



Media Release

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QUALMARK NEW ZEALAND EMBARKS ON NEW INTERNSHIP PROGRAMME

Qualmark New Zealand's first ever tourism internship has been awarded to Andrew Zhu, an AUT University Bachelor of Business student and recent graduate of the Diploma in Travel and Tourism. The internship programme is an initiative developed between Qualmark New Zealand and AUT and is a first for both organisations.

Andrew recently commenced his internship programme and is based at Qualmark New Zealand's Auckland office.

"This placement gives Andrew exposure to Qualmark's quality assurance system, its role in the tourism industry and first-hand experience working alongside the Qualmark team," says Qualmark New Zealand Chief Executive Geoff Penrose. "Already, Andrew has proven himself to be very hard working and has fitted into our office environment seamlessly."

The 14-week internship is a paid, part-time position that includes administrative and general office tasks. These tasks involve extensive use of Qualmark's customer relationship management system, Sales Logix and valuable exposure to operational processes. In addition, 20% of Andrew's time includes joining with Qualmark staff as they undertake their own tasks. These may include observing on-site quality assessments, attending industry events, and one-on-one information sessions with key staff.

Megan Roberts, AUT Programme Leader, Diploma of Travel and Tourism, says the benefit to students of hands-on, real life experience is invaluable.

"We prepare students to be work ready, and the Qualmark internship takes that learning to a higher level. It gives our students the opportunity to show what they can achieve in the workplace."
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Each semester (academic half year) a new intern will be selected from a pool of applicants from AUT's Diploma in Travel and Tourism or other undergraduate tourism programmes. At the conclusion of the internship, students are required to write an essay on their experiences. This is used by the students to reflect on their learning experience and by Qualmark New Zealand and AUT to refine the internship programme.

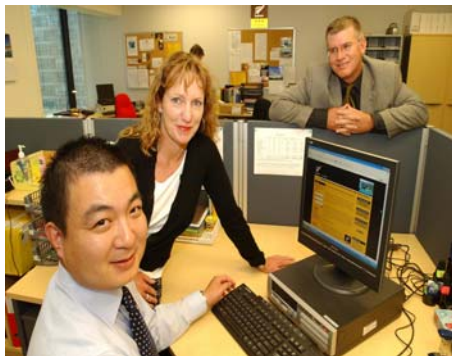
"This isn't a one-off programme," says Geoff Penrose. "It is ongoing and we are already seeing value for Qualmark New Zealand. Importantly, our interns will have direct, professional experience as they move forward to other roles in the New Zealand tourism industry." ENDS

For further comment please contact:

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Images Available on Request



Andrew Zhu (front) with Megan Roberts from AUT and Geoff Penrose Qualmark New Zealand Chief Executive



Andrew Zhu with Qualmark Chief Executive Geoff Penrose.

Profile on Qualmark New Zealand-AUT University Intern

Andrew Zhu

- Currently completing a Bachelor of Business (Tourism major) at AUT. Graduated in March 2006 with the Diploma in Travel and Tourism, majoring in tourism. Papers studied include:
 - i) Principles of Tourism
 - ii) Marketing of Tourism
 - iii) Travel and Tourism Organisation
 - iv) Distribution and Information Systems
 - v) Inbound Tourism Product Development
 - vi) Tourism Environment
 - vii) Organisation and Management
 - viii) New Zealand History and Geography
- Previous front-line travel experiences include travel consultancy and tour guiding roles
- Multi-lingual in English, Chinese and Japanese
- Previous qualifications include a Bachelor in Engineering, majoring in construction
- Andrew has lived in China and Japan. He now lives in North Shore City, Auckland

* Available for interview in conjunction with his tasks at Qualmark New Zealand.