



FACT SHEET

Hospitality or retail?

Choosing the appropriate qualification

A traineeship provides an opportunity to achieve a qualification while working, through a combination of on and off the job training.

Choosing a qualification that aligns with the job role is important, because a trainee must have exposure to the relevant industry, and receive targeted training in an environment that aligns with the outcomes and requirements of that qualification.

In short, the qualification needs to match the occupation, job role and duties that the trainee is employed to do.

The following information may be useful to determine whether a retail or hospitality traineeship is a match for the work that the trainee will be doing.

Hospitality — Provides a service for sale



Hospitality trainees work in settings such as restaurants, hotels, motels, casinos, catering operations, function centres, clubs, pubs, cafés and coffee shops, but not quick service restaurants or fast food outlets.



Hospitality jobs include waiters and bar attendants, concierge, hotel receptionist, housekeepers, restaurant and function hosts.

- Trainees have access to a range of well-developed hospitality service, sales or operational skills such as providing table service of food, responsible service of alcohol or providing reservation, gaming and valet services.
- The Food and Beverage Attendant and Hospitality Operations streams of the Certificate III in Hospitality qualification are for front of house workers. As this qualification does not involve a significant amount of time dedicated to food preparation, it does not suit back of house staff such as cooks or kitchen hands.
- Back of house/food preparation workers who primarily undertake cookery or kitchen tasks should choose a qualification such as the Certificate II in Kitchen Operations or Certificate III in Commercial Cookery.
- Hospitality qualifications may not be appropriate for a business operating out of a portable or mobile outlet such as a food van.

Retail — Provides a product for sale



Retail trainees work in a diverse range of settings including department stores, supermarkets, specialty retailers and quick service restaurants.



Trainees will perform roles such as frontline sales assistant, customer service representative, shop assistant, point-of-sale operator, retail supervisor, team leader and senior sales assistant.

Retail trainees work in roles that:

- have the primary responsibility of engaging and assisting the customer to identify their needs, recommending and showing or demonstrating products, receiving payment and recording sales;
- require sound knowledge of product and service offerings;
- may supervise other team members and monitor day to day workplace operations such as sales figures and stock control; and
- maintain daily store operations and delivering on organisational expectations.

Summary

Where the primary function of the job is to provide table service to seated customers, or the hospitality is provided within a sector of the tourism industry such as a hotel, cruise or vineyard, then a hospitality qualification is most likely to be suitable.

If an establishment is counter service where a customer chooses an item (or product) to purchase, or if items are selected from a shelf or take-away menu board, then a retail qualification is likely to be better suited.

It is worth noting that cleaning and clearing tables is not offering either hospitality or retail service but may be encompassed as part of a trainee's job roles and functions.

Further Information

If you require additional information, or would assistance to assess the job role and functions prior to choosing a qualification for the traineeship and entering into a training contract, please call Apprenticeship Office on 13 19 54.