YOUR CAREER STARTS HERE

COURSE GUIDE 2015

HOTEL MANAGEMENT | EVENT MANAGEMENT | COMMERCIAL COOKERY
TOURISM MANAGEMENT | BUSINESS MANAGEMENT
YOUR CAREER STARTS ON DAY ONE AT WILLIAM BLUE
If you’re a people person – the kind of guy or girl who strikes up conversations with strangers or likes to help solve problems – there is a great career waiting for you. Maybe even more than one career! For 25 years, William Blue has been inspiring future leaders in the Australian and global hospitality industries. Our expert teachers and industry contacts mean you’ll have access to exciting career options.

Our graduates are renowned for their great attitude, high skill level and the direct experience they acquire during their studies. By the time they finish up at William Blue, students are well known to industry employers and in a great position to go on to managerial roles. What are you waiting for?

CHOOSE THE WAY YOU WANT TO STUDY
William Blue College of Hospitality Management provides you with the solid knowledge base and practical experience to build a successful career in the hospitality, tourism and events industries, where your opportunities are limitless.

Our flexible learning options means you can choose to study on-campus or online, or design a schedule with a blend of both. Tailor your studies to your specific needs.
9 GREAT REASONS TO STUDY AT WILLIAM BLUE

1. The William Blue pedigree
   As the first hospitality management school in Sydney, we have a quarter of a century’s experience in delivering quality teaching and outstanding results. Our long history doesn’t mean we sit still, though. We’ve combined our experience with a forward-thinking philosophy that’s helped thousands of students become respected industry professionals and achieve their dreams. 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 workforce
   That quarter of a century also means we’ve built some networks over the years. William Blue students have achieved great success in the global hospitality industry, holding management positions in Australia and around the world. In resorts and spas, cruise ships and five-star hotels, casinos and major event companies, you’ll find our graduates are known 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 in close consultation with the hospitality industry, and are taught by industry professionals. Hospitality is a rapidly changing field, so you need to keep ahead of the latest trends to be a success. Our connections and active teachers mean you’ll be at the forefront of the industry, and part of the next generation of expert managers.

4. Flexible course options
   Are you a hands-on learner? Our Vocational Advanced Diploma courses give you all the tools you need to hone your skills in a practical environment. On the other hand, if you prefer an academic setting where you’ll be taught business and management principles, we cater for you, too. Fall somewhere in between these two extremes? Gain a powerful mix of practical skills and a business degree by studying a Vocational Advanced Diploma course, then articulate through to a William Blue Bachelor Degree.

5. Online learning programs
   Built for people with busy lives - and people who don’t want to move to Sydney or Brisbane - our innovative online programs cover both diplomas and degree-level courses. They’re highly flexible, so you can study when it suits you, without being locked into specific times and sessions. Plus you can do 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’ve partnered up with some of the best academic institutions in the world to deliver the best results for our students. When it comes down to it, our courses are about business management, focused on the specific needs of the hospitality industry. You’ll learn to apply management, marketing and accounting principles to the running of a hotel, resort, event management company or tourism organisation. Combine this with the practical skills you’ll be learning, and you know you’ll be ahead of the game when you graduate.

7. **Award-winning Sydney restaurant**

William Blue Dining is our own restaurant, located on the Sydney campus. With a seating capacity of 60 covers, it’s open to the public for lunch and dinner, and gives vocational students the chance to learn food and beverage service skills in a live environment. William Blue Dining showcases the talents required of a hospitality industry professional. The daily interaction with real customers will give you a deeper understanding of the many challenges of the industry - be they operational, financial or even psychological. This understanding will single you out from less experienced colleagues in the workplace.

8. **Cutting-edge facilities**

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

- A 200-seat auditorium, used for lectures and industry speakers (Sydney)
- Lecture rooms that simulate hotel facilities
- Computer labs equipped with the latest, industry-level software
- Research Centre and Library
- ‘William Blue Dining’, our award-winning training restaurant (Sydney)
- Large Café serving freshly made healthy snacks (Brisbane)
- Fully-equipped commercial kitchen facilities (Sydney)
- Expansive student break-out areas with natural light
- Free wireless internet 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 (Sydney)
- Incubator study pods (Brisbane)
- Portable smart screens (Brisbane)
- Large function spaces (Brisbane)
- 24/7 access to the campus (Brisbane)

Classes at our Sydney 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: Sydney Campus**

William Blue is located in a purpose-built campus at the heart of North Sydney, 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 close to many leading international hotel-chain properties, so travelling to work placements is simple. Being so close to Sydney’s CBD is a great advantage for our students.

**Coming soon to Brisbane**

William Blue students will also benefit from a brand new campus soon to be opened in Brisbane. Launching in September 2014, the campus will be located in an amazing location in Fortitude Valley, with sweeping views of Brisbane cliffs and overlooking the Brisbane River. The campus will be accessible by all major public transport networks and near-by parking facilities.

**Open plan teaching spaces**

Our specialist teaching spaces will not be your conventional 4 brick-walled rooms with a white board, but modern and comfortable spaces with plenty of light and character to inspire you as you study.

**Incubator pods**

Our industry sponsored incubator pods will be scattered throughout the campus and available for students and graduates to use for study and to support entrepreneurship.

**Break out areas**

Students will be able to relax and put their feet up in our contemporary spaces whilst enjoying healthy foods and drinks served from the campus café. The areas will include free Wi-Fi and portable smart screens for students to use as they wish.
Our Courses in Higher Education
Morgan Stephenson
2013 Graduate
Bachelor of Business
(Hospitality Management)
I-Grad-Future Leader,
InterContinental Hotel Group.

Mia Bronotte
Current Student
Advanced Diploma of Hospitality
(Hotel Management)
Guest Service Agent,
InterContinental Hotel Group.
Bachelor of Business (Hospitality Management)

A career that goes beyond the hospitality industry.

Hospitality Management
Hospitality doesn’t just mean food, beverages and accommodation. Any time you’ve got a host, a guest and some kind of service between them, you’re in hospitality territory. With a Bachelor of Business (Hospitality Management), you can take on an exciting role in hotel management, entrepreneurship, service management, travel or transport. You’ll also be ready to tackle a general business management career in both the traditional and e-commerce environments.

A career in hospitality means you’re never bored. This program gives you a taste of the adventure and variety you’ll experience every day, exposing you to the practical knowledge, skills and experience of higher-level concepts and operations in the field. Study critical business and management subjects, with a view to entering the fast-changing global hospitality industry.

At William Blue, we make hands-on experience a vital ingredient of our courses. Beyond the classroom, you’ll have an understanding of what’s going on in the real world that will be crucial to career success. That emphasis has made William Blue unique for the past 25 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 personalised plan that suits your needs for study, career development and work-life balance. What’s more, you’ll engage with other students in the virtual campus environment, meeting the expectations of the contemporary commercial world. Overseas students may study 25% of their course online.

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
» Eligible for a student visa

Entry Requirement for Australian Students
» A minimum ATAR of 60.0 / OP of 17 or equivalent
» An AQF level 5 Diploma in an aligned field will be eligible for block credit of 80 credit points
» An AQF level 6 Advanced Diploma in an aligned field will be eligible for block credit of 120 credit points

Course details
Course name: Bachelor of Business (Hospitality Management)
CRICOS course code: 081294K
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-line or at our Sydney or Brisbane campus.
Study options for international students: Full-time, on-campus only
FEE-HELP: Available for Australian students
Bachelor of Business (Tourism Management)

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

Tourism Management
The world is mobile. We’re all connected. More and more of us are travelling the globe – for business and pleasure – which means there are plenty of opportunities to carve out a place for yourself in the rapidly expanding field of tourism management. The global economy is evolving, changing the way we do business as well as having an impact on communities around the planet. Beyond simply planning holidays, you will learn valuable skills that will help you adapt to changing situations in a very rewarding industry. There’s never been a better time to leap into tourism management.

In addition to gaining an understanding of the key elements of tour operations and the tourist experience, you will be trained in such diverse management areas as airlines, casinos and gaming, and cruise lines. Our focus on the practical side of things means you’ll be interacting with industry experts in the classroom, and doing hands-on work experience with our partner businesses.

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 the flexibility to incorporate online study into your course. That means you can design a personalised plan that suits your needs for study, career development and work-life balance. What’s more, you’ll engage with other students in the virtual campus environment, meeting the expectations of the contemporary commercial world. Overseas students may study 25% of their course online.

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
- Eligible for a student visa

Entry Requirement for Australian Students
- A minimum ATAR of 60.0 / OP of 17 or equivalent
- An AQF level 5 Diploma in an aligned field will be eligible for block credit of 80 credit points
- An AQF level 6 Advanced Diploma in an aligned field will be eligible for block credit of 120 credit points

Course details
Course name: Bachelor of Business (Tourism Management)
CRICOS course code: 081295J
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-line or at our Sydney or Brisbane campus.

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

FEE-HELP: Available for Australian students
Bachelor of Business (Event Management)

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

Event Management
Calling all control freaks! Event management is one of the most high-profile segments of the hospitality industry, and as it continues to expand, more companies are in need of your people management and organisational skills. If you’ve ever been at a convention or festival and thought, “I could do better!”, this is the course for you.

Can you see yourself calling the shots at the next Olympics, wrangling extra space for a large international conference, or keeping the crowds happy at the annual Taste of Sydney food and wine showcase? Managing and operating a major event is thrilling, challenging and rewarding, but more than that – it’s big business!

The William Blue Bachelor of Business (Event Management) teaches you how to take events from beginning to end with professionalism and plenty of behind-the-scenes excitement along the way. Our globally connected environment places more and more importance on special events, meaning there are thousands of ways to make your mark. Whether it’s the next big sporting fixture, an economic forum or a meeting of great minds, your talents will mean the difference between an okay time and a great one. We’ll take your passion and give you a solid base of practical knowledge, as well as industry contacts and hands-on experience. Are you up to the challenge?

Graduate Outcomes
There’s never a dull moment with a career in events! 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 personalised plan that suits your needs for study, career development and work-life balance. What’s more, you’ll engage with other students in the virtual campus environment, meeting the expectations of the contemporary commercial world. Overseas students may study 25% of their course online.

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
» Eligible for a student visa

Entry Requirement for Australian Students
» A minimum ATAR of 60.0 / OP of 17 or equivalent
» An AQF level 5 Diploma in an aligned field will be eligible for block credit of 80 credit points
» An AQF level 6 Advanced Diploma in an aligned field will be eligible for block credit of 120 credit points

Course details
Course name: Bachelor of Business (Event Management)
CRICOS course code: 081293M
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-line or at our Sydney campus.

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

FEE-HELP: Available for Australian students
Bachelor of Business

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

Business
The actual “business” side of the hospitality and event management business is very important – not to mention lucrative! Developed with industry experts to give you a solid understanding of how things operate in Australia and overseas, the William Blue Bachelor of Business will prepare you to operate effectively in any hospitality situation. Develop the skills and knowledge to research, analyse and interpret the business environment. Identify new opportunities and profit streams for organisations. Build strategic marketing plans. Know how to take your company from strength to strength.

The core of this course covers marketing, finance, strategic management and business law. On top of that, we offer electives in areas like resort management and events, so you can tailor your study to your interests and explore a variety of career options. As a graduate, you’ll have the opportunity to seek employment within national or international companies.

Flexible Study Options
We are proud to offer you the flexibility to incorporate online study into your course. That means you can design a personalised plan that suits your needs for study, career development and work-life balance. What’s more, you’ll engage with other students in the virtual campus environment, meeting the expectations of the contemporary commercial world. Overseas students may study 25% of their course online.

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
» Eligible for a student visa

Entry Requirement for Australian Students
» A minimum ATAR of 60.0 / OP of 17 or equivalent
» An AQF level 5 Diploma in an aligned field will be eligible for block credit of 80 credit points
» An AQF level 6 Advanced Diploma in an aligned field will be eligible for block credit of 120 credit points

Course details
Course name: Bachelor of Business
CRICOS course code: 081290C
Duration: 2-3 years full-time, 4-5 years part-time.
Intakes: February, June and September

Study options for Australian students: Full-time or part-time, online or at our Sydney campus.

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

FEE-HELP: Available for Australian students
HIGHER EDUCATION COURSE STRUCTURE

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 SPECIALISATION 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 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.

### HOSPITALITY MANAGEMENT

**LEVEL 100**
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- HOS101A Management of Service Contexts

**LEVEL 200**
- MGT201A Project Management
- ECO201A Economics
- LAW201A Business and Law
- STAT201A Research and Enquiry for Managers
- HAT201A Entrepreneurship in Context
- HAT202A Hospitality and Tourism Distribution
- HOS201A Managing the Hospitality Assets
- **200 Level Elective**

**LEVEL 300**
- MGT301A Ethics and Sustainability
- MGT302A Strategic Management
- MGT303A Business Information Analysis
- IND301A Industry Consulting Project
- HET301A Risk, Crisis and Disaster Management
- HAT301A Revenue Management
- **300 Level Elective**
- **300 Level Elective**
# Bachelor of Business

## Tourism Management

### Level 100
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- TOU101A Current Issues in Tourism

### Level 200
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- MGT201A Project Management
- ECO201A Economics
- LAW201A Business and Law
- STAT201A Research and Enquiry for Managers
- HAT201A Entrepreneurship in Context
- HAT202A Hospitality and Tourism Distribution
- TOU201A The Tourist Experience
- 200 Level Elective

### Level 300
- MGT301A Ethics and Sustainability
- MGT302A Strategic Management
- MGT303A Business Information Analysis
- IND301A Industry Consulting Project
- HET301A Risk, Crisis and Disaster Management
- HAT301A Revenue Management
- 300 Level Elective

## Event Management

### Level 100
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- EVT101A Event Concepts and Design

### Level 200
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- MGT201A Project Management
- ECO201A Economics
- LAW201A Business and Law
- STAT201A Research and Enquiry for Managers
- EVT201A Event Management and Operations
- EVT202A Creative Thinking and Innovation
- EVT203A Events Policy and Strategy
- 200 Level Elective

### Level 300
- MGT301A Ethics and Sustainability
- MGT302A Strategic Management
- MGT303A Business Information Analysis
- IND301A Industry Consulting Project
- HET301A Risk, Crisis and Disaster Management
- EVT301A Commercial Modelling for Events
- 300 Level Elective

## Bachelor of Business

### Level 100
- MGT101A Managing in a Global Environment
- HRM101A Introduction to HR Management and Leadership
- RAS101A Research and Academic Skills
- MKT101A Marketing Fundamentals
- ACC101A Introduction to Business Accounting
- HET101A Introduction to the Visitor Economy
- HET102A Visitor Economy Product Dynamics
- EVT101A Event Concepts and Design
- 100 Level Elective

### Level 200
- MGT201A Project Management
- ECO201A Economics
- LAW201A Business and Law
- STAT201A Research and Enquiry for Managers
- EVT201A Event Management and Operations
- EVT202A Creative Thinking and Innovation
- EVT203A Events Policy and Strategy
- 200 Level Elective

### Level 300
- MGT301A Ethics and Sustainability
- MGT302A Strategic Management
- MGT303A Business Information Analysis
- IND301A Industry Consulting Project
- EVT301A Commercial Modelling for Events
- 300 Level Elective

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All subjects are available online as demand permits. Subjects are correct at time of print and are subject to change.
### Level 100
- **HET101A** Introduction 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-to-Business Marketing
- **PRN101A** Understanding Public Relations
- **PRN102A** Introduction to PR Writing

### Level 200
- **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*

### Level 300
- **EVT301A** Commercial Modelling for Events*
- **EVT302A** Global Events
- **EVT303A** Advanced Design
- **HOS302A** Resort and Spa Management
- **HOS303A** Casino and Gaming Management
- **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*

* 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.
Advanced Diploma of Hospitality (Commercial Cookery Specialisation)

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

Commercial Cookery
Do you dream of opening your own restaurant? Want to rule the kitchen or take charge front of house? We combine the technical skills to be a chef with a solid foundation of business subjects that will help you achieve that dream. To be a success in hospitality, you need the unique combination of powerful chef abilities and hardcore business skills that let you take charge with confidence, no matter where you end up. The Advanced Diploma of Hospitality (Commercial Cookery Specialisation) program has been designed to prepare you for any venue where people swap cash for food.

Your culinary skills will be developed through hands-on experience in the 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. There’s no better place to hone your talents while you learn.

Industry Placement
To ensure you are totally prepared for the real world of commercial cookery, a 600-hour industry placement is built into the final stages of the course. Your industry experience, along with 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*
» Executive Sous Chef de Partie
» Restaurant Manager
» Club Secretary or Manager

* Qualified tradespeople are required to complete and graduate with a Certificate III in Commercial Cookery, which is why we offer this qualification as an optional addition with the Advanced Diploma. This course is Scholarship funded to the value of $3,300.

Articulation Opportunities
Want to go on to further study? Use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Commercial Cookery Specialisation), you can articulate into the third year of the William Blue Bachelor of Business (Hospitality Management). This means 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.

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

Entry Requirement for Overseas Students
» Overseas students require an IELTS of 5.5 academic (minimum score of 5.0 in each band) or equivalent
» Completion of High School year 12 or equivalent

Additional Entry Requirements for Overseas Students
» Overseas students require an IELTS of 5.5 academic (minimum score of 5.0 in each band) or equivalent
» Completion of High School year 12 or equivalent

Course details
Course name: SIT60313 Advanced Diploma of Hospitality (Commercial Cookery Specialisation)
CRICOS course code: 080902K
Duration: 2 years full-time
Intakes: February, June and September
Study options for Australian students: Blended online and on-campus study.
Full-time or part-time.
Study options for International students: Full time only. Blended learning.
VET FEE-HELP: Available for Australian students
**Advanced Diploma of Hospitality (Event Management Specialisation)**

**Plan, implement and evaluate an event from start to finish.**

**Event Management**
Always in demand, event management professionals are the people who plan and oversee the smooth running of events. If you love organising parties, this is the course for you! Ranging from conferences and conventions to music festivals and product launches, there are plenty of occasions that demand your attention. We will introduce you to this thrilling, fast-paced industry through hands-on learning experiences, building your practical skills.

This two-year Advanced Diploma course will teach you how to plan, implement and evaluate an event from start to finish. On top of that, our expert teachers will equip you with essential management skills such as human resources, marketing and risk management. Learn how to develop the event concept, pick the right venue, coordinate the food and beverage service and exceed the expectations of the client with a successful event!

**Industry Placement**
To ensure you are totally prepared for the real world of event management, a 600-hour industry placement is built into the final stages of the course. At William Blue we have helped hundreds of students get their event management career underway.

**Career Outcomes**
- Event Manager
- Functions Coordinator
- Venue Manager
- Conference Coordinator
- Exhibitions Manager

**Articulation Opportunities**
Want to go on to further study? Use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Event Management Specialisation), you can articulate into the third year of the William Blue Bachelor of Business (Event Management). This means 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.

Note: For information about the units of competency, industry placement and holistic assessment of this course please refer to www.williamblue.edu.au.

**Entry Requirement for Australian Students**
- Completion of Australian High School Year 12 or equivalent
- Mature age entry (aged 21 or over) with relevant work experience or completion of relevant training.

**Additional Entry Requirements for Overseas Students**
- Overseas students require an IELTS of 5.5 academic (minimum score of 5.0 in each band) or equivalent
- Completion of High School year 12 or equivalent

**Course details**
Course name: SIT60313 Advanced Diploma of Hospitality (Event Management Specialisation)
CRICOS course code: 080902K
Duration: 2 years full-time
Intakes: February, June and September
Study options for Australian students: Blended online and on-campus study. Full-time or part-time.
Study options for International students: Full time only. Blended learning.

VET FEE-HELP: Available for Australian students
Advanced Diploma of Hospitality (Hotel Management Specialisation)

Combine practical hospitality skills with business and management knowledge.

Hotel Management
The ability to balance a range of skills, looking after people and the business, is the mark of an amazing manager. That's especially true when we’re talking about hospitality. William Blue will teach you the skills you need to be a legend in the field, combining practical techniques with business and management knowledge that’s tailored specifically to hotel management. Customer-focused business skills are important no matter where you work, so this program offers you career opportunities well beyond the hospitality industry.

Industry Placement Program
To ensure you are totally prepared for the real world of hotel management, a 600-hour industry placement program is built into the final stages of the course. Your paid industry experience, along with 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
» Rooms Division Manager
» Restaurant Manager
» Executive Housekeeper
» Café Owner or Manager
» Area Manager or Operations Manager

Articulation Opportunities
Want to go on to further study? 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.

Note: For information about the units of competency, industry placement and holistic assessment of this course please refer to www.williamblue.edu.au.

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.

Additional Entry Requirements for Overseas Students
» Overseas students require an IELTS of 5.5 academic (minimum score of 5.0 in each band) or equivalent
» Completion of High School year 12 or equivalent
» Must be 18 years of age or over.

Course details
Course name: SIT60313 Advanced Diploma of Hospitality (Hotel Management Specialisation) CRICOS course code 080902K.

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
Diploma of Hospitality

Move up the ladder in the global hospitality industry.

Hospitality
Technology has advanced to a level that means you no longer have to set foot in a classroom to get a great education. With more of us juggling other commitments, 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 your other affairs and still pick up a qualification that will help you land an exciting role in hotel management, entrepreneurship, service management, travel or transport management. On top of that, you’ll be qualified for general business management careers in traditional and e-commerce environments.

This course is ideal if you’re already working in hospitality and want to move up into a more senior role, or looking to launch a new career in hospitality as soon as possible, without committing to on-campus study.

At William Blue, we make work-integrated learning a vital part of our courses. This practical component gives you an idea of what to expect out in the real world and is crucial to your ongoing career success. This industry-focused outlook is what has made the William Blue experience unique for the past 25 years.

Graduate Outcomes
The world always needs talented hospitality professionals - and the future is looking bright. For starters, there are these roles:

» 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 plan that suits your needs for study, career development and work-life balance. What’s more, you’ll be able to engage with students from all over Australia in the virtual campus environment. Once you’ve completed this course, you’ll have the option to continue on to the Bachelor of Business (Hospitality Management), receiving credit for units already completed through the Diploma of Hospitality.

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

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

Course details
Course name: SIT50313 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, part-time, on-line only

VET FEE-HELP: Available for Australian students
VOCATIONAL EDUCATION 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
  FOL = Flexible Online Learning

HOTEL MANAGEMENT SPECIALISATION

YEAR 1 (TRIMESTER 1)
- Fundamentals of Human Resource Management
- Food Safety Supervisor (FOL)
- Introduction to Kitchen Operations
- Responsible Service of Alcohol
- Food and Beverage Operations 1
- Food and Beverage Studies 1
- Career Management (FOL)
- Academic Skills

YEAR 1 (TRIMESTER 2)
- Food and Beverage Operations 2
- Food and Beverage Studies 2
- Leadership in the Hospitality Industry
- Wine Studies
- Front Office Management

YEAR 1 (TRIMESTER 3)
- Customer Service Management (FOL)
- Introduction to Hospitality Accounting
- Strategies in Sales and Marketing
- Hospitality Law (FOL)
- Hospitality Operations and Risk Management (FOL)
- Hospitality Industry Engagement

YEAR 2 (TRIMESTER 4)
- Strategic Business Management
- Hospitality Workplace Relations
- Facilities Design Management (FOL)
- Industry Placement 1

YEAR 2 (TRIMESTER 5)
- Industry Placement 2

YEAR 2 (TRIMESTER 6)
- Industry Placement 3
## ADVANCED DIPLOMA OF HOSPITALITY

### COMMERCIAL COOKERY SPECIALISATION

#### YEAR 1 (TRIMESTER 1)
- Food Safety Supervisor (FOL)
- Fundamentals of Human Resource Management
- Introduction to Catering Management
- Introduction to Industry *
- Kitchen Operations 1  
  * includes First Aid
- Kitchen Studies 1 *
- Career Management (FOL)
- Academic Skills

#### YEAR 1 (TRIMESTER 2)
- Leadership in the Hospitality Industry
- Introduction to Patisserie
- Kitchen Operations 2
- Kitchen Studies 2
- Managing for Sustainability *

#### YEAR 1 (TRIMESTER 3)
- Hospitality Operations and Risk Management (FOL)
- Customer Service Management (FOL)
- Introduction to Hospitality Accounting
- Strategies in Sales and Marketing
- Hospitality Law (FOL)
- Kitchen Operations 3
- Kitchen Studies 3
- Cookery Industry Engagement

#### YEAR 2 (TRIMESTER 4)
- Hospitality Workplace Relations
- Facilities Design Management (FOL)
- Strategic Business Management
- Kitchen Operations 4
- Industry Placement 1

#### YEAR 2 (TRIMESTER 5)
- Industry Placement 2

#### YEAR 2 (TRIMESTER 6)
- Industry Placement 3

### EVENT MANAGEMENT SPECIALISATION

#### YEAR 1 (TRIMESTER 1)
- Responsible Service of Alcohol
- Introduction to Events Management
- Fundamentals of Human Resource Management
- Food Safety Supervisor (FOL)
- Event Planning
- Career Management (FOL)
- Academic Skills

#### YEAR 1 (TRIMESTER 2)
- Risk Management for Events
- Introduction to Hospitality Accounting
- Customer Service Management (FOL)
- Events Implementation

#### YEAR 1 (TRIMESTER 3)
- Leadership in the Hospitality Industry
- Hospitality Operations and Risk Management (FOL)
- Event Industry Engagement

#### YEAR 2 (TRIMESTER 4)
- Strategies in Sales and Marketing
- Facilities Design Management (FOL)
- Strategic Business Management
- Hospitality Workplace Relations
- Hospitality Law (FOL)
- Industry Placement 1

#### YEAR 2 (TRIMESTER 5)
- Industry Placement 2

#### YEAR 2 (TRIMESTER 6)
- Industry Placement 3

*TIMETABLE SUBJECT TO CHANGE AND AVAILABILITY*
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

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**VOCATIONAL EDUCATION (ONLINE) COURSE STRUCTURE**

UNIQUE AND PRACTICAL ONLINE VOCATIONAL EDUCATION COURSES.

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**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
- Elective Residential School (Sydney, Melbourne and Brisbane) or other elective subject *Subject to change

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**DIPLOMA OF HOSPITALITY**

**YEAR 1 (TRIMESTER 1)**

- Introduction to Hospitality Studies
- Food Safety Supervisor
- Customer Service Management
- Front Office Management or Hospitality Environmental Sustainability

**YEAR 1 (TRIMESTER 2)**

- Fundamentals of HRM
- Strategies in Sales and Marketing
- Introduction to Hospitality Accounting
- Leadership in the Hospitality Industry

**YEAR 1 (TRIMESTER 3)**

- Hospitality Operations and Safety Management
- Hospitality Workplace Relations
- Hospitality Law
- Industry Engagement
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 work-places. 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

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.

2014
Trimester 2:
Commencing 02/06/2014
and ending 29/08/2014
Census Date 20/06/2014

Trimester 3:
Commencing 22/09/2014
and ending 19/12/2014
Census Date 10/10/2014

2015
Trimester 1: Commencing 09/02/2015
and ending 01/05/2015
Census Date 27/02/2015

Trimester 2: Commencing 25/05/2015
and ending 14/08/2015
Census: 12/06/2015

Trimester 3: Commencing 07/09/2015
and ending 27/11/2015
Census: 25/09/2015

* Subject to course availability and your study preference.

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.

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.*
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 or VET 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

To find out more about FEE-HELP
Call us on: 1300 851 237

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:
» SIT60313 Advanced Diploma of Hospitality (Hotel Management)
» SIT60313 Advanced Diploma of Hospitality (Commercial Cookery)
» SIT60313 Advanced Diploma of Hospitality (Event Management)
» SIT50313 Diploma of Hospitality

To find out more about VET FEE-HELP
Call us on: 1300 851 237

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

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.
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.

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 housemates 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
- www.domain.com.au
- www.unilodge.com.au
- www.glenferrielodge.com
- www.falconlodge.com.au
- www.wakeup.com.au
- www.urbanest.com.au

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.
Experience William Blue for yourself

Still have questions? There are heaps of opportunities for you to get a taste of what life is like at William Blue College. Contact us to find out when we’re holding the next interactive workshop, open day or information evening. And if you know exactly what you want to be, check out our 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? During school holidays, William Blue College runs ‘Day in the Life’ workshops, taking young hopefuls into some of Sydney and Brisbane’s best-known hotels, restaurants and bars. Whether cooking is your passion, you’re all about running events or just have an eye to serve and travel in style, this workshop will open your eyes to the glamour and reality of the fast-paced 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 master chef
» Food and Beverage Management: Creating delicious mocktails or barista-style coffee at the William Blue Bar

Career Discovery Days and Information Evenings
Although every day is an open day at William Blue, we hold interactive Career Discovery Days at our Sydney and soon-to-be Brisbane campus in January, May, August and November, along with an intimate Information Evening in December.

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 cater to all interests! You can also talk to current students and graduates of William Blue College, meet our Industry Partners and speak to our Industry Advisers team to see why William Blue graduates are so highly sought after. Tour the campus and dine in our Sydney-based, award winning student-operated restaurant, William Blue Dining.

To register your interest, 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 LOOKING TO GIVE YOUR HOSPITALITY CAREER A KICKSTART?

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.

Once you’re shortlisted, you’ll attend a two-day event, where you’ll have the chance to impress future employers first-hand. The William Blue Elite workshop sees head executives and general managers from the Sydney hospitality industry mentor and hand-pick the cream of the crop. Beyond the scholarship itself, you’ll make contacts and strong friendships, and have fun in the process! With a proven track record in helping young people achieve their dreams, this year’s Elite program will set the bar 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.

Find out more online at www.williamblue.edu.au
### 1. Personal Details

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<td>Title</td>
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<tr>
<td>Gender</td>
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</tr>
<tr>
<td>Family name</td>
<td></td>
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<tr>
<td>Given names</td>
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<tr>
<td>Date of birth (DD/MM/YYYY)</td>
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<td>Country of birth</td>
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<td>Country of citizenship</td>
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<td>Year of arrival in Australia</td>
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<td>Are you an Australian Permanent Resident</td>
<td>Yes</td>
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<tr>
<td>Main language spoken at home</td>
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<td>How well do you speak English</td>
<td>Very well</td>
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<tr>
<td>Are you of Aboriginal or Torres Strait Islander origin?</td>
<td>Yes</td>
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</table>
5. Employment

Current employment status
- [ ] Full-time employee
- [ ] Part-time employee
- [ ] Self employed
- [ ] Employer
- [ ] Employed - unpaid worker in a family business
- [ ] Unemployed seeking part-time work
- [ ] Not employed and not seeking employment

6. Special Conditions

Do you have any pre-existing learning difficulties, disabilities or other conditions, which may inhibit your learning or ability to undertake study in your chosen course?
- [ ] No
- [ ] Yes

If yes, then please indicate the areas (may indicate more than one)
- [ ] Hearing/Deaf
- [ ] Physical
- [ ] Intellectual
- [ ] Learning
- [ ] Mental Illness
- [ ] Other:
- [ ] Acquired Brain Impairment
- [ ] Vision
- [ ] Medical Condition

7. Payment Options

How do you anticipate paying for your course fees?
- [ ] Payment upfront by study period.
- [ ] 1 will be applying for FEE-HELP/VET FEE-HELP

8. Declaration

In signing the Think Colleges application form, I declare that:
- The information provided by me in this application form is correct.
- I have the financial capacity to meet all my course fees and agree to pay all fees as they become due.
- I can view the full, current Policies and Procedures online at www.think.edu.au/policies and forms including the Refund Policy and Procedure, Student Privacy Policy and Procedure, Fee and Refund Policy and Procedure, and the Terms and Conditions of Employment. I can contact my Course & Career Advisor or Agent if I would like a paper copy sent to me.
- I will inform the College within 7 days if my contact details change (including mail, email and/or phone).
- If I instruct an agent to complete this application form on my behalf, I do so on the basis that the agent is acting for me and it remains my responsibility to read the terms and conditions of enrolment.
- I authorise the College to verify the authenticity of my academic/professional qualifications and my work experience and I understand the College may inform other organisations or regulatory agencies if any of the information in my application is not accurate.

Applicant signature (signature of parent/guardian required for applicants under 18 years):
Name: __________________________ Signature: __________________________ Date (DD/MM/YYYY):

9. Acceptance and Enrolment

Once we receive your application form and supporting documents, you may be asked to undertake an interview. Successful applicants will be issued a Letter of Offer, Written Agreement and Tax Invoice. Your signed Written Agreement is required and payment of a deposit or submission of your FEE-HELP/VET FEE-HELP application to secure a place in the course. Further information about FEE-HELP and VET FEE-HELP is available at www.think.edu.au/fee-help and www.think.edu.au/vet-fee-help.

Some applicants may be issued a Conditional Letter of Offer if some entry requirements have not yet been met. Applicants with a Conditional Letter of Offer must meet the conditions of the offer before they can finalise their enrolment and enrol in specific units of study. Admissions and enrolment policies and procedures are available at www.think.edu.au/policies and forms.

10. Fee Schedule

Tuition and other fees are available on the current Schedule of Fees and Dates. Please contact a Course and Careers Advisor for more information.

11. Where to From Here

Please complete sections 1 to 8, sign and send it to us along with the following documents in English. Documents in a language other than English should be submitted along with translation from a certified translator.
- [ ] Authenticated* transcripts of relevant academic records (higher school certificate or higher level qualifications)
- [ ] Any additional documentation to support your application (e.g. your resume**, references and Course Credit Application form).

*Authenticated documents must be:
1) Original documents (i.e. transcript and transcript of results) provided by the candidate to an authorised Think Colleges representative
2) Copies of the original documents (i.e. transcript and transcript of results) provided by the candidate which have been either:
   - Notarised by a Justice of the Peace or equivalent authority in the country of origin.
   - Verified as a true and correct copy of the original documents by an approved Think Colleges representative.

**All claimed work experience must be relevant to the qualification being applied for and be within 3 years from date of application. Mature age candidates must provide Statements of Service on official company letterhead providing contact details of the employer. Past employers will be contacted to verify work experience on a case by case basis.

Apply Now

Send your application to:
Admissions Office
William Blue College of Hospitality Management
PO Box 728, North Sydney NSW Australia 2059
Fax: +61 2 9957 1811
Email: admissions@williamblue.edu.au

For further information please contact:
North Sydney Campus
Northpoint, 171 Pacific Highway
North Sydney, NSW Australia 2060
Phone: 1300 851 237 Fax: +61 2 9957 1811
Email: enquiries@williamblue.edu.au Web: www.williamblue.edu.au

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

<table>
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<th>Course name</th>
<th>Course intake dates</th>
<th>Duration</th>
<th>Course fees</th>
<th>FEE-HELP</th>
<th>Course delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business (Hospitality Management)</td>
<td>10 February 2 June 22 September</td>
<td>2 or 3 years full-time or 4 or 6 years part-time</td>
<td>$7,900 (per trimester) $47,400 (total)</td>
<td>Yes</td>
<td>North Sydney campus and/or Online</td>
</tr>
<tr>
<td>Bachelor of Business (Tourism Management)</td>
<td>10 February 2 June 22 September</td>
<td>2 or 3 years full-time or 4 or 6 years part-time</td>
<td>$7,900 (per trimester) $47,400 (total)</td>
<td>Yes</td>
<td>North Sydney campus and/or Online</td>
</tr>
<tr>
<td>Bachelor of Business (Event Management)</td>
<td>10 February 2 June 22 September</td>
<td>2 or 3 years full-time or 4 or 6 years part-time</td>
<td>$7,900 (per trimester) $47,400 (total)</td>
<td>Yes</td>
<td>North Sydney campus and/or Online</td>
</tr>
</tbody>
</table>

### Vocational courses

<table>
<thead>
<tr>
<th>Course name</th>
<th>Course intake dates</th>
<th>Duration</th>
<th>Course fees</th>
<th>VET FEE-HELP</th>
<th>Course delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIT60313 Advanced Diploma of Hospitality (Hotel Management pathway)</td>
<td>10 February 2 June 22 September</td>
<td>2 years full-time</td>
<td>$37,000 (total 6 trimesters) $220 (equipment fee)</td>
<td>Yes</td>
<td>North Sydney campus</td>
</tr>
<tr>
<td>SIT60313 Advanced Diploma of Hospitality (Commercial Cookery pathway)</td>
<td>10 February 2 June 22 September</td>
<td>2 years full-time</td>
<td>$37,000 (total 6 trimesters) $220 (equipment fee)</td>
<td>Yes</td>
<td>North Sydney campus</td>
</tr>
<tr>
<td>SIT60313 Advanced Diploma of Hospitality (Event Management pathway)</td>
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<td>$37,000 (total 6 trimesters) $220 (equipment fee)</td>
<td>Yes</td>
<td>North Sydney campus</td>
</tr>
</tbody>
</table>
The following information applies to Australian students who are NOT applying for FEE-HELP/VEt FEE-HELP.

When due, fees may be paid by bank cheque/draft, bank transfer, credit card or cash.

If payment is being made by bank cheque/draft, please make it payable to Think: Colleges Pty Ltd and send to the Admissions Office.

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Study now and pay later. Eligible William Blue College of Hospitality Management students now have access to the Australian Government's:

• FEE-HELP loan scheme for William Blue's Higher Education Degree courses;
• VET FEE-HELP loan scheme for William Blue's Advanced Diploma and Diploma Vocational Education qualifications.

These schemes can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold ($51,309 in 2013-14).

To find out more information about FEE-HELP and VET FEE-HELP visit studyassist.gov.au or www.think.edu.au/fee-help or www.think.edu.au/vet-fee-help or call us on 1300 880 610.

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Think: Colleges Pty Ltd trading as William Blue College of Hospitality Management, ABN 93 050 049 299, RTO No. 0269, HEP No. 4375, CRICOS Provider Code NSW 00246M.
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IF YOU WOULD LIKE MORE INFORMATION ON ANY OF THE MATERIAL PRESENTED IN THIS COURSE GUIDE, PLEASE VISIT OUR WEBSITE OR CONTACT ONE OF OUR COURSE AND CAREERS ADVISERS.