

## CASE STUDY:

# Parlour Group and Allara Learning collaborate to develop a bespoke leadership and management training program for senior staff

## PARLOUR GROUP

### CLIENT

Parlour Group

Founded in 2011, Parlour Group draws inspiration from the finer aspects of the North American spirit to provide Australians with premium hospitality experiences in four convenient Sydney-wide locations.

Parlour Group's growing portfolio of venues includes Riley St Garage, Surly's American BBQ, Village Inn, and Stanton & Co.

[parlourgroup.com.au](http://parlourgroup.com.au)



**Challenge:** After opening the Parlour Group's fourth venue Stanton & Co in Rosebery, group owner Brody Petersen recognised that it was essential to equip the right people with the right skills, in order to continue to grow the business.

"My vision for the whole group is to grow and build a hospitality company with unique venues. I can have this big goal of wanting to grow, but I can't do it without people." he said.



**I was able to look at my business needs and tailor a program to how I want my managers to behave and what I want them to know. Everything they'll be doing in this course will be put back into the business."**

Brody Petersen,  
Parlour Group founder

**Solution:** Having already created Parlour Group's onboarding and induction training program, Parlour Group approached Allara Learning to collaborate on developing a unique Leadership and Management program tailored to their business.

Allara Learning worked with Parlour Group to map the group's requirements to a structured training program. The Parlour Group Leadership and Management program seamlessly delivered a nationally recognised BSB51915 Diploma in Leadership and Management alongside the group's four key attributes they expect from their management team: delivering results, people management, financial accountability and customer service.

## ABOUT ALLARA LEARNING

Allara Learning is a leading national training and education provider.

Allara Learning provides nationally recognised qualifications to businesses and individuals across Australia.

Tailored training solutions are delivered onsite, in classrooms and online.

Allara Learning works with many of Australia's most respected companies and organisations, including: Merivale, Solotel, TFE Hotels, Freedom Furniture and Billabong Group.

Founded in 2009, the company is headquartered in Sydney with offices in Melbourne, Brisbane, Townsville, Cairns and Perth.

Allara Learning operates two Registered Training Organisations:  
Tactical Training Group Pty Ltd  
National Provider No. 91054  
WG Learning Pty Ltd  
National Provider No. 91178

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Group owner Brody Petersen comments:

"I was able to look at my business needs and tailor a program to how I want my managers to behave and what I want them to know. And it's all based on hospitality and restaurants. Everything they'll be doing in this course will be put back into the business."

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**I think all directors of hospitality groups our size or bigger will be doing this [in the future]. The only way you can grow is with people. We want to develop [our staff] because we want to hold on to them."**

Brody Petersen,  
Parlour Group founder

### Outcomes:

- To date, twenty of Parlour Group's senior employees, including venue managers, restaurant managers, bar managers, head chefs and sous chefs, have started the program.
- The program is being implemented across the Parlour Group as a standard prerequisite for all staff entering management positions.
- Group owner Brody Petersen is delighted with the new program, remarking: "I think all directors of hospitality groups our size or bigger will be doing this [in the future]."