Aviation Training: a critical factor for the growth of Ethiopian Airlines

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Dean Ethiopian Aviation Academy
Outline

1. Brief Overview of ET’ Business
2. ET’ Training Activity & the Establishment of EAA
3. EAA’s Strategy and Future Plan
Brief Overview

ET’s Profile

- Established in: 1946
- Revenue (Mill.): US $ 976 (2008/09)
- Passenger uplift (Mill.): 2.5 (2008/09)
- Main fleet (Jet): 26
- Destinations: Int’l: 55, domestic: 16
- Employees: 4868
- Ownership: owned by Government
Flight Network

Destinations: International - 55
Domestic - 16
Brief Overview, … Cont.

ASK Growth (in Million)

ET's ASK Growth (in Millions)
ET’s Training Center & Establishment of EAA

- From its first inception, ET has understood the critical role training plays in Airline business.
- As a result, ET established a training department in 1956. Following this
  - In 1958 cabin crew training began.
  - In 1964 pilot training school was established.
  - In 1967 aviation maintenance technician school was established.
  - In 2007 the Aviation Academy has been established, as a unifying institution.
ET’s Training Center ….. Cont.

Creating Synergy by Integration

Schools

Academy
Rational for the Establishment of EAA

- To develop Training as Strategic Business Unit with the objective of diversification of ET’s business by providing world class training services.
- To have training department which is fully aligned with the “Fast Growth Strategy” of ET.
ET’s Training Center, ..... Cont.

Profile of EAA:

- Total number of employee: 81
- Total number of instructors: 63
- Total number of current trainees (basic): 500
- Total Aviation graduates (Basic): 5000
- Total recurrent graduates: in hundreds of thousands
- Trainees from more than 51 countries have been trained in the training Schools.
ET’s Training Center, ..... Cont.

Serving Africa & the World

Graduates from PTS (Ab-initio): 870

Graduates from PTS (Ab-initio): 870

ETHIOPIANS: 567

FOREIGNERS: 303
ET’s Training Center, ….. Cont.

Serving Africa & the World

Aviation Maintenance Training School (Ab-initio): 2546
Vision of EAA:

• The vision of the Academy is to be a world class center of excellence in aviation training.
  ➢ Be competitive player in Aviation training in the region (quality and price).
  ➢ Offer standardized (internationally accredited) training programs

• Competitive advantage of EAA to achieve its vision:
  ➢ Has more than 40 years of experience in aviation training.
  ➢ Has well established network with major regional customers.
  ➢ Training is conducted in real training environment and facility.
ET’s Training Center, ….. Cont.

Training Schools & Departments of AA

1. Pilot training school
2. A/c maintenance training school
3. Commercial operations training school
4. Cabin crew training school
5. Human resource dev’t. training dept.
<table>
<thead>
<tr>
<th>NO</th>
<th>Course</th>
<th>Duration Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Commercial Pilot Course (CPL)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Instrument Ratings Course (IR)</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Multi-Engine Rating Course (ME)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Private Pilot License Course (PPL)</td>
<td></td>
</tr>
</tbody>
</table>

Admission req.: Engineers, Science graduates
<table>
<thead>
<tr>
<th>No</th>
<th>Courses</th>
<th>Duration Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AMTS (Aviation Maintenance Technician)-3 in 1</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Avionics Technicians</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Airframe Technicians</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Power Plant Technicians</td>
<td>10</td>
</tr>
</tbody>
</table>

Admission: engineers, graduates of vocational colleges
<table>
<thead>
<tr>
<th>No</th>
<th>Courses</th>
<th>Duration Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDT002</td>
<td>Regulations Tech. Policy &amp; Procedure</td>
<td>40</td>
</tr>
<tr>
<td>INDT002</td>
<td>Human Factors In Maintenance</td>
<td>24</td>
</tr>
<tr>
<td>SYST008</td>
<td>B737NG Airframe &amp; Power Plant Course</td>
<td>56</td>
</tr>
<tr>
<td>SYST005R</td>
<td>B767-2/300 A&amp;P Systems Refresher</td>
<td>96</td>
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</table>

Admission req.: Engineers, Science graduates
## Marketing Training

<table>
<thead>
<tr>
<th>No</th>
<th>Courses</th>
<th>Duration Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Basic Reservations</td>
<td>10</td>
</tr>
<tr>
<td>102</td>
<td>Basic &amp; Automated Reservations</td>
<td>10</td>
</tr>
<tr>
<td>104</td>
<td>Advanced Reservations</td>
<td>5</td>
</tr>
<tr>
<td>202</td>
<td>Basic Passenger Fares and Ticketing</td>
<td>10</td>
</tr>
</tbody>
</table>

Admission req.: Social Science graduates
### Cabin Crew Training

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aviation Security</td>
<td>4</td>
</tr>
<tr>
<td>The Basics of Cabin Crew</td>
<td>9</td>
</tr>
<tr>
<td>Cabin Management, Passengers Handling</td>
<td>84</td>
</tr>
<tr>
<td>Cabin Crew Basic Grooming Training</td>
<td>42</td>
</tr>
<tr>
<td>Safety and crew resource management</td>
<td>112</td>
</tr>
</tbody>
</table>

Total courses=10, 6 months with OJT

Admission req.: High School graduates, university graduates
Leadership Training: Highly structured

- **CEO**
  - COO/CEOs Executive Management
- **EDC**
  - Directors or equivalent Position holders
- **BMC**
  - Managers or equivalent Position holders
- **MDC**
  - Supervisors/Foremen/Chief Instructors/Corporate Analysts, Senior Marketing Officers or equivalent
- **SDC**
  - Lead Agents, Lead AJC Technicians, Lead Accountants, Lead Technician or equivalent
Leadership Training, ..... Cont.

Some of the list of courses:

- Leadership and Change
- Performance Management
- Effective Communication
- Financial Management
- Aviation and Business Law
- Fundamentals of Airlines Economics
- Project Management
The way forward: Strategy of EAA

- Raise quality of training by implementing international certification standards (EASA, ISO).
- Use of innovative training methods (MPL, CBT, e-learning, modularization) to raise admission, quality and efficiency.
- Partnership with world class & local training organizations.
- Expansion of training facilities & capabilities
Improve Quality and Adopt Quality Management System -

- Produce professionals with excellent skill, strong job commitment and good attitude.
  - Syllabus (standardized, customer focused)
  - Instructor (competence, dedication)
  - Teaching resources (lab, CBT, simulator, etc)
  - Teaching methodology
- Accreditation: ISO 9001, from world class regulatory bodies (FAA, EASA, etc)
increase admission capacity to meet market demand (ET’s and Third party’s)
Annual New Admission to the Academy

- 2009/10
- 2010/11
- 2011/12
- 2012/13
- 2013/14
- 2014/15
Innovative training program to meet demand

- Modularization of training program: introduce task oriented training program
  - In A/c maintenance (Avionics, Airframe, Power plant)
  - In commercial operations (Ticketing and reservation, Cargo service, etc)
Impact of modularization

Graduation Number of AMTS (55% increase)

<table>
<thead>
<tr>
<th>Year</th>
<th>AMTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>92</td>
</tr>
<tr>
<td>2008-09</td>
<td>143</td>
</tr>
</tbody>
</table>
Impact of modularization

Graduation Number of Commercial (70% increase from preceding year)

2007-08: 125
2008-09: 213

2007-08 is represented by green, 2008-09 by red.
Create & nurture strategic partnership and cooperation

- The cooperation with national and international institutions for mutual benefit is essential for the development of the Academy.

  - **Cooperation with International Institutions (IATA and ICAO)**
  - **Cooperation with other regional training centers** (Good Ex. is the cooperation between EAA & DENEL Aviation Training Centre, South Africa) **to effectively utilize the available limited resources in the region.**
EAA is member of TRINAIR: Platform for cooperation between civil aviation training institutions

- Ethiopian Aviation Academy, with its previous name Ethiopian Airlines Multi National Aviation training center (EAL MNATC) is a full member of the TRAINAIR program since June 1990.
- Completed the preparation of one course as per TRAINAIR standard- (73/006/PROP, Propeller Maintenance)
### Status of the TRAINAIR course development at EAA

<table>
<thead>
<tr>
<th>Item no.</th>
<th>STP designation</th>
<th>Title</th>
<th>Current Status</th>
<th>Future plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>73/006/PROP</td>
<td>Propeller Maintenance</td>
<td>8 &amp; 9</td>
<td>Upgrade</td>
</tr>
<tr>
<td>2.</td>
<td>73/016/IGNIT</td>
<td>Aircraft engine Ignition &amp; starting Systems</td>
<td>7</td>
<td>Complete &amp; approve</td>
</tr>
<tr>
<td>3.</td>
<td>73/033/PGTE</td>
<td>Aircraft Piston &amp; gas turbine Engines</td>
<td>7</td>
<td>Complete &amp; approve</td>
</tr>
<tr>
<td>4.</td>
<td>76/044/AMTEL</td>
<td>Aircraft Electrical Systems</td>
<td>7</td>
<td>Complete &amp; approve</td>
</tr>
<tr>
<td>5.</td>
<td>169/032/ACRT</td>
<td>Aircraft Com. Radio Telephoning</td>
<td>7</td>
<td>Complete &amp; approve</td>
</tr>
</tbody>
</table>
Develop & upgrade training infrastructure, facilities and equipment

➢ In order to be competitive, training should be supported by state-of-the-art infrastructure, facilities and courseware that conform to the highest standards.

➢ Phase by phase upgrade of the facilities is in progress.
• The Aviation Language Laboratory
  – Converts Francophone and Arabic speakers to follow English instructions in less than six months
Trainees on Training at EAA

Facilities & Equipment

- Computer Based Training
Trainees on Training at EAA

Facilities & Equipment

Flight Training Devices
Trainees on Training at EAA

The power plant OJT shop
Conclusion

• Aviation business is a very human capital intensive endeavor.

• Training is the basic fundament of Aviation industry. Aviation growth can not be achievable without training.

• The Aviation community needs to give more support & focus for the development of Training Centers.
  – Professional support
  – Material support
Thank You For Your Attention!