

# EYES WIDE OPEN

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- 48 years industry experience
- Business Management
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# EYES WIDE OPEN

- Developing competent Meat Retail Specialists, not just butchers.
- A time for reflection



# EYES WIDE OPEN

## What is the over aim of this unit?

- Understanding the needs and expectations of consumers within a retailers demographic catchment
- Enabling retailers and management personnel to make informed decisions in the development of a business.



# EYES WIDE OPEN

**Who will benefit from this knowledge**

- Retail Owners
- Managers

Will an apprentice butcher learning the trade benefit? Is this something they need to know at this point in their development

# EYES WIDE OPEN

**What are we actually asking the trainee to do when teaching this unit?**

- Employers Business strategy
- Report findings
- Make recommendations



# EYES WIDE OPEN

**How can we meet ASQA requirements and the unit requirements for assessment of this unit?**

- Quiz of underpinning knowledge
- Workplace project

# EYES WIDE OPEN

**Workplace referee or third party report of performance over time.**

- Are the trainees expected to conduct more than one market research activity?
- Day to day workplace activities



# EYES WIDE OPEN

## The evolution of training in the 21<sup>st</sup> century

- “Why we do what we do”
- Supporting retailers
- Ensuring apprentices are given every opportunity to achieve their potential

# EYES WIDE OPEN

## A pathway to future learning

- Pressure on small businesses to operate successfully has increased tenfold to succeed in an ever changing retail environment.
- To succeed today, retailers need to develop the business management skills to maintain viability.



# EYES WIDE OPEN

- Where does Assess and Address Customer Preferences fit in the development of a Meat Retail Specialist's knowledge and skill development
- Should we not be encouraging apprentices to undertake further training once they have completed certificate III.

# EYES WIDE OPEN

- Cert IV Meat Processing (Leadership).
- Diploma of Meat Processing.



# Thought for the Day.....

I will leave you with this thought provoking question...

Are our young, developing trainees learning to become a Meat Retail Specialist through developing the required skills to perform their roles competently, or are they seeking to improve their business expertise and experience.

**THANKYOU**