleet, and William became known as 'The Commodore'.

William then built his own pub called 'The Commodore Hotel', which to this day can still be found at its original location on Blues Point Road. It is rather fitting that his name lives on - not only through the landmarks and streets named after him in North Sydney - but also through the William Blue College of Hospitality Management, which aims to produce the hospitality and tourism entrepreneurs of the future.
Success
OUR GRADUATES

I have grown so much during my studies at William Blue. I used to doubt myself, but after operating and managing an event with my team I know that I can achieve anything I put my mind to! William Blue has given me confidence in what I am doing and provided so much support from lecturers, the Head of College and also from my fellow students.”

Julie David,
Current Student, Bachelor of Business
(Event Management)
Guest Service Agent, Establishment
Think colleges:

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<tr>
<th>BUSINESS AND HOSPITALITY</th>
<th>HEALTH AND WELLNESS</th>
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<tr>
<td>APM College of Business and Communication</td>
<td>Australasian College of Natural Therapies</td>
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<tr>
<td>William Blue College of Hospitality Management</td>
<td>Southern School of Natural Therapies</td>
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<td>Australian National College of Beauty</td>
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<td>Jansen Newman Institute</td>
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Think: Education Group is distinguished by its commitment to providing innovative, industry relevant degree and vocational courses at the highest levels. This not only provides students with a guarantee of quality but also a unique learning experience that sets them apart from other college and university graduates.

William Blue College of Hospitality Management is a trading name of Think: Colleges Pty Ltd, a private Higher Education Institution accredited by the Tertiary Education Quality and Standards Agency (TEQSA) and a registered training organisation with national qualifications and courses accredited by the Australian Skills Quality Authority (ASQA). TEQSA is the only national accreditation authority in Australia for Higher Education. ASQA is the only national accreditation authority for the State of New South Wales authorised via the National Vocational Education and Training Regulator Act (2011) and related legislation to accredit private providers of vocational education and training.

All accredited qualifications undertaken by overseas and domestic students are awarded by Think: Colleges Pty Ltd (RTO No 0269, HEP No. 4375, CRICOS Provider Code NSW 00246M). All degrees, diplomas and advanced diplomas and the accredited certificates issued by the College are recognised within the Australian Qualifications Framework (AQF). Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by TEQSA or ASQA. These are developed by the College in consultation with industry in order to meet industry needs.
“Personally, William Blue Dining has been my favourite thing about the college. To have the opportunity to not only be learning how to make such high quality food, but to be serving it to customers as well, that’s as good as it gets in my eyes.”

Luke Willis
Current student, Advanced Diploma of Hospitality (Commercial Cookery)
Book a Campus Tour
If you would like more information on any of the material presented in this prospectus, please visit our website or contact one of our Course and Careers Advisers.

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Fax: +61 2 9955 2771
Email: enquiries@williamblue.edu.au

www.williamblue.edu.au

Find us on Facebook
www.facebook.com/wbcollege

Visit our Youtube Channel
www.youtube.com/user/williambluecollege

Think: Colleges Pty Ltd trading as William Blue College of Hospitality Management, ABN 93 050 049 299, RTO No. 0269, CRICOS Provider Code NSW 00246M, HEP No 4375.

Date of Print: November 2013.
Information provided in this brochure is current at the date of publication, and may be subject to change.