

CASE STUDY

DIAGEO LEARNING FOR LIFE PROGRAMME

Diageo Ireland wanted to support the industry they operate in by addressing the ongoing issue of skills shortages in the Hospitality sector. They did this by developing the Diageo Learning for Life Programme.

- ✓ DIAGEO
- ✓ POSITIVE2WORK SKILLNET (co-funded programme)
- ✓ DEPARTMENT OF SOCIAL PROTECTION (DSP) (Provided programme participants and financial support if companies want to employ people after programme finishes)
- ✓ DkIT (provided level 6 hospitality training for students)
- ✓ PLACEMENT PARTNERS

WHO



HOSPITALITY TRAINING (8 WEEKS)
WORK EXPERIENCE (4 WEEKS) IN DIAGEO CLIENT ESTABLISHMENTS
Content included:-Guest speakers, team work, role plays, practical work, field visits



WHAT

WHERE

- ✓ DUNDALK
- ✓ DUBLIN
- ✓ CORK
- ✓ WATERFORD



PARTICIPANTS

18-30 YEAR OLDS

MAX. YEARS UNEMPLOYED 2

WHY

PROVIDE TARGETED TRAINING & WORK EXPERIENCE TO MEET THE NEEDS OF EMPLOYERS IN THE HOSPITALITY SECTOR

END RESULT OF FIRST PROGRAMME



19 PARTICIPANTS IN THE PROGRAMME

14 MOVED INTO EMPLOYMENT IN FOOD AND BEVERAGE SERVICE JOBS

Employers such as: Crowe Plaza Hotel, McAteers Restaurant, Windsor Bar, Lisdoo Bar and Phoenix Bar Dundalk

89%

PROGRESSION RATE