

The 2016 Young Chefs Club Forum



A report from the Ambassador ~

It was my pleasure to be a part of the first 2016 State Chairmen Conference. The ACF and Nestlé Professional sponsored each of the young chefs for a one day conference. This included a day of interactive talks with industry professionals, the history of the World chefs and how a young chefs club is started and sustainable from Dale Lyman, (WACS youth Development) and inspiration and support from myself (Young Chef Ambassador) and Neil Abrahams (National President Australian Culinary Federation).

All Chairmen's were unanimous that this meeting was a necessary, important and successful way for all chairmen's and state young chefs clubs to work together with a key goal and mission statement which was accomplished by the end of the day. Everyone felt that all the important information was discussed however one criticism being; needed maybe one more day so all the over whelming information was perhaps not rushed.

All the chairmen's in my opinion were extremely interested and keen, not only about the industry but about their role in supporting young chefs in their states. This is great to see in the future of moving these clubs forward.

Now that we have set up the base guidelines and discussed support avenues, it was essential that each club understood that under these guidelines they were able to set their goals as high as they could. The opportunities and effort they put into their club, the better the benefits our members would receive. It's important to stay focused and not become dormant as a club. It was great to meet each other face to face, and bounce ideas of each other not only at the forum but also in the future, as we all felt connected to this one project.

I strongly agree that all state chairmen's chosen to run these clubs with the support of their committee will be of a high standard and successful. We now collaborate once a month via commcall and agreed once a year that a necessary face to face meeting is to be held. All events and progress must be written in report form to myself who will then present these reports to National monthly. This report will also be collated for the quarterly report for WACS.

Once again, I'm so proud of each of the states and the progress we have made with the young chefs in the last 12 months, its only forward onto better things. We can't thank the ACF, Neil, Dale, Nestle and World chefs enough for the support you offer!

Culinary Regards,

Jessi McEwan

Reports from the State's Chairmen ~

Chris Malone

*Australian Youth Team Captain
Chairman Western Australia*

It's great to see some recognition of the young chefs clubs on a national level and that we are planning to all come together to support and encourage the growth of the industry.

I think there were some important issues raised in the meeting and some good grounding to getting the other not so developed states up and running, and also good ways to constantly develop and promote the club.

As the young chefs club is already quite developed here in Western Australia, I plan on continuing to do what I've already been doing. International competitions and workshops, fundraising dinners, farm tours, charity work, social events, promotional work through schools and tafe ect.

It will be interesting to see what/if any progress will be made throughout Australia and as a nationally recognised club.

Brienna Belfrage-Young

Vice Chairman Victoria

After a short flight we arrived in Sydney at the Novotel where all the members of the Young chefs club were introduced to each other and Neil Abrahams. Katey, Georgia, Ebhan, Roi, Chris, Praveen and Brayden were the committee members that I got to meet along with Jessi and Dale present. After grabbing drinks and food we took some time to get to know each other before retiring to our rooms for a good rest before the big day began. Next day we headed off to Nestle headquarters in Sydney to get down to business. Once we arrived and more formal introductions were made we spoke with Dale and Neil about the ACF and its vision and what it offered to chefs such as networking, fundraising and support to chefs on a national scale.

We also spoke about ensuring to give before taking, keeping the peace between members who are being difficult and staying professional. Neil also advised the young chef chairmen's to come together for a conference like this at least once a year and how to always have a stated agenda to stay focused. Next we met Pat Stobbs the country business manager and discussed what they could offer as support such as ingredients and funding, followed by advice on how to pursue our goals and always go out into the world to stay connected and up to date with it.

We also shared a brief video conference with Alan who congratulated us on our efforts and shared with us his achievement of going from an everyday boy from Queensland to the Executive chef of Disneyland in Hong Kong and is now overseeing 50 restaurants, showing that a humble origin is no disadvantage to reaching great heights. We were able to ask him a few questions and mine was how do we generate interest and support from our members and the general public to which his response was to keep pushing, promoting and be patient in finding the right people and ensure to form friendships and maintain them as those people are the ones that will stick around.

We spoke to Nestlé's sales manager and marketing manager about how to promote ourselves and keep our audience engaged. They informed us that Instagram seems to be the most effective with

popular hashtags including #cheflife and #foodgasm, followed by Facebook and how chef stories were the most desired posts as they generated high interest. We were also informed to keep our tone of content consistent and be different to try and stand out but relevant as well. We were told that if we can't sell something to ourselves, we won't be able to sell it to others.

Neil and Dale also spoke to us about completions and the un-foreseen opportunities it provides like chances to network as other chefs will show more interest in you, you will build self confidence and learn greatly from the process.

While there we had a chance to try some new products by Nestle and prepared by Mark which were a selection of flavour concentrates and a potato flake powder. We were then asked to provide a feedback on their quality, if we liked them and if we saw them as products worth selling. We agreed that while real potato was better, we would be happy to be served this product as part of a meal. The flavour concentrates did also appear as a good backup in a restaurant or for use in large scale catering. Lastly but important, we discussed what we wanted the Young chefs club to be and what we wanted to offer and accomplish through it. Through this we conducted a SWOT analysis, looked at the difficulties young chefs faced and how we could support them. And from this we came up with this:

Mission Statement:

To create opportunities, pathways, education and growth for a sustainable culinary future

Goals:

- Share and inspire young chef with our passion
- Be a driving force through industry development, social networking and knowledge
- To provide a STRONG support network for young chef

Praveen Rodrigo

Chairman Northern Territory

YCC MISSION - To create and support opportunities, pathways, education and growth for a sustainable culinary future

YCC VISION -

- To share and inspire young chefs with our passion
- Be a driving force through industry development, social networking and knowledge
- To provide a strong support network for young chefs

The inaugural national YCC forum was held in Sydney where all state chairs met to discuss and develop each states YCC. Given that each states clubs progress sat at different levels where some had fully functioning clubs to some states like the Northern Territory starting from scratch, this forum was designed to ensure all clubs ran on the same grounds and could feed from each other and help each other to result in forming one national club to aim in achieving the same goals as young chefs.

Key areas that were discussed were forming a mission and vision for the National YCC which is mentioned above for us to work off of going forward in each state. Also areas such as the history of the YCC and how it began, how to conduct fundraisers, how to increase membership for each state and marketing and social media were amongst discussion on the day.

All in all the day was very productive and highly useful for us all specially for me as a chair of a Young Chefs Club where a club is going to be formed from ground up. Having met the other state representatives reassured that what I am doing as a chairperson and what we will be doing as a club is key to our industry as we are the future of it. I walked out on the day feeling very motivated and inspired to ensure that the Young Chefs Club of the Northern Territory will be one that will be unique, but nevertheless ensuring that we will also be one that will be working off our mission and vision.

Mark Coulter

Chairman Victoria

As the Victorian Chairman who replaced the inaugural Chair of an ACF Young Chefs Club it's vital that we make it sustainable for others coming after us and don't let it end when we leave. It's no use to anyone going to the effort of forming a young chef club if after the initial committee leaves we can't find people to replace them and give them the ability to keep it going. A big part of making it sustainable is putting into place methods for people to deal with the inevitable problems they will face. Despite not being able to attend the conference in Sydney, it was still a clear step in the right direction. Our organization will be the beneficiary for years to come if a support base and open lines of communication between the states is established now because the problems we face in our own states will also be faced by others in their state.

Ebhan Darvill

Chairman Tasmania

Meeting the other chairmen of the Young Chefs Clubs of Australia at the inaugural Nestle sponsored YCC forum held in Rhodes, New South Wales was an amazing experience.

To have the nine of us meet and discuss our passion for the industry, to see each other's drives and motivation and to hear of the achievements already made but such an enthusiastic bunch, truly was inspiring.

I wish the forum could have ran for longer as it was such a huge amount of information to take in and process, to find the points we need to focus on to help move our clubs forward.

Katey Shaw

Chairman NSW, ACT & Regions

Firstly, thank you ACF and Nestle for organising the conference. I am very proud of Australia to now have a young chefs club in each state, it's exciting to be part of it. It is a huge achievement for young chefs to now have their own club devoted to just them.

The Forum was extremely informative I can't wait to put into practice and pass on what I have learnt such as, way to gain membership, marketing strategies, how to engage people on social media (member) – tone of voice, speed, post with most engagement, and so much more. Myself I took notes the entire time and recorded about 3 hour audio to listen to and revert back to as a resource.

I believe that the state chairs and myself designed a mission statement and vision that truly fits what we aim to achieve and what we stand for.

Thank you again it was an amazing experience, I learnt how to lead.