International Conference
on Community Development Through Tourism
Phnom Penh – 15 | 17 of September 2014

The Sala Baï Program
Fighting poverty and human trafficking through Vocational Training in the Hospitality Industry

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Agir pour le Cambodge Country Manager
Sala Baï Program Director
Kingdom of Cambodia...

Key figures*

- Population: **15.3 millions**
- 70% of the population is < 30 years old
- 35% of the population has less than 1US$ per day
- 77% of the population is rural

Tourism is the 3rd economic sector in Cambodia

- 3.7 millions visitors in 2013
- 7 millions forecast for 2020 (Ministry of Tourism)
- Siem Reap | Angkor = 1st tourism destination – in 10 years, tourism revenues have increased 7 times to $2.2B
- Siem Reap airport capacity to double to 5M passengers/year by end 2015

* sources: Central Intelligence Agency, Tourism Statistical Report 2013
Poverty level in Cambodia still very high

Share of Cambodian population living below poverty line

50% at $1.25/day

30% at $0.61/day

SOURCE: World Bank, UNESCO, ILO
Womens are particularly vulnerable

- Poverty continues to be a major challenge, with very low average wages
  - 30% of Cambodians still live below the national poverty line

- Access to education and employment compromised, especially for women
  - 31% of women being illiterate
  - Very limited access to vocational training schools for girls
  - Tradition & culture

- Migration, human & sexual trafficking is increasing
  - Prostitution affects girls from a very young age,
  - Migration increasing to Thailand and SEA countries
  - Human trafficking syndicates growing, getting more organized

Literacy rate

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85%</td>
<td>69%</td>
<td>77%</td>
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</tbody>
</table>

51% of the population in Cambodia is female

Percentage of school-aged girls enrolled in school

<table>
<thead>
<tr>
<th></th>
<th>Lower secondary</th>
<th>Upper secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33%</td>
<td>11%</td>
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</table>


Source: 1. Unesco, 2012
**Sala Bai Training Program (1)**

**Salai Bai** is a DEVELOPMENT PROGRAM created and managed by the French NGO Agir pour le Cambodge (APLC), created in 1984. **Sala Bai** vocational training school was created by APLC in 2002 to fight against poverty and human trafficking through education.

### Description
- Free Hotel & Restaurant Vocational Training School (school supplies, food, accommodation, insurances and medical coverage provided)
- In Siem Reap (Angkor Temples)
- Diploma signed by the Ministry of Tourism and the Ministry of Labor and Vocational Training

### Duration
- 11 months of training + 1 month of job searching
- Including more than 4 months internship (in our partner hotels, incl. 18 five-star hotels)

### Available training
- Restaurant Service
- Cooking
- Front Office
- Housekeeping

### Beneficiaries
- 100 students per year, highly motivated
- Between 17 & 23 (minimum working age in Cambodia: 18 years old)
- From underprivileged families (less than 25$/month for at least 6 persons)
- Min. educational level of grade 6 (end of primary school), grade 10 in Front Office
- Priority given to girls, 70% of female students
## Sala Bai Training Program (2)

<table>
<thead>
<tr>
<th>Technical skills</th>
<th>English teaching</th>
<th>General education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>70%</strong></td>
<td><strong>20%</strong></td>
<td><strong>10%</strong></td>
</tr>
<tr>
<td>Theory</td>
<td>General English</td>
<td>Introduction to hospitality, General knowledge, Tourism</td>
</tr>
<tr>
<td>Practice at school</td>
<td>Conversational English</td>
<td>French (Front office &amp; restaurant)</td>
</tr>
<tr>
<td>Internship (4 months)</td>
<td>Technical English</td>
<td>Math</td>
</tr>
<tr>
<td></td>
<td>English activities</td>
<td>Workplace behavior &amp; ethics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Life skills*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conferences</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Activities &amp; Sport</td>
</tr>
</tbody>
</table>

*personal hygiene & grooming, road safety, discipline, environmental hygiene/cleanliness/safety, money matters, etc.
## Sala Bai Training Team

### Technical skills 70%
- 7 technical trainers
  - Front office: 1
  - Housekeeping: 1
  - Restaurant: 2
  - Cooking: 3

### English teaching 20%
- English teachers: 3
- English volunteers (conversation)

### General education 10%
- Social workers: 4
- French and Maths teacher: 1

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Total training staff = 15
- 7 technical trainers
- 3 English teachers
- 4 social workers
- 1 French & Math teacher
Our recruitment process in 5 steps...

1. Radio announcement on 3 FM Station + Distribution of 5,000 flyers all over the country (schools, chiefs of villages, NGO partners, remote villages, authorities,...)

2. Candidates come to Sala Baï to apply (1st step of motivation) – 500/600 candidates every year on average

3. Family visits (around 500 every year) to assess our socio-economic criteria – 4 social workers to visit between 13 to 15 provinces

4. Written exam for 250 to 300 candidates in Siem Reap & in Sisophon (Khmer, Math & English)

5. Motivation interview in Siem Reap for 200 to 230 candidates

In 12 years, 12 intakes...1,150 young Cambodians have been selected, trained and found a job in hospitality after their graduation.
100% job placement within 2 months after graduation (last 4 promotions in 6 weeks only)

18 partnerships with 5 star hotels (incl. 10 major international hotel chains)

Entry growth salary\(^1\) between 80 and 100$/month (as compared to family income below 25$/month at recruitment) reaching 250 to 350$ within 3 years for most of them

A student helps 4 to 5 family members with their salaries (enabling siblings to attend school), money also saved to pursue university studies

Sustainable impact: In November 2012, 90% of Sala Bai alumni were still working in the tourism and hospitality industry.

1. Excluding tips and service charge

Placement of Sala Bai students
Share of total staff being Sala Bai Alumni

<table>
<thead>
<tr>
<th>Hotel Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heritage Relais &amp; Chateaux</td>
<td>31%</td>
</tr>
<tr>
<td>Sofitel Luxury Collection</td>
<td>11%</td>
</tr>
<tr>
<td>Le Méridien</td>
<td>9%</td>
</tr>
<tr>
<td>Starwood</td>
<td>5%</td>
</tr>
<tr>
<td>Raffles Le Grand Hotel</td>
<td></td>
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</tbody>
</table>

Source: Hotel HR departments, Sala Bai historical data, alumni survey
A wider impact

✓ With their salary, former students help their families

**Yearly income in USD**

<table>
<thead>
<tr>
<th>Household income of Sala Bai target students</th>
<th>World Bank’s level of extreme poverty ($1.25/day)</th>
<th>Minimum salary in Cambodia in a formal environment</th>
<th>Entry salary for Sala Bai alumni</th>
<th>Salary after 3 to 4 years for Sala Bai Alumni</th>
<th>Middle class salary in Cambodia</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td>456</td>
<td>821</td>
<td>900-1,200</td>
<td>3,600-4,800</td>
<td>5,000-9,000</td>
</tr>
</tbody>
</table>

Benefits are immediately observed on the family, especially on siblings staying/returning to school.

SOURCE: World Bank, UNESCO, ILO
Sala Bai’s training cost: In the lower range of hospitality training

As compared to other hospitality training, Sala Bai’s costs are in the lower range

Average annual cost of hospitality training per student
in USD, 2012 – rounded values

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Annual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>5,600</td>
</tr>
<tr>
<td>Venezuela</td>
<td>4,000</td>
</tr>
<tr>
<td>Russia</td>
<td>2,700</td>
</tr>
<tr>
<td>Cambodia (Paul Dubrule School – no student accommodation)</td>
<td>2,500</td>
</tr>
<tr>
<td>India</td>
<td>1,800</td>
</tr>
<tr>
<td>Sala Bai hospitality training</td>
<td>1,900</td>
</tr>
<tr>
<td>Student support expenses</td>
<td>800</td>
</tr>
<tr>
<td>Sala Bai (full costs)</td>
<td>2,700</td>
</tr>
</tbody>
</table>

Sala Bai annual spend on student support (food, accommodation, medical coverage…) for 1 student: 800$/year ie 2.2$ per day

1. Including c.a.$300 per year and per student of Training Hotel and Restaurant supplies

SOURCE: Press Search, Hospitality school websites and reports
Sala Baï Main Donors

Private donors, Foundations, sponsors, all committed to contribute in fighting poverty through education...
Sala Baï Partners (1)

Recognition from the Hospitality Industry

A portfolio of 18 four & five stars hotels partners in Siem Reap... For internship and employment...
Sala Baï Partners (2)

| Recognition from the Hospitality Industry and networks |

Mentoring our trainers, updating our curriculum, creating fundraising events & donations...

- Front office program update | 2011/2012
- Housekeeping program update – 2012/2013
- Housekeeping « refreshment training » for our HK trainer - 2014
- Bakery and pastry training for one of our Kitchen trainer – 2014
- Donation of 5 computers to the school - 2013

Preferred Sala Baï Program Partner through Guests donations: 75 bicycles and 78 students kits for intake 11 & 12

Preferred Sala Baï Program partner through Guests donations (bicycles and students kits)
Organizing an annual Charity Dinner for Sala Baï, in cooperation with distinguished Chefs and sponsors

2 Sala Baï Trainers are joining Republic Polytechnic training students and staff for a 1-week internship in August since 2 years.

English curriculum is updated regularly by 1 Australian volunteer, Ambassador of Friends of Sala Baï Australia
Sala Baï Partners (3)

Recognition from the Hospitality Industry and networks

Famous awarded Chefs support our program.......
"I used to live in an orphanage close to Phnom Penh. I wanted to study hospitality management at university but couldn’t afford it. Studying at Sala Bai will allow me to have a good job, with a good salary. Then I will have enough money to go to university – while working. With a Bachelor in Hospitality management, I hope to become a manager and support my little brother through school”

Muyek – 20 years old – restaurant Alumna (2012/2013)

"At 13, I had to stop school because my parents couldn't afford it anymore. I worked in the fields and as a construction worker for several years. Studying at Sala Bai changed my life. I now work as a Patisserie chef and make over 300$/month. Thanks to me, my little brother can go to school. I am also saving some money, I want to open my own bakery one day!"

Thotina – 26 years old – cooking Alumna (2009-2010)
Let’s move to the future!

2012 / 2017
Our 2012-2017 expansion plan

Continued high demand for Sala Bai program

- High demand for such training amongst the population
  On average, 400+ student applicants turned down per year since program launch; 600 applicants in 2011
- High demand for qualified workforce in the Tourism industry
  In 2013, 100% of graduated students employed within 45 days post graduation

5 year plan for Sala Bai

1. Reduce risk associated with rental (no rental protection in Cambodia); reduce operating expenses
2. Increase student capacity by 50% in 2017
3. Add Spa & Beauty module:
   Therapists are in high demand, no formal training in the region
4. Increase our self financing revenue with expanded hotel & restaurant (Expecting to raise from 35 to 50%)
Schedule forecast: 2013/2017

- **2013**
  - Secure the land / Secure the architect / Continue our fundraising process started early 2012

- **January 2014**
  - Official purchase of a property to build our new school

- **February 2014 – August 2014**
  - Layouts/ Bill of quantities / Contractors tender

- **October 2014**
  - Starting construction

- **August 2015**
  - Moving from current site to new school

- **September 2015**
  - Opening of the new school + Opening the 5th training section
  - Beauty Therapy = 110 students

- **September 2016**
  - Intake of 130 students

- **September 2017**
  - Intake of 150 students / year
SALA BAI CAMPUS 2015 (1)
SALA BAI CAMPUS 2015 (2)
SALA BAI CAMPUS 2015 (4)

Training restaurant, kitchen and canteen

School, administration and lockers
SALA BAI CAMPUS 2015 (5)

Training Hotel & Spa
Thank you!

More information about us?

www.salabai.com
www.facebook.com/SalaBaiSchool