



August 8, 2017



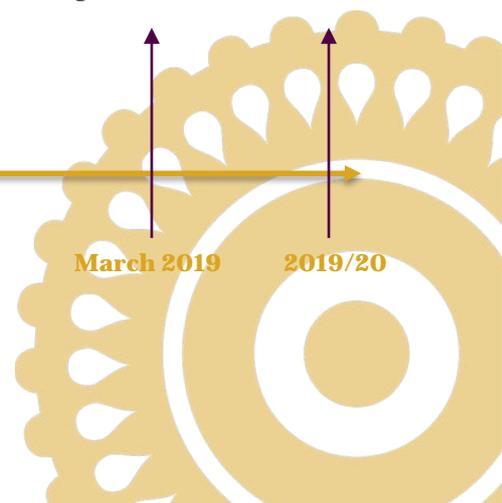
PROJECT DESCRIPTION

Main Objective:

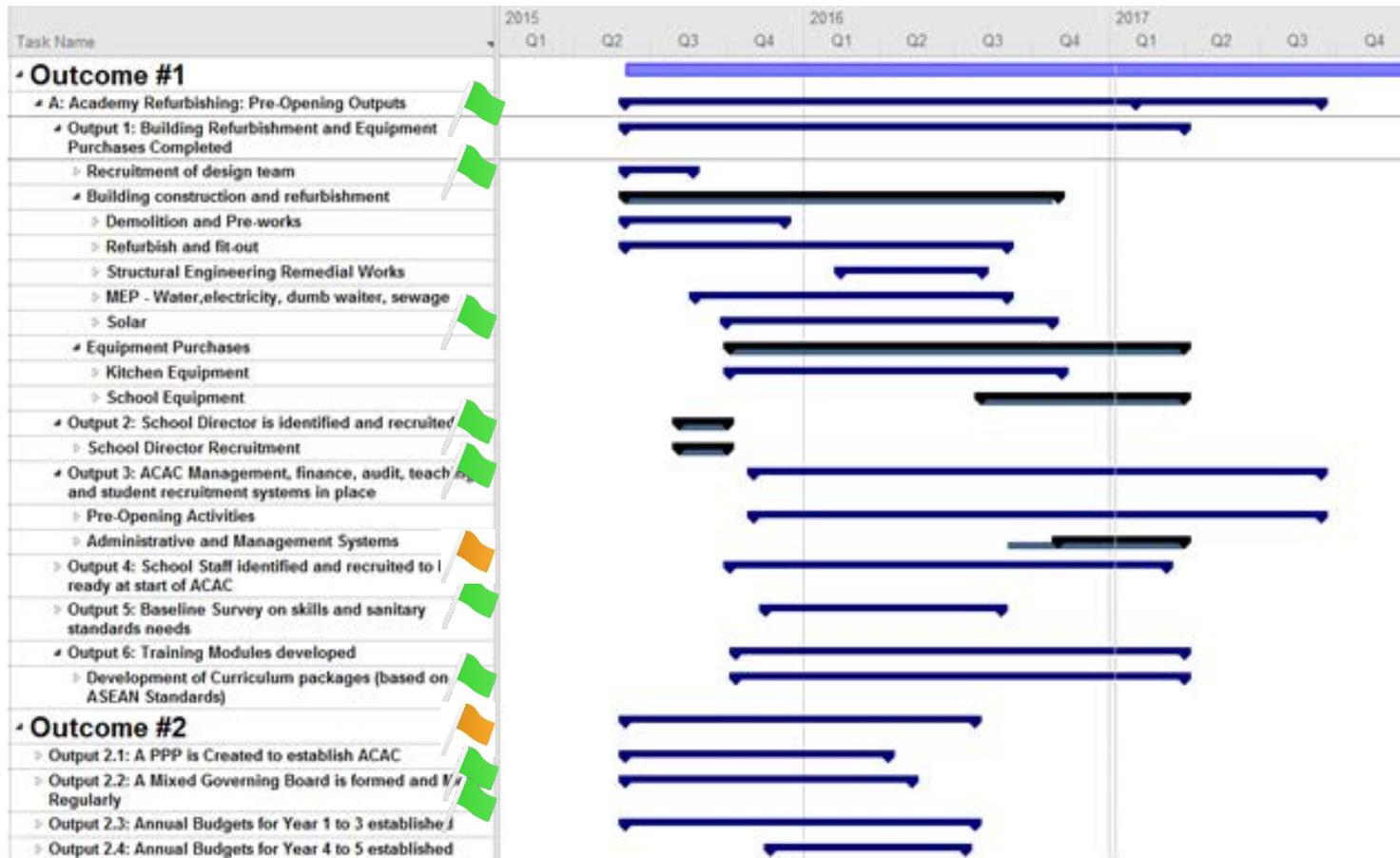
The primary objective of ACAC is to provide the hospitality industry with qualified, trained and certified culinary professionals through high quality and innovative educational programs that ensure our students possess valuable transferrable skills in all aspects of culinary competencies. The ultimate goal of the Academy is to provide the industry with future leaders, trendsetters and innovators.



PROJECT TIMELINE



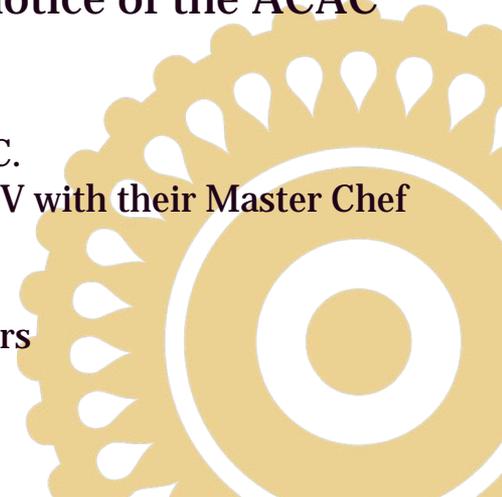
WORK PLAN PROGRESS



MARKETING

- **Industry visits**
 - Over 30 visits to industry leaders (Hotels/Restaurants) were made during June and July to secure internship places for our students.
- **3 videos produced by ACAC.**
- **1 video by a private company.**

- **Media – since we are operational many medias are taking notice of the ACAC**
 - **Radio & TV**
 - Documentary by Swiss TV
 - 5 minutes reportage on “Deutsche Welle” TV (Germany) about the ACAC.
 - local media coverage through NEA, Sabay News, Radio Lotus and CTN TV with their Master Chef Cambodia program.
 - **Magazine & Newspaper**
 - Various articles in local magazines and local and international newspapers



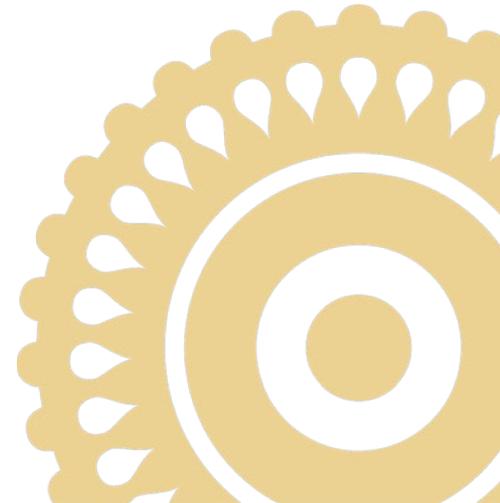
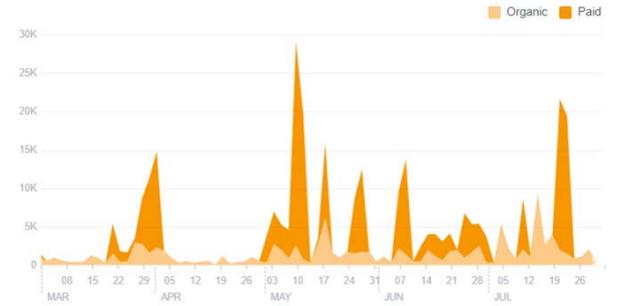
FACEBOOK

Increase in Facebook followers from
3,824 – 11,858 from March to end of July



Post Reach

The number of people your posts were served to.



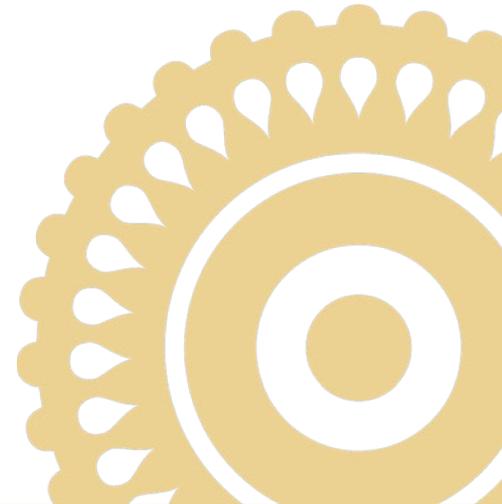
FINANCES

- Budget plan has been provided to Shift 360, to ensure the financial security until graduation of the first batch
- Unplanned and unforeseen expenses:
 1. Budget overrun due to major structural problems of the building
 2. Taxation of ACAC is crippling the ability of ACAC to provide the services according to the plan.
 3. Shift360 launched a Scholarship Programme to allow underprivileged and economically disadvantaged people to enroll at the Academy.



HUMAN RESOURCES

- The increase in Student numbers for the September intake requires additional teaching and support staff:
 - International Program Manager
 - 2 Culinary instructors (possibly 1 local plus 1 international)
 - 1 additional cleaner
 - 1 additional laundry



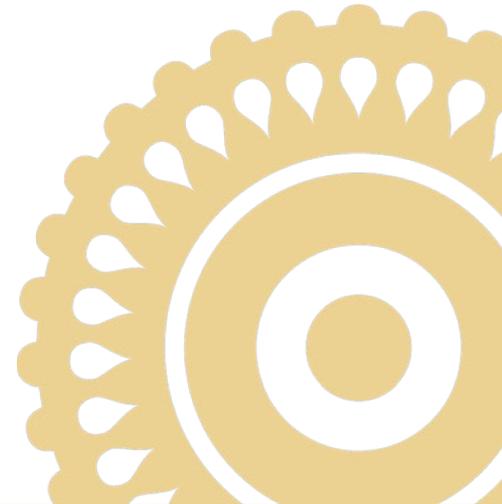
PRIVATE SECTOR PARTNERSHIP

- Involvement of private sector remains very limited
- Building is provided rental free by the building owner for 5 years
- Difficult for head of associations (CHA, CRA, CTF etc.) to attend regular meetings.
- Regular monthly events are organized at ACAC in collaboration with CCF
- ACAC secured 48 Internship places for its students in September
 - Internship places in Vietnam and Hong Kong could be secured
 - Contacts with Industry leaders from Malaysia, Singapore, Thailand and Hong Kong were made to secure additional international internship places for March.
 - Disturbing that most of the Hotel chains do not pay any salaries or only small allowances (\$30) to interns.
 - Only 3 establishments have agreed to pay the \$700.- education contribution to the Academy.
- LSH will support ACAC with free produce.



GOVERNMENT CONTRIBUTION

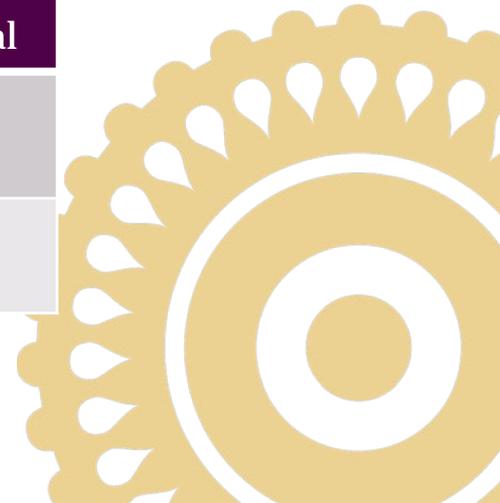
- Tax exemption for all imported equipment
- VAT exemption for local purchases
- MoEYS contributed \$56,000 for the purchase and installation of the transformer



NEXT INTAKE

- Intake 1st Batch in March, 2017 (29 students)
- Intake 2nd Batch in September 2017 (50 students targeted)
- Intake 3rd Batch in March 2018 (40 students targeted)

Enrolment date	Budget	Target	Enrolled	Potential	High Potential
March 2107	24	30	29 (57% female)	N/A	N/A
September 2017	30	50	14	61	18



UP-SKILL TRAININGS

- Re-implementation of short courses. Due to high demand on bakery and pastry programs new courses will be held on Saturdays (start November)
- Re-implementation of up-skill trainings. Due to high demand on HACCP and “Kitchen Supervision & Management” programs new courses will be held on Saturdays (start November)



YOUNG CHEFS CLUB

- Implementation of a Youth Club as an after-school activity starting in December (age group 9-12 and 13-16).
- Marketing strategy for Facebook
- Marketing in collaboration with schools (presentations and Poster on the notice board)
- Marketing collaboration with our partner “Urban Playground”
- Possible collaboration with Kid City Asia



CHALLENGES

- Overall, the challenges are the same. What makes it easier now, is the fact of having much more material to show (videos, photos, student's reviews etc.) Perception of the society for the Chefs profession.
- Convincing industry professionals that further education/training is necessary and impeccable in order for career advancement and better job opportunities.
- Costs of \$ 3'125 for the 2-year program might seem high for many of the target clientele.



CHALLENGES

- Library not equipped with books – Budget. SHL requirement
- Employment of qualified Cambodian Faculty remains challenging
- Continues partnership with SHL
- Convincing the private sector to invest into training and education of their employees.
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- Only limited Marketing budget available



DISCUSSION

- How do we ensure financial sustainability of ACAC?
- What is the role of the private sector in the framework of the PPP as board member of ACAC?
- What is the role and responsibility of the government ministries in the framework of the PPP as board members of ACAC?
- The degree of contribution and support will be crucial to attract further financing from various donors, development agencies and philanthropists.





Thank you

For your attention

