

# The Parkroyal Hotel Surfers Paradise

*The Parkroyal Hotel has experienced a significant increase in staff retention rates, as a direct consequence of its commitment to student workplacements. Additionally, the hotel cites community recognition as an unexpected benefit of its student workplacement involvement.*



*'When workplacement students go on to become employees, they are very loyal because we have given them a chance. You can't put a dollar sign on a benefit like that.'* Sue Lord, HR Manager July 2001

Sue Lord is very enthusiastic about student workplacements. As Human Resources Manager of the Parkroyal Hotel at Surfers Paradise, Sue has seen the benefits to both the students and the hotel's staff.

'Because student workplacements provide cost free, relevant training they have become a significant aspect of our employment strategy,' Sue says. The workplacement program suits the existing strong training culture at the hotel, and has the advantage of reducing the drop-out rate of people entering the hospitality industry.

'In order to make an informed career decision, it's essential to have a basic understanding of the industry,' Sue claims. 'Student workplacements provide that understanding.'

Student workplacements also provide community recognition and involvement through twenty local state and private schools. Students involved in workplacements undertake five-day blocks of workplace learning in kitchen, house-keeping and clerical roles. Students wear uniforms and are made to feel part of the team from the outset. The Parkroyal Surfers Paradise also offers school-based traineeships and apprenticeships, and a high percentage of workplacement students are successful in gaining these positions.

The Parkroyal maintains a novel approach to the selection of its trainees and apprentices, using rigorous selection processes to ensure suitable candidates are chosen.

'Every indication from our trainees and apprentices instils us with the confidence that our investment in young people makes good business sense,' Sue Lord says.