Challenges in Cooperations between Companies and Vocational Schools: the Case of McStart

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Diese Maßnahme wird aus Mitteln des Europäischen Sozialfonds finanziert.
The „Jobfabrik“ - a Vocational School

• Founded in 1997
• For 88 adolescents and young adults
• Training modules: 11 training modules, 4 of them in cooperation with companies
  • McDonald’s
  • SPAR
  • Landgut Cobenzl – a children’s farm
• Coaching
• Knowledge workshops
• Sports activities
• Allocation by „youth coaching“
Our Cooperation Partner:
Martin Spörker, Spörker GmbH

• 1. McDay: 1.10.1992 - McD Hernalser Gürtel
• Foundation of GmbH: September 1999
• 6 McDonald‘s restaurants in Vienna & Lower Austria, 5 of them including McCafé
• 250 employees from more than 30 nations
• Staff turnover <15%
• around 7,000 customers/day, 35% McDrive
Specialisation Module: McStart

- Sep. 2001: start of cooperation with Martin Spörker
- Training restaurant in 1100, Triester Straße - Wienerberg
- 6-10 young people in training
- A staff member of McDonald‘s trains the participants
- Coaching by a vocational school coach
- Knowledge workshops and sports activities in the vocational school
- Opportunity of internships in other restaurants
- Opportunity of an apprenticeship at McDonald‘s after vocational school (also extended apprenticeship and partial qualification)
- Oct. 2006: JobOskar and Jobfabrik CaeSaR (5y McStart)
- Nomination for Trigos 2007 und 2010 (Austrian CSR-Prize)
- Oct. 2011: Honour by Chamber of Commerce of Vienna and Federal Minister Hundstorfer (10y McStart)
System Gastronomy at McStart

Trainings focus on the following topics:

- Lobby/kitchen/McCafé/cash desk
- Punctuality, time management
- Politeness, accuracy
- Dealing with customers

Working hours:
Monday to Friday between 08:00 and 17:00,
6 hours daily according to the staff roster
Benefits for the Participants

- Training on the job
- Participants are embedded in the organization
- Feed-back from staff and customers
- Opportunity of internships in other restaurants
- Opportunity of an apprenticeship at McDonald’s after vocational school (also extended apprenticeship and partial qualification)
Challenges

• Every cooperation with a company is different
• Every cooperation needs commitment. From the CEO down to the dishwasher
• The social partner has to adapt to the requirements of the company
• It takes a lot of time to plan the cooperation properly and the cooperation requires continuous communication and adjustments over time
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