



Innovation Key to success

Attendees from International Travel College were thrilled to hear ITC's name announced as the winner in the ATTO Tourism Education and Training category in the 2010 Tourism Industry Awards. The theme for this year's awards was Innovating for Success.

"That certainly describes us!" says ITC's Director Karen Houston. "In the past two years we've launched our Certificate in Aviation, introduced the CODECO online check-in system as part of our training, and opened our amazing new Airport Training Centre."

ITC's Airport Training Centre is one of the many contributing factors to ITC's success. A simulation of a real-world airport, it contains check-in desks, a customs and gate lounge, and a plane to assist with training students in in-flight service. The centre, which is situated at ITC's Botany campus has been so successful, the college is opening another one in November at its city campus.

"From day one we want our students to be prepared for the exciting careers they have ahead of them," says Karen. "In addition to their training at the college, we have built great connections with industry that allow us to provide our students with on-site work experience at businesses and events around the country."

ITC has also recently launched its Study Awards, offering a scholarship fund of over \$22,000 for more than 30 students. Applicants are asked to create a promotional brochure for an Auckland-based activity and innovation plays a big part in who will be successful.

"Our success is about all of us," says Karen. "It's about the staff and the students all working together to keep improving this industry we are all so passionate about. We'd like to say a huge thank you to the Tourism Industry Association for giving us this chance to showcase what we are all about."

ITC has been a premium supplier of full-time and part-time training programmes for the airline, travel and tourism industries for over 14 years. ITC Botany has been based in the Botany shopping mall since 2005, and is now training over 300 students from Manukau and the surrounding area.



ITC Study Awards

International Travel College of New Zealand is about to launch its 2011 ITC Study Awards. This year's scholarship fund offers a total of over \$22,000 to individuals and schools.

ITC will offer two individual awards of \$2500 off course fees, and pupils from 34 local schools will also be offered the chance to apply for an ITC School Study Award of \$500.

ITC's Sales Executive Ceri Jenkins liaises with schools and industry contacts and is thrilled that this year's awards will give so many people a chance to fulfil their dream.

"The airline, travel and tourism industry offers a lot of very popular career choices. We want to attract the very best people to the industry and these scholarships are a way of doing that. It's a chance to reward those who have the passion and the potential to really make a go of it in an exciting career," says Ceri.

Applicants will be asked to create a promotional brochure about an Auckland-based activity or attraction that appeals to a young traveller or backpacker. The pick of the entries will then be invited to meet with ITC to discuss their promotion and why they want to pursue a career in the airline, travel and tourism industry.

"This worked really well last year as a way of identifying those with real dedication and motivation to get into the industry," says Ceri. "They've been really successful. Being awarded the scholarship was about more than just the money. It gave them a sense of confidence that they could achieve their goals," said Ceri.

"The enterer process was fun and I really enjoyed it" said Daniel Wright a scholarship student from 2010. "I was so thrilled to receive the scholarship, studying at ITC has opened so many opportunities for me" he said.

"The Rugby World Cup next year is a chance to really show off the fantastic people we have in this industry in New Zealand," says Ceri. "It will provide all of our students, including those who receive this year's ITC Study Awards, with a huge range of opportunities to learn and gain experience on the job. We're proud of what we know our students can contribute to this important national event and to the industry overall."



Teachers Day at ITC

In August, ITC invited teachers from 25 Auckland schools to show them what it offers students whose dream is to work in the travel and tourism industries.

Teachers were in for an exciting day with ITC staff determined to show them first hand what a great industry it is. The teachers had a tour of the college, then travelled on a Stray Backpacker Bus to Auckland's Langham Hotel and the Auckland Bridge Climb and Bungy.

They also heard stories and experiences from a range of people involved in the industry including Andy Hoey and ITC graduate Mark Aso from Nomad, Katie Hamill and Kathryn Murnane from Avis and Budget Rentals, and Robyn Deuchar from Menzies Aviation. The speakers shared information about their sector and their own businesses.

"This was a really valuable part of the day," says ITC Sales Executive Ceri Jenkins. "Many of the teachers commented on the value they gained from hearing what businesses in the industry look for in new recruits and when making internal promotions."

Maree Galvin, business relationship manager at the North Shore Secondary Schools Gateway Consortium says the day was particularly valuable for "refreshing my knowledge of the variety of jobs available and learning about new ones." She is also impressed with "the strong links with industry that ITC has and the work that goes into maintaining them."

"That's a huge part of what makes ITC successful," says Ceri. "It directly benefits our students through our excellent job placement rates and also the hands-on experience they gain at numerous industry events."

The teachers were grateful for the effort that went into planning the day: "A huge thanks and thumbs up for a very interesting, stimulating, enjoyable day," says Lorraine Jackson from Onehunga High School, "It was a wonderful day that went so smoothly it totally belied the hours that went into running this event." "The teachers were fantastic," says Ceri. "They were really open to the experiences we had planned for them - one teacher even completed the bridge climb despite being afraid of heights! We'd like to thank all of them for joining us and also say a big thank you to the speakers and businesses who made the day such a success."



ITC Wins again

ITC has won two categories awards at the prestigious Westpac Manukau Business Excellence Awards. ITC won in the Excellence in Service Delivery and Excellence in Tourism and Hospitality categories.

The awards ceremony was held at the TelstraClear Pacific Event Centre on Friday 17 September. Director Karen Houston was at the awards with a number of ITC's staff.

"What a fantastic night," says Karen. "We are just so thrilled to win at these awards again. They are a very meaningful reflection of our success in the city of Manukau. And to win the two awards is such an honour for the college."

"We have always believed in what our college, our staff and our students can achieve together," says Karen, "but to have this recognised from outside the college tells us we are getting it right."

ITC has excellent placement rates for its graduates, which Karen says is a direct reflection of the college's constant striving to better the facilities, training and outcomes for their students.

"We're incredibly proud of our facilities; they are pretty special, and our staff is so involved and committed to helping our students realise their dreams. We have such a great community at the college."

ITC's strong links with industry also contribute to the college's success. "Our industry contacts consistently comment on how well our graduates are prepared for work in their businesses. And our industry contacts regularly provide our students with valuable opportunities for onsite training, so it's a win/win situation."

It was certainly a win/win situation for ITC on Friday night. "We're just so grateful to everyone who works together to make ITC the place to be for training in the travel and tourism industries. And a very big thank you to the Westpac Manukau Business Excellence Awards for recognising our success in this way."

