

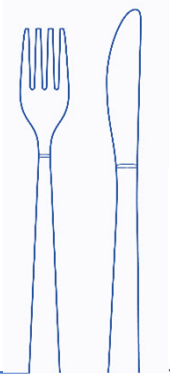


Restaurant
& Catering

CHINA READY

Welcome Program





ABOUT CHINA READY

WHAT IS THE CHINA READY WELCOME PROGRAM?

Australia attracts more than six million international visitors a year, with China now our second largest inbound market. More than 1 million Chinese visitors travel to Australia each year, spending \$8.3 billion. To capitalise on the growing Chinese market, R&CA together with China Ready & Accredited® have co-developed the CHINA READY® Welcome Program. Participating restaurants undertake a short training session and receive a Chinese character sticker pack to assist in the translation of their menu.

This is the only authoritative and tailored CHINA READY Program for the Australian restaurant and catering industry. Under the program, Plate Rated* businesses are able to become recognised under the CHINA READY Program.

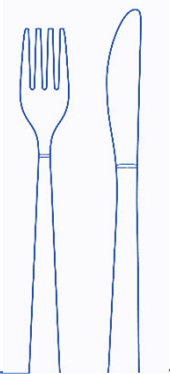
WHAT IS THE PROCESS?

The program involves:

- Undertaking a short training session (which members can do in their own time);
- Translating menus (a Chinese character sticker pack is provided to assist in maintaining menu translation), and
- Access to a translation service is provided where required (stickers containing contact details are provided) to assist the ordering process.
- A fee of \$99 applies to cover the cost of this program.

Upon completion of the course, program participants will be sent a sticker pack, a decal and a welcome folder and can use the CHINA READY Welcome Program logo in promotional materials.

*Plate rated businesses are those that receive a 2.5 plate rating or above in the Savour Australia Restaurant & Catering HOSTPLUS Awards for Excellence 2016 program. If you did not enter the Awards for Excellence during 2016 and would like to register for the China Ready Program you must enter into 2017 Awards for Excellence program and receive a plate rating.



HOW TO APPLY?

Businesses can apply for the CHINA READY Welcome Program by completing the application form found at www.rca.asn.au/china-ready and returning to the association with their supporting documents. Applications can be returned via post, fax or email.

FURTHER INFORMATION?

Please contact the association on 1300 722 878 or by emailing restncat@restaurantcater.asn.au