



# Staffing Large-Scale Events

**Gema Group's appetite for scalable recruitment solutions proves a snack for National Workforce.**

## Overview

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Staffing large events is a complicated task. There are many moving parts to ensure ongoing success.

Australian catering company, Gema Group, has been in operation for 36 years, working on everything from intimate indoor events to large scale outdoor festivals, sporting events and at stadiums. The business has a strong reputation in the hospitality industry and is renowned for their quality catering, flexibility, and innovation.

Delivering events of this size successfully requires extensive work and a reliable and professional staffing partner to manage the event staff recruitment process, freeing up Gema to focus strictly on the business of catering!

## Challenges

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Using the chatbot solution, automated screening, shortlisting and scheduling for events was possible. National Workforce was able to decrease the time and costs involved in hiring by 40% while providing an improved candidate experience.

## Results

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Much more than a client relationship; the collaboration between National Workforce and Gema Group has continued for over nine years, working together on over 100 successful events.

In what has been an extremely labour intensive and manual screening workflow process over the years, National Workforce's chatbot 'Charlie', has reduced time-to-hire in most instances from 10 days to 3 days freeing up five recruiters to perform higher-value tasks.

## 2020 Melbourne Grand Prix Project

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From job-ad to interview-booked in 3 days, processing 2,400+ applications.

Grand Prix 2020 overall result:



**2,467** applicants screened



**946** interviews coordinated



**746** candidates hired

**49%** of all conversations took place outside business hours.

**94%** of candidates reported a positive candidate experience after conversing with chatbot Charlie.

The National Workforce team is invested in every event. This ensures all the staff at events, whether back of house staff, chefs, bartenders, baristas, or retail bar staff are all working towards the same goal – a successful and smooth-running event.

Our commitment to Gema Group includes being onsite at each event to manage the staff sign-in process such as at the Supercars, Australian Formula 1 Grand Prix, Moto GP, Melbourne International Flower & Garden Show and Sydney International Tennis.

## Work With National Workforce

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National Workforce has a dedicated hospitality and events team.

**To speak to one of our team members about your staffing needs, please contact 1300 WORKING.**

*“Where does one begin to acknowledge the incredible value, insight and guidance National Workforce provides to support our diverse business in all areas of events and hospitality? Their whole team is professionally managed, supported and delivered in the most seamless and professional way every single time. We often feel like we’re working for the one company.”*

**Vanessa Anson**

**Group Human Resources Manager**

*“The extra mile National Workforce always goes to to ensure event perfection, never goes unnoticed. They provide unified delivery, fair and competitive engagement.”*

**Vanessa Anson**

**Group Human Resources Manager**

