

CASE STUDY - FUNTASTIC



SWINBURNE
UNIVERSITY OF
TECHNOLOGY

THE NEED

Funtastic was founded as a toy distribution company. The past four years has witnessed rapid growth via seven (7) acquisitions and organic expansion cementing Funtastic's position as the leading toy distributor and the prominent children's lifestyle product company.

As part to their Human Resource policy they wanted to reward and recognise staff for their performance by offering them career development through personalised and professional training.

THE SOLUTION

Working closely with Swinburne, 3 different customised training programs were recommended. These programs were tailored in line with the objectives of Funtastic's organisational vision and goals.

THE PROGRAM

There are 3 training programs - Certificate IV in Front Line Management for emerging leaders; Diploma of Business for new managers and a Graduate Certificate in Business for senior staff. Over 30 participants are currently involved in the course which runs for approximately 12 months.

THE OUTCOME

For the Participants

Participants work together in teams on a variety of projects approved by senior management that are to be applied directly to the future direction of the company.

For the Company

By having all the participants aware of and working towards Funtastic's goals and vision, there is a greater "buy in" towards the company's future direction. This also creates an environment where ideas are freely exchanged which results in creative and progressive ideas being put forward to senior management.



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