

A FUTURE IN
CULINARY ARTS





WHAT IS CULINARY ARTS ABOUT?

Beautifully presented food, menus that make you salivate, flavours and textures that fill you with pleasure; welcome to culinary arts, the art of preparation, cooking and presentation of food.

Extensive media exposure and a massive increase in dining choice has led to a strong increase of interest in the field of culinary arts and career opportunities within the wider hospitality industry, including chefs in New Zealand.

Successful culinary arts professionals have to be able to think critically and creatively to innovate in this rapidly changing environment. They find inspiration from traditional and contemporary sources and draw insights from around the world, developing networks of like-minded colleagues to design exceptional levels of dining quality.

Opportunities in this field extend beyond restaurants and other food service outlets. Culinary entrepreneurs can expand their horizons into catering provision, food product design and specialist artisan services, all of which are on the rise due to the increasing awareness of what can be achieved with food.

Many organisations also value people with business skills, kitchen experience and culinary art sensibilities. Consequently, culinary arts professionals need to expand their general business expertise, inter-personal skills and opportunity awareness along with their food science skills, if they are to be truly prosperous.

Do you love the preparation and presentation of food? Can you bring your passion for cuisine and your ability to multi-task and innovate to work every day? Would you like to design delightful dining experiences? Or maybe you are keen to become more involved in the management side? If so, a career in culinary arts could be for you.

OUTLOOK AND TRENDS

Multi-skills required – To survive in today's highly competitive environment, chefs, managers and other hospitality practitioners need to have wide ranging multi-disciplinary competencies, including thorough business acumen, marketing, leadership and managerial expertise – as well as knowledge of applied food science, nutrition and the sociology of food, ethics and sustainable practice.

Source: Hospitality Institute Standards

Eco-consciousness – There is a global fascination with food and the environment that produces it, particularly in relation to food related aspects of sustainability, environment and the challenges facing food systems around the world. Chefs and restaurant managers are well placed to demand suppliers provide ingredients of high quality that are ethically grown and/or sourced. The industry needs leaders that understand the importance of these issues from a hospitality and global perspective.

Consistent demand for qualified chefs – According to the Tourism Industry Association, quality chefs are extremely hard to find and thousands more will be needed as visitor numbers continue to grow. By 2025 the expectation is that tourist numbers will be close to 5 million (3 million in 2014) and at least 6000 more chefs will be needed.

Unsurprisingly, the job of chef appears on Immigration New Zealand's long-term skill shortage list, which

means the government is actively encouraging skilled overseas chefs to work in New Zealand.

Sources: www.radionz.co.nz/news/national/294585/not-enoughcooks-in-the-kitchen
www.employment.govt.nz

Greater inclusion of dietary requirements on menus

Diners have a heightened awareness of food intolerances, allergies and ingredients – and the industry has taken note. Special requirements are prominent on menus, including gluten free, dairy free, vegetarian and vegan options.

Source: Restaurant Association of New Zealand 2014 Hospitality report.

Restaurant operated vegetable and herb gardens

More than a third of the Restaurant Association of NZ's members are growing their own ingredients when they have space, according to a snapshot survey by the association. As an extension of the typical restaurant garden, some business owners are taking things a step further, showcasing products sourced from their own orchards, beehives and farms. The emphasis on organic food and sustainability provides a point of difference.

Internationalisation of NZ menus

New Zealand is becoming a very diverse foodscape, with mixed cuisines on the forefront of many menus. Central/South American and Asian influences are very popular, and chefs often specialise in these areas.

WORK SETTINGS

Employment is spread across many sectors within hospitality, from fine dining restaurants and hotels to out-catering facilities, function centres, specialist artisan bread and baking outlets across New Zealand. For chefs, there are opportunities to specialise in different cuisines, such as French, Japanese, Filipino etc.

Culinary arts professionals often work long hours, including evenings and weekends, and may also do shift work.

ROLES AND PROGRESSION

Commis chefs are the most junior of chefs and work in all areas of the kitchen. They prepare and cook food, and may also wash dishes and clean.

Chefs de partie are in charge of one section of the kitchen, such as fish or pastry. They train and supervise staff in their sections, and may plan menus, and buy food and equipment.

Sous chefs are second-in-charge, and manage the kitchen in the absence of the head chef.

Head/executive chefs are responsible for the whole kitchen, including staff management, budgets and menus.

Other career role examples

Artisan food producer – use traditional or contemporary methods to create speciality foods such as bread or cheese, often setting up small self-funded enterprises.

Owner/operator small business – could include setting up a specialist catering business, consulting to airlines or hotels, or running event management companies.

Food product developer – identifying new food products, developing and testing consumables, managing projects and programmes for FMCG (Fast Moving Consumer Goods) companies.

SKILLS AND KNOWLEDGE

- Excellent communication skills
- Strong leadership and team management skills, including hiring, training, and supervising staff
- Specialised knowledge of food and beverage systems and processes
- Cross-cultural awareness
- Ability to multitask
- Knowledgeable about organising supply purchases, and keeping stock records
- Knowledge of health and safety
- Adaptable and well-organised
- Planning and organisational ability

PERSONAL QUALITIES

- Interested in leading and motivating people
- Passion for food
- Creative and open-minded problem solving ability
- Willing to learn new cooking methods, recipes and menus
- Able to work well under pressure

SALARY GUIDE

Artisan food producers and food entrepreneurs often struggle with finances in the first three to five years, as they normally require significant investment for minimal returns while the business is being established. Once established, new ventures can be very lucrative.

Pay for chefs depends on the size, type and location of the establishment they work in, and the position they hold. Following is an idea of typical wage rates and salaries:

	Salary	
	Hour	Year
Commis chefs	\$16.00	\$34,417
Chefs de partie	\$18.00	\$40,783
Sous chefs	\$20.00	\$47,500
Head chefs	\$22.00	\$55,844
Executive chefs	\$25.00	\$63,567

Source – 2014 Hospitality report, Restaurant Association of New Zealand

Salary range is indicative of the New Zealand job market at the time of publication (early 2016) and should only be used as a guideline.

CERTIFICATIONS

All AUT Culinary and Patisserie students complete an AUT Food Safety Certificate.

THE AUT APPROACH

AUT's culinary arts major is the only culinary arts degree in the New Zealand university sector. It emphasises practical and professional skills combined with ethical, aesthetic and artistic concepts, while applying the underpinning knowledge of food science.

Students have the opportunity to work at AUT's two fully commercial food and beverage outlets during their degree. These outlets are frequented by the general public and provide valuable practical, commercial experiences for students prior to entering the industry.

Locating the major in the Bachelor of Arts provides flexibility for students to undertake majors, minors and electives in a large number of related disciplines, which may include food science, social sciences, hospitality, tourism, events management, business, human resource management and marketing.

AUT also offers a Diploma in Culinary Arts and a Diploma in Pâtisserie. These programmes are highly regarded within the hospitality sector. They prepare students for a professional career as a qualified chef or pastry chef.

FURTHER STUDY OPTIONS

The following programmes are offered at postgraduate level: Postgraduate Diploma in International Hospitality Management, Postgraduate Certificate in International Hospitality Management, Postgraduate Certificate in Gastronomy, Postgraduate Diploma in Gastronomy, Master of Gastronomy, Master of International Hospitality Management, and Doctor of Philosophy.

Research areas include consumer behaviour in hospitality, culinary tourism, wine tourism, tourism and food, hospitality careers, gastronomy, food anthropology, philosophy of hospitality.





DAMIEN MOLLOY

Co Director, Eden Catering

Diploma in Culinary Arts

"I was 15 when I first started working in a kitchen. I thrived off the fast-paced high intensity, especially during service. As my love for food grew it became evident that the kitchen life was for me, so I enrolled in the Diploma in Culinary Arts at AUT.

My day to day work involves running Eden Catering, staff management, quoting, function co-ordination, ordering, marketing and social media, website development and photography. Most of my day is spent in the office, ensuring that everything is running smoothly. Alternatively there are days where I am required in the kitchen, helping prep, stock allocation, staff management and ordering, or out at functions acting as maitre'd or as a bar manager.

Customer satisfaction is the thing that I enjoy most. We strive to provide more than just food, as we believe that every time a customer orders or buys a product, we are creating an experience, so everything from the initial correspondence through to the final goodbye is important to ensure that we have done our best.

Keeping up with fashion is definitely a challenging aspect (this doesn't mean trying to decide what outfit to wear to work each day). Food is fashion. We need to know what overseas chefs such as Joan Roca, Massimo Bottura and Rene Redzepi are doing, as well as New Zealand chefs such as Michael Meredith, Che Barrington and Simon Wright.

My career ambitions are to stay within the hospitality industry to develop and grow Eden Catering, firstly within Auckland and then nationally, with the longer term vision of taking it international."

EMPLOYER COMMENT

"As Damien is the catering manager, his role is to lead his team of chefs and catering assistants. He is responsible for running the day-to-day catering operations and services of both Eden Catering as well as ASB Showgrounds' catering kitchen. He is responsible for monitoring the quality of the food and service and for making sure that his staff performs well.

The most important part of the job is achieving a good quality of food and maintaining high standards of hygiene and customer satisfaction. Damien does this in every way possible and is extremely efficient at his job."

Paul Milanovic

Owner/Director, Eden Catering

USEFUL WEBSITES

Service IQ

www.serviceiq.org.nz

Hospitality NZ

www.hospitalitynz.org.nz

Restaurant NZ

www.restaurantnz.co.nz

NZ Chefs Association (NZCA)

www.nzchefs.org.nz


FURTHER INFORMATION

For the most up-to-date information on the study of culinary arts and international hospitality management, visit our website www.aut.ac.nz/culinary-arts

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire

futurestudents@aut.ac.nz

 @AUTFutureStudents

CURRENT AUT STUDENTS

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The information contained in this career sheet is correct at time of printing, August 2019.

