

ROTARY CLUB OF PUDU

**ELECTRONIC SUBMISSION TO THE DISTRICT AWARDS &
RECOGNITION COMMITTEE**

30TH APRIL 2014

**UNDER THE CATEGORY OF
SERVICE PROJECTS & PUBLIC RELATIONS
BEST VOCATIONAL SERVICE PROJECT AWARD**

CAREER OPPORTUNITIES IN THE HOSPITALITY INDUSTRY



Submitted by

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BACKGROUND OF THE PROJECT

The Vocational Service Committee proposed a career planning programme to share with students about some career choices on certain vocations. Secondly this programme should also increase the Rotarians knowledge and the recognition of the worthiness of all useful occupations.

The Committee decided to focus on the Hospitality industry. The Berjaya University College of Hospitality were very willing to render their assistance and support in the realisation of this programme.

Berjaya University College of Hospitality is one of Malaysia's premier University College in the fields of Hospitality, Culinary Arts, Tourism and Event Management. Some of their graduates have been bestowed with many awards such as "Most Outstanding Team in Catering Services at Culinaire Malaysia 2013" and "Champion at Norwegian Salmon Challenge 2010" and "Bronze Medallist in Food and Hotel 2013 Flairtending Category" and "Gold Medallist at Food and Hotel Malaysia 2013 Mocktail Category" and "Champion for the Monin Cup 2013."

This project was entitled "Career Opportunities In The Hospitality Industry." This project was launched on Saturday, 29th March 2014 at the Berjaya University College of Hospitality at Level 11 West, Berjaya Times Square, KL from 9.00 am to 1.00 pm

BENEFIT AND EFFECTIVENESS

BENEFIT

1. The Vocational Service Committee invited orphan students from Persatuan Anbu Illam and Rita Orphanage Home, underprivileged students from YWCA, Interactors, Teacher Advisors, Rotaractors, Rotarians and their families.
2. The audience benefitted from the speeches and the wise counsel of the Organising Chair Rtn Sandy Soh, President Alex Chang, Chief Operating Officer Madam Mae Ho and District Governor Datuk Dr Mohinder Singh who was our Guest of Honour.
3. This was followed by a career opportunities presentation by Emeritus Professor Walter Wong, Chef Jochen Kern and Encik Muhd Syaamil bin Abdullah.
4. To make the programme more beneficial there were three hands on workshops conducted in the areas of Culinary Arts presented by Chef Zulkifli bin Hashim,

Tourism presented by Mr Wayne Wong and Hospitality presented by Ms Dewi Pratomy

5. The programme was made more interesting with a familiarisation Campus Tour which lasted for 30 minutes.
6. Each attendee received a bag containing brochures of various career options in the hospitality industry

EFFECTIVENESS

1. Orphan students and underprivileged students and Interactors between the ages of 15 and 17 were exposed to the various career opportunities in the hospitality industry.
2. The Teacher Advisors, Rotaractors and Rotarians appreciate and recognise the worthiness of all useful occupations.
3. Rotaractors can consider undergoing a degree course in hospitality if they are considering a career change. Some of our Pudu Rotaractors are studying at tertiary institutions.
4. Rotarians can consider expanding their businesses into the hospitality industry.
5. We have included the Rotaractors and Interactors as Partners-In-Service to launch this project
6. Many of the students submitted enquiry forms to the Berjaya University College of Hospitality at the closing ceremony.
7. Madam Mae Ho, Chief Operating Officer made a kind gesture by offering scholarships to orphan students and underprivileged students and the use of her Board Room for our Rotaract and Rotary meetings.
8. Emeritus Professor Walter Wong and Chief Operating Officer Madam Mae Ho had accepted our kind invitation to be our guest speakers at our Rotary lunch meeting at the Shangri la Hotel, KL. The texts of their speeches can be extracted from our website at www.rotarypudu.org.my.
9. Emeritus Professor Walter Wong spoke on 14th April 2014 and his topic was "SETARA-Rating Process For Higher Education Institutions in Malaysia" while Madam Mae Ho spoke on 21st April 2014 and her topic was "Professional Housewife." Both of them have received a copy of our Souvenir Programme with Rotary Information.

MEMBERSHIP INVOLVEMENT

Organising Chair: Rtn Sandy Soh

Ex Officio: President Alex Chang (Invitation to DG)

Advisors: PP Mike Tung (Floor Manager/Mementos)

PP Ng Sim Bee (Registration)

PP Richard Liew (Insurance)

Committee Members: AG K U Rajah (Master of Ceremonies)

PE Daisy Chiu (Registration)

Rtn Patrick Lee (Press Release/Programme Leaflet)

Rtn Steven Ho (Banner/Interactors)

Rtn Veronique (Orphanages)

Rtn Elaine Tan (Registration)

Rtn Chinniah (Photographer)

Pudu Rotaractors (Ushers)

Participants: DG Datuk Dr Mohinder Singh - 1

Rotary Club of Pudu - 12

Rotaract Club of Pudu – 6

Interact Club of SMK (P) Pudu – 11

Teacher Advisors - 2

Persatuan Anbu Illam – 25

Rita Orphanage Home - 20

YWCA – 30

Berjaya University College (PR staff and ushers) - 10

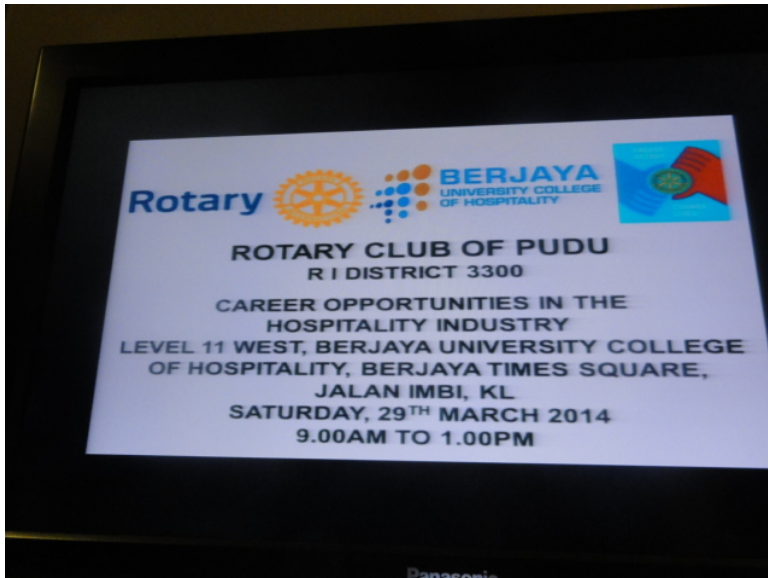
Career Speakers – 3

Workshop Presenters – 3

Total: 123 pax

PROMOTION OF ROTARY'S PUBLIC IMAGE

1.This Vocational Service Project was advertised on all the LCD Screens in the Berjaya University College of Hospitality and Berjaya Times Square, KL with the Rotary and Theme Logo. It was also the Campus Open Day. Many parents and their children who came to the Berjaya University College also witnessed this event and they saw the advertisements on the LCD screens.



A sample of the LCD Screen

2. All the directional signs at the foyer and the parking floors and Monorail Stations at Berjaya Times Square, KL had the Rotary and Theme logo.

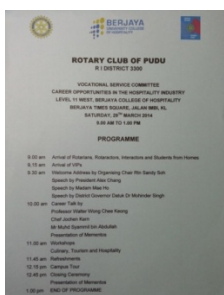
3. A Press Release of the Vocational Service Project was sent to all major newspapers in Malaysia.

4. This said project was also published in our e bulletin and at our web page which has worldwide coverage.

5. The hard copies of the bulletin are placed at the luncheon tables on every Mondays at our lunch meetings at Shangri la Hotel KL, to be read by guests and guest speaker.

6. We created awareness of Rotary to the orphan students, underprivileged students and their chaperons, Berjaya University College of Hospitality PR staff and ushers who attended the said project.

7. The programme leaflets of the said project carry the Rotary and Theme logo.



8. The banner used for the group photograph at the closing ceremony has the Rotary and Theme logo.



ORIGINALITY

It is the first time that the Rotary Club of Pudu has worked with a premier University College to promote career development and vocational awareness.

This project was envisioned that the orphan students and unprivileged students be given the opportunity to a right of basic education and literacy. It is with a fervent hope that they will take the scholarships offered by Berjaya University College of Hospitality to embark on an exciting career in culinary arts, tourism and hospitality.

RELEVANCE TO PRESIDENTIAL EMPHASES

R I President Ron Burton's Theme is "Engage Rotary, Change Lives."

We have started a career counselling programme through Berjaya University College for the orphan students, underprivileged students and Interactors. We have also helped them to understand the different career opportunities in the hospitality industry. It is our objective that the students can now make informed choices of their careers.

Through this project we hope it will "Change Lives" for a better tomorrow and a better future.

APPENDIX - PHOTOS



The orphan students and underprivileged students at the registration counter



Interactors from SMK (P) Pudu were also present



Rotaractors from the Rotaract Club of Pudu supported this project too



L to R. OC Rtn Sandy Soh, President Alex Chang, DG Datuk Dr Mohinder Singh, COO Madam Mae Ho and AG K U Rajah



Committee members



Committee Members with two
Teacher Advisors



Welcome address by Organising Chair
Rtn Sandy Soh



Speech by President Alex Chang



Speech by Chief Operating Officer
Madam Mae Ho



Speech by District Governor Datuk Dr
Mohinder Singh



Career Presentation by Emeritus
Professor Walter Wong. He has spent
48 years practising as an engineer, a
researcher and an academia working
in Australia, UK, Norway and USA.
He has published 170 articles in
reference journals. He was invited by
the Ministry of Education to sit on the
Steering Committee of SETARA. He
is a Director of CEISI Services Sdn



Career Presentation by Chef Jochen
Kern. He is one of the two recognised
World Association of Chefs (WACS)
Global Master Chefs and WACS
Certified Culinary Educator which is
the highest title accorded to a
professional chef. He has 48 years of
professional experience in the food
and beverage industry.



Career Presentation by Encik Muhd Syammil bin Abdullah. He is the Manager for the Vocational Education Division at the Berjaya University College of Hospitality. He has 22 years experience in the hospitality industry.



Culinary Arts Workshop was conducted by Chef Zulkifli bin Hashim. In his 20 years of working experience he has worked as a Commis, Chef De Parte, Sous Chef and Chef Instructor



Tourism Workshop was conducted by Mr Wayne Wong. A graduate from Melbourne, Australia. He has many years of experience of conceptualising, planning and organising events which include road shows, K POP concerts, international forums, rave events and weddings.



Venue of the Hospitality Workshop conducted by Ms Dewi Pratomo. She has 2 Masters Degrees majoring in Hospitality and Tourism. She has held various management positions in Food and Beverage operations and Procurement at the Ritz Carlton, Marriott and Renaissance Hotels overseas.



Presentation of memento to Chef Zulkifli bin Hashim who was represented by a PR staff



Presentation of memento by Mr Wayne Wong



Presentation of memento to Ms Dewi Pratomo



Presentation of memento to DG Datuk Dr Mohinder Singh