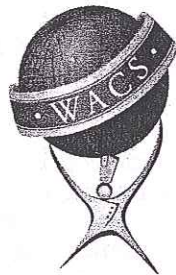

Congress Committee Report 2006- 2008



Arnold Tanzer



**WORLD
ASSOCIATION
OF CHEFS
SOCIETIES**

CONGRESS COMMITTEE REPORT APRIL 2008

The past two years have been significant for WACS congress's going into the future. The current board, under the leadership of Mr Metz, felt after the congress in 2004, that a bid document needs to be developed to handle the congress going forward. Dr Bill Gallagher was instrumental in the formation of a framework for bids and in New Zealand, 2006, the chair of this committee was passed onto me and I have endeavoured to represent WACS the region, Africa and the Middle East fairly, to finally reach this point, our WACS congress 2008, held in Dubai.

Their have being many obstacles on the way, and before I continue, I must thank the following fellow committee members for their unwavering support, knowledge and patience

Mr Murray Dick

Mr Alen Thong

Mr Ed Brown

Mr R Pitz- for competitions.

To Dr Bill Gallagher, who had stepped down from his position of chair in 2006, words cannot express my thanks for your words of wisdom, unwavering support and diplomacy over the past 2 years.

The bid document is in essence complete, however as any organisation is fluid, it must continue to develop to suit the ever changing needs of the congress location, board proposals and WACS members.

While the congress is owned by WACS, it operated by a member country, and is firmly an event that is for the members of WACS.

This board has elected to include some mandatory WACS owned events at all congress going forward since 2006. This has however caused considerable misunderstanding and miscommunication over the last 2 years as the Dubai bid was not binding to any bid document.

This situation will hopefully not be repeated as all congresses from Dubai forward will operate under the WACS bid guidelines.

In essence some of the major hurdling factors before reaching this point have been the following:

Documentation

Initial the presidium objected to the dates that Dubai proposed as they felt it was too late in the year. However after review of the voice recording from the congress in Dublin, it was determined that the dates that Dubai proposed were the actual dates voted upon in Dublin. As we now operate under a bid document this situation should not be repeated in future.

WACS Competitions

Both the WACS global chefs and the Hans Beuschkens Junior competition are now mandatory at congress after the bylaws of 2006 were approved. At the current congress this had lead to heated debate over a period of 6 months as to who was responsible for which budget.

As a precursor to the same situation developing in Chile and beyond, I strongly recommend that budget outlines be drawn up early, and that the budgets are shared by all concerned. Both the host country and the board need to open up and share their

individual budgets at least 2 years prior to the event to ensure that both events are pulled off successfully to the benefit and interest of WACS, the sponsors and the members attending.

Earlier communication between congress committee, perhaps a more proactive role, and the local organising committee must be in place.

WACS Business

The role of the board is to define and develop the role of the WACS organisation within a set time frame (usually 4 years). During this time many new incentives and programmes are generally developed and congress is the most prominent timeframe to introduce, develop and facilitate these programmes to the broader Membership.

However without clear and concise communication between board, congress committee and local organising committee with regards to programme, expectations and expertise from all parties involved the situation can dissolve into a separation and defrag of the congress programme and congress committees. Once again, open agendas and clear dialog can alleviate the situation from developing into a fiasco.

DR Bill Gallagher Junior Forum:

Dr Gallagher has set out a valuable broad outline on the way forward for the junior programme. It is vital that this aspect of the congress is developed and all presidents should be bringing one member to this forum. The forum needs to be inclusive, stimulating, educational, a network opportunity and above all fun.

Sponsorship

This has undoubtedly being the most controversial aspect of the congress as all finances tend to be. Clear and concise expectations from the WACS board and the local organising committee needs to be ratified as early as possible. Open budgets is a pre requisite to a smooth build up to the congress, and the expectations from both the WACS board and local committee with regards to payments, sponsor expectations, levels of sponsorship status must be communicated well in advance.

Translations

Undoubtedly the most expensive line item on the congress budget, this aspect needs serious consideration going into the future.

The current WACS By-Laws state that we have four official languages. At the congress in New Zealand, the Presidium decided to pursue the following scenario in order to reduce the translation costs for the New Zealand congress Committee:- All business was dealt with over two days, with the remaining two days being translation free. While this certainly reduced the cost, it upset the majority of the delegates as business was rushed through and the last two days including workshops did not reach target audiences.

Dubai worked on the scenario of the last congress and shortfalls of two days of translations were paid by WACS. This will obviously not happen again as the bid document stipulates that translations are to be held over 4 days and for all activities that are business related.

Serious consideration needs to be given to the possibility of hosting the congress in one language English, and that countries requiring translation bring their own. Another consideration is that each country pays a supplementary fee for their translation. I.e. all Spanish countries pay for their translation, all German speaking countries for their translation, all English speaking countries for their costs ect.

This way we can reduce the cost of hosting the congress and ultimately having a greater attendance.

These options have to be explored before the next congress in Chile and needs to be ratified by all members before it can proceed.

Congress Chile 2010

This congress is well on its way, and planning has been ongoing.

There may be a slight price increase due to the inflation, but this will be finalised over the next couple of months.

Congress 2012

Four Bids will be presented at the congress in Dubai. All members bidding have paid their membership fees and their bid fees, and are as such eligible to present.

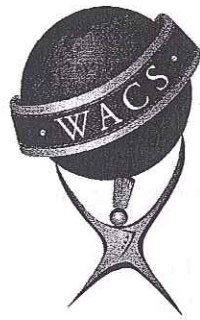
Careful consideration must be given to each bid and the location by the country presidents before casting their vote.

It is not just about going to a place one has not been before, but foremost cost of congress, cost of hotels and flights.

Conclusion

The past two years has highlighted the fact that congresses do not always attract the numbers initially hoped for. The current Global economic climate, dwindling local sponsorship will result in congress that at best will reach a target audience of 500-600. The days of 1000 delegates are conceivably over, and so the congress must start attracting the younger generation of chefs and a change in programme content is vital to attract the younger generation. It is interesting to note that over the last 3 congresses, that the countries with the largest membership (and assumable also the best financial situation) bring the least amount of delegates in relation to smaller associations with more limited resources.

WACS needs to identify the means and deliverables to ensure that the congresses start attracting viable numbers in order to host congresses. I strongly recommend that the congress committee carries on into the future, building on the current framework, and their tasks need to be set out in a more constructive manner with deliverables and targets measurable. Once again I wish to thank all who have worked on the committee in a positive manner, those that have brought ideas, solutions and insight to the committee, and have generally made the committee a pleasure to chair.



WORLD ASSOCIATION OF CHEFS SOCIETIES



AFRICA and Middle EAST REPORT

By Arnold Tanzer

WACS Continental Director Africa and Middle East

The African and Middle East has stabilised with 5 full paying members within the region. Experience has taught me, that although there is a considerable quantity of interest within the region for joining the World Association of Chef Societies, the actuality is, that local finances and internal politics both within the countries and the national associations has made growth difficult. The objective for the imminent two years will be to expand the WACS membership to include countries that either has been past members and to induct new associations into the WACS framework.

However, I must once again emphasis, that there exist some hindrances that are obstructing the way forward:

First and foremost, finances cause the most predicaments. While the average chefs association from the developed countries, within WACS membership have greater access to sponsorship, funds and trade exchanges, many associations within my region struggle with finances.

This is caused either through inefficient finance structures, governmental exchange controls or the inability of members within their organization to pay their local association dues.

Many chefs across the region are minimum wage chefs, and with a large proportion of management of both associations and hospitality institutions being operated by ex pat members. This has lead to associations not putting sustained growth measures in place, with many associations folding once the ex pat management structure moves on. My approach is and has been to ensure that management of local associations is inclusive of local chefs, right from the commencement of the association and to put an enduring financial management strategy into action.

My initial objective, as stipulated when I assumed the position, was to create lines of communication within my region and to the WACS fraternity as a whole. I have endeavoured to represent the region fairly, and for what I have believed is in the common interest of the members within the region, and that of WACS as an umbrella organization.

Regular contact has been maintained with the following non member countries within the region:

Kenya	Lebanon
Congo Brazzaville	Ghana
Tanzania	Mozambique
Rwanda	Namibia

My secondary role as Congress Chair, has resulted that all my WACS energy has been focussed on this Dubai congress, and as a result I have not been able to ensure that the newsletters have gone out as regularly as I would have wished. For this I offer my sincere apologies, however I commit to rebuilding the newsletter structure once we have all returned home.

After attending the Asia Pacific forum in Malaysia, on behalf of my region and at the invitation of the Continental directors for both Asia and the Middle East, it was unanimously decided that Africa and the Middle East will join this forum for the considerable future.

This is to enable the 5 members in the Africa and Middle East region to meet on a more productive level, and as many associations within these regions face similar challenges within the larger WACS organisations it will provide a solid platform from which to grow. This has already proved productive with regular contact between members exchanging ideas for growth, finance structures, competitions and education.

At the recent one day APA forum in Singapore, 3 of the 5 members attended, this just two weeks before this conference, so the value of attending a forum with a larger membership is obviously being realised.

I have remained within the budget, as stipulated by the WACS Treasurer, and all member countries are fully paid up. At this point I must thank Nandos, the global, South African based restaurant chain for their committed sponsorship on a regional level, without them many of my site visits could not and would not have happened.

However it must be noted, that travel expenses, to further develop the region needs to be revised if any sustainable growth is to be realised. To this end the new presidium must decide what the focus for the region is going to be over the next 2 years and a financial plan would need to be developed.

The countries within my region are all very active associations, with both very regular member activities and a steady growth in membership.

My congratulations go out to Dubai for this congress, it has not being an easy path to follow to allow us to this point, as anybody who has ever organised a global conference of this stature can attest to.

Beyond this congress Dubai has also successfully committed to their local annual competitions and shows for the 2008.

Egypt is very busy with the growth of their association and are embarking on a structure that will ensure continued education for their members.

South Africa is an association that is still building on its very solid base, with the construction of a skills kitchen to complement the Centre for Culinary Excellence, this hopefully to be finalised this year.

Mauritius is as always, very proactive with its members, and exchange programme with visiting chefs to increase the knowledge base of its members has been put into place after both the APA forum in Malaysia and Singapore.

Israel, who unfortunately is not present at this conference, due to political situations beyond WACS control, has being active and a solid communication base is developing between myself and the organisation. It must be noted that Israel has communicated their proxy vote to representatives from South Africa, and their voting wishes will be carried out by them.

The region fully supports the WACS certification system, as endorsed at the congress in 2006, and we believe that this can only benefit members across the region. There is also considerable interest in the 'train the trainer' programme and the area would certainly like the programme to be advanced as soon as possible.

With regards to the imminent Presidium election, I as continental director, am supporting both bids, and as such have passed on the relevant information of the benefits of both applicants to my member associations when having being approached. I believe the vote should be association driven with no interference from the board, so that they can choose the applicant they wish to support. Both candidates, Gissur Gudmundsson and John Sloane have served on the board and each would bring experience, financial savvy and their individual management style to WACS.

In conclusion, I strongly consider, that the current conservative growth framework put into place for the Africa and Middle East region of WACS, has allowed the region to be repositioning itself in a practical, responsive and concerted manner.

The WACS message is being well received and we are all looking forward to a well organised, representative and successful position within the WACS organisation.

Arnold Tanzer

WACS Continental Director Africa and the Middle East