

Unit 2.2.7 – Opportunities and Pathways

Key Knowledge 2.2.7

The opportunities and pathways for the transition of practical food skills from domestic to entrepreneurial or commercial settings, such as school canteens.

Key Skills 2.2.7

Investigate food ideas that have moved into successful businesses.

Key Skills 2.2.8

Design and develop a practical food solution in response to an opportunity or a need in a domestic or small-scale setting.

Key Skills 2.2.9

Undertake practical activities to explore domestic and small-scale commercial food production.

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Key Terms and Definitions

In the context of food, the term **domestic** refers to activities and skills related to the preparation, cooking, and serving of food within a household or home setting.

In relation to food, the term **entrepreneurial** refers to the pursuit of business opportunities and the development of innovative ideas within the food industry.

Opportunities and Pathways

When individuals possess practical food skills and have a desire to explore entrepreneurial or commercial avenues, various opportunities present themselves. These opportunities serve as pathways for transitioning their domestic food skills into an opportunity to make a profit.

Opportunities and Pathways for Transitioning Practical Food Skills

When individuals possess practical food skills and have a desire to explore entrepreneurial or commercial avenues, various opportunities present themselves. These opportunities serve as pathways for transitioning their domestic food skills into successful ventures.

Here are some key opportunities and pathways:

Formal Education and Training

Formal education and training in commercial cookery enables individuals to excel in the food industry. Institutions such as TAFE institutes in Australia, including the renowned William Angliss Institute, offer programs specifically tailored to food studies, tourism, hospitality, and event management. These programs provide comprehensive training in areas such as sustainability in the food system, commercial cookery, kitchen operations, patisserie, bread baking, and cake and pastry making. By enrolling in these programs, aspiring food entrepreneurs can gain a good understanding in cookery, hospitality management, and business skills.

Apprenticeships and Mentorships

Apprenticeships and mentorship programs offer invaluable opportunities for aspiring food entrepreneurs to gain hands-on experience and guidance from industry professionals. Organisations such as Society Melbourne focus on providing hospitality training to young people, including practical skills in coffee making, food preparation, and customer service. By working alongside experienced mentors, individuals can develop their culinary abilities, learn about running a food business, and build essential industry connections. Apprenticeships and mentorships often serve as stepping stones towards further employment or training in the hospitality sector.

Watch these videos about food-related courses at William Angliss Institute:

<https://youtu.be/uR39RgkYQnM> or <https://youtu.be/ASKHBs6MLNg>

Reality Television Cooking Shows

The popularity of reality television cooking shows, such as MasterChef and My Kitchen Rules, has provided a platform for individuals to showcase their culinary skills and entrepreneurial potential. Contestants who participate in these shows and demonstrate exceptional talent often receive exposure and opportunities to build their own food businesses. Notable examples include Julie Goodwin, who won the first series of MasterChef Australia in 2009. Despite lacking formal education in the industry, Julie leveraged her victory to pursue a successful career as a cookbook author, TV and radio personality, and cooking school owner. Similarly, Adam Liaw, the winner of MasterChef Australia Season 2, transitioned from his previous career as a lawyer to become a renowned cookbook author and television host.

Self-Taught Expertise

Not all food entrepreneurs rely on formal qualifications to establish successful businesses. Many individuals have honed their culinary knowledge and skills through self-guided learning, experimentation, and a passion for food. With the abundance of online resources, cooking blogs, and social media platforms, aspiring food entrepreneurs can access a wealth of information and engage with communities of like-minded individuals. By continuously refining their techniques, exploring diverse cuisines, and creating unique food products, self-taught entrepreneurs can carve their own niche and attract a dedicated following.

Niche and Innovative Food Concepts

Finding a unique niche or developing innovative food concepts can set aspiring food entrepreneurs apart from the competition. By identifying a gap in the market or creating exciting and specialised food products, individuals can attract a dedicated customer base. One example is Morgan Hipworth, a young Melbourne entrepreneur who started selling sweet baked goods at the age of 15. Through his creative doughnut designs and a commitment to

fun and exciting food products, he built a thriving business. Hipworth's flagship store in Windsor, which opened in 2021, showcases his popular doughnut creations like Cookie Monster, Nutella Red Velvet, and Veganlicious

Watch this video about life after MasterChef for Pho Ling Leow: <https://youtu.be/7E1mxorXObo>

Watch this video about Morgan Hipworth: <https://youtu.be/WEJk4XZauhs>

Community Engagement and Social Media

Engaging with the community and using social media platforms can be an effective way for food entrepreneurs to create awareness and build a loyal customer base. By establishing a strong online presence, sharing their passion for food, and actively participating in community events, entrepreneurs can generate interest and develop a network of supporters. Emma Nicholas-Jennings, founder of Minnot Gelato, leveraged social media to connect with her local community and emphasise the sense of community that her gelato business fostered. Her commitment to using locally sourced ingredients, including fruit grown in customers' gardens, further enhanced the community bond and contributed to the success of her business.

Philanthropic Ventures

Some food entrepreneurs combine their love for food with a social cause, allowing them to make a positive impact while running a successful business. Benjamin, the young entrepreneur behind "Make Jam With Purpose," started making jams as gifts and later used the proceeds to raise money for children's education in Timor-Leste. By aligning their business with a charitable purpose, entrepreneurs can attract socially conscious customers and contribute to a better society. Philanthropic ventures not only create a sense of purpose and fulfillment but can also gather community support and loyalty.

[Click here](#) to find out about Benjamin, the young entrepreneur behind "Make Jam With Purpose."

Watch these videos about the Society Melbourne program: https://youtu.be/3hXnmCJ4v_0 or

<https://youtu.be/SHOMwTZfcxQ>

In conclusion, transitioning practical food skills from domestic to entrepreneurial or commercial settings involves exploring various opportunities and pathways. Whether through formal education and training, exposure gained from reality television cooking shows, self-guided learning, apprenticeships, niche concepts, community engagement, or philanthropic ventures, individuals can transform their passion for food into successful businesses. By embracing these opportunities and harnessing their culinary talents, aspiring food entrepreneurs can embark on a fulfilling journey in the dynamic and ever-evolving food industry.

Practical food skills from domestic to entrepreneurial or commercial settings

Establishing a food business comes with a range of possibilities, as there are numerous types of food ventures one can undertake. Those venturing into the food industry must possess a diverse range of skills to succeed.

Culinary Knowledge and Skills

Having a solid grasp of culinary knowledge and skills is an essential and obvious requirement for crafting delectable food products. Additionally, food entrepreneurs need to be adept at following instructions and adhering to food hygiene regulations. Problem-solving abilities, the capacity to maintain focus, and coping with the physical demands of the work are also crucial aspects of this field. Moreover, running a successful food business necessitates a strong set of business skills. Entrepreneurs must be skilled in budgeting, maintaining accurate inventory and sales records, and reconciling accounts. Effective leadership capabilities are vital for managing the workforce efficiently.

Food Safety Knowledge and Skills

Individuals aspiring to start their own food businesses must first liaise with their local council. The council assists in classifying the food business and outlines the safety requirements that must be met. They also provide guidance on setting up or renovating premises and procuring necessary supplies, ensuring compliance with all relevant regulations.

Food Management Knowledge and Skills

The key to becoming a successful food entrepreneur lies in passion and dedication towards the food products they offer. This passion, coupled with a diverse range of knowledge and skills, helps entrepreneurs chart their path to success. Developing a comprehensive Business Plan is a common practice among successful entrepreneurs, as it serves to ensure the viability and profitability of their venture.

Entering the world of food businesses requires a combination of culinary, business, and food safety skills. By honing these skills, aspiring entrepreneurs can achieve success and make a positive impact in the food industry.

Written Activity One

5 Questions!

Read the content at this link: <https://foodstudies.com.au/courses/unit-2-2-7/>

Answer the questions below.

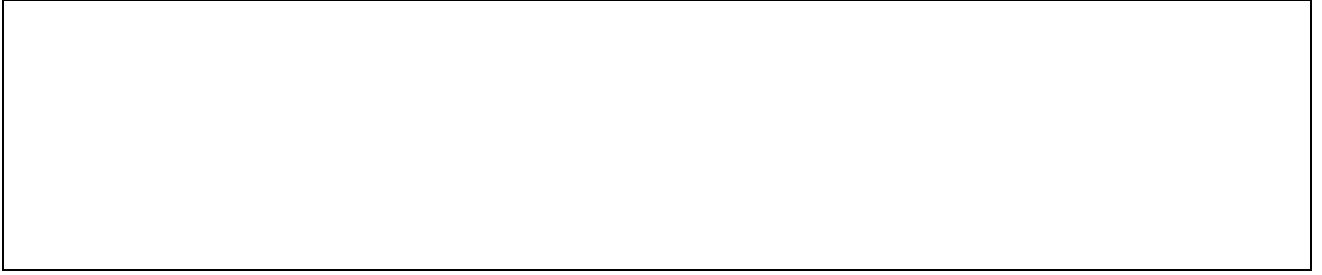
1. How can formal education and training in commercial cookery, such as programs offered by TAFE institutes and the William Angliss Institute, benefit individuals seeking to transition their practical food skills into successful entrepreneurial ventures?

2. What role do apprenticeships and mentorship programs, like those provided by organisations like Society Melbourne, play in helping aspiring food entrepreneurs gain the necessary experience and industry knowledge to establish successful food businesses?

3. Can you provide examples of individuals who have successfully transitioned their culinary skills into thriving entrepreneurial ventures after participating in reality tv shows?

4. How do self-taught food entrepreneurs leverage online resources, cooking blogs, and social media platforms to hone their culinary knowledge and skills, and how can this approach lead to the establishment of unique and successful food businesses?

5. Can you provide specific examples of individuals who have identified a unique market gap or created innovative food products that set them apart from competitors, leading to the growth of their businesses?



Written Activity Two

Should you quit your day job?

Work in small groups on this task.

Read the article at the link below and watch the video.

<https://www.abc.net.au/news/2019-10-03/should-you-quit-day-job-start-small-business/11568468?nw=0>

Using the information in the article and in the video, **complete** the SWOT analysis.

Strengths	Weaknesses
Opportunities	Threats

Written Activity Three

Food Entrepreneurship Case Study

Instructions:

Work in small groups to complete the following activity.

Select one of the companies represented in the websites below:

- <https://www.boostjuice.com.au/>
- <https://gelatomessina.com/>
- <https://happysnackcompany.com.au/>
- <https://thechiaco.com/au/>
- <https://peakchocolate.com.au/>
- <https://loveadonug.com/>
- <https://au.deliciou.com/>

1. What is the name of the food company you researched, and what is its primary food product or idea?

2. How did the company start? What was the initial inspiration or motivation behind the food idea?

3. Describe any challenges the company faced during its transition from a domestic concept to a successful business. How did they overcome these challenges?

4. What key knowledge and skills were crucial for the company's success in the commercial setting? Provide specific examples from the website.

5. How did the company identify its target audience and market its food product to gain traction in the market?

6. What strategies did the company use to scale up its production to meet growing demand? Were there any unique approaches they adopted?

7. Discuss the role of innovation and creativity in the company's journey. Were there any notable innovations that set them apart from competitors?

8. How did the company handle quality control and ensure consistency in their food product as they expanded their operations?

9. Were there any partnerships, collaborations, or external support that contributed to the company's success? If so, how did these play a role?

10. From the lessons learned through this case study, what advice would you give to aspiring food entrepreneurs looking to transition their own food ideas into successful businesses?

Practical Activity One

Divine Donuts!

Watch this Morgan Hipworth video: https://youtu.be/p6_oL2Hny8

Your task is to design a new flavour donut. You must reinvent old classic biscuits, desserts, chocolate bars, and cakes to make a new flavour donut!

Use the basic donut recipe below. If you had more time, you could make a yeast-based donut from Morgan's book, 'Made by Morgan.'

Planning and Managing

Select the ingredients that you would like to use to decorate your donuts.

Your teacher will advise you on how many items from each category you can select.

Confectionary

- | | | |
|---|--|---|
| <input type="checkbox"/> Small packet Smarties | <input type="checkbox"/> 1 small Turkish delight | <input type="checkbox"/> 6 raspberry lollies |
| <input type="checkbox"/> Small flake | <input type="checkbox"/> 4 Jaffa balls | <input type="checkbox"/> 1 sour rainbow strip |
| <input type="checkbox"/> Small packet Maltesers | <input type="checkbox"/> 4 freckles | <input type="checkbox"/> 4 banana lollies |
| <input type="checkbox"/> 1 musk stick | <input type="checkbox"/> 1 Freddo frog | <input type="checkbox"/> 1 packet of M&M's |
| <input type="checkbox"/> 1 small kit kat | | |

Cake Decorations

- | | | |
|--|---|--|
| <input type="checkbox"/> Mini Marshmallows | <input type="checkbox"/> Chocolate Sprinkles | <input type="checkbox"/> 1 candle |
| <input type="checkbox"/> 100 & 1000s | <input type="checkbox"/> 4 eyeball decorations | <input type="checkbox"/> 2 Bumblebee decorations |
| <input type="checkbox"/> Sprinkles | <input type="checkbox"/> Small pieces of edible gold or silver leaf | <input type="checkbox"/> Chocolate Drops |
| <input type="checkbox"/> Heart Sprinkles | | |

Biscuits

- | | | |
|--|---|--|
| <input type="checkbox"/> 1 packet Mini Oreos | <input type="checkbox"/> 1 Tim Tam | <input type="checkbox"/> 1 packet of mini chocolate chip cookies |
| <input type="checkbox"/> Plain Biscuits | <input type="checkbox"/> 1 packet of Tiny Teddy's | <input type="checkbox"/> 1 packet of potato chips/crips |
| <input type="checkbox"/> Wafers | <input type="checkbox"/> 1 packet popcorn | |

Sauces or condiments

- | | | |
|-------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Strawberry | <input type="checkbox"/> Banana | <input type="checkbox"/> Vegemite |
| <input type="checkbox"/> Caramel | <input type="checkbox"/> Jam | <input type="checkbox"/> Nutella |
| <input type="checkbox"/> Chocolate | <input type="checkbox"/> Peanut Butter | |



Producing

Make and **decorate** your donut.

You could use a muffin tin if you do not have a donut tray.

Donuts

Makes: 5 to 6 donuts or muffins

Oven Temperature: 175°C

Donut Ingredients:

¾ cup plain flour
¼ cup caster sugar
¾ teaspoon baking powder
30 grams butter
1 egg
75 ml full cream or skim milk
½ teaspoon vanilla essence

Icing Ingredients:

¾ cup icing sugar
1 teaspoon vanilla essence
1 pinch salt
1 tablespoon milk
Food colouring (if desired)

Method:

1. **Preheat** oven to 175°C. **Grease** a 6-hole donut tin. If using a muffin tin, line it with paper cases.
2. **Sift** flour and baking powder together in a large-size bowl.
3. **Add the** caster sugar and **stir** with a whisk.
4. **Melt** butter. **Add** milk, egg, and vanilla essence to the melted butter. **Stir** using the whisk.
5. **Combine** flour and milk mixture.
6. **Stir** with a whisk until the mixture is smooth. Do not overmix the batter.
7. **Fill** a zip-lock bag with the batter and **pipe** the mixture into the donut tin.
Fill each hole ½ to ¾ full. Do not be tempted to over-fill the holes.
8. **Bake** for 10 to 15 minutes or until the donuts are firm to touch and have shrunk away from the tin's sides. The donuts do not need to be golden brown.
9. **Wash** dishes and **make** the icing while the donuts are cooking.
10. **Remove them** from the oven and **place** the donuts on a cooling rack.
11. **Dip** the top of each donut in icing while they are warm. Wait 30 seconds, then dip each donut in the icing again. This will make the donut shine more.

To fill the zip lock bag:

1. **Place** the zip-lock bag into a tall-glass cup or jar.
2. **Pull** the top of the bag over the rim or the glass.
3. **Fill it** with batter. **Expel** the air from the bag.
4. **Make** a horizontal cut across one corner of the zip-lock bag (approximately 1-2cm).

To make the icing:

1. **Sift** icing sugar and salt into a medium-sized bowl.
2. **Add** milk and vanilla essence. If using, **add** colour.
3. If needed, **adjust** the consistency of the icing by adding ½ to 1 teaspoon of milk at a time.

The icing should be thin enough to smooth out but not so thin that it runs off the edges of the donuts.

Market Research

Photograph four of your best donuts and insert a photograph of each of these donuts below.

Decide on the target market that you will survey.

Ask your target market to complete the survey below and **rate** the donuts that you made.

Market Research Survey	
What type of donut do you prefer? <ul style="list-style-type: none"> <input type="checkbox"/> Plain icing <input type="checkbox"/> Cinnamon and sugar <input type="checkbox"/> Filled with fillings such as jam or sauce <input type="checkbox"/> Decorated iced donuts 	How often do you buy or eat donuts? <ul style="list-style-type: none"> <input type="checkbox"/> Once a year <input type="checkbox"/> Once a month <input type="checkbox"/> Once a week <input type="checkbox"/> More than once a week <input type="checkbox"/> Everyday
How old are you? <ul style="list-style-type: none"> <input type="checkbox"/> Younger than 12 years of age <input type="checkbox"/> Between 13 and 20 years of age <input type="checkbox"/> Between 21 and 30 years of age <input type="checkbox"/> Between 31 and 40 years of age <input type="checkbox"/> Between 41 and 50 years of age <input type="checkbox"/> Between 51 and 60 years of age <input type="checkbox"/> Above 50 years of age 	How much money would you buy a donut for? <ul style="list-style-type: none"> <input type="checkbox"/> \$1.00 to \$1.49 <input type="checkbox"/> \$1.50 to 2.49 <input type="checkbox"/> \$2.50 to \$3.49 <input type="checkbox"/> \$3.50 to 4.49 <input type="checkbox"/> \$4.50 to \$5.00 <input type="checkbox"/> \$12.50 for 3 <input type="checkbox"/> \$19.95 for 6
Where would you like to buy donuts? <ul style="list-style-type: none"> <input type="checkbox"/> At the supermarket <input type="checkbox"/> At a specialty store <input type="checkbox"/> Direct from the business online with click-and-collect or delivery <input type="checkbox"/> Direct from the business at a local market 	How do you prefer donuts to be packaged? <ul style="list-style-type: none"> <input type="checkbox"/> Paper bag <input type="checkbox"/> Cardboard box <input type="checkbox"/> Clear plastic box <input type="checkbox"/> Clear plastic cellophane bag

Evaluating

1. Taste the sample of the donut and place a tick alongside the phrase that best describes how you feel about the donut.

Characteristics	Dislike very much	Dislike	Neither like nor dislike	Like	Like very much
Colour					
Aroma					
Taste					
Sweetness					
Mouthfeel					

2. Tick the response that best describes how you feel about the donut you sampled.

- ☐ I would buy this at every opportunity I have.
- ☐ I would buy this often.
- ☐ I like this and would buy it now and then.
- ☐ I would buy this if available but would not go out of my way.
- ☐ I don't like this but would buy it on occasion.
- ☐ I would hardly ever buy this.
- ☐ I would buy this if I had to.

3. Answer these questions:

- a. What type of person is more likely to buy your donuts?
- b. What types of donuts would people prefer to buy?
- c. Which of the donuts you made were the most and least popular?
- d. Explain some possible reasons for these results.
- e. Where would people like to buy your donuts?
- f. Discuss where you might sell your donuts and why this might change over time.
- g. What type of packaging would people prefer?
- h. Describe the kind of packaging you would use for your donuts and provide some reasons for your decision.
- i. On average, how much money would people be prepared to pay for donuts?
- j. Do you think this is a fair price? Explain your answer.
- k. How would these survey results influence the decisions you make as a business owner?

Summary Activity

Complete the following tasks.

What is the main idea about this key knowledge and key skills?

Write two or three sentences in your own words.

List three opportunities and pathways for developing practical food skills.

Identify and describe some situations where people have developed practical food skills and transitioned from domestic to entrepreneurial or commercial settings.

Exam Preparation Activity

Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

1. People who are considering starting a food business should:
 - a. Advertise the kinds of foods they are thinking about selling.
 - b. Consider some training in their area of interest.
 - c. Rent a shop and then figure out what they should sell.
 - d. Make lots of food and sell it at a stall outside their home.
2. What formal education and training opportunities are available for individuals interested in transitioning their practical food skills into commercial settings?
 - a. Participating in reality television cooking shows
 - b. Enrolling in TAFE programs focusing on food studies and hospitality management
 - c. Engaging in community events and social media platforms
 - d. Self-guided learning through online resources and cooking blogs
3. What role does social media play in the success of some food entrepreneurs?
 - a. It helps to engage with the community and create awareness.
 - b. It provides formal education and training in commercial cookery.
 - c. It supports self-guided learning through online resources.
 - d. It allows participation in philanthropic ventures for social causes.
4. Which of the following is an example of creating a food solution responding to people desiring locally made products?
 - a. Opening a gourmet restaurant in a bustling city center.
 - b. Starting a catering service for large corporate events.
 - c. Establishing a homemade cookie business to sell at local farmers' markets.
 - d. Launching a chain of grocery stores in multiple cities.

5. Read the scenario below:

Sara is an aspiring food entrepreneur who wants to start a health-focused food business in her neighborhood. She notices that there is a growing demand for nutritious and convenient food options among health-conscious individuals in her community. Sara aims to provide a variety of delicious and wholesome food items that cater to different dietary preferences, such as vegan, gluten-free, and low-carb options. Her goal is to promote healthy eating habits and make nutritious food easily accessible to her customers.

What are some possible food items that Sara could offer in her health-focused food business to meet her goals?

- a. Classic cheeseburgers with a side of fries
- b. Freshly made vegan sushi rolls with a variety of vegetable fillings
- c. Deep-fried chicken wings served with a selection of dipping sauces
- d. Traditional pasta dishes with rich cream-based sauces

Short Answer Questions (6 marks)

Question 1 (3 marks)

Identify one practical skill people who are establishing their own food business require. 1 mark

Explain why it is important that people who are establishing their own food business have this skill. 2 marks

Question 2 (3 marks)

Outline one pathway that someone may take to develop their practical food skills. 1 mark

Explain why this pathway may help someone develop their practical food skills. 2 marks