

Hospitality & Foodservice Consultants



Hospitality & Foodservice Management Advisory & Operational Consultants, Designers and Drafting

Australia | New Zealand | Pacific Islands

Hospitality & Foodservice Consultants

PO Box 470, Dianella

Western Australia 6059

Mob: +61 449 873 239

SKYPE: chris.arrell1

Email: chris@hospitalityfoodservice.com.au

Web: www.hospitalityfoodservice.com.au



ABOUT



Hospitality & Foodservice
Consultants

Hospitality & Foodservice Consultants is a consulting and design company specialising in the hospitality and foodservice industries. Hospitality & Foodservice Consultants are experts in the fields of management advisory advice, operational consultation, design and drafting.

Hospitality & Foodservice Consultants are independent consultants working locally, nationally, and internationally.

Hospitality & Foodservice Consultants are Australian owned and managed. Hospitality & Foodservice Consultants have qualified and experienced consultants and designers some of whom have been consulting since 1992.

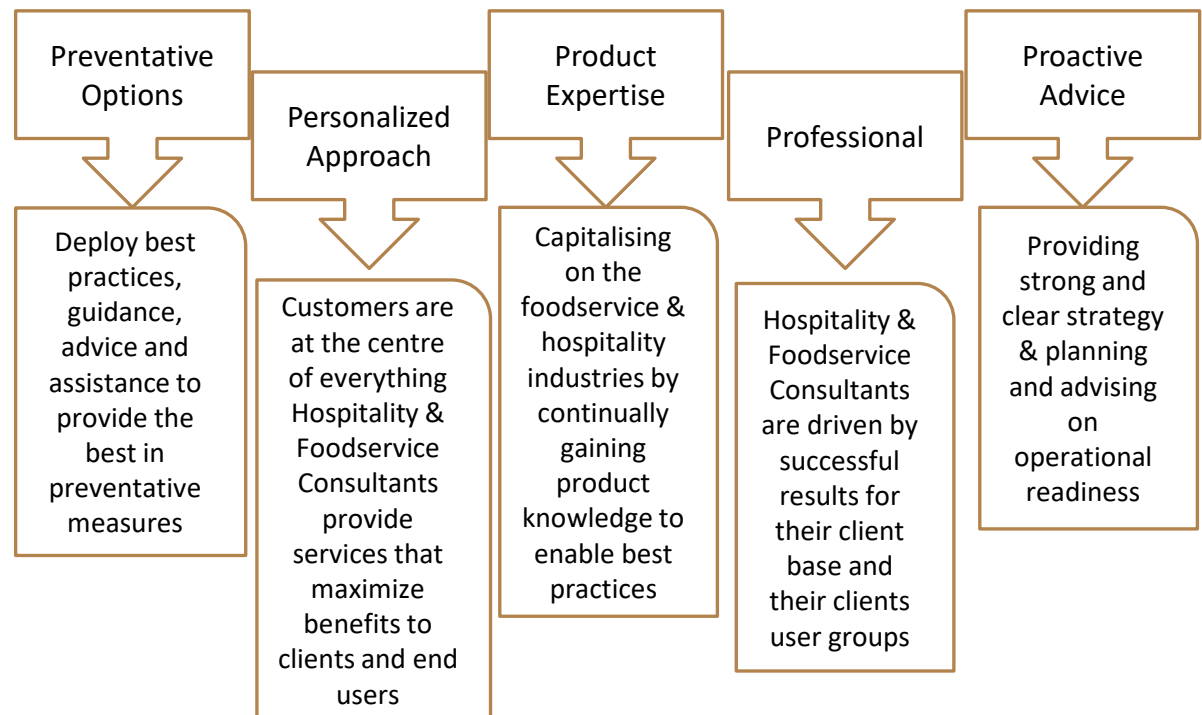
Hospitality & Foodservice Consultants are unique within the marketplace as the team look at projects holistically and provide desirable outcomes to suit their clients whether it is compliance, budget, value for money, return on investment, expansion, re-branding, risk mitigation, value-adding, master-planning, design, development, planning, feasibility, or change in operations to suit their needs. This is delivered through extensive knowledge and continued research of management, development, and operations of foodservice and hospitality businesses.

Hospitality & Foodservice Consultants provide an array of services across the hospitality and foodservice industries, whether management advisory services, operational review and audit, health check of your business, profit and loss review, market study, feasibility analysis, business plan, on-site mentoring, planning applications, liquor licencing advisory services, master -planning, design, drafting, and tender documentation Hospitality & Foodservice Consultants can assist with your current and future requirements.

Our Approach

Hospitality & Foodservice Consultants approach each project differently, whether it is market studies, design, feasibility analysis, management advisory consultancy, operational reviews, compliance reviews, return briefs, kitchen certification, or planning and liquor licensing applications. Each client brief and project differs and will require varying outcomes. Hospitality & Foodservice Consultants always reviews plans and reports from an operational perspective.

Hospitality & Foodservice Consultants as experts in their fields collects, collates and analyses information to advise clients in solving problems and developing strong lasting strategies.



Hospitality & Foodservice
Consultants

Our Process



Hospitality & Foodservice
Consultants

Initial Discovery

Hospitality & Foodservice Consultants dig deep into client's project briefs and ask the tough questions and strive to find the answers to the where, what, why, when, who and how to uncover client's required outcomes whilst matching these to the marketplace conditions.

Research Synthesis

From market study to feasibility analysis, design and drafting to food safety standards to fit out of food premise health standards to laundry standards, understanding of equipment, attendance at industry trade shows, memberships of industry organisations, ongoing training and development, factory site visits, familiarisation tours, peer reviews, knowledge of building standards, Hospitality and Foodservice Consultants stay relevant and hone in on sustainable feasibility reviews, and design best practise.

Hospitality & Foodservice Consultants use a variety of filters to validate recommendations.

Final Recommendation

Hospitality & Foodservice Consultants after preparing the client's market studies, feasibility analysis, operational reviews, cost-benefit analysis, internal value engineering, and/or value for money considerations and these are accepted by the clients, Hospitality & Foodservice Consultants then provides recommendations within reports and drawings including detailed descriptions to ensure the report and or drawing are results-driven including clear and defined outcomes to allow clients to proceed.

Code of Ethics



Hospitality & Foodservice
Consultants

The code of ethics for Hospitality & Foodservice Consultants is based on independence, competence, confidentiality and no conflict of interest.

Independence

Hospitality & Foodservice Consultants are 100% independent.

Competence

Hospitality & Foodservice Consultants are experts within the hospitality, foodservice, tourism, retail, and entertainment industries, no Hospitality & Foodservice Consultant's employee or contractor shall work on clients jobs should they not have the ability to undertake the required works.

Confidentiality

Hospitality & Foodservice Consultants come into contact with client's confidential information, all Hospitality & Foodservice Consultants staff and contractors sign a confidentiality agreement. Hospitality & Foodservice Consultants respects the privacy and confidential material provided by its clients.

Conflict of Interest

Hospitality & Foodservice Consultants declare any perceived conflict of interest to its clients prior to undertaking any works.

Market Segments

Hospitality & Foodservice Consultants provide management advisory consultation and operational consultation, design and drafting services within the private, government and not for profit sectors across the hospitality & foodservice industries these include, but not limited too:

- Accommodation properties including: hotels, motels, universities, resorts, lodges, bed & breakfast, caravan parks, camps, holiday parks
- Government facilities including: sporting venues, parliament house, libraries, museums, halls, community centres, incubators, hospitals, schools, Maraes, aquatic centres
- Residential aged care campus, nursing homes, retirement villages, hospices
- Taverns, bars, clubs, yacht clubs, winery's, cellar door
- Restaurants, cafes, lunch bars, fast food, café courts, pop-ups, mobile food trucks, grab n go
- Entertainment properties including: amusement parks, nightclubs, cinemas, clubs, wave parks, casinos, supper clubs, wave and water parks
- Retail properties including: quick service restaurants, butchers, boning room, bakeries, retail shopping centres, hairdressers, food courts, general stores, liquor stores, bottle shops
- Roadhouses, mining camps
- Shopping centre developments, hospitality & foodservice developments
- Commercial laundries
- Research centres, laboratories
- Childcare centres



Hospitality & Foodservice
Consultants

Services

Hospitality & Foodservice Consultants focus on providing 5 fundamental services within the hospitality and foodservice sectors

➤ **Management** Reports, Applications, Feasibility, Consultation & Advice.

Examples:

- Market studies, Return briefs, Peer reviews, Management plans, Functional design briefs, Benchmarking analysis, Master-planning
- Feasibility study, incorporating 3-5 year forecast cashflow analysis and project budget, Due diligence reports
- Planning applications, Liquor licence applications
- Food safety plans/programs incorporating templates, Statement of requirements (project deliverables), Standard Operating procedures, HACCP charts
- Venue and site investigation prior to developments or fit outs

➤ **Operational** Consultation, On Site Reviews/Audits, Mentoring Support & Advice. Examples:

- Operational audits, Operations reviews, Mentoring on site
- Food safety internal reviews
- Equipment and facilities audits, Competitor analysis, benchmarking
- Customer service surveys, mystery shops

➤ **Design**, Documentation, Drafting, Materials Selections, Equipment Selection/Specification, Budget Analysis, Tender Evaluation, Defects Reviews, & Certification. Examples:

- Master-planning, Spatial planning, Schematic concept design, Design development
- Equipment selection and specification, Materials selections and finishes schedules
- Tender documentation, Tender evaluation and RFIs
- RFIs, Project supervision, Shop and service drawings reviews, Defects reviews, Certification



Hospitality & Foodservice
Consultants

Management Consultation



Management advisory consultation is a broad area, which can be a greenfield site through to opening and everything in between. Samples of advice Hospitality & Foodservice Consultants have provided herein, but not limited too:

- Feasibility Analysis including 3-5 year probable forecast cashflows, and project budgets
- Market studies
- Funding proposals for banks and or investors
- Lease negotiations either for tenant or landlord from a commercial perspective only
- Cost benefit analysis reports and strategies including recurrent cost analysis



Hospitality & Foodservice
Consultants

Management Consultation

- Human resource set up including job descriptions, hierarchy development and performance development
- Catering contract negotiations from a commercial perspective
- Planning applications including change of use, section 40 liquor licence, resource consent
- Probable cashflows
- Forward planning analysis
- Due diligence reports
- Master-planning
- Redevelopment planning
- Business start ups
- Business plans
- Management plans & implementation
- Meal tray delivery system review
- Compliance audits for current facilities
- Peer reviews for proposed projected
- Lease negotiation and review from a commercial perspective only



Hospitality & Foodservice
Consultants

Management Consultation

- Benchmark reporting on trading situation, operational costs and property holding costs
- Standard operating procedures (SOPs) and Statement of requirements (SORs) developed and/or reviewed
- Concept briefs and return briefs
- Market analysis development , benchmarking and reporting
- Tourism business case studies
- Property refurbishment /renovation and or development strategies
- Menu development
- Food safety plans & programs, Waste management analysis & reports
- Mediation for government planning or leasing
- Staff training workshops
- Laundry system analysis
- Tourism, hospitality, catering, foodservice & retail consultation
- Growth strategies
- Venue and site analysis prior to development or fit outs



Hospitality & Foodservice
Consultants

Operational Advice



Ever wonder?

- My business or organisation is doing well?
 - I am turning over good money however there is nothing left after paying the bills?
 - Is my bottom line in line with the market?
 - My staff all appear really busy?
 - Our facilities appear ok?
 - I think our systems are enough?
 - I don't know where my baseline is?
 - How can I improve my financial position?
 - Can I grow?

Hospitality & Foodservice Consultants can advise businesses and/or organisations to better understand how their business is tracking and can conduct operational audits, reviews, on-site mentoring and provide practical solutions to best suit the business and/or organisations change requirements.

Other services include:

- Business audits – current trading situation, profit & loss, key Performance Indicators (KPIs), benchmarking
- Budgets, cashflow analysis, menu engineering, equipment and facility reviews and audits
- Food safety internal reviews and plans, HACCP risk analysis, on site mentoring
- Stocktaking, gross profit reports/analysis, payroll analysis, rostering for profit

Operational Advice

- Foodservice, food delivery, kitchen, laundry, housekeeping, dining & bar operation consultancy
- Property performance systems development
- Compliance reviews
- Equipment audits for re-use, replacement and/or preventative maintenance planning



Hospitality & Foodservice
Consultants

Mentoring

- Ever need a sounding board?
- Have an idea, but just don't know where to start?
- Need practical advice to get you started on a project?
- Just started a hospitality, foodservice, or food & beverage business and it is overwhelming and you just need help?
- Looking for alternate solutions?
- Looking for expert specialised mentoring?

Hospitality & Foodservice Consultants provides advice and recommendation to assist clients to move into the right direction in order to undertake a relevant development, increase customer satisfaction, grow the bottom line, reduce resources costs, increase staff moral, grow the business, develop and maintain consistency in product service and standards, and be compliant.



Hospitality & Foodservice
Consultants

Liquor Licence

Liquor licences can be a complex and overwhelming process. Hospitality & Foodservice Consultants can advise their clients in submitting a liquor licence application, whether in Western Australia, Australia Capital Territory, Queensland, or New Zealand:

- To gain a licence in Western Australia, generally requires an application including legal, personal, training, and corporate requirements, public interest assessment, harm minimisation plan, premises red line plan, site plan, and location plan, and sometimes the requirement to respond to objections and interventions, and section 40 planning certificate, section 39 health certificates
- To gain a licence in Australia Capital Territory also generally requires a Risk-assessment management plan (RAMP)
- To gain a licence in Queensland also generally requires a Risk-assessment management plan (RAMP), Community impact statement, and respond to public objections if any.
- To gain a licence in New Zealand depends on the local council policies, also generally requires a host responsibility policy, and respond to objections



Hospitality & Foodservice
Consultants

Design Consultation



Hospitality & Foodservice
Consultants

Hospitality & Foodservice Consultants staff have vast experience within the hospitality, foodservice, tourism, retail, and entertainment industries. This provides a benefit to clients as every design is reviewed from an operational and management advisory perspective as well as design.

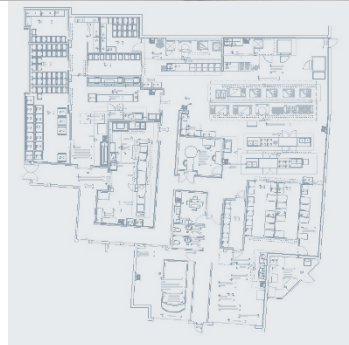
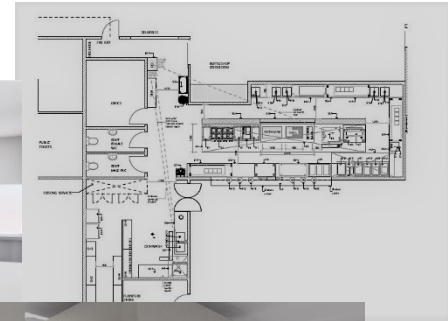
Each design is approached differently as each client has different operational outcomes.

Hospitality & Foodservice Consultants designs are based on:

- Design to best suit space available, services outcomes and locations, market, menus, food & beverage, accommodation, entertainment, retail and food delivery concepts and proposed user groups
- Ergonomic flows, functional layouts, food safety, work health safety, building standards all considered local and international
- Effective spatial planning consultation with architects, interior designers, builders, project managers, operators and other disciplines
- Cost effectiveness in planning, safety in design, design & buildability considered
- Fit for purpose layouts, materials selections and sustainable equipment specification, selection considered
- Reduction in ongoing operating costs and least resource usage factored into design
- Best operational outcomes to suit client and customers/ resident/ guest expectation delivered
- Prepare for client's user groups and numbers anticipated towards exceeding expectations operational and financially

Design Consultation

- Sustainable design reviews and advice provided
- Hospitality and foodservice peer reviews conducted
- Equipment, stainless steel, refrigeration, and loose equipment budgets and reports developed
- Written design specification guidelines for retail and food & beverage tenancies developed and provided
- Built fabric materials selections and finishes schedule provided



Hospitality & Foodservice
Consultants

Design



Hospitality & Foodservice
Consultants

Hospitality & Foodservice Consultants use the latest version of ArchiCAD and CADimages.

Hospitality & Foodservice Consultants prepare designs in pdf and dwg X-REF format:

- Development of concept briefs and return briefs for kitchens, pantries, buffets, laundries, foodservice, hospitality, meal delivery system, bar service, buffets, serveries, accommodation and entertainments areas
- Equipment selection and specifications based on spatial planning, cost benefit analysis and operational outcomes
- Project fit out budgets including equipment, stainless steel, hoods, mobile equipment, refrigeration, shelving, installation, delivery and commissioning (also joinery, tapware, drain protectors, floor wastes)
- Develop concepts
- Ergonomic spatial planning
- Schematic design layouts
- Safety in design risk assessment
- Design Development
- Develop equipment, (furniture layouts) including kitchen, bar, laundry, accommodation, entertainment, dining & function rooms
- Sections & elevations
- 3D views & renders
- Tender specification documentation, project supervision, tender evaluation, RFIs, shop and services set out drawing reviews
- Defects reviews, design compliance certificates kitchen fit outs



Construction Phase

Hospitality & Foodservice Consultants can assist with the construction phase:

- Answer tender request for information (RFIs)
- Conduct tender evaluations
- Review shop drawings and services set out drawings, and answer consultants and contractor RFIs
- Project supervise kitchen & laundry contractors, problem solve with Client, Project Manager, Architect, Interior designer, and Builder
- Attend project meetings and provide hospitality, foodservice and drafting design advice
- Conduct defects reviews and certify kitchen fit outs to standards



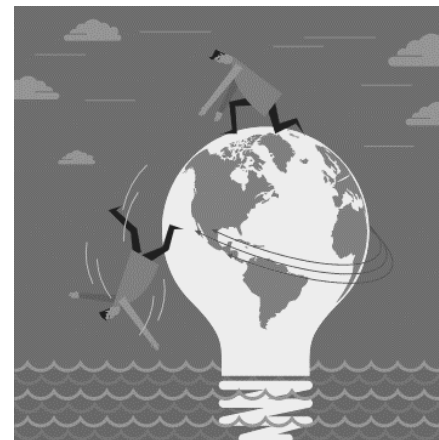
Environment

Hospitality & Foodservice Consultants consider environmental sustainability in design and equipment.

Each piece of equipment can cost more/less to operate than another therefore choosing the right equipment to suit your operation is paramount. Also some equipment can last longer than others.

For example a cost analysis was completed for a client. Although the piece of equipment was more expensive than the other, the analysis showed the piece of equipment paid for itself within 6 months due to water, chemical and power savings compared to other models. This is a win for the client and a win for the environment.

Understanding your baseline is critical in understanding your environmental impacts on the environment. Understanding your electricity, water, waste and gas costs can highlight issues within your establishment. It is important to actively monitor equipment use and reporting performance to be able to understand and manage your baseline.



Projects



Newman Hotel, Western Australia (2012 – 2014)

1401 Newman Drive, Newman Western Australia 6753

Lead consultant, Chris Arrell

Project, Hotel redevelopment including increased accommodation, New Hotel Rooms, New Garden Bar, Refurbished Bistro Restaurant and Lounge Bar, Refurbished Purple Pub and New Palms Dining Room

Scope, Feasibility Study, Design, Drafting, Management Advisory Advice, Operational Advice



Turoa Lodge, New Zealand (1985 – 1986)

10 Thames Street, Ohakune New Zealand

Lead consultant, Chris Arrell

Refurbish existing building into a ski lodge including accommodation, bar, restaurant, spa, and lounge areas.

Scope, management advisory advice, design advice, budget development, project managed refurbishment and fit-out, employed new hospitality team, developed the operational plan, and undertook operational pre-opening.



Hospitality & Foodservice
Consultants

Projects



Novotel Hobson Hotel, New Zealand 2014

Novotel Hobson Hotel, New Plymouth, New Zealand. New kitchen, bars and buffet schematic concept design equipment selection to suit new hotel. Open 2015.



Exchange Project

Nesuto Curtin Hotel &

Curtin University St Catherine's College Student Accommodation

Probuild Exchange – Uni & Hotel, multi kitchens, multi servery, bar and mobile joinery detail: hospitality & foodservice schematic concept design, equipment selection, design development, tender documentation. Supervision, defects reviews, kitchen certification Completed 2022.

Projects



Citadines St Georges Terrace, Western Australia (1999 – 2000) **Formerly Somerset and the Chifley Hotel**

185 St Georges Terrace, Perth WA 6000

Lead Hospitality consultant, Chris Arrell

Project development of an 85-room hotel, bar, restaurant and meeting rooms within an existing office building

Scope, feasibility analysis, hospitality and foodservice design, management advisory advice, pre-opening consultancy, liaison with the hotel management company, equipment/systems/FF&E specifications



Te Kano Winery, New Zealand (2020)

Te Kano Winery, Tarras-Cromwell Road and Middleton Road Northburn New Zealand

Develop tourist accommodation, restaurant, cellar door/tasting room, general store, function center and events

Lead consultant Chris Arrell

Scope, Conduct market study, feasibility review

Project on hold due to Covid 19

Projects



Hospitality & Foodservice
Consultants



The Cambridge Kununurra, Western Australia 2021 – 2025

CGL Accommodation Pty Ltd

47 Victoria Highway, Kununurra WA 6743

Project redevelop existing Ibis Styles hotel: 60 rooms (2 housing staff), Conference building, Reception, bar, dining, and amenities building and Pool

The Cambridge Kununurra

Redevelopment into a 4.5-star hotel. Incorporating a 96 mixed rooms, guest lounges, restaurant, bar, conference building over two floors, reception, bar, lobby, administration, staff and amenities building, pool, outdoor gym, connection to lobby/pool bar, spa and art/gift display, defined parking, views, separate service compound, hidden commercial laundry operation.

Scope, Management advisory advice, operational advice, design advice, drafting, marketing advice, equipment/systems, FF&E specification and advice, budgets. DA approved October 2022



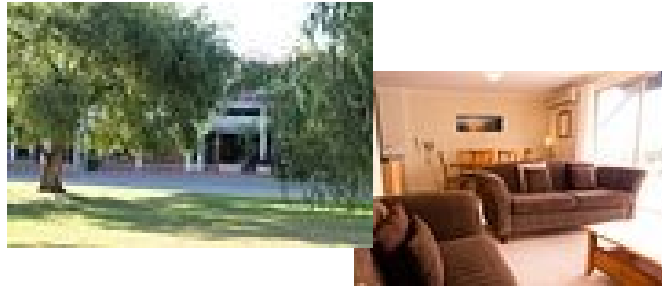
Landsmith Collection 2020 – 2025

Wallcliffe House, Western Australia

Project, Proposed Luxury boutique Hotel

Scope, Hospitality & Foodservice management advisory, operational, design consultation, and drafting

Projects



Serviced Apartments, Western Australia (1999 – 2000) Formerly Comfort Suites Rockingham

58 Kent Street, Rockingham

Lead Hospitality consultant, Chris Arrell

Project, Developed 40 serviced apartments, a restaurant, and a small bar, in house laundry

Scope, feasibility analysis, management advisory advice, design advice, operational plan advice, pre-opening and handover, equipment, furniture, hotel systems, FF&E specification, and budgets.

The project successfully operated and on-sold to become separate apartments, a bar, and a restaurant.



Millbrook Resort, New Zealand (project on hold)

Millbrook Resort, Queenstown, New Zealand: 5 star resort, redevelopment. Master-planning food & beverage new conference centre. Foodservice design for 4 kitchens, 2 bars and 1 QSR, and service bar. Currently in schematic concept design stage.



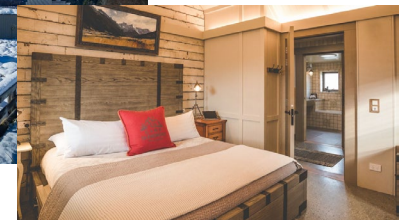
Hospitality & Foodservice
Consultants

Projects



Kingfish Lodge, New Zealand, 2015

Scope, market feasibility snapshot, design advice, equipment selection.



Camp Glenorchy, New Zealand, 2015

Camp Glenorchy Queenstown Lakes New Zealand, Market study, feasibility report, Peer review design, Hospitality & Foodservice management advisory advice and design consultancy services. Opened March 2018



Hospitality & Foodservice
Consultants

Projects



SwanCare, Bentley, Western Australia

Operational, Management Advisory Consultation & Foodservice Design for Main Production Kitchen, Satellite Kitchen, Pantry's, Laundry, including Equipment Selection, Specification, Tender Documentation & Tender Evaluation. Hospitality Operational and Management Consultation, Design and Drafting Services.



Darling Range Sports College, Perth, Western Australia

Foodservice Design for Food Technology Kitchen, 3D Views, Equipment Selection, Specification, Tender Documentation, RFIs, Review shop, service drawings, defects, and tender. Completed 2021.



Hospitality & Foodservice
Consultants

Projects



Hospitality & Foodservice
Consultants



Coast Port Beach, Fremantle, Western Australia

Hospitality & Foodservice Design and Drafting for Bars, Production Kitchen & Satellite Kitchen, 3D Views, Equipment Selection, Specification, Tender Documentation & Tender Evaluation. Hospitality Operational and Management Consultation, Drafting Services.



Angel Falls Grill, Shafto Lane, Perth, Western Australia

Hospitality & Foodservice Design for Bar and Kitchen, 3D Views, Equipment Selection, Specification, Tender Documentation & Tender Evaluation. Transfer of Liquor Licence, Liaising with Leasing Agent.

Projects



Hospitality & Foodservice
Consultants



Brass Monkey, Patriots Sports Bar, Northbridge, Western Australia

Hospitality & Foodservice Bar Design, 3D Renders, Equipment Selection, Specification, Tender Documentation, Bespoke Equipment Recommendations, Equipment and Furniture Consultation & Drafting Services.



Newman Town Square Community Incubator Kitchen, Newman, Western Australia

Hospitality & Foodservice Design, Drafting, 3D Views, Equipment Selection, Specification, Tender Documentation & Tender Evaluation, Defects Review, Hospitality Consultation, Small-wares Tender Documentation, Kitchen Activation, Kitchen Management Plan.

Projects



Hospitality & Foodservice
Consultants



Smithfield Village Shops, Cairns, Queensland

Hospitality & Foodservice Management Consultation, Feasibility, Retail Consultation, Drafting services, Tenant Requirements Negotiation, Tenant Fitout Guides.



Rhum-Ba, Port Denarau Marina, Nadi, Fiji

Peer Review, Hospitality & Foodservice Design, 3D Views, Equipment Selection, Specification, Tender Documentation & Tender Evaluation, Drafting Services.

Projects



Sheraton Resort & Spa, Tokoriki Island, Fiji

Hospitality & Foodservice Design for Bars, Drafting, Kitchen & Pantry, 3D Views, Equipment Selection, Specification, Tender Documentation & Tender Evaluation.



Attika Hotel, Northbridge, Western Australia

Management Plan, Waste Management Plan, Traffic Management Plan, Hospitality Consultation. Food & beverage design and drafting Yefsi at Attika Greek restaurant.



Our Clients & Projects Australia



Built, His Majesty Theatre, multi kitchen and multi bar: development of the hospitality & foodservice design, provided recommendations and comments on proposed equipment, and conducted a defects review. Open 2020



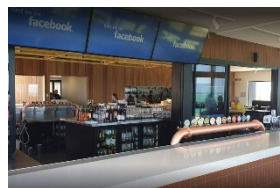
Probuild, Exchange – Curtin University & Hotel, multi kitchens, multi servery, bar and mobile joinery detail: hospitality & foodservice drafting, schematic concept design, design development, equipment selection, tender, supervision, defects reviews and documentation. Completed 2022



Deer Park Club – Hospitality & foodservice operational audit review, mentoring and redesign of kitchen to allow for additional kitchen equipment. Consultation during 2018/2019



Taylor Robinson Chaney Broderick - Darling Range Sports College: schematic concept, equipment selection, design development and tender documentation for a school food technology kitchen suitable for Cert. II training. Completed 2021.



Stockland and Tillbrook Melaleuka Group (TMG) – Amberton Beach Bar and Kitchen

Stockland: Planning with Architect, market snapshot, expression of interest.

TMG: Hospitality & Foodservice schematic concept, equipment selection, design development, drafting and tender documentation Opened 2019



PMDL – Islamic College of Melbourne– School Cafeteria: hospitality & foodservice schematic design, equipment selection, design development and tender documentation for servery and kitchen. Tender phase. Completed 2021.

Our Clients & Projects Australia



Coast Port Beach formerly Salt on the Beach WA, Hospitality & Foodservice management advisory & operational consultancy drafting, design, tender documentation & evaluation. Opened October 2016.

Shire of East Pilbara, Newman Town Square Edge Commercial Kitchen: Activating community kitchen with key stakeholders and community groups. Opened July 2017

Newman Town Square Edge Commercial kitchen multi kitchen design and tender documentation, small wares tender for Cameron Chisolm Nicol Architects, LANDCORP developer. Opened July 2017

Patriots Sports Bar (Brass Monkey), Northbridge, WA: Hospitality & Foodservice Bar Design, Drafting services, tender documentation, bespoke equipment recommendations, equipment specification and furniture consultation. Opened 2017

Taylor Robinson Chaney Broderick- John Forrest Secondary College, Morley. Hospitality & Foodservice design, drafting and consultation services. Food technology kitchen, cafeteria kitchen and servery, kiosk and prep kitchens. Completion due July 2022.

Smithfield Village Shopping Centre, Cairns new local shopping centre market study, feasibility report, schematic concept design, hospitality management advisory, design advice, feasibility analysis, EOIs, retail mix development, budget. Opened 2017

Our Clients & Projects Australia



SwanCare Bentley, Perth, Feasibility study, Main Production Kitchen, Waminda Satellite kitchen, Ningana satellite Kitchen, 3 x pantry's, and commercial laundry design, documentation through to tender, tender evaluation, RFIs, defects review and kitchen and laundry fit out certification 2017-20



Pan Pacific Hotel, Perth Foodservice design function kitchen and warewashing area, solution for make up air and exhaust air, equipment layout, drafting, tender documentation and evaluation. 2017.

Angel Falls Grill Shafto Lane Perth. Hospitality Management advisory, operations and design consultancy. New Venezuelan restaurant. Open 2016.



Attika Hotel Perth, Serviced Apartments, Hospitality Management advisory, operational and design consultancy. Opened Apartments 2015. Small Bar Liquor Licence Yefsi Greek Restaurant 2019



URBNSURF Melbourne & Sydney, Hospitality & Foodservice Management advisory consultancy & design consultancy. Peer review proposed food & beverage operations and design. Market study, Feasibility analysis, benchmarking food & beverage operations.



Amberton Beach Estate Eglinton, Baldivis Shopping Centre, Harrisdale Shopping Centre, Whiteman Edge, Hospitality & Foodservice Management advisory consultancy and design advice. Feasibility analysis, benchmarking, EOIs.

Our Clients & Projects New Zealand



Camp Glenorchy Queenstown Lakes New Zealand, Market study, feasibility report, Peer review design, Hospitality & Foodservice management advisory and design consultancy services. Opened March 2018



Millbrook Resort, Queenstown, New Zealand: 5 star resort, redevelopment. Master-planning food & beverage new conference centre. Foodservice design for 4 kitchens, 2 bars and 1 QSR, and service bar. Currently in schematic concept design stage.



Christchurch Casino, Live Venue, Christchurch New Zealand: Foodservice consultation, kitchen schematic concept design, design development, drafting, tender documentation, tender review, Open 2013.

Novotel Hobson Hotel, New Plymouth, New Zealand. New kitchen, bars and buffet schematic concept design equipment selection to suit hotel. Open 2015.

Taylor Robinson Chaney Broderick-Wesley College, South Perth, Hospitality & Foodservice design, drafting and consultation services. Master-planning Food technology kitchen, prep kitchen and cafeteria kitchen. 2022-2024.



Hospitality & Foodservice
Consultants

Our Clients & Projects Fiji



Amunuca Island Resort & Spa, Fiji (Sheraton, Tokoriki): Main Kitchen, show kitchen, buffet & Bars schematic concept design, design development, drafting, 3D view, tender documentation, evaluation, defects review. Open 2014.



Fiji Beach Resort & Spa (Hilton), Fiji: Bistro Kitchen, Satellite/pool Bars, Satellite Pantry Kitchen & Back of House Production Kitchen schematic concept design, design development, 3D views, tender documentation and evaluation, operational consultation. Opened 2017.



Denarau Marina Fiji, Hospitality schematic concept design internal and external including retail.



Coral Coast Fiji, Hospitality design, equipment selection and specification, tender documentation, and tender evaluation.

The Pearl Resort, Pacific Harbour, Fiji, 4 star hotel. Extension & redevelopment of production kitchen and laundry schematic concept design, design development, equipment selection & specifications. Open 2013.

Port Denarau Yacht Club Rhum-Ba, Fiji new kitchens ground and upper floors. Hospitality Management advisory and food & beverage design Bar restaurant and function centre over two floors. Open 2015.



Hospitality & Foodservice
Consultants

THE TEAM



Chris Arrell

Foodservice Hospitality Operational,
Management Advisory & Design
Consultant

Mob: +61 449 873 239

E: chris@hospitalityfoodservice.com.au

Chris Arrell, the founder of Hospitality & Foodservice Consultants, Hospitality Total Services in Australia & New Zealand, has collectively over 40 year's experience in the foodservice, hospitality, tourism, food & beverage, kitchen, retail, healthcare, clubs, entertainment, accommodation, and government facilities sectors providing operational, management advisory and design consultation.

Chris was an apprentice chef, chef, bar manager, hotel general manager, and hospitality operations manager in both Australia and New Zealand over the first years then as a hospitality and foodservice operational, management and design consultant during the last 29 years Chris has been providing independent advice within his own consulting companies.

Chris's advice and experience span are across all the services that Hospitality & Foodservice Consultants offers.

Chris was a guest speaker at the Singapore Food Hotel Asia 2014 show, the presentation was on feasibility analysis for International Hotels & Resorts.

CONSULTATION

Chris started consulting in 1992 and has worked on over 300 different client consultation briefs some of which included multiple projects requiring management advisory, operational advice & design. Just to name a few Chris has provided

- | | | |
|--|--|-------------------------------------|
| ✓ operational reviews and audits, | ✓ redevelopment consultancies | ✓ tourism strategies |
| ✓ kitchen and bar design, | ✓ advice and recommendation on master-plans for hospitality precincts, | ✓ growth strategies, |
| ✓ laundry reviews and design, | ✓ sustainable design, | ✓ business plans, |
| ✓ hospitality and foodservice management advice, | ✓ retail advice including retail mix, | ✓ marketing & feasibility analysis, |
| ✓ liquor licensing advice and application, | | |

Operational Advice and Consultation

This advice includes but not limited to:

- | | | |
|--|-------------------------------|------------------------------------|
| ✓ Operational Reviews back and front of house | ✓ Cost-Benefit Analysis | ✓ Waste Considerations & Solutions |
| ✓ Laundry Solutions | ✓ Online and offline presence | ✓ Revenue Metrics |
| ✓ Stocktaking | ✓ Food Delivery Solutions | ✓ Menu engineering development |
| ✓ Profit & Loss reviews including Cost of Goods Sold & Payroll Costs | ✓ Customer Exit Surveys | |

THE TEAM

Management Advice and Consultation

This advice includes but not limited to:

- ✓ Feasibility analysis & reports
- ✓ Business plans
- ✓ Market analysis
- ✓ Probable cashflows
- ✓ Peer reviews design & operations
- ✓ Master-planning and strategies
- ✓ Equipment condition reports
- ✓ Human resources structures & hierarchy
- ✓ Cost-benefit analysis & recurrent cost analysis
- ✓ Point of sale & inventory management system review & recommendations
- ✓ Standard Operating Procedures
- ✓ Statement of requirements
- ✓ Key Performance Indicators
- ✓ Feasibility Snapshot reports
- ✓ Expression of Interest campaigns
- ✓ Management plans
- ✓ Public interest assessments
- ✓ Pre purchase due diligence reports
- ✓ Food Safety reviews
- ✓ Benchmarking
- ✓ Market Strategies
- ✓ Ware washing strategies
- ✓ Budgets
- ✓ Spend analysis
- ✓ Food & Beverage Mentoring
- ✓ SWOT analysis
- ✓ Legislative review
- ✓ Supplier negotiations
- ✓ Project Management & Administration
- ✓ Catering contract negotiations

Design Advice and Consultation

Chris has provided hospitality & foodservice design from a small kiosk to multi kitchen or multi-outlet developments. Back of house design is completed by Hospitality & Foodservice Consultants which include accommodation rooms, kitchens, bars, laundry, storage, waste & service areas, and advice on front of house as required. Chris works in-house with his foodservice designer team and externally with clients, architects, interior designers, builders, engineers, and project managers to complete projects, from a hospitality, foodservice, catering, food & beverage perspective.

This advice includes but is not limited to:

- ✓ Master- planning and Spatial planning
- ✓ Schematic Concept Design
- ✓ Design Development
- ✓ Equipment Specifications
- ✓ Equipment Selections
- ✓ Project Budgets
- ✓ Tender Documentation & Evaluation
- ✓ Specifications
- ✓ Spatial Planning
- ✓ Site Inspection
- ✓ Reused Equipment Review
- ✓ Kitchen Certification
- ✓ Compliance with AS467 design construction and fit-out of food premises
- ✓ Compliance with Standard 3.2.3 food premises and equipment
- ✓ Compliance with AS1668.2.2012 the use of ventilation
- ✓ Project Administration
- ✓ Defects Review
- ✓ Operational Flow

THE TEAM

Management Skills

- ✓ Researching and learning how to be better and putting this new knowledge into practice
- ✓ An innovative approach to management by identifying opportunities
- ✓ Committed to self-development, being on-trend and ahead of the pack
- ✓ Strong ability to develop strategic client relationships
- ✓ Strong problem-solving attributes through sound knowledge and lateral thinking capabilities
- ✓ Proven leadership in management, with a hands-on approach
- ✓ Strong track record of developing successful business relations with key stakeholders
- ✓ Day to day management of multiple sites, or multisite operations
- ✓ Strong strategic planning capabilities
- ✓ Strong public speaking skillset
- ✓ Strong attention to detail

KEY SKILLS WITHIN HOSPITALITY, TOURISM & FOODSERVICE

Financial Acumen

- ✓ A clear understanding of balance sheet and profit and loss reporting
 - Revenue
 - Operating costs: payroll, cost of goods sold
 - Other revenue
 - Expenditure
 - Fixed costs
- ✓ Development of and implementing cashflows and business plans
- ✓ A proven track record in growing revenues and bottom-line profitability
- ✓ Strong financial acumen and the ability to complete financial feasibility reports including cashflow forecasts
- ✓ Producing forecast revenues, and later conducting the review against actual revenue
- ✓ Strong budgeting capabilities with the ability to implement the same, departmentally, overall site, or multisite

- ✓ Great communicator
- ✓ Cultivating relationships
- ✓ Clear decision making
- ✓ Ability to prioritise tasks
- ✓ Strong customer focus
- ✓ Ability to adapt quickly in situations
- ✓ Strong interpersonal skills
- ✓ Strong financial acumen
- ✓ Team building
- ✓ Staff development
- ✓ Influencer
- ✓ Strong negotiation
- ✓ Strong listener

THE TEAM

Operational and KPI's

- ✓ Developing and implementing service standards and statement of requirements
- ✓ Development of and implementing standard operating procedures
- ✓ Developing and implementing marketing plans
- ✓ Development of and monitoring/auditing service standards, including Key Performance Indicators through measuring the same
- ✓ Conducting, measuring, and reporting on surveys
- ✓ Developing maintenance and preventative maintenance strategies
- ✓ Strong operational & functional understanding of back of house and front of house operations
- ✓ Reviewing and measuring leased operations

Reporting

- ✓ Strong capability of developing daily and weekly reporting requirements for operational, financial, and property reporting

Management

- ✓ Fully conversant with the management, operational and financial components of the food, beverage, entertainment, retail, and accommodation industries
- ✓ Strong management of multiple or multisite operations
- ✓ Management of leases, contracts, consultants, and operators
- ✓ Management of front of house operations – including accommodation, bars, cafés, retail, functions, nightclub, dining, alfresco, takeaway, entertainment, and restaurants
- ✓ Management of back of house operations – including kitchens, stores, laundry, housekeeping, maintenance, office, and administration
- ✓ Management of quality customer service
- ✓ Inventory management including stocktaking and ordering, stock control, and stock rotation
- ✓ Menu development and recipe implementation for food and beverage
- ✓ Cash management
- ✓ Opening & closing
- ✓ HR including staff training, job descriptions, duty statements, staff management & direction, staff interviews & shortlisting, conflict resolution, staff rostering & staff roster budget development, and implementation
- ✓ Constantly considering trends in the marketplace and implementing the research findings where able to
- ✓ Strong knowledge of hospitality, foodservice, healthcare, retail, entertainment, and tourism industries
- ✓ Site management

THE TEAM

Developments & Redevelopments

- ✓ Strong understanding of solid design requirements through completing many varied successful project fit-outs, developments, and redevelopments
- ✓ Strong experience in completing refurbishment, developments, and pre-openings

Statutory Regulation

- ✓ Strong knowledge and understanding of the statutory requirements associated with the accommodation, hospitality, entertainment, retail, healthcare, leasing, tourism, and foodservice industries
- ✓ Strong knowledge of food safety and HACCP
- ✓ Strong knowledge of AS4674 design, construction, and fit-out of food premises
- ✓ Strong knowledge of food standards Australia New Zealand 3.2.1, 3.2.2 and 3.2.3
- ✓ Strong knowledge and understanding of laundry standards
- ✓ Knowledge and understanding of AS1668.2 2012 Ventilation within kitchens
- ✓ Strong understanding of food & Liquor acts in Australia

THE TEAM



Sarah Arrell

Foodservice Management Advisory
Services and Design Consultant,
Research & Administration

Mob: +61 426 509 942

E: sarah@hospitalityfoodservice.com.au

Sarah Arrell, co-owner of Hospitality & Foodservice Consultants has worked in the hospitality and foodservice industries for over 20 years. For 12 years Sarah worked hands-on in the hospitality industry working her way up to management.

CONSULTATION

Sarah has been providing management advisory services since 2007 and as a foodservice design consultant since 2010. Just to name a few Sarah has provided

- ✓ hospitality and foodservice management advice,
- ✓ human resources operational reviews,
- ✓ kitchen and bar design,
- ✓ laundry design,
- ✓ liquor licensing application,
- ✓ marketing & feasibility research,
- ✓ growth strategy research,
- ✓ business plan research,

Management Advice and Research

This includes but is not limited to:

- ✓ Standard Operating Procedures
- ✓ Market research
- ✓ Feasibility research
- ✓ Demographics research
- ✓ Business plans research
- ✓ Statement of requirements
- ✓ Assist with peer reviews design & operations
- ✓ Key Performance Indicators
- ✓ Human resources structures & hierarchy
- ✓ Job descriptions and employer requirements
- ✓ Roster costings
- ✓ Staff training programs
- ✓ Management plan research
- ✓ Budgets
- ✓ Cost estimates
- ✓ Spend analysis research
- ✓ Public interest assessments
- ✓ Due diligence reports research
- ✓ Benchmarking research
- ✓ SWOT analysis research
- ✓ Templates
- ✓ Function package development
- ✓ Compilation of Expression of Interest campaigns
- ✓ Cost-benefit analysis & recurrent cost analysis
- ✓ Food and beverage menus review, research, and development
- ✓ Food and beverage costing analysis development
- ✓ Kitchen management plans
- ✓ Task matrix's
- ✓ Management plans
- ✓ Local Council applications including change of use and Section 40 application

THE TEAM

Operational Advice and Research

This includes but is not limited to:

- ✓ Online and offline presence research
- ✓ Food Delivery research
- ✓ Stocktaking
- ✓ Collate and compile customer exit surveys

Foodservice Consultation

Sarah has provided foodservice designs from small kiosks, medium kitchens to large production kitchens. Sarah provides the foodservice design, which is then provided to our drafter to complete the detailed design. With Sarah's expertise within the hospitality sector, she completes the design to incorporate operational flow and efficiencies. Some of the designs Sarah has completed includes

- ✓ kitchens,
- ✓ Production kitchens
- ✓ Bars,
- ✓ Laundry,
- ✓ Storage,
- ✓ Waste & service areas

Foodservice Design

- ✓ Spatial planning
- ✓ Schematic
- ✓ Concept Design
- ✓ Design Development
- ✓ Equipment Specifications
- ✓ Equipment & stainless-steel Budgets
- ✓ Tender Documentation & Evaluation
- ✓ Specifications
- ✓ Defects Review
- ✓ Operational Flow
- ✓ Spatial Planning
- ✓ Reused Equipment Review
- ✓ Value engineering
- ✓ Consider AS467 design construction and fit-out of food premises
- ✓ Consider Standard 3.2.3 food premises and equipment
- ✓ Consider AS1668.2.2012 the use of ventilation

ADMINISTRATION

- ✓ Accounts including BAS and payroll
- ✓ WIP
- ✓ Administration duties
- ✓ Report writing
- ✓ Research
- ✓ Public Interest Assessments

THE TEAM



Gareth Mitchell
(NatDip ArchTech)
(Level 6 Cert.
Occupational Health & Safety)
Foodservice Design Consultant
and Drafter

Gareth has worked with Chris and Sarah since 2013, whilst in his role as a foodservice design consultant and draftsman he has produced front of house and back of house drawings including kitchens, bars, laundry's, buffets, dining, and accommodation areas for projects located within Fiji, New Zealand, Papua New Guinea, Sri Lanka & Australia. Gareth comes from a background within Residential/Commercial Design, working in both ArchiCAD and Manual drafting.

Gareth has a National Diploma in Architectural Technology and a Level 6 Certificate Occupational Health & Safety.

Gareth has vast knowledge and experience in design, drafting, and 3D design which adds a great component to Hospitality & Foodservice Consultant's expertise.

Gareth's recent projects for Hospitality & Foodservice Consultants:

- | | |
|--|---------------------------------|
| ✓ Coast Port Beach, Fremantle WA formerly Salt | ✓ Sheraton Tokoriki, Fiji |
| ✓ Brass Monkey, Patriots Bar, Perth WA | ✓ SwanCare, Bentley |
| ✓ Smithfield Shopping Village, Smithfield QLD | ✓ Millbrook Resort, New Zealand |
| ✓ Darling Range Sports College, Perth WA | ✓ Wesley College, Perth WA |
| ✓ Belgian Beer Café, accommodation rooms redeveloped, Perth WA | |
| ✓ TMG Group, Amberton Beach Bar & Kitchen, Eglinton, WA | |
| ✓ TMG Group, CYO Pub refurbishment, Perth, WA | |

Key Competencies

- | | | |
|---------------------------------|---------------------------------|------------------------|
| ✓ New design concepts | ✓ Construction details | ✓ Equipment research |
| ✓ Redevelopment design concepts | ✓ Specifications | ✓ 3D render images |
| ✓ Schematic concept design | ✓ Joinery details | ✓ Research |
| ✓ Elevations | ✓ Working drawings | ✓ Tender documentation |
| ✓ Design documentation | ✓ Plan specifications | ✓ Manual drafting |
| ✓ Detailed design | ✓ Cabinetry drawings | |
| ✓ Sections | ✓ Services schedules & drawings | |
| ✓ Workshop drawings | | |

Testimonials



Hospitality & Foodservice
Consultants

"SwanCare were very happy with the Foodservice and Laundry Return Brief you did.... Praising both your approach and the report outcomes... impressed with your methodology and your practical recommendation, and that is was refreshing to have an external consultant come in and work so seamlessly with all stakeholders" From Philip Binet (since deceased), Project Manager NSPM, on behalf of SwanCare, Western Australia.

"What you guys have done was awesome and you have helped make this into the amazing place it is... Venue has amazing capacity to produce and very efficient... More than happy to recommend you Chris. It's been great and much of it thanks to you of course... Cheers and well done again Chris" From Ian Hutchinson Coast Port Beach, Western Australia.

"Chris Arrell, is a seasoned Hospitality specialist with the ability to manage complex catering operations. He has highly developed design and logistics skills and was the lead manager in the Australian Parliament House Catering and Events takeover. He has a wide range of contemporary catering experience and skills and is an asset to any organisation who engages him." From Paul Scott Director Catering Parliamentary Experience Branch Parliament of Australia Department of Parliamentary Services.

"I personally along with the rest of the EMC members have learnt so much from you about how to run the venue from you, and believe we are in position to implement a sustainable operating model." From Nick Neal President Coogee Beach Surf Life Saving Club, Western Australia.

"The overall design and build concept is the result of a partnership with the Primary Shareholders and Directors Nigel Skeggs and Michael Dennis, each person having suitable and relevant experience in the industry and business locally. Additional consultation with experts in their respective fields have resulted in a well planned Bar Restaurant and Club that will meet the needs of the market" Sourced from <https://denaraumarina.com/denarau-yacht-club-and-the-rhum-ba-officially-open-for-business/> Fiji

Contact us



Hospitality & Foodservice Consultants

Hospitality & Foodservice Consultants

Mobile: +61 449 873 239

Postal: PO Box 470 Dianella, WA 6059

Insurances

Public Liability Insurance, Professional Indemnity Insurance, Workers compensation certificates available on request

Memberships

Clubs WA 2021-2022

The Institute of Hospitality in HealthCare Western Australia 2018, 2019

Chris Arrell

Professional member F.C.S.I by way of qualification & time, operating under a code of conduct 2004-2014.

Fleetbase West Wardroom HMAS Stirling WA; Associate Member since 1994.

City of Rockingham Chamber of Commerce Executive Member between 1994 – 1998.



**Hospitality & Foodservice
Consultants**