INTERNATIONAL COLLEGE OF MANAGEMENT SYDNEY

WEATHERDON PROJECT

APPLICATION
INTERNATIONAL COLLEGE OF MANAGEMENT SYDNEY WEATHERDON PROJECT

The International College of Management, Sydney (ICMS) has partnered with the Weatherdon Corporation in managing a unique hospitality project to develop product innovation skills of ICMS Hospitality Management students. The project provides students with the opportunity to explore the design, manufacture and marketing of items that are essential to guest comfort, down to the finest detail.

Project Details
Participants in the Weatherdon Project will review the Weatherdon suite of products (http://www.weatherdon.com.au/) and submit a proposal to either improve an existing product, or create a new product. The proposal should identify the rationale for innovation, detail the practical application of the product, present benefits and efficiencies and propose pricing, marketing and distribution strategies. The proposal should not be more than 800 words.

Prize
The winning submission will be awarded a professional prize pack including:
- MacBook Pro valued $1550
- Admission to the The Australasian Hotel Industry Conference & Exhibition 2016; including return airfare and one night accommodation. Total value up to $1,300.

Eligibility
The Weatherdon Project is open to students undertaking the Bachelor of Hospitality Management or the Bachelor of Business Management majoring in Hospitality Management who are completing or have completed either of the Rooms Division Operations or Rooms Division Management subjects.

Deadline
Proposals must be submitted by 5pm Wednesday 5 August 2015 (Trimester Two Week 10).

Selection
All proposals will be assessed by a panel of ICMS academics and Weatherdon Corporation staff. Criteria will include analytical process, innovation conceptualisation and marketable application, as well as presentation and writing skills.

THE WEATHERDON STORY

More than 40 years ago, when Robert Weatherdon Senior bought a small biscuit factory, little did he know his fledgling family company would one day grow into a leading supplier of customised goods to more than 600 hotels in Australian and New Zealand.

Weatherdon Corporation’s specialist range includes electrical appliances, utility bins, trolleys, luggage racks, bathroom, glass and tableware, cots and portable bedding.

The ability to readily source designers and manufacturers throughout the world, attention to detail, commitment to quality, and superior customer service has earned the Weatherdon Corporation the reputation as the “the governors of guestroom fit outs.”

More information about the Weatherdon Corporation and products is available at www.weatherdon.com.au
RATIONALE FOR THE WEATHERDON PROJECT

The Weatherdon family seek to support the development of the Australasian hospitality sector and have partnered with ICMS to encourage a new generation of professionals to share ideas and have a real opportunity to put innovative perspectives into practice.

BENEFITS OF THE WEATHERDON PROJECT

PROFESSIONAL SUPPORT: The professional prize pack has been created to support students in their Hospitality Management studies with a MacBook Pro and travel pack providing the opportunity to assess the guest experience at a Hilton Hotel of your choice in an Australian capital city.

BUILD YOUR CV: The Weatherdon Project is an industry sponsored project which gives students the opportunity to demonstrate entrepreneurial skills in Hospitality. As part of a graduate CV it will bring additional value to the recipient’s academic and professional experience, and help distinguish them in the competitive job market.

RECOGNITION: Recognition of the Weatherdon Project Prize recipient will be included at the Dean’s List presentation and at graduation. The project certificate will forever be evidence of this unique endorsement of the student.

WEATHERDON PROJECT EVALUATION PROCESS

1. PROPOSAL SUBMISSION FORM
   Email this completed proposal submission form by 5pm Wednesday 5 August 2015 to Bryn James. Head of School, Professional Services Management bjames@icms.edu.au, or submit hard copy to the Student Services front desk, attention to: Weatherdon Project, Bryn James

2. EVALUATION
   Assessment and final evaluation will be completed by 12 August. Panel interviews will take place on Tuesday 11 August, and applicants must be available to discuss their project.

3. ANNOUNCEMENT
   The successful applicant will be notified by email and phone and officially announced at the 2015 Trimester Three Dean’s List and Scholarship Awards Ceremony.

TERMS AND CONDITIONS

- Applicants agree to abide by all prescribed rules and regulations of ICMS.
- Applicants must be at least 18 years of age and be undertaking the Bachelor of Hospitality Management or the Bachelor of Business Management majoring in Hospitality Management who are completing or have completed either of the Rooms Division Operations or Rooms Division Management subjects.
- The Weatherdon Project prize recipient grants permission for ICMS to take and use his/her photo. The recipient is also required to write a student profile about him/her for publications and website use. The recipient must also be willing to participate in future marketing activities and act as an ICMS ambassador.
- No extensions on the project deadline will be given and the ICMS and Weatherdon Corporation’s decision is final. Applicants must be available for the panel interviews on Tuesday 11 August.
WEATHERDON PROJECT
PROPOSAL SUBMISSION FORM

ICMS DEGREE DETAILS

☐ Bachelor of Business Management majoring in Hospitality Management
☐ Bachelor of Hospitality Management

Year: ____________  Trimester: ____________

ICMS SUBJECT AREA COMPLETING OR COMPLETED

☐ Rooms Division Operations  ☐ Rooms Division Management

PERSONAL DETAILS

First Name: ___________________________  Surname: ___________________________

Student No: ___________________________

Nationality: ___________________________  DOB: ___________________________

Address: _________________________________________________________________

Suburb: ___________________________  Postcode: ___________________________

Telephone: ___________________________

Email: _________________________________________________________________

ENSURE YOU HAVE ATTACHED YOUR PROPOSAL

DECLARATION

I wish to submit my proposal for the Weatherdon Project and declare this to be entirely my own work. I have read and understood the Weatherdon Project Terms and Conditions.

Signature: ___________________________  Date: ___________________________

Closing date for submission:  Wednesday 5 August 2015 (Trimester 2, Week 10) at 5:00pm

Submit completed proposal:  Via email to Bryn James, Head of School, Professional Services Management bjamin@icms.edu.au or at Student Services Front Desk