

# WILLIAM BLUE

COURSE GUIDE | [williamblue.edu.au](http://williamblue.edu.au)



WILLIAM BLUE  
COLLEGE OF HOSPITALITY  
MANAGEMENT®



TORRENS  
UNIVERSITY  
AUSTRALIA

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## Recent Awards

- > **Best Restaurant in a Training Institute 2017,** William Blue Dining
- > **Best Training Initiative 2017,** William Blue HSC Revision Day
- > **Trainer of the Year Hospitality Management 2017,** Jacqueline Joseph, Sandra La Rosa & Radek Balsan
- > **Trainer of the Year Travel and Tourism 2017,** Sarah Hind
- > **Trainer of the Year Food and Beverage 2017,** Jarrod Main
- > **Annual Presidents Award 2017,** Jarrod Main
- > **Annual Presidents Awards,** William Blue
- > **Trainer of the Year Food and Beverage 2016,** Bernard Worner
- > **Trainer of the Year Culinary Management 2016,** Jason Hannah
- > **Trainer of the Year Culinary Management 2015,** Simone Massey

Awarded by the Tourism, Hospitality, and Catering Institute of Australia

## History

- > **June 2017:** Torrens University partners with Flight Centre Travel Academy to deliver the new Diploma of Travel and Tourism
- > **January 2017:** William Blue introduces Success Coaches for all students
- > **January 2017:** William Blue launches the very first Chef course within an Australian University
- > **December 2016:** William Blue is added to China's White List
- > **December 2016:** William Blue joins Torrens University Australia
- > **October 2016:** William Blue launches the Culinary Speaker Series
- > **February 2015:** William Blue opens the new William Blue Dining in Neil Perry's former Rock Pool restaurant
- > **February 2015:** William Blue moves to a new campus in the heart of The Rocks
- > **February 1986:** William Blue is the first hotel and hospitality management college to open in Sydney





# Our Global Network

As the first Hotel and Hospitality Management College established in Sydney, we are proud of our record. Since 1989, we have helped thousands of students become industry professionals and over the years we have continued to adapt our courses to reflect the changing needs of the hospitality industry. Our students receive practical training and are ready to have global careers with world class hotel, restaurant, hospitality and travel brands or launch their own successful businesses; we’ve even trained a MasterChef winner. Our student run restaurant, William Blue Dining, is award winning and regularly receives exceptional reviews by Sydney media and food bloggers. In 2016, William Blue joined Torrens University Australia. Torrens University includes other well renowned schools including Billy Blue College of Design, Media Design School, Blue Mountains International Hotel Management School and Chifley Business School.

Being part of Torrens University Australia, students benefit from university prestige, increased global opportunities and outcomes, creating an environment that encourages innovation. Torrens University brings a fresh, modern, careers-focused and global perspective to higher education, aiming to provide graduates with a globally oriented skill set that will make them desirable to employers.

Torrens University class sizes are kept small, allowing students more one-on-one time with their lecturers. Academic staff are active players in the industry, so students will learn about where the industry is headed, and not where it has already been. This relationship will also create the first of many industry contacts in their career. Torrens University Australia programs are developed with industry leaders to ensure graduates are equipped with relevant knowledge and practical skills for today’s job market. This means that Torrens students graduate job-ready.

Torrens University is part of Laureate International Universities, the largest global network of degree-granting higher education institutions, with more than one million students enrolled across more than 60 institutions in 20 countries. Many Laureate institutions are ranked among the top providers of higher education in their respective regions, countries and fields, and have received international recognition for their academic quality.



ALEX  
CULINARY MANAGEMENT  
Industry Placement, Grand Hotel Villa Serbelloni, Lake Como, Italy



“ When I decided I wanted to change my career path and become a chef, I felt I lacked the knowledge and experience. I decided to study with William Blue because the course covered everything I wanted to know and I was blown away by the quality of teaching staff. I enjoy connecting with my lecturers and peers face-to-face, it helps to enhance my learning experience. My lecturers are immensely experienced, knowledgeable and helpful. I found their skill set inspiring, and this encouraged me to want to study and do well in my course. ”

THOMAS | HONG KONG  
CULINARY MANAGEMENT



“ My Success Coach invited me to a Recruitment and Careers Expo where some of the world’s top hotel companies source new talent. To prepare for the expo, we had a coaching session to discuss my strengths, update my resume and have mock interviews. The speed interviews went so well that two hotels offered me a job. I accepted the position in the Executive Lounge at the Hilton Hotel in Sydney. ”

PARIS | AUSTRALIA  
HOSPITALITY MANAGEMENT

# Our Promises

## William Blue has one purpose: **Employability.**

### TO DELIVER EMPLOYABILITY WE PROMISE:

#### 1. EVERYONE IS CONNECTED

Students will graduate with their own network of employers, entrepreneurs and mentors.

#### 2. EVERYONE IS GLOBAL

Students can uncover global opportunities and networks from over 60+ universities around the world.

#### 3. EVERYONE CAN CHANGE THEIR WORLD

We ready students to make their mark and deliver positive change to the world they live in. We foster social entrepreneurship.

#### 4. EVERYONE IS UNIQUE

Students choose how and when they learn. They are in control to create the learning experience they want.



## Welcome

I am delighted that you are considering studying at William Blue at Torrens University Australia. Choosing the right place to study is an investment in your future and one of the most important decisions you can make.

What makes our learning experience truly unique is not just our strong focus on theory, technique and outstanding academic results, but our push towards developing the careers of our students to maximise their global employability and industry connections.

We are continually developing strong partnerships with leading international businesses hotels, tourism organisations and restaurants to provide internships and employment opportunities that are a great advantage to our students.

William Blue joined Torrens University Australia in 2016. Joining a university greatly benefits our students by retaining all of the elements that make William Blue unique – our name, our identity, campuses, applied learning, great lecturers, industry connections, alumni and reputation – but with enhanced university prestige, pathways and opportunities.

As part of Laureate International Universities, William Blue is connected to other leading hospitality schools such as Blue Mountains International Hotel Management School at Torrens University Australia. William Blue is one of Australia's most respected and recognised

hospitality colleges, and for over 25 years has built great relationships 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 have designed a learning structure that accommodates several entry and exit points in our academic and training pathways.

Please use this prospectus to assist you with your decision-making. On the following pages you'll learn about our campuses, modern facilities and unique teaching approach, as well as our students, staff, alumni network, industry partnerships and what to expect from university life at William Blue.

Warm Regards,

**Professor Justin Beilby**, Vice-Chancellor  
Torrens University Australia





> MEET THE TEAM

## Jerome Casteigt

GENERAL MANAGER, HOSPITALITY  
TORRENS UNIVERSITY

**“THE GLOBAL HOTEL, TOURISM AND HOSPITALITY  
INDUSTRY OFFERS THE MOST EXCITING CAREERS  
AND OPPORTUNITIES IN THE WORLD.”**

It is a very promising and exciting time for anyone thinking about a career in the hotel, restaurant and hospitality industry. The industry cuts across many sectors of the economy including large scale hotels and resorts, boutique hotels, events, restaurants, and services – and is all about creating memorable experiences. The industry contributes to a staggering 10% of GDP and accounts for one-in-ten jobs globally. Most importantly, the industry is experiencing accelerated demand for trained skilled labour and human capital.

The rewards for talented and focused individuals are high: no matter where you are in the world, the industry has a place for you with amazing career opportunities. Service is increasingly important in global markets so our graduates have an immediate competitive advantage.

At William Blue, we have the pleasure of delivering degrees that prepare aspiring hospitality and tourism professionals to join this constantly growing, fun and exciting industry. Our courses provide students with a holistic understanding of the industry through theoretical and practical learning and six-month industry placements, which ensures that all our students graduate job ready. You will meet people that come from all around the world, who are passionate, like to travel and entertain – ensuring that no day is like another.



## Anthony Mitri

DIRECTOR OF INNOVATION, INDUSTRY AND EMPLOYABILITY, HOSPITALITY  
TORRENS UNIVERSITY AUSTRALIA

As the Director of Innovation, Industry, and Employability (DIIE), I act as the catalyst for innovation and lead the development of the Hospitality faculty's industry relevant courses at Torrens University.

In addition, I am responsible for ensuring we achieve our student employability goals, by aligning industry engagement and overseeing the continual progression of our courses as trends in the industry change.

Hospitality education needs to be engaging, industry relevant, and enjoyable. After all, we are preparing graduates to work in an exciting and global industry – and our courses and student experiences should be reflective of this. I have an amazing team of Success Coaches, Industry Consultants, Learning Designers, and Campus Directors that bring this vision to life.

Our curriculum has been designed in partnership with a wide range of industry partners to ensure that the skills, knowledge and attributes engendered within the curriculum are those most sought after by employers

in the hospitality industry. Key to the success of our graduates are scheduled Industry Placement programs, where students are working in industry as part of their chosen course work. It allows students to gain a broad understanding of the complexities involved in being a successful manager within this Industry.

Our campus at The Rocks, Sydney has been designed to incorporate real world industry immersion experiences for our students. The award-winning William Blue Dining, a fine dining restaurant, is run by our students. As a student, you will experience working in the industry, serving real paying guests, all whilst studying under the supervision of our amazing team of industry practitioners. Graduates are well and truly prepared for industry even prior to completing their course.

Throughout your course, you will also have various opportunities to meet with industry leaders through guest lectures, site visits and our Culinary Speaker Series.



## Dr Elizabeth O'Brien

DEAN OF HOSPITALITY  
TORRENS UNIVERSITY AUSTRALIA

Studying at William Blue will give you a well-rounded learning experience – balancing academic theory, applied training and industry immersion. The University's unique approach to learning gives students the confidence they need for a challenging and rewarding future career.

Smaller class sizes allow for valuable one-on-one interaction with lecturers, tutors and instructors. Many staff actively work and research in the tourism and hospitality industry. This gives students the opportunity to learn from current practitioners who have strong links to the industry. As a William Blue student, this ensures your learning experience is relevant, current and in keeping with the best-practice in the global hospitality industry.

As a graduate, you are equipped with a university qualification, plus the professional acumen and experience for a fast-tracked career in one of the most diverse and dynamic industries in the world.



> OUR COURSES

# Hospitality Management

Bachelor Degree CRICOS 094179F | Associate Degree CRICOS 094178G | Diploma CRICOS 094177G

CAREER PROGRESSION THAT GOES WELL BEYOND THE HOSPITALITY INDUSTRY.

Across Australia’s major hotel markets, a total of 20 hotels opened in 2016 with over 4,900 new rooms<sup>1</sup>. The restaurant industry is also experiencing rapid growth and is expected to grow by 10.3% over the next five years<sup>2</sup>. By 2027, hospitality jobs will globally represent 11.1% of total employment<sup>3</sup>. This is equivalent to 1 in 9 jobs. At William Blue, we are preparing our students to become future leaders in this exciting and growing global industry.

Hospitality Management can be studied fully online, on-campus or a blend of both. Whether you are just starting out in your career or looking to upskill and fast-track into a management position, our hospitality courses have been flexibly designed so you can study the way you want.

As a student, you will be introduced to hospitality concepts, allowing you to discover business and management principles that provide you with the knowledge,

attributes, skills and experience of hospitality operations. In the second year, you will spend six-months in industry, honing your skills and knowledge as part of your industry placement. As a graduate, you will have a holistic understanding of hotel operations, restaurant management, and food and beverage, which provide you with endless opportunities for a global career in hospitality.

CAREER OUTCOMES

Some of the possible career outcomes for a graduate include:

- Hotel Management
- Front Office Management
- Food and Beverage Management
- International Hospitality Management
- Restaurant Management
- Resort Operations
- Visitor Economy
- HR Management and Leadership
- Convention and Event Management

ENTRY REQUIREMENTS

BACHELOR

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. Australian students require an ATAR 60. If you do not meet the ATAR requirement, you may be eligible for Special Entry. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5.

ASSOCIATE & DIPLOMA

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5

STUDY OPTIONS

- Full-time
- Part-time
- Face-to Face or online

START DATES

February  
June  
September

FEE-HELP

Eligible Australian citizens can access FEE-HELP for all or part of their tuition fees. Access to FEE-HELP is subject to confirmation by the Australian Government.

SUBJECTS

LEVEL 100 CORE SUBJECTS

- > Business Communications
- > Understanding People and Organisations
- > Marketing Fundamentals
- > Customer Experience Management
- > Introduction to Tourism, Hospitality and Events
- > Front Office Operations
- > Exploring Gastronomy
- > Elective 1

LEVEL 200 CORE SUBJECTS

- > Industry Placement 1 & 2 (6 month Industry Placement)
- > Accounting for Decision Making
- > The Business Environment
- > Product Distribution and Revenue Management
- > Global Innovation and Trends
- > Elective 2
- > Elective 3

LEVEL 300 CORE

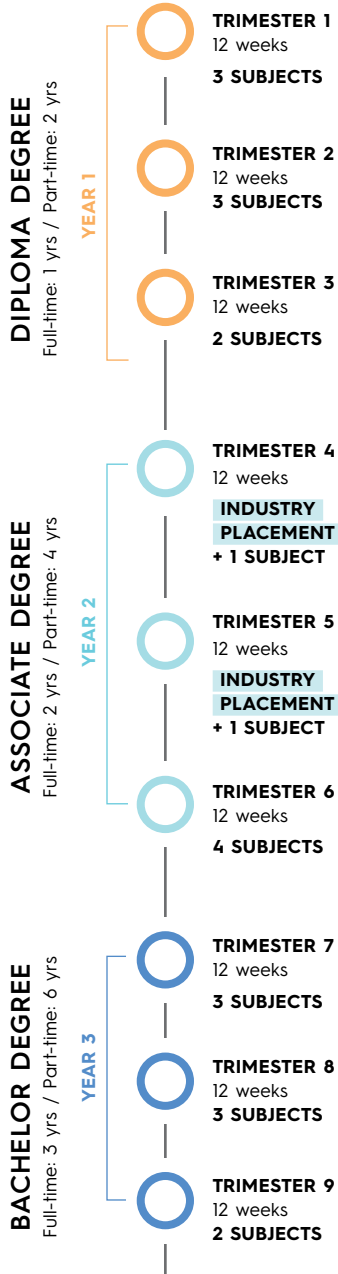
- > Organisational Creativity and Innovation
- > Ethics and Sustainability
- > Hospitality Entrepreneurship – HOTS
- > Planning and Designing Hospitality Venues
- > Risk and Crisis Management
- > Elective 4
- > Elective 5
- > Elective 6

Subject descriptions and elective subjects are available on the website.

1. Tourism and Hotel Market Outlook 2017. 2. Food and Beverage Services Industry Report 2017. 3. World Travel & Tourism Council 2017.



CAMERON I AUSTRALIA  
HOSPITALITY MANAGEMENT





> INSPIRATIONAL STORIES

# William Blue takes on Disney World

THE DISNEY NAME IS SYNONYMOUS WITH ENTERTAINMENT AND ENJOYMENT. THROUGH DISNEY’S INTERNATIONAL PROGRAM, OVER 30 WILLIAM BLUE STUDENTS HAVE BEEN FORTUNATE ENOUGH TO GAIN A 6 MONTH PAID INTERNSHIP AT THE HAPPIEST PLACE IN THE WORLD.

Twice a year, representatives from the Disney Careers department visit William Blue in search of their next Disney superstar! Not only do William Blue students get paid for their time at Disney World, all of the hours that they complete at Disney World contribute to their Industry Placement 1 and 2 subjects.

We caught up with Hospitality Management student Georgina McCarthy, who is currently on the journey of a lifetime. She packed her bags, said farewell to family and friends, and moved to Florida, in America, to join the Disney International Program.



**WHAT MADE YOU DECIDE TO APPLY FOR THE DISNEY PROGRAM?**

I have wanted to do the program for years. I had first heard about Disney’s international college program at one of William Blue’s open days. Working within the hospitality industry, we deliver guest service and experience. Disney has a high expectation of delivering exceptional guest service, and I wanted to be able to have the opportunity to become a part of this and learn the “Disney Way” of service.

**YOU’VE BEEN IN FLORIDA FOR NEARLY THREE MONTHS NOW. HOW HAVE YOU FOUND THE TRANSITION FROM SYDNEY TO THE USA?**

Disney is extremely accommodating in assisting with the settling in process. Before I began work, I was given a week to settle in. The week included some short induction classes and social activities which were brilliant because it provided me with the opportunity to get to know everyone and become comfortable in the environment I was in before actually starting the program.

**YOU JUST TOUCHED ON THE INDUCTION PROGRAM AT DISNEY. WHAT DID THE TRAINING AND INDUCTION PROCESS INVOLVE?**

Disney has an exceptional training program for their college program students. My role is a Vacation Planner at the Magic Kingdom in the Ticket Transport Centre. My role involved extensive training, something that I actually hadn’t experienced before, and it was a great opportunity to be in such an intensive training environment. The induction involved five days of training, known as “Core Class at Disney University” and it was both theoretical learning and on the job training.

In addition to the initial induction training, I also complete regular classes at Disney University. These have been; Selling, Relationship Magic, Product Knowledge and Four Key Basics. Within my program, I also chose to complete a Disney Seminar Series which was a one month program. My class was called Human Resources and Cast Engagement. This class has guest speakers each week who focus on different topics in relation to human resources, for example, training and recognition within the workforce.

**HOW IS IT LIVING IN THE STAFF RESIDENCE AT DISNEY?**

The housing complexes at Disney are very accommodating and have exceeded my expectations. I am living in a three bedroom apartment with five other roommates. My complex has a swimming pool, gym, classrooms, a computer room and a service centre. All my roommates are American which has been great because I was able to adjust to American culture quickly. The complex hosts regular housing social events which have been great for meeting new people. So far there have been multiple welcome parties, a Thanksgiving event, and regular weekly catchups which have played a massive role in me building relationships with my colleagues and being able to connect with new people.

**YOU JUST REACHED THE HALFWAY MARK OF THE PROGRAM. HOW HAVE YOU FOUND THE EXPERIENCE SO FAR AND WHAT ARE SOME OF THE HIGHLIGHTS?**

My experience has been incredible! I am very happy and feel extremely fortunate to have the role of vacation planner, as

it lines up perfectly with my hospitality specialisation. I usually work six-days a week which can be challenging at times. However, I am fortunate to have full access to all the parks during my time off. This is of course super fun, but also provides me with the opportunity to ensure that my knowledge of the resort is accurate and extensive, which works in hand with my job and the need from our customers for park recommendations. The highlight of this experience is learning about how Disney provides excellent service and looks after their guests by following their mission; ‘to be one of the world’s leading producers and providers of entertainment and information’.

**WHAT DO YOU HOPE TO ACHIEVE BY THE END OF YOUR PROGRAM WITH DISNEY?**

I feel proud of everything that I have achieved in such a short period of time. I want to continue to learn as much as I can from the program and the people I met every day. In less than three-months I have gained knowledge about so many different areas within the hospitality industry and met so many people, I can’t wait to see what the rest of my time here holds!



> OUR COURSES

# Culinary Management

Bachelor Degree CRICOS 094181A | Associate Degree CRICOS 0941808B

BRING YOUR PASSION TO LIFE. COMBINING TECHNICAL SKILLS IN COMMERCIAL COOKERY WITH A BUSINESS QUALIFICATION, YOU'LL ENJOY A FAST PACED AND REWARDING CAREER AS A CHEF.

As a head chef, it is your culinary vision that will be presented on the plate, setting the scene for a dining experience that your customers won't forget. You will create menus, refreshing classic dishes to keep up to date with creative new trends. You will develop your own style of cooking that has evolved from personal experiences and time spent in the industry.

Culinary Management is delivered on campus in The Rocks, with time spent at our demonstration kitchen in Crows Nest. The first two years of the course focus on your technical skills as a chef. You will apply your theoretical knowledge and hone your practical skills in our live kitchen, William Blue Dining. In your second year, you will spend six-months working as a chef for your industry placement subjects.

Perhaps your goal is to one day own your own restaurant? The final year of the course will equip you with the skills and knowledge to own or manage a restaurant. 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 Culinary Management graduate, you will have a holistic understanding of the fast-paced industry, making you a highly sought after and job-ready graduate.

### CAREER OUTCOMES

Some of the possible career outcomes for a graduate include:

- Executive Chef
- Executive Sous Chef
- Chef de Partie
- Food and Beverage Manager
- Restaurant Manager and Owner
- Café Owner or Manager
- Area Manager or Operations Manager

### ENTRY REQUIREMENTS

#### BACHELOR

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. Australian students require an ATAR 60. If you do not meet the ATAR requirement, you may be eligible for Special Entry. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5.

#### ASSOCIATE & DIPLOMA

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5

### STUDY OPTIONS

- Full-time
- Part-time
- Face-to Face

### START DATES

February  
June  
September

### FEE-HELP

Eligible Australian citizens can access FEE-HELP for all or part of their tuition fees. Access to FEE-HELP is subject to confirmation by the Australian Government.

### SUBJECTS

#### YEAR 1 CORE SUBJECTS

- > Business Communications
- > Understanding People and Organisations
- > Marketing Fundamentals
- > Customer Experience Management
- > Introduction to Professional Cookery – Practical
- > Introduction to Professional Cookery – Theory
- > Introduction to Kitchen Operations
- > Introduction to Patisserie

#### YEAR 2 CORE SUBJECTS

- > Industry Placement 1 and 2
- > Accounting for Decision Making
- > The Business Environment
- > Intermediate Professional Cookery – Practical
- > Intermediate Professional Cookery – Theory
- > Advanced Kitchen Operations
- > Menu Engineering and Design

#### YEAR 3 CORE SUBJECTS

- > Organisational Creativity and Innovation
- > Ethics and Sustainability
- > Restaurant Management Simulation
- > Planning and Designing Hospitality Venues
- > Wine and Beverage Management
- > Managing Restaurant Service
- > Elective 1
- > Elective 2

Subject descriptions and elective subjects are available on the website.



“ I fell in love with cooking from a very young age. Growing up, I spent a lot of time in the kitchen with my grandmothers. One being German, and the other Indonesian; they both have very different styles of cooking. What drives me to cook is all the new trends, some trends I really want to try myself so in my spare time I play around with new recipes and flavours. You don't grow as a chef unless you are out of your comfort zone. ”

ADELENE | AUSTRALIA  
HEAD CHEF, HOUSE OF CRABS

CULINARY MANAGEMENT

Adelene won the Nestle Golden Chefs Hat award in 2016 and 2017. Since graduating, she has helped open two restaurants Bang Street Food and Trunk Road. Adelene is now the Head Chef at House of Crabs

### ASSOCIATE DEGREE

Full-time: 2 yrs / Part-time: 4 yrs

#### YEAR 1

TRIMESTER 1  
12 weeks  
**3 SUBJECTS:**  
2 Culinary  
1 Business

TRIMESTER 2  
12 weeks  
**4 SUBJECTS:**  
2 Culinary  
2 Business

TRIMESTER 3  
12 weeks  
**3 SUBJECTS:**  
2 Culinary  
1 Business

TRIMESTER 4  
12 weeks  
**INDUSTRY PLACEMENT**

TRIMESTER 5  
12 weeks  
**INDUSTRY PLACEMENT**

TRIMESTER 6  
12 weeks  
**4 SUBJECTS:**  
2 Culinary  
2 Business

### BACHELOR DEGREE

Full-time: 3 yrs / Part-time: 6 yrs

#### YEAR 2

TRIMESTER 7  
12 weeks  
**3 SUBJECTS:**  
2 Culinary  
1 Business

TRIMESTER 8  
12 weeks  
**3 SUBJECTS:**  
1 Culinary  
1 Elective  
1 Business

TRIMESTER 9  
12 weeks  
**2 SUBJECTS:**  
1 Culinary  
1 Elective



> INSPIRATIONAL STORIES

# The Pasta Master

FROM HONG KONG TO BEVERLY HILLS, IT’S BEEN A JOURNEY OF CULINARY ADVENTURE FOR SYDNEY’S RISING STAR, SPAGO OWNER & HEAD CHEF, **EDDIE LEUNG**

The SPAGO Italian Restaurant is located in Beverly Hills. It is home to one of the hottest new chefs, William Blue graduate Eddie Leung. Here is his inspiring story, in his own words.

From an early age, I loved cooking – while the other kids were in the playground, I would be with my dad in the kitchen. I just wanted to cook! My father was definitely the main influence in my childhood. From the age of 10, dad let me stand on a stool next to him in the kitchen, and showed me how to prepare the vegetables and look after the stir-fry, his specialty dish. We were a big family – I had six siblings, a lot by Hong Kong standards – so there were always appreciating mouths to feed! Growing up, I read lots of cookbooks and watched cooking programs on TV. Jamie Oliver was already popular in Hong Kong and became my favourite celebrity chef. (Later, when SPAGO won the Savour Australia Italian Restaurant

of the Year award in 2013, beating Jamie’s Italian Restaurant, it was such a proud moment for me).

I always knew I wanted to pursue my studies in cooking, and after High School I did a 1-year Diploma in Hong Kong, which included a three-month apprenticeship at the Grand Hyatt Hotel, working under an Italian chef called Mario. From there, I joined the Island Shangri La Hotel for six-months, working as a Commis Chef at the banquet cold kitchen. However, this experience came to a sudden halt with the terrible SARS outbreak in 2003, when many hotels and restaurants were forced to close or downsize, and all the casual staff at the hotel were let go overnight. After that, I moved to the Kowloon Shangri-La Hotel and worked as a Commis Chef at their buffet restaurant “Café Kool” for three-years.



My first trip to Australia was in 2006, when I visited for almost a year on a working holiday visa. I lived near Central Station, together with some mates from Hong Kong. It was a good experience, especially working at the Elixir (Espresso) Café in Wynyard, where I was well treated and learned all about the café culture in Australia.

After saving up some money, I travelled across Australia for six months. I had the time of my life! This was definitely when I fell in love with Australia, and decided to make my future here. The highlight of this wonderful period was when I visited Tasmania. I spent a whole month driving across the state and admiring the stunning scenery. I even arranged a homestay with a local chef! We had a great time exchanging recipes, and I helped her volunteer at a music festival, where we cooked pizza and pasta for three-days for all the festival goers. It was also the first

time in my life that I was able to experience camping and the great outdoors. It is safe to say that I fell in love with the country and its rich land – and being a budding chef, I loved the freshness and taste of the ingredients, and this inspired me to create new recipes and dishes.

I returned to Hong Kong to see my family, and started to plan my return to Australia. A close friend recommended William Blue College of Hospitality Management, and told me about the college’s great reputation in the industry, and I decided to enrol.

Studying at William Blue was so much fun because I was learning something that I am very passionate about. By the time I graduated in 2011, I knew I wanted to open and run my own restaurant – and a couple of friends were willing to co-invest with me.

In Italian, spago means ‘string’, with spago a description of what spaghetti looks like. We kept thinking about names related to pasta and Spago seemed to work. So I opened SPAGO in Beverly Hills, and after an initial rocky period establishing the restaurant and working out what the market wanted, it became a huge success. SPAGO has won the Savour Award four times, which is a very proud achievement.

From all that I have learned over the years, I know the qualities and attributes aspiring chefs need to have to be successful. First of all, talent. You can train to be a cook but you cannot train to be a chef. A good chef has an intuitive sense of how to make up a dish combining the most suitable ingredients (seasonal, taste, color, fragrance and the most important is the trend). Secondly, taste. This has to do with a knowledge of food or ingredients, and an understanding

of the background, the theory and the history. And thirdly, you must have passion. A Chef’s work can be dangerous (hot water, hot oil, sharp knives, hot pan, slippery floor) and there are long hours and double shifts. You have to really love what you are doing, otherwise you will not be happy.

My top three tips for someone who is embarking on the journey of starting their own restaurant is to know your market and then position yourself well; do something that you are the best at; and ensure you have good business partners.

In terms of my ultimate dream – I dream that one day my name EDDIE LEUNG, SPAGO will be all around the world.



> OUR COURSES

# Tourism Management

Bachelor Degree CRICOS 094176J | Associate Degree CRICOS 094175K | Diploma CRICOS 094174M

THE TOURISM INDUSTRY IS THE LARGEST AND FASTEST GROWING INDUSTRY IN THE WORLD.

Do you love seeking out new places, creating new experiences and travelling the world? A career in the tourism industry will feed your passion for all things travel so you get to do what you love, every day.

The travel and tourism industry is experiencing expedient growth. In 2017, it was reported that the industry employed 300 million people to service the growing demand for trained travel and tourism experts.

Our Tourism Management courses have been designed to provide you with a holistic understanding of the tourism and travel industry. The course teaches you management and leadership practices and procedures, as well as the specific tourism management knowledge and skills essential to the industry. We will introduce you to the concept of the visitor economy as well as different industries that form part of the global tourism industry such as airlines, cruise lines, casinos and destinations. In the second year, you will spend

six-months in industry honing your skills and knowledge as part of your industry placement subjects.

As a Tourism graduate, you will have access to a global network of opportunities as you will be able to contribute to the hospitality and tourism industry from a strategic management perspective alongside your skills in business making you a highly sought after and job-ready graduate.

CAREER OUTCOMES

Some of the possible career outcomes for a graduate include:

- Tourism Manager
- Travel Agent/Planner
- Destination Marketing
- Destination Development
- Regional Tourism Management
- Tourism Consulting
- Cruise Line Operations
- Airline Operations
- Travel and experience Companies
- Adventure Guide

ENTRY REQUIREMENTS

BACHELOR

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. Australian students require an ATAR 60. If you do not meet the ATAR requirement, you may be eligible for Special Entry. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5.

ASSOCIATE & DIPLOMA

Satisfactory completion of Australian Year 12 or equivalent overseas secondary education is required. International students require IELTS Academic 6.0 or equivalent with no skills band less than 5.5

STUDY OPTIONS

- Full-time
- Part-time
- Face-to Face or online

START DATES

February  
June  
September

FEE-HELP

Eligible Australian citizens can access FEE-HELP for all or part of their tuition fees. Access to FEE-HELP is subject to confirmation by the Australian Government.

SUBJECTS

LEVEL 100 CORE SUBJECTS

- > Business Communications
- > Marketing Fundamentals
- > Understanding People and Organisations
- > Customer Experience Management
- > Introduction to Tourism, Hospitality and Events
- > Place, Culture and Destination Management
- > The Tourist Experience
- > Elective 1

LEVEL 200 CORE SUBJECTS

- > Industry Placement 1 & 2 (6 month placement)
- > Accounting for Decision Making
- > The Business Environment
- > Product Distribution and Revenue Management
- > Global Innovation and Trends
- > Product Management in Tourism
- > Elective 2

LEVEL 300 CORE

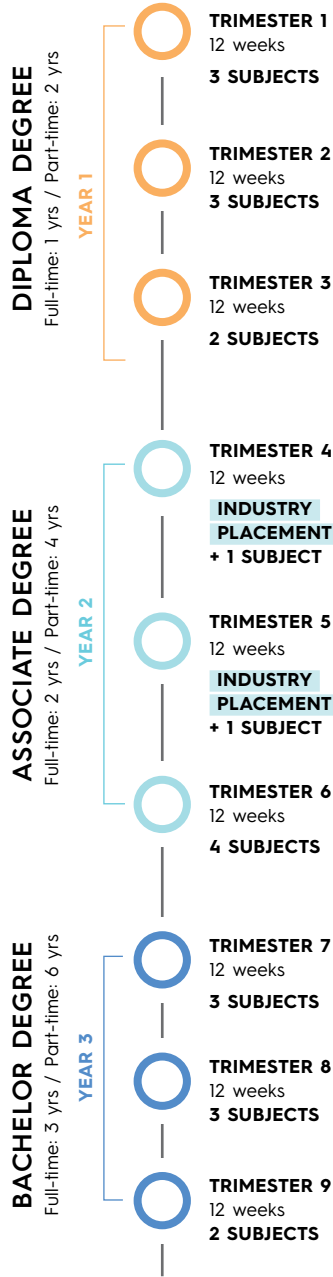
- > Organisational Creativity and Innovation\*
- > Ethics and Sustainability
- > Risk and Crisis Management
- > Tourism Entrepreneurship – TOURSIM
- > Sustainability and Resource Management
- > Tourism Strategies, Planning and Policy
- > Elective 3
- > Elective 4

Subject descriptions and elective subjects are available on the website.



“ William Blue’s internship program with Tourism Australia provided me with the opportunity to gain unprecedented experience among some of the industry’s leading professionals. ”

JESSE | AUSTRALIA  
TOURISM MANAGEMENT





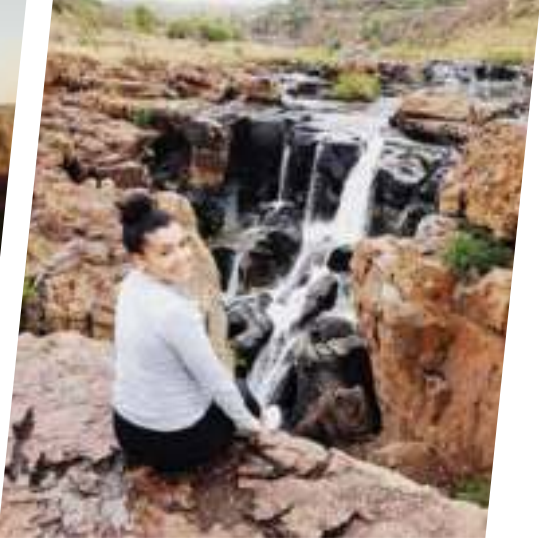
> INSPIRATIONAL STORIES

# A Career Travelling the World

JUST TWO YEARS AFTER GRADUATING FROM WILLIAM BLUE, **BONNIE-SUE** LANDED HER DREAM JOB IN LONDON WORKING FOR SOUTH AFRICAN TOURISM.

You often hear about people who have incredible jobs, travelling the world visiting amazing places, undertaking life changing experiences and meeting inspirational people. You probably see some of these lucky people in your Instagram feed, enjoying themselves in one of the international hot spots that's long been on your own bucket list. You might be left wondering how people get a job like that. The good news is you don't need to be a social media influencer with a few hundred thousand followers - you just need to start with a career in tourism!

One person who has turned this dream into reality is Tourism Management graduate Bonnie-Sue. We caught up with Bonnie-Sue over Skype from her London office to learn how she secured her role and what a typical day looks like working in one of the fastest growing industries in the world.



**LAST YEAR YOU MOVED TO LONDON TO TAKE ON THE ROLE OF TRADE RELATIONS OFFICER (UK & IRELAND) AT SOUTH AFRICAN TOURISM (SAT). WHAT LED YOU TO THE OTHER SIDE OF THE WORLD FOR WORK?**

I have always wanted to work for SAT. I saw the role advertised because I was following SAT on LinkedIn. I reached out to the HR team and secured an online interview a few weeks later. Living and working abroad has always been a dream of mine so when SAT offered me the position, I felt like all my hard work and dedication over the past few years had finally paid off.

**TELL US MORE ABOUT YOUR POSITION AT SOUTH AFRICAN TOURISM.**

SAT is the destination marketing organisation responsible for marketing South Africa to the world. I am responsible for driving visitors from the United Kingdom and Ireland to South Africa.

One element of my role is looking after our joint agreements, and building and maintaining relationships with our trade

partners, i.e. tour operators and travel agents. I am responsible for our existing trade partnerships, sourcing and securing new partnerships and exploring new channels of communication to promote tourism to South Africa.

Another element of my role is working with small South African tourism and hospitality businesses to help them engage with trade partners in the UK. Engaging with trade partners is an opportunity to drive international business to smaller local companies in South Africa. I run product workshops for the trade to meet with small business owners and learn about their product or service in an interactive learning environment.

And lastly, I host familiarisation trips, which involve taking groups of travel agents and tour operators to South Africa.

**CAN YOU TELL ME MORE ABOUT THE FAMILIARISATION TRIPS?**

We regularly take new traders to South Africa to give them a holiday experience. We plan an itinerary that includes our key

tourism hotspots, as well as less known areas to showcase the country's hidden gems. Every aspect of the trip is experiential and educational. We want to ensure that our trade partners immerse themselves in the culture, discover wildlife on safaris, meet locals and indulge in traditional cuisine. If our traders have a great experience, they can promote the destination to their customers authentically and passionately because they experienced South Africa themselves, not just read about it in a brochure.

**WHAT WERE YOU DOING BEFORE YOU TOOK ON THE ROLE IN THE UK?**

I was working as the Business Events Sales Executive at Voyages Indigenous Tourism Australia (Voyages). It was my first job after uni. I started as the coordinator, and one year later an opportunity came up for me to move up into a Sales Executive role.

**WHAT WAS THE HIGHLIGHT OF WORKING AT VOYAGES?**

Voyages was a great company to work for; it has a great company culture and

an excellent leadership team. The role enabled me to gain a holistic understanding of the tourism industry, network with other tourism professionals and learn the skills and knowledge to take the next step in my career. The number one highlight was travelling to Uluru and other indigenous destinations for familiarisation trips. I also assisted with exhibitions, tradeshow and events across Australia.

**HAVE YOU THOUGHT ABOUT THE NEXT STEP IN YOUR CAREER?**

I love my role; it is really fun but also very challenging at the same time. For now, I am focusing on working hard in my current position and seeing where the future takes me. South African Tourism is a global company, and they have offices in every continent, so there are opportunities for me to work around the world with South African Tourism.



# Sydney Campus

LOCATED JUST A FEW MINUTES’ WALK FROM CIRCULAR QUAY, OUR CAMPUS IS LOCATED RIGHT ON SYDNEY HARBOUR, OVERLOOKING THE ICONIC SYDNEY HARBOUR BRIDGE AND SYDNEY OPERA HOUSE.

Our Sydney Campus opened in February 2015 and is fitted out with state-of-the-art facilities and modern open plan teaching spaces. As part of Torrens University, William Blue students share the campus with other Torrens University students from business and education courses, contributing to a vibrant learning community on campus.


**FACILITIES & SERVICES INCLUDE:**


- The Customer Service Hub – our friendly and experienced staff can give you help and advice about courses, your enrolment and campus life, including all services and activities on campus.
- Counsellors are available for students to consult with on a range of personal issues.
- Student break-out and relaxed study spaces for group work.
- Student lounge areas – with microwaves, kitchenette facilities and vending machines.
- The Learning Hub, home to the Learning Support Team, encompasses Learning Skills Advisors, Learning Technology Advisors, and Library & Learning Skills Officers. It provides an integrated, holistic support program for students throughout the study lifecycle within a library/ collaborative study environment.


**THE SERVICE INCLUDES:**

- Support and workshops with highly qualified staff in the areas of academic skills, library skills, and technology skills, both on campus and online.
- Physical and digital resources relevant to studies, such as books, journals, multimedia, databases.
- Self-check kiosks for library loans and print and copy facilities.
- As well as The Rocks campus, students have the opportunity to study and train in our other campus venues: William Blue Dining and our Demonstration Kitchen.



 **THE ROCKS CAMPUS**  
1-5 Hickson Road, The Rocks,  
Sydney NSW 2000  
Australia

 **WILLIAM BLUE DINING**  
105-107 George Street  
Sydney NSW 2000  
Australia

 **DEMONSTRATION KITCHEN**  
2 Ernst Place,  
Crows Nest NSW 2065  
Australia



“ After attending an event at William Blue when I was in year 10, I quickly established that this was where I wanted to study. I instantly felt a very homely, welcoming feeling upon starting my studies.

I study full-time at The Rocks campus. William Blue facilitates a unique environment that is unlike most universities. An individual student is not one of hundreds in a lecture. Classes are small and each student and their voice matters. I have the flexibility to choose my timetable to suit my lifestyle and availability, making it much easier to balance out commitments outside of studying. ”

**DANA | AUSTRALIA**  
**HOSPITALITY MANAGEMENT**





# William Blue Dining

WILLIAM BLUE DINING IS OUR AWARD-WINNING STUDENT TRAINING RESTAURANT WHICH IS OPEN TO THE PUBLIC.

Located in the heart of The Rocks, the busiest tourist and business precinct in Sydney, the restaurant is generally fully booked each day of operation. In 2018, William Blue Dining was ranked in the top 10 restaurants in Sydney out of 4,974 on TripAdvisor.

Our hospitality students will undertake some or all of their training at William Blue Dining, learning firsthand what it takes to run a restaurant and hospitality business, whether they're in the kitchen or front of house.

Managed by Jason Hannah, Executive Chef and Applied Learning Manager for our Culinary Management program, Jason won 2015 and 2016 Teacher of the Year in Culinary Management awarded by the Tourism, Hospitality and Catering Institute of Australia.

## DEMONSTRATION KITCHEN

Students studying Culinary Management spend the first six-months of training in our demonstration kitchen in Crows Nest. After six-months, classes take place in William Blue Dining. The demonstration kitchen allows students to develop the fundamental food and kitchen skills and knowledge prior to service in a restaurant with real guests.



“ Since a young age, I have had a robust passion for food. Before studying at William Blue, I studied Visual Communication majoring in Photography. But after finishing my degree my desire to immerse myself in the culinary world still lingered. I chose to study at William Blue because they had a big focus on hands-on learning. I have long-term goals of opening my own restaurant, and William Blue offers me the foundation to do so. I was fortunate to have the opportunity to work in William Blue Dining after only my first trimester, and now have one of my very own dishes on the menu. ”

ISAAC I AUSTRALIA  
CULINARY MANAGEMENT



# Industry Networks and Placement

Your career starts the day you commence your course at William Blue. Everyone learns better through doing. Hands-on experience is worked into every course at William Blue so that you can graduate confident and already sure of your skills.

Beyond the classroom, you'll have an understanding of what's going on in the real world, that will be crucial to career success. 800 hours (6 months) of industry placement is built into the requirements of all Associate Degree and Bachelor Degree courses.

Industry placements and internships represent a substantial opportunity for you to further develop what you have learned in the classroom by applying it in a professional workplace. William Blue students undertake industry placements with some of the most prestigious hospitality, tourism and events organisations in Australia and the world.

A successful industry placement, combined with further work experience or internships, will make you a highly employable and highly skilled professional, ready to work in the hospitality, tourism, events or restaurant sectors.

“ All of the students that we have hired from William Blue have been outstanding and well disciplined. Their knowledge of hospitality and level of customer service complements our hotel environment perfectly. ”

**MICHELINE,**  
HUMAN RESOURCES MANAGER,  
ACCOR HOSPITALITY













“ I first heard about William Blue through my hospitality teacher in high school. I chose to study at the university because I was attracted to their reputation in the industry, flexible study options and the overall friendly and positive nature of the students and faculty. I currently study fully online, and work full-time at the Park Hyatt Sydney – as a result of a referral by William Blue’s Industry Consultant. William Blue provides the flexibility I need to balance my work and studies, and the hands-on training and knowledge I can apply directly to my job. My time with William Blue has given me the confidence and ability to grow within the industry. ”

**CLEO | AUSTRALIA**  
**BUSINESS CENTRE EXECUTIVE,**  
**PARK HYATT SYDNEY**  
**HOSPITALITY MANAGEMENT**



# Success Coaches

William Blue does not just provide students with an education. We also give you a pathway to a successful working life. The opportunities available to you and networks you create while studying with us are designed to last a lifetime. As a student, you will always be treated as an individual. We believe in a style of learning that puts your needs first and ensures your success.

Our Success Coaches work alongside you to increase motivation, employability and provide an in-depth understanding of your natural talents. As a new student, you'll be assigned a committed Success Coach during your first term to help you become familiar with the expectations of studying at a university in Australia. You will be encouraged to take the Gallup StrengthsQuest survey to unlock your natural talents and transform them into strengths. Success Coaches leverage a strengths-based approach to connect your learning experiences at William Blue to your goals and ambitions. As you progress through your studies, your coach will assist you with subject selection to ensure you always remain on the right pathway to excel in your chosen career.

Your Success Coach's first priority is to make sure that you are always well connected, motivated to complete your subjects successfully, and engaged with your learning.



“ When I started my course, I was assigned my success coach, David. We went through the expectations of a student, and he gave me advice about managing my part-time work and full-time study load. He encouraged me to do the Gallup StrengthsQuest Survey, which helps you discover your natural talents and strengths. I was intrigued by Gallup because they only focus on your strengths, not on your weaknesses. After I did the survey, David ran some coaching sessions and taught me different ways to harness my strengths personally and professionally. Now I use my strengths in the classroom during group projects and when I present, as well as at work when I am dealing with other staff members and customers. ”

DAMIEN | AUSTRALIA  
HOSPITALITY MANAGEMENT



“ I moved to Australia from Belgium to study for a career as a Chef. Everything was so new to me, so I decided to meet with my Success Coach to help me transition into university life. She introduced me to the industry through work experience, workshops and strengths coaching. Within a few weeks of starting my course, I secured work experience at the Taste of Sydney Food Festival. I cooked for Bouche, who won the award for best dish at the festival. It was an excellent opportunity to get to meet other chefs and leaders in the industry. I love that my Success Coach is always looking for new opportunities for me to gain valuable industry experience. ”

LAWRENCE | BELGIUM  
CULINARY MANAGEMENT



“ I was fortunate enough to move to Australia from Hong Kong when I was 10 years old. At William Blue, I am surrounded by likeminded people. I feel like I am part of a community, knowing that when I enter the workforce I have a strong support network behind me. For my industry placement, I started working at the Emirates Leisure International Airport. After just a year, I progressed into a supervisor position. ”

JIAN (DORRIS) | CHINA  
HOSPITALITY MANAGEMENT



> DELIVERY

# Learn the way you want

At William Blue, we understand that each student is an individual with different study needs and preferences. You can choose to study full-time, part-time or accelerated. You have the option to study on campus, online or a blend of both. You can also change your study delivery each trimester depending on your current work or travel schedule.

### STUDY ONLINE

Need to fit study around your busy schedule? Our flexible study options can help you juggle a busy life with further education through our online courses. Choosing to study online is a popular option for many students, especially if you are working full-time or have family commitments.

Online students are taught by expert online lecturers and are given access to study help, industry placements, success coaches and work opportunities in the same way our on-campus students are.

Students studying Hospitality Management and Tourism Management can study 100% online. Students studying Culinary Management need to study face-to-face but have the option to study some core theory subjects online.

Please note that international students must study full-time on and on campus (with the option to study up to 25% online).

### BLEND OF BOTH

Blended learning is also available for students who would like to mix online and on-campus study. As an on-campus student, you can make the most of our subjects offered online to replace an on-campus class. This is ideal for students where their work and family commitments make it difficult to attend all their classes at the actual College campus.

A Course and Career Advisor can assist you with choosing the optimal mix of online and on-campus studies to complete your qualification.

### ASSESSMENTS

Typical assessments include practical demonstrations and observations, proposals and design rationales, reflective journals, reports and essays, presentations and pitches, collaborative group work, individual self-directed projects, and work integrated learning projects.



# Flexible study options

“ My pathway to tertiary education and discovering my passion was unlike most students. Initially I studied nursing, but soon realised this wasn’t the industry for me. I went travelling and discovered hospitality was where my true passion lied.

I decided to study at William Blue after I learnt that I could get the qualification I wanted, while still working and obtaining the industry experience I needed. I studied my Associate Degree on campus, full time, and then decided I wanted to continue on to the Bachelor Degree. Now I am studying the final year online, part-time.

When I began online study, I was fearful that I would not be able to access the support and help I needed. However, it was quite the opposite! My lecturers and classmates were available to help whenever I needed it. Studying on campus was also an experience that exceeded my expectations. Classes were small, and my lecturers were very approachable and refreshing compared to the university I had previously attended where there were hundreds of students in a lecture. The best aspect about studying at William Blue, are the lecturers and students. The career advice and support I have received, has made such a difference to where I currently am in the hotel industry. ”

**DEMI I AUSTRALIA**  
**RESERVATIONS & GROUPS SUPERVISOR,**  
**RYDGES CENTRAL**  
**HOSPITALITY MANAGEMENT**



“ The leadership skills that I have developed at William Blue have enabled me to take on new challenges professionally and in my personal life. Last year, I was selected as the captain of my cricket team for our European tour. I learnt a lot about leadership through being a scholarship winner and SRC member at uni, and the captainship was a great reward for my hard work. I was lucky enough to be able to follow my passion for sports while still developing career and studies. I love that my course is a bachelor of business in hospitality management, meaning that as students we are taught not only about hospitality but also about the broader business world, so I know my skills are transferable across many industries. ”

**JOSH | AUSTRALIA**  
HOSPITALITY MANAGEMENT



“ I am learning skills that are helping me to reach my goals and applying these skills each day in the workforce. William Blue helped me to secure a job early on in my course through a volunteer program at the Taste of Sydney festival. Through the program, I was offered a position at Otto Ristorante, which introduced me to a fast-paced fine dining experience. At Otto, I built upon the skills that I learnt at uni by working in both the entree and pastry section before securing my current position as a specialised Gueridon Chef at 1908 in Cronulla. William Blue has been the right choice for me as they focus on real life skills that you can utilise to gain connections and confidently engage yourself in the industry. ”

**LAUREN | AUSTRALIA**  
CULINARY MANAGEMENT





> INTERNATIONAL

# How to Apply

**STEP 1. Submit your documents to your Agent or to our or International Enrolment Support team.**

- » Download the application form from the International Student page on the website
- » Photocopy of your passport
- » Authenticated\* academic records (high school certificate or higher level qualifications)
- » IELTS Academic test result or equivalent
- » Any additional documentation to support your application (e.g. your résumé, references and/or Course Credit Application form)
- » Any additional documents required for your course

**Step 2.** Receive Offer Letter.

\* Authenticated documents must be either original documents or copies of original documents that have been notarised by a Justice of the Peace (or equivalent) or verified as being a true and correct copy of the original document by an approved Representative.

**STEP 3.** Sign the Acceptance of Offer and Written Agreement and return to your Agent or our Admissions Department.

**STEP 4.** The Australian Department of Home Affairs considers each student visa application on their individual merits. Speak with your Agent or our Admissions Department to see if you need to start your visa application before or after paying a deposit for your course. You can also find information online at [www.immi.gov.au/students/](http://www.immi.gov.au/students/)

**STEP 5.** Pay the deposit indicated on your offer letter.

**STEP 6.** The College will secure your place in the course and issue an Electronic Confirmation of Enrolment (eCOE).

**STEP 7.** Submit your student visa application to your nearest Australian Embassy, Mission or Consulate (see [www.immi.gov.au/contacts/offices.htm](http://www.immi.gov.au/contacts/offices.htm)).

**Step 8.** Send a copy of your visa to your agent or the International Enrolment Support team.

“ I have never doubted that going to William Blue was my best decision. I am currently planning on becoming a CEO of my own restaurant. ”

**GWANGHO (SID) | SOUTH KOREA**  
**HOSPITALITY MANAGEMENT**  
Winner of Korea Masterchef 2014

> DOMESTIC

# How to Apply

**STEP 1. Apply online**  
Visit [williamblue.edu.au/apply-online/how-to](http://williamblue.edu.au/apply-online/how-to) and complete your application online.

**STEP 2. Speak with a Course and Career Advisor**  
A Course and Career Advisor will call you to discuss your plans and answer any questions you may have.

**STEP 3. Letter of Offer**  
Once your application has successfully been completed and you meet all of the entry requirement, you will receive a letter of offer.

**STEP 4. Accept your offer**  
After receiving your letter of offer you will need to accept your offer and register for your course online.

**STEP 5. Enrol**  
Everything is complete and you can now enrol in your chosen subjects.

**FEE-HELP is available to eligible Australian students.**  
FEE-HELP is the Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Please refer to the APPLY section on the website for more details.



“ Before I started studying to become a Chef, I was working in the finance industry. I have always been passionate about cooking, and I would spend all of my spare time in the kitchen trying new dishes and cooking for my mates. One day I realised I was not happy and that things needed to change. I needed to follow my passion and start cooking full-time. ”

**MICK | AUSTRALIA**  
**CULINARY MANAGEMENT**



“ William Blue is unique; there were no other uni's that could offer me work placement that was suited to what I wanted to do in the future. My lecturers are very inspiring, particularly because of their remarkable career accomplishments like working overseas in luxurious five-star hotels. The best part about studying with William Blue are the opportunities for career development. The college facilitates numerous career days and information meetings that are great for students like me who want to get ahead. ”

**NAOMI | AUSTRALIA**  
**BUSINESS HOSPITALITY MANAGEMENT**





# Studying in Australia

Australia is one of the world’s most popular places to work and study. Its international standards in quality of living and education excellence are underpinned by strong economic growth. Australia is renowned for its immense natural beauty, exciting cosmopolitan cities, diverse cultural activities and healthy outdoor lifestyle.

## A WORLD-CLASS EDUCATION SYSTEM

More than 516,000 international students study in Australia each year. The Australian Government has invested heavily to ensure that our education and research facilities are recognised throughout the world. Australian higher education institutions use market leading technology and professional training systems that are benchmarked to industry standards. Our institutions have excellent international reputations and are used as models for other countries in the Asia-Pacific region.

## AN INTERNATIONAL AND DIVERSE SOCIETY

Australia is a multicultural and cosmopolitan society. Students benefit from meeting and working with people from all over the world. This experience will give you excellent preparation for a culturally challenging international career in hospitality, and the chance to make lifelong friends beyond your own borders.

## ARTS, CULTURE AND SPORT

Expect diversity in Australia. You will have endless access to cultural attractions, including highly respected art galleries, museums and theatres, as well as world-class restaurants and shopping. If you are passionate about sport, you can watch and participate in a multitude of activities year-round, such as hiking, cycling, climbing, football, swimming and surfing.



“ My passion for food, lead me to move to Australia and study Culinary Management. I discovered William Blue through recommendations by my friends. I was attracted to the dynamic ideas and thinking facilitated by the university, particularly the emphasis on practical learning, networking and industry placement. I study on campus and online, therefore I have the ability to maintain a balance between work, study and leisure. Studying on-campus has enabled me to improve my communication skills and cultivate hands-on industry skills. Whilst online study is great when my schedule is tight, and I can only allocate certain hours in the day to study.

Through industry placement, I was able to identify my weaknesses and learn how to improve on them, as well as gain more confidence in my abilities as a professional. My lecturers at William Blue have had a positive impact on my student life. Their passion, drive and ability to pass these characteristics onto their students through their teaching is inspiring. William Blue has empowered me to become an industry professional and fulfill my career goal to become a chef and do what I love, cook and delight others. ”

ERIKA | BRAZIL  
CULINARY MANAGEMENT



# Sydney

Sydney is the capital of New South Wales (NSW), and Australia’s largest city. Famous for its iconic world-famous landmarks, beautiful beaches and breathtaking scenery, there’s no denying that Sydney is an incredible city. There are always plenty of things to do, from sightseeing and chic cafés to New York-style restaurants, to fun in the sand and surf at one of Sydney’s idyllic beaches. Not to mention great shopping, and endless local hangouts. Sydney is a city with diverse communities and unique cultures. These communities make Sydney more than just a big city and will make you feel right at home.

Be prepared to love every second of your time here. It is a geographically stunning, friendly and cosmopolitan city that people from all over the world call home. Nature is always close by with stunning beaches 20 minutes away from campuses and major national parks in every direction.





“ My best friend and I would always meet and bake - we really love food. We both said to each other "Let's just become chefs, let's just study cooking." And that's how we decided to come to Australia to study at William Blue. ”

CATALINA | COLUMBIA  
SOUS CHEF, PAPI CHULO, MANLY  
CULINARY MANAGEMENT

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[williamblue.edu.au](http://williamblue.edu.au)

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You Tube Instagram williambluecollege

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MANAGEMENT®

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UNIVERSITY  
AUSTRALIA**