

West's Group Australia builds career pathways that retain and grow talent



West's Group Australia is a leading hospitality provider in the Hunter region, operating six prominent clubs and multiple dining, entertainment and event venues.

Industry: Hospitality & Clubs

Location: Newcastle, NSW, Australia

Company size: 1,000+ employees

Year founded: 1960

THE CHALLENGE

The West's Group Australia initially sought accredited training solutions to address key challenges inherent in the fast-paced hospitality industry. As Rachel Jones, Group Chief People Officer, stated, "maintaining consistent service standards across our teams is essential".

This core need, coupled with a desire for "nationally recognised training, up skilling staff to meet evolving industry expectations, and creating a more consistent, structured approach to onboarding and professional development", prompted their search.

Their overarching goal was to "formalise our training pathways, boost staff confidence, and support long-term career progression—all while aligning with industry best practices".

As their operational landscape evolved, further needs emerged. "With a dynamic and ever-changing workforce and operations running across multiple sites and shifts, we needed a training solution that could provide flexibility without compromising consistency". They recognised that "Traditional face-to-face training simply wasn't scalable or sustainable across our diverse footprint". This led them to incorporate online courses, seeing it as a "natural progression". The appeal of e-Learning lay in its ability to "reach team members wherever they were, at times that aligned with our rotating roster operational model", and its seamless integration into their established learning management system allowed for efficient monitoring and self-directed learning.



"We saw a significant increase in staff retention when investing in staff to complete the Certificate III in Hospitality, reflecting the positive impact of the training on both employee satisfaction and team stability."

Rachel Jones

Group Chief People Officer
The West's Group Australia

THE SOLUTION

To meet these multifaceted challenges, the organisation forged a strategic alliance with Allara. This partnership enabled them to achieve their initial goals of formalising training pathways, boosting staff confidence, supporting long-term career progression, and aligning with industry best practices.

Crucially, the partnership involved a high degree of customisation. "One of the standout features of our partnership has been Allara's ability to tailor content specifically to our Group", ensuring "the trainer contextualises content relevant to our operations, policies, and procedures, ensuring that every workshop aligns with our unique business context".

A significant component of this solution was the integration of "Allara Global's online courses into our strategy", providing a flexible and scalable way to deliver training. To facilitate greater accessibility to aid the uptake of online training, a practical measure was also taken: "One of the key strategies has been utilising dedicated computer terminals in each staff room across our venues to increase accessibility to the training when at work".

By integrating learning opportunities seamlessly into the work environment, businesses can significantly boost engagement and encourage consistent participation in professional development initiatives.

THE RESULTS

The impact of this strategic partnership and integrated training approach was significant. The organisation observed "a boost in team confidence and skills, with staff showing a stronger understanding of hospitality and improved guest service". Furthermore, "Managers have reported noticeable improvements in team performance and engagement".

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A key measurable result was a high retention rate, as they noted, "We saw a significant increase in staff retention when investing in staff to complete the Certificate III in Hospitality, reflecting the positive impact of the training on both employee satisfaction and team stability". An unexpected but significant benefit was "the creation of clear career pathways within our organisation". The training, specifically the "Certificate III in Hospitality training, has become a launchpad for team members aspiring to grow into leadership roles within the business". This investment led to tangible career advancements, where they have "seen individuals move from entry-level positions to significant leadership opportunities".

The enthusiasm for the training is shared by the team members themselves. Tracy from the Cardiff Catering team, who recently completed the program, said, "It was not what I was expecting – it was even better! I learnt more than just textbook knowledge – broad range of information. I see a solid future in the hospitality sector and the opportunities that come from this course at The Wests Group Australia".

This sentiment underscores the real world value and career-building potential the training offers participants.

ALLARA GROUP

ALLARA LEARNING

Founded in 2009, Allara Learning is a leading national vocational education and training provider. Allara Learning focuses on hospitality, culinary, retail, business services and leadership training. Allara Investments Pty Ltd ABN 76 110 564 264 trading as Allara Learning owns Tactical Training Group, National Registration Code: 91054

ALLARA GLOBAL

Allara Global delivers the world's best online hospitality training. Allara Global provides a best-in-class learning platform, custom online content and a comprehensive eLearning library of ready-to-go compliance, workplace safety and skills based training courses.



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