

Get your business into shape.

Skills-based training programs designed specifically for retailers

1: Seed Online Short Courses

The Seed online learning program allows you, the retailer, to access short interactive courses designed to develop retail business skills. Studying online makes for a convenient, cost effective, targeted and interactive learning experience.

Online Courses now available:

1. Visual Merchandising
2. Buying for Retail
3. Recruiting Effectively
4. Leading the Team Effectively
5. Customer Service & Selling
6. Reference Checking
7. Performance Management
8. Conflict Management

2: Seed Retail Excellence Workshops

These practical workshops are designed to give you the skills to build a business improvement plan throughout the program. You can attend all the workshops or just select the ones that meet your specific needs.

Workshops available:

- Visual Merchandising
- Retail Marketing
- Customer Service
- Profitable Retailing

Check the
website for
dates and
locations

seed

growing retailers' knowledge growing retail

3: Seed Diploma of Retail Management

If you are seeking formal qualifications, the nationally recognised Diploma is accredited by the University of Western Sydney towards its Bachelor of Business and Commerce degree. Delivered over 12 months in monthly workshops, the Diploma is presented by industry experienced ARA facilitators who will guide you through practical exercises and case studies that explore the day-to-day challenges facing retailers.

Bulk Online Course Purchase facility

Seed online courses are a great way to train your staff, so register the team together for a group discount. Contact the ARA and participants will be sent an email with links directly to their course.

Special Online Offer to Westfield Retailers

When registering for the online courses, enter your Westfield tenant number into the member's code to receive a discount.

4: Professional Development Courses

Professional Development Courses cater for experienced retail managers and business owners who wish to undertake condensed targeted training to serve current or specific needs without having to commit to formal learning.

Pick from the selection of challenging but fulfilling day long courses

- Buying and Merchandising
- Leading your team
- Retail Marketing
- Understanding Retail Financials
- Managing a Customer Service Culture
- Retail Risk Management
- Human Resource Management
- Retail Strategic Planning

For further information visit www.retailseed.com.au

Westfield: Jack Hanrahan, 02 9358 7137

Australian Retailers' Association: Garry Terrill, 03 9321 5000

Westfield and the Australian Retailers Association receive a financial benefit from enrolments on the courses listed on this site.


www.retailseed.com.au



The logo for the University of Western Sydney, featuring a stylized bird or wing shape above the text 'University of Western Sydney'.

The logo for Learning Seed, featuring the text 'LEARNING SEED' with a small starburst icon to the right.