



Hospitality & Foodservice Consultants

Company Profile

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Cover Page

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Contents

1	Hospitality & Foodservice Consultants	6
1.1	About	6
1.2	Our Approach	6
1.3	Our Process.....	7
1.3.1	Initial Discovery	7
1.3.2	Research Synthesis.....	7
1.3.3	Final Recommendation	7
1.4	Code of Ethics	8
1.4.1	Independence.....	8
1.4.2	Competence	8
1.4.3	Confidentiality	8
1.4.4	Conflict of Interest.....	8
2	Market Segments.....	8
3	Services	9
3.1	Management Advisory Consultation	9
3.2	Operational Advice	10
3.3	Mentoring.....	11
3.4	Liquor Licencing Advisory Services	11
3.5	Design Consultation.....	12
3.6	Design and Drafting	12
3.6.1	Equipment Selection	13
3.6.2	Construction Phase	13
4	Capability Statement.....	14
4.1	Experience	14
4.2	Design Experience	14
4.3	Operations & Management Advisory Experience	14
4.3.1	Financial	15
4.3.2	Operational and KPI's.....	15
4.3.3	Management Advisory	15
4.3.4	Developments & Redevelopments	16
4.3.5	Statutory Regulation	16
5	The Team.....	16

5.1	Organisational Chart.....	16
5.2	Chris Arrell	17
5.3	Sarah Arrell	21
5.4	Gareth Mitchell.....	23
6	Projects	25
6.1	Accommodation	25
6.1.1	Newman Hotel	25
6.1.2	Novotel Hobson Hotel.....	25
6.1.3	Nesuto Curtin Hotel	25
6.1.4	Citadines Hotel	26
6.1.5	The Cambridge Kununurra	27
6.1.6	Wallcliffe House	27
6.1.7	Comfort Suites.....	29
6.1.8	Camp Glenorchy Eco Lodge.....	29
6.1.9	Sheraton Resort & Spa	29
6.1.10	Fiji Beach Resort & Spa (Hilton).....	30
6.1.11	The Naviti Resort.....	30
6.1.12	The Pearl Resort.....	30
6.1.13	Attika Hotel	30
6.2	Aged Care & Private Hospitals.....	31
6.2.1	SwanCare.....	31
6.2.2	Adventist Care	31
6.2.3	Masonic Care.....	31
6.2.4	Nazareth Care.....	31
6.2.5	St John of God Murdoch	32
6.3	Schools & Universities	32
6.3.1	Darling Range Sports College	32
6.3.2	Islamic College of Melbourne.....	32
6.3.3	John Forrest Secondary College	33
6.3.4	Kingsway Christian College.....	33
6.3.5	Bob Hawke College.....	33
6.3.6	St Catherines	33
6.3.7	Wesley College	33
6.3.8	Ashdale Secondary College	33
6.3.9	St George's Anglican Grammar School.....	33

6.3.10	Trinity Residential College	34
6.4	Taverns / Bars	34
6.4.1	Coast Port Beach	34
6.4.2	Crouching Monkey	35
6.4.3	Patriots Sports Bar.....	35
6.4.4	Portofinos Bar & Restaurant	36
6.4.5	The Crafty Swan	36
6.4.6	Amberton Beach Bar & Kitchen	36
6.4.7	His Majesty Theatre	36
6.4.8	The Morley Local	36
6.4.9	Rhum-Ba	36
6.5	Government.....	37
6.5.1	Parliament House, Canberra	37
6.5.2	Newman Town Square Community Incubator Kitchen.....	37
6.5.3	Department of Health, Western Australia	37
6.6	Retail.....	38
6.6.1	Stockland, Western Australia	38
6.6.2	Smithfield Shopping Village.....	38
6.6.3	Satterley Property Group	38
6.6.4	Brookfield Place.....	39
6.7	Restaurants.....	39
6.7.1	Angel Falls Grill	39
6.7.2	Nonna's Pizzeria & Cucina.....	39
6.7.3	Meninas Grill	39
6.7.4	Parcels	39
6.7.5	The Secret Italian.....	40
6.8	Small Bars	40
6.8.1	Vicki Browns Bar.....	40
6.9	Adventure Parks	40
6.9.1	Adventure World.....	40
6.9.2	URBNSURF.....	40
6.10	Cinemas	41
6.10.1	Hoyts	41
6.11	Casinos.....	41
6.11.1	Crown Perth	41

6.11.2	Christchurch Casino	41
7	Case Studies	42
8	Testimonials	42
9	Company	43
9.1	Insurance	43
9.2	Legal Entity	43

1 Hospitality & Foodservice Consultants

1.1 About

Hospitality & Foodservice Consultants is a consulting and design company specialising in the hospitality, retail, 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 is Australian-owned and managed. Its consultants and designers are qualified and experienced, some of whom have been consulting since 1992.

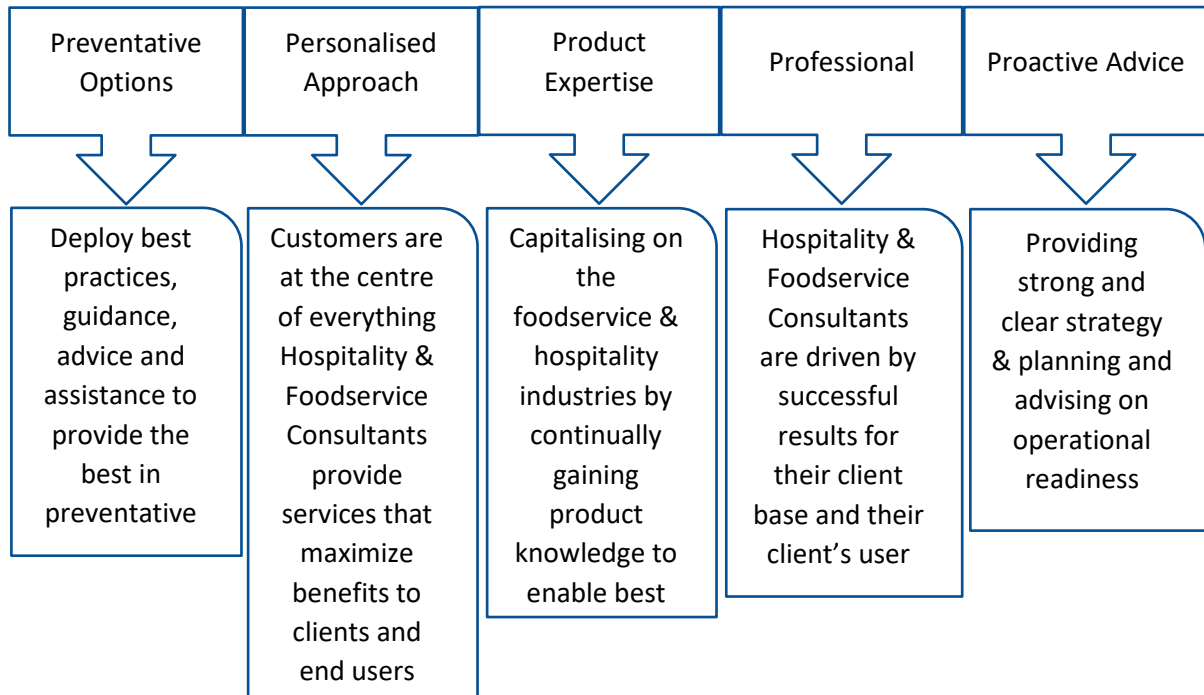
Hospitality & Foodservice Consultants are unique within the marketplace as the team looks at projects holistically and provides desirable outcomes to suit their clients whether it is compliance, budget, value for money, return on investment, expansion, re-branding, risk mitigation, value-adding, master-planning, 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, retail 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, project oversight, superintendent, master -planning, design, drafting, and tender documentation Hospitality & Foodservice Consultants can assist with your current and future requirements.

1.2 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, health, and liquor licensing applications. Each client brief and project differ and will require varying outcomes. Hospitality & Foodservice Consultants always review plans and reports from an operational perspective.

Hospitality & Foodservice Consultants are experts in their fields. They collect, collate and analyse information to advise clients on solving problems and developing strong lasting strategies.



1.3 Our Process

1.3.1 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.

1.3.2 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.

1.3.3 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 outcome driven 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.

1.4 Code of Ethics

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

1.4.1 Independence

Hospitality & Foodservice Consultants are 100% independent.

1.4.2 Competence

Hospitality & Foodservice Consultants are experts within the hospitality, foodservice, tourism, retail, aged care, residential, 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.

1.4.3 Confidentiality

Hospitality & Foodservice Consultants meet clients' confidential information. Therefore, all Hospitality & Foodservice Consultants staff and contractors sign a confidentiality agreement. Hospitality & Foodservice Consultants respects the privacy and confidential material its clients provide.

1.4.4 Conflict of Interest

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

2 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 are not limited to:

- ✓ Accommodation properties including hotels, motels, Universities, resorts, residential developments, lodges, bed & breakfast, caravan parks, camps, holiday parks
- ✓ Government facilities including sporting venues, parliament house, libraries, museums, halls, community centres, incubators, hospitals, schools, Universities, Maraes, aquatic centres, movie studios
- ✓ Residential aged care campus, nursing homes, retirement villages, hospices
- ✓ Taverns, bars, clubs, yacht clubs, wineries, cellar doors
- ✓ Restaurants, cafes, bistro, lunch bars, fast food, café courts, pop-ups, mobile food trucks, grab-n-go, quick service
- ✓ Entertainment properties including amusement parks, nightclubs, cinemas, clubs, wave parks, casinos, supper clubs, water parks
- ✓ Retail: corporate hospitality, quick service restaurants, butchers, boning room, bakeries, retail shops and 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, wholesale food production
- ✓ Childcare centres

3 Services

Hospitality & Foodservice Consultants focus on providing three 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 5+-year forecast profit and loss 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 RFI's,
- ✓ Responding to RFI's, Project supervision, Shop and service drawings reviews, Defects reviews, Operating & Maintenance (and cleaning) manuals reviews, Certification.

3.1 Management Advisory 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 to:

- ✓ Project oversight,
- ✓ Feasibility Analysis including 5+-year probable forecast profit and loss cashflows, and project budgets,
- ✓ Market studies,
- ✓ Funding proposals for banks and or investors,
- ✓ Lease negotiations, either for the tenant or the landlord, from a commercial perspective only,
- ✓ Cost-benefit analysis reports and strategies, including recurrent cost analysis,
- ✓ 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 certificates, resource consent,
- ✓ Benchmarked Probable profit and loss cashflows,

- ✓ Forward planning analysis,
- ✓ Due diligence reports,
- ✓ Master-planning,
- ✓ Redevelopment planning,
- ✓ Superintendent,
- ✓ Business start-ups,
- ✓ Customer movement,
- ✓ Management plans & implementation,
- ✓ Meal tray delivery system review,
- ✓ Compliance audits for current facilities,
- ✓ Peer reviews for proposed projects,
- ✓ Lease negotiation and review from a commercial perspective only,
- ✓ Benchmark reporting on trading situation, operational costs and property holding costs,
- ✓ Standard operating procedures (SOP's) and Statement of requirements (SOR's) 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.

3.2 Operational Advice

Ever wonder?

- ✓ Is my business or organisation 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 to be really busy?
- ✓ Our facilities appear to be ok.
- ✓ Are my systems being enough?
- ✓ Where is my baseline?
- ✓ How can I improve my financial position?
- ✓ Can I grow?

Hospitality and foodservice Consultants can advise businesses and/or organisations to better understand how their business is tracking. They can also conduct operational audits, reviews, on-site mentoring, and provide practical solutions to best suit the business and/or organisation's changing requirements.

Other services include:

- ✓ Business audits – current trading situation, profit & loss, key Performance Indicators (KPI's), benchmarking,
- ✓ Budgets, profit and loss 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,
- ✓ Foodservice, food delivery, kitchen, laundry, housekeeping, dining & bar operation consultancy,
- ✓ Property performance systems development,
- ✓ Compliance reviews,
- ✓ Development analysis,
- ✓ Peer reviews,
- ✓ Market penetration studies,
- ✓ Development applications,
- ✓ Equipment audits for re-use, replacement and/or preventative maintenance planning.

3.3 Mentoring

- ✓ Ever need a sounding board?
- ✓ Have an idea, but 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 that is overwhelming, and you need help?
- ✓ Looking for alternate solutions?
- ✓ Looking for expert specialised mentoring?

Hospitality & Foodservice Consultants provides advice and recommendations to assist clients in moving in the right direction to undertake relevant development, increase customer satisfaction, grow the bottom line, reduce resource costs, increase staff morale, grow the business, develop and maintain consistency in product service and standards, and be compliant.

3.4 Liquor Licencing Advisory Services

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, the Australian 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 the Australian Capital Territory also generally requires a Risk Assessment Management Plan (RAMP).
- ✓ Gaining a licence in Queensland also generally requires a Risk-assessment management plan (RAMP), a community impact statement, and responding to any public objections.

- ✓ Gaining a licence in New Zealand depends on local council policies. It also generally requires a host responsibility policy and responding to objections.

3.5 Design Consultation

Hospitality & Foodservice Consultants staff have vast experience in the hospitality, foodservice, tourism, retail, and entertainment industries. This benefits 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, and building standards are 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 the design,
- ✓ Best operational outcomes to suit client and customers/residents/guests' expectations delivered,
- ✓ Prepare for client's user groups and numbers anticipated towards exceeding expectations, operational and financially,
- ✓ Sustainable design reviews and advice provided,
- ✓ Hospitality and foodservice peer reviews conducted,
- ✓ Equipment, stainless steel, refrigeration, and loose equipment budget estimates, service guides, and reports developed,
- ✓ Written design specification guidelines for retail, food & beverage, and laundry tenancies developed and provided,
- ✓ Built fabric materials selections and finishes schedules provided.

3.6 Design and Drafting

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

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 entertainment areas,
- ✓ Equipment selection and specifications based on spatial planning, sustainability, 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,
- ✓ Plans, Sections & elevations,
- ✓ Equipment specifications and schedules
- ✓ Budgets
- ✓ Services guides
- ✓ 3D views & renders,
- ✓ Tender specification documentation, project supervision, tender evaluation, RFI,s, shop and services set out drawing reviews,
- ✓ Defect reviews, design compliance certificates, kitchen fit-outs.

3.6.1 Equipment Selection

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

Each piece of equipment can cost more or less to operate than another, so choosing the right equipment for your operation is paramount. Also, some equipment can last longer than others.

For example, a cost analysis was completed for a client. Although one piece of equipment was more expensive than the other, the analysis showed that it 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 to understanding your environmental impacts. Understanding your electricity, water, waste, and gas costs can highlight issues within your establishment. It is essential to actively monitor equipment use and report performance to understand and manage your baseline.

3.6.2 Construction Phase

Hospitality & Foodservice Consultants can assist with the construction phase:

- ✓ Answer tender requests for information (RFI's) via project management platforms like ACONEX,
- ✓ Conduct tender evaluations,
- ✓ Review shop drawings and services set out drawings, and answer consultants' and contractors RFI's,
- ✓ 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 defect reviews and certify kitchen fit-outs to standards.

4 Capability Statement

4.1 Experience

Hospitality and Foodservice Consultants has been operating since 2015. Chris Arrell was the founder of Hospitality Total Services, located in Western Australia, which has been operating since 1992. In 2012, Chris Arrell moved to New Zealand, where he expanded his consulting company, Hospitality Total Services. In 2013, Chris Arrell sold his Australian company.

Chris Arrell has been consulting for 30 years. With this experience, Chris has been an integral part of all projects.

Hospitality and Foodservice Consultants are problem solvers who assist clients and consultants in finding solutions that benefit projects. We do this through our extensive experience, network, and knowledge within the hospitality, retail, residential, and foodservice industries.

4.2 Design Experience

Hospitality and Foodservice Consultants designers Chris Arrell and Sarah Arrell have hospitality experience, either working in the front of house or back of house, giving Hospitality and Foodservice Consultants the expertise to design commercial kitchens. Furthermore, Chris has 30 years of experience in consulting, which provides him with knowledge of design issues that arise within hospitality projects including accommodation, dining, administration, kitchen, bar, and laundry design. This allows Hospitality and Foodservice Consultants to provide advice on:

- ✓ Equipment fit for purpose, to suit production output and menus,
- ✓ Equipment positioning to suit any front of house/chef/cook/laundry/housekeeping staff working within the kitchen, bar, or laundry,
- ✓ Accommodation rooms, dining areas and hospitality back and front of house requirements
- ✓ Workflows and ergonomics,
- ✓ Goods in, waste out, or laundry dirty in, clean out.

Hospitality and Foodservice Consultants are management advisory, operational, and design consultants. This is beneficial to our clients as Hospitality & Foodservice Consultants approach their kitchen designs from an operational perspective, which can include:

- ✓ Operational costs, such as staffing,
- ✓ Workflows and ergonomics,
- ✓ Understanding of Food Safety Standards and codes,
- ✓ Reduced footprint whilst maintaining or increasing functionality through innovative equipment and space management decisions.

Gareth is a qualified draftsman and brings technical drafting experience to the team. Gareth provides technical solutions to problems that can occur on a job. Gareth's 3d drawings are exceptional, bringing a concept to life where the client can visualise the concept design in 3d. Gareth provides technical and working drawings to Hospitality and Foodservice Consultants.

4.3 Operations & Management Advisory Experience

Hospitality & Foodservice Consultants provides operational advice and management consultation. Operational advice and management consultation are widespread within the hospitality and food service industry. Chris Arrell's working background and Sarah Arrell's work history and common-sense approach have given Hospitality & Foodservice Consultants an edge in the operations and management within the hospitality and foodservice sectors.

As Operations and Management Advisory Consultants, Hospitality and Foodservice Consultants have expertise in, but are not limited to:

4.3.1 Financial

- ✓ Balance sheet and profit and loss reporting,
- ✓ Revenue analysis,
- ✓ Operating costs: payroll, cost of goods sold,
- ✓ Other revenue,
- ✓ Expenditure,
- ✓ Fixed costs,
- ✓ Development of and implementation of cashflows and business plans,
- ✓ Assist in growing revenues and bottom-line profitability,
- ✓ Strong financial acumen and the ability to complete financial feasibility reports, including profit and loss cashflow forecasts,
- ✓ Producing forecast revenues and later conducting the review against actual revenue
- ✓ Budgeting and implementing the same, departmentally, overall site, or multisite.

4.3.2 Operational and KPI's

- ✓ Developing and implementing service standards and statement of requirements,
- ✓ Development of and implementation of 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 commercially.

4.3.3 Management Advisory

- ✓ 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 advice on commercial leases, contracts, consultants, and operators,
- ✓ Management advice on the front-of-house operations – including accommodation, bars, cafés, retail, functions, nightclub, dining, alfresco, takeaway, entertainment, and restaurants,
- ✓ Management advice on the back-of-house operations – including kitchens, stores, laundry, housekeeping, maintenance, office, and administration,
- ✓ Management and development of quality customer service,
- ✓ Inventory management, including stocktaking and ordering, stock control, and stock rotation,
- ✓ Menu development and recipe implementation for food and beverage,
- ✓ HR includes job descriptions, duty statements, staff management & direction, staff interviews & shortlisting, conflict resolution, staff rostering & staff roster budget development, and implementation,
- ✓ Considering trends in the marketplace and implementing the research findings were able to,

- ✓ Strong knowledge of hospitality, foodservice, healthcare, retail, entertainment, and tourism industries,
- ✓ Site management,
- ✓ Strong problem-solving attributes through sound knowledge and lateral thinking capabilities,
- ✓ Cultivating relationships,
- ✓ Clear decision making,
- ✓ Team building,
- ✓ Staff development,
- ✓ Strong negotiation,
- ✓ Strong strategic planning capabilities,
- ✓ An innovative approach to management by identifying opportunities,
- ✓ Site location, including demographics, parking, public transport, competition, and size of the premises.

4.3.4 Developments & Redevelopments

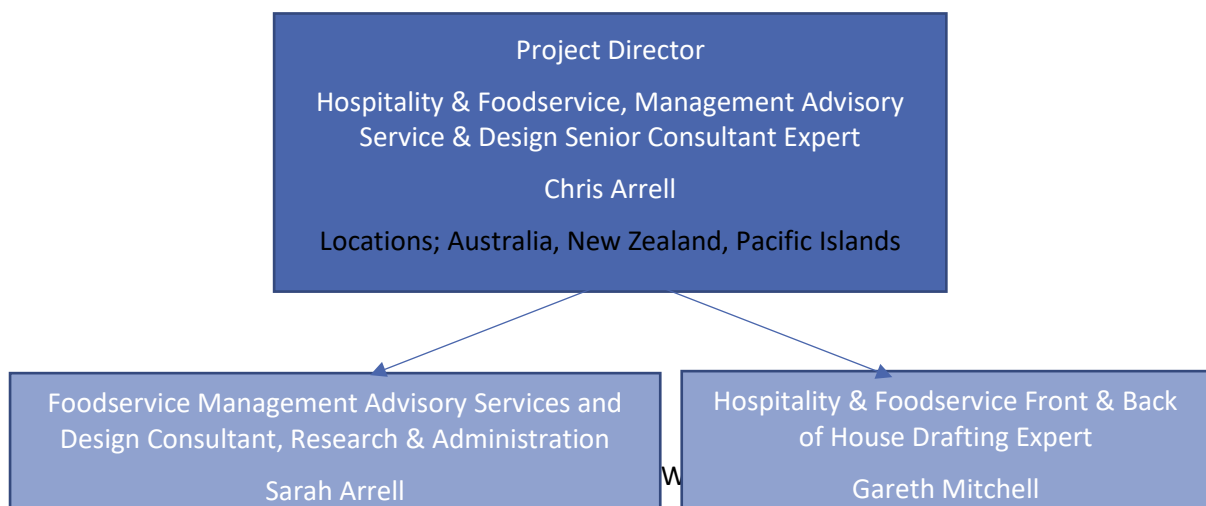
- ✓ Strong understanding of solid design requirements through completing many varied successful project fit-outs, developments, and redevelopments,
- ✓ Strong experience in completing refurbishment, developments, and pre-openings,
- ✓ Feasibility and snapshot analysis,
- ✓ SWOT analysis.

4.3.5 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 2004 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 2024 Ventilation within kitchens,
- ✓ Strong understanding of food & Liquor acts in Australia and New Zealand.

5 The Team

5.1 Organisational Chart



5.2 Chris Arrell

Chris Arrell – Senior Hospitality & Foodservice Management Advisory Services, Operational & Design Consultant



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

Over the first years, Chris was an apprentice chef, chef, bar manager, hotel general manager, and hospitality operations manager in both Australia and New Zealand. Then, during the last 30 years, Chris has been a hospitality and foodservice operational, management, and design consultant. Chris has also been providing independent advice within his own consulting company.

Chris's advice and experience span all Hospitality & Foodservice Consultants' services.

Below is a snapshot of Chris's skills.

CONSULTATION

Chris started consulting in 1992 and has worked on over 400 different client consultation briefs, some of which included multiple projects requiring management advisory, operational advice, and design.

To name a few, Chris has provided

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

MANAGEMENT ADVICE AND CONSULTATION

This advice includes but is not limited to:

- ✓ Project oversight,
- ✓ Standard Operating Procedures,
- ✓ Market Strategies,
- ✓ Feasibility analysis & reports,
- ✓ Business plans,
- ✓ Statement of requirements,
- ✓ Market analysis,
- ✓ Probable profit and loss cashflows,
- ✓ Peer reviews design & operations,

Hospitality & Foodservice Consultant Company Profile Website

12 May 2025

Page: 17/43

- ✓ Key Performance Indicators,
- ✓ Feasibility Snapshot reports,
- ✓ Room & kitchen strategies,
- ✓ Equipment condition reports,
- ✓ Human resources structures & hierarchy,
- ✓ Management plans,
- ✓ Ware washing strategies,
- ✓ Expression of Interest campaigns,
- ✓ Cost-benefit analysis & recurrent cost analysis,
- ✓ Budgets,
- ✓ Spend analysis,
- ✓ Public interest assessments,
- ✓ Pre-purchase due diligence reports,
- ✓ Suitable site reviews,
- ✓ Food Safety reviews,
- ✓ Point of sale & inventory management system review & recommendations,
- ✓ Catering contract negotiations,
- ✓ Benchmarking,
- ✓ SWOT analysis,
- ✓ Legislative review,
- ✓ Supplier negotiations,
- ✓ Project Management & Administration,
- ✓ Food & Beverage Mentoring.

OPERATIONAL ADVICE AND CONSULTATION

This advice includes but is not limited to:

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

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 includes 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, and food & beverage perspective.

This advice includes but is not limited to:

- ✓ Spatial planning Schematic,
- ✓ Concept Design,
- ✓ Design Development,
- ✓ Equipment Specifications,

Hospitality & Foodservice Consultant Company Profile Website

12 May 2025

Page: 18/43

- ✓ Equipment Selections,
- ✓ Project Budgets,
- ✓ Tender Documentation & Evaluation,
- ✓ Specifications,
- ✓ Project Administration,
- ✓ Defects Review,
- ✓ Operational Flow,
- ✓ Spatial Planning,
- ✓ Site Inspection,
- ✓ Reused Equipment Review,
- ✓ Kitchen Certification,
- ✓ Compliance with AS4674 2004 design, construction, and fit-out of food premises,
- ✓ Compliance with Standard 3.2.3 food premises and equipment,
- ✓ Compliance with AS1668.2.2024, the use of ventilation.

MANAGEMENT SKILLS

- ✓ Strong problem-solving attributes through sound knowledge and lateral thinking capabilities,
- ✓ Proven leadership in management, with a hands-on approach,
- ✓ Great communicator,
- ✓ Cultivating relationships,
- ✓ Clear decision making,
- ✓ Ability to prioritise tasks,
- ✓ Strong customer focus,
- ✓ Strong financial acumen,
- ✓ Team building,
- ✓ Staff development,
- ✓ Influencer,
- ✓ Day-to-day management of multiple sites, or multisite operations,
- ✓ Strong negotiation,
- ✓ Strong ability to develop strategic client relationships,
- ✓ Strong strategic planning capabilities,
- ✓ Strong track record of developing successful business relations with key stakeholders,
- ✓ Strong public speaking skillset,
- ✓ Strong attention to detail,
- ✓ Ability to adapt quickly to situations,
- ✓ Strong interpersonal skills,
- ✓ An innovative approach to management by identifying opportunities,
- ✓ Committed to self-development, being on-trend and ahead of the pack,
- ✓ Researching and learning how to be better, and putting this new knowledge into practice,
- ✓ Strong listener.

KEY SKILLS WITHIN HOSPITALITY, TOURISM & FOODSERVICE

Financial Acumen

- ✓ A clear understanding of balance sheets and profit and loss reporting
 - Revenue,
 - Operating costs: payroll, cost of goods sold,
 - Other revenue,
 - Expenditure,

- Fixed costs,
- ✓ Development and implementation of cashflows and business plans,
- ✓ A proven history 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.

Operational and KPI's

- ✓ Developing and implementing service standards and statements of requirements,
- ✓ Development and implementation of 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 operations, 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, were able to,
- ✓ Strong knowledge of hospitality, foodservice, healthcare, retail, entertainment, and tourism industries,
- ✓ Site management.

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 2004 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 2024 Ventilation within kitchens,
- ✓ Strong understanding of food & Liquor acts in Australia,

5.3 Sarah Arrell

Sarah Arrell – Foodservice Management Advisory Services and Design Consultant, Research & Administration



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.

Below is a snapshot of Sarah's skills.

CONSULTATION

Sarah has provided management advisory services since 2007 and has been a foodservice design consultant since 2010.

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,
- ✓ Compilation of Expression of Interest campaigns,
- ✓ Cost-benefit analysis & recurrent cost analysis,
- ✓ Budgets,
- ✓ Cost estimates,
- ✓ Spend analysis research,
- ✓ Public interest assessments,
- ✓ Due diligence reports research,
- ✓ Benchmarking research,
- ✓ SWOT analysis research,
- ✓ Templates,
- ✓ Function package development,
- ✓ 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.
- ✓ Expression of Interest campaigns (EOIs)

OPERATIONAL ADVICE AND RESEARCH

This is not limited to:

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

FOODSERVICE DESIGN AND CONSULTATION

Sarah has provided foodservice designs from small kiosks and medium kitchens to large production kitchens. Sarah delivers the foodservice design, which is then supplied to our draftee 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 include:

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

Foodservice design includes:

- ✓ Spatial planning,
- ✓ Schematic,
- ✓ Concept Design,
- ✓ Design Development,
- ✓ Equipment Specifications,
- ✓ Equipment Selections,
- ✓ 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 AS1668.2.2024, the use of ventilation.

ADMINISTRATION

Some of Sarah's key competencies within administration include, but are not limited to:

- ✓ Accounts including BAS and payroll,
- ✓ WIP,
- ✓ Administration duties,
- ✓ Report writing,
- ✓ Research,
- ✓ Public Interest Assessments,
- ✓ Design specifications,
- ✓ ACONEX,
- ✓ Microsoft 365 Business,
- ✓ Outlook.

5.4 Gareth Mitchell

Gareth Mitchell – Foodservice Design Consultant and Draftee



Gareth has worked with Chris and Sarah since 2013, whilst in his role as a foodservice design consultant and draftsperson he has produced front-of-house and back-of-house drawings including kitchens, bars, laundries, buffets, dining, and accommodation areas for projects located within Fiji, New Zealand, Papua New Guinea, Sri Lanka & Australia.

Gareth comes from a Residential/Commercial Design background, working in both ArchiCAD and Manual drafting.

Gareth has a National Diploma in Architectural Technology and a Level 6 Certificate in 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,
- ✓ Brass Monkey, Patriots Bar, Perth, WA,
- ✓ Smithfield Shopping Village, Trinity Park, QLD,
- ✓ Sheraton Tokoriki, Fiji,
- ✓ Belgian Beer Café, accommodation rooms redeveloped, Perth, WA,
- ✓ SwanCare, Bentley,

- ✓ Millbrook Resort, New Zealand,
- ✓ Darling Range Sports College, Perth, WA,
- ✓ Wesley College, Perth, WA,
- ✓ TMG Group, Amberton Beach Bar & Kitchen, Eglinton, WA,
- ✓ TMG Group, CYO Pub refurbishment, Perth, WA.
- ✓ Brass Monkey, Crouching Monkey, Perth, WA
- ✓ The Cambridge Kununurra, Kununurra, WA

Key Competencies

- ✓ Drafting
- ✓ New design concepts,
- ✓ Redevelopment design concepts,
- ✓ Schematic concept design,
- ✓ Elevations,
- ✓ Design documentation,
- ✓ Detailed design,
- ✓ Sections,
- ✓ Workshop drawings,
- ✓ Construction details,
- ✓ Specifications,
- ✓ Joinery details,
- ✓ Working drawings,
- ✓ Plan specifications,
- ✓ Cabinetry drawings,
- ✓ Services schedules & drawings,
- ✓ Equipment research,
- ✓ 3d render images,
- ✓ Research,
- ✓ Tender documentation,
- ✓ Manual drafting.
- ✓ Responding to construction and fit out requests for information (RFIs)

6 Projects

6.1 Accommodation

6.1.1 Newman Hotel

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.



6.1.2 Novotel Hobson Hotel

NOVOTEL HOBSON HOTEL, NEW ZEALAND 2014

Novotel Hobson Hotel, New Plymouth, New Zealand.

HFC Scope: Design new kitchen, bars and buffet schematic concept design, equipment selection to suit the new hotel. Open 2015.



6.1.3 Nesuto Curtin Hotel

EXCHANGE PROJECT - NESUTO CURTIN HOTEL & CURTIN UNIVERSITY ST CATHERINE'S COLLEGE STUDENT ACCOMMODATION, WESTERN AUSTRALIA 2022

Probuild Exchange – Uni & Hotel,

HFC Scope: multi kitchens, multi servery, bar and mobile joinery detail: hospitality & foodservice schematic concept design, equipment selection and specification, design development, shop and service set out drawings review, O&M reviews, tender documentation. Supervision, defect reviews, and kitchen certification. Completed in 2022.



6.1.4 Citadines Hotel

CITADINES ST GEORGES TERRACE, WESTERN AUSTRALIA (1999 – 2000)

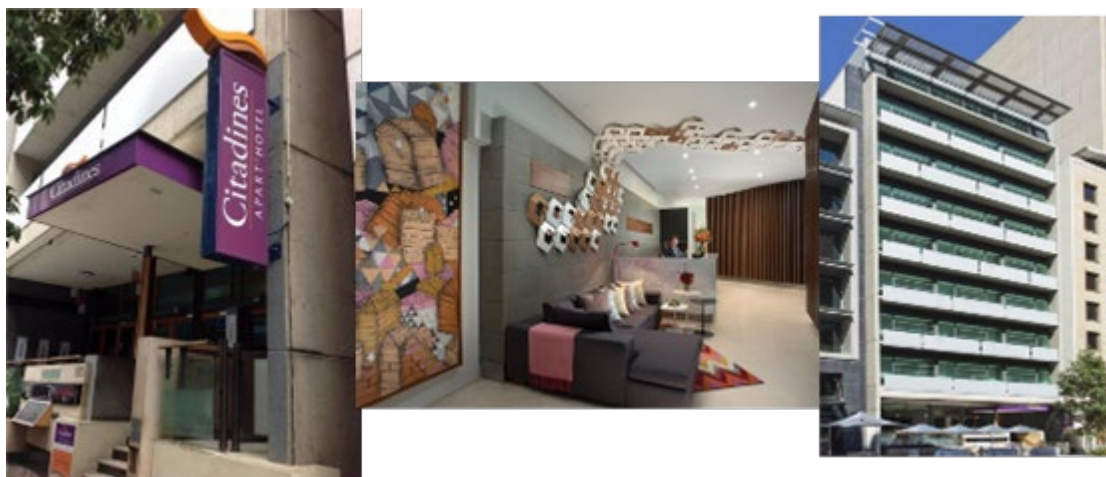
FORMERLY SOMERSET AND THE CHIFLEY HOTEL

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.



6.1.5 The Cambridge Kununurra

THE CAMBRIDGE KUNUNURRA, WESTERN AUSTRALIA 2021 – 2025

CGL ACCOMMODATION PTY LTD

47 Victoria Highway, Kununurra WA 6743

Project: to redevelop the existing Ibis Styles hotel: 60 rooms (2 housing staff), Conference building, Reception, bar, dining, amenities building and Pool. HFC oversaw the projects and worked with APD/BCI architects.

The Cambridge Kununurra

Redevelopment into a 4.5-star hotel. Incorporating 95 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.

HFC provided management advise on hotel management operators. Agreement has been successfully agreed with a quality hotel management brand to open as a Best Western Premier Collection.

HFC consultancy scope, project oversight and feasibility, Lead consultant, Management advisory advice, operational advice, design advice, drafting, marketing advice, equipment/systems, /FF&E specification and advice, and budgets. DA approved October 2022. Refurbishment complete 2023, Stage one restaurant, bars, swimming pool, and 49 refurbished accommodations planned opening 2025. Stage two 46 new accommodation rooms, lobby, reception, meeting room, spa, and in-house commercial laundry planned to open 2026.



6.1.6 Wallcliffe House

LANDSMITH COLLECTION 2020 – 2025

WALLCLIFFE HOUSE, WESTERN AUSTRALIA

Luxury boutique hotel development.

HFC's consultancy scope includes providing hospitality, foodservice, and food and beverage Management advisory, operational, design, and drafting advice and services, equipment selection and specification, tender specification, liquor licensing advisory services, and commercial laundry design and advice. HFC works with the principal Landsmith Collection team and their project manager/s, architects MJA and Interior Designers MKDC, and the consultant team.



6.1.7 Comfort Suites

SERVICED APARTMENTS, WESTERN AUSTRALIA (1999 – 2000)

FORMERLY COMFORT SUITES ROCKINGHAM

58 Kent Street, Rockingham

Lead Hospitality consultant, Chris Arrell

Project: Developed 40 serviced apartments including an in-house laundry, a restaurant, and a small bar.

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

Project successfully operated and was eventually sold to become separate apartments, a bar, and a restaurant.

6.1.8 Camp Glenorchy Eco Lodge

CAMP GLENORCHY ECO LODGE, NEW ZEALAND, 2015

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



6.1.9 Sheraton Resort & Spa

SHERATON RESORT & SPA, TOKORI KI ISLAND, FIJI

HFC provided Hospitality & Foodservice Design for Bars, Drafting, Kitchen & Pantry, 3d Views, Equipment Selection and Specification, Service guides, shop and service set out reviews, Tender Documentation & Tender Evaluation.



6.1.10 Fiji Beach Resort & Spa (Hilton)

FIJI BEACH RESORT & SPA (HILTON), FIJI

HFC provided 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.

6.1.11 The Naviti Resort

THE NAVITI RESORT, CORAL COAST FIJI,

HFC provided Hospitality design, equipment selection and specification, tender documentation, and tender evaluation. Completed 2014.

6.1.12 The Pearl Resort

THE PEARL RESORT, PACIFIC HARBOUR, FIJI, 4-STAR HOTEL.

HFC provided Extension & redevelopment of production kitchen and laundry schematic concept design, design development, equipment selection & specifications. Completed 2013.

6.1.13 Attika Hotel

ATTIKA HOTEL, NORTHBRIDGE, WESTERN AUSTRALIA

HFC provided Management Plan, Waste Management Plan, Traffic Management Plan, Hospitality Consultation. Food & beverage design and drafting, Liquor licensing advisory advice for Yefsi Greek Restaurant located on the ground floor of Attika.



6.2 Aged Care & Private Hospitals

6.2.1 SwanCare

SWANCARE, BENTLEY, WESTERN AUSTRALIA

HFC provided Operational, Management Advisory Consultation & Foodservice Design for Main Production Kitchen, Satellite Kitchen, Pantries, Laundry, including Equipment Selection, Specification, Tender Documentation & Tender Evaluation. Hospitality Operational and Management Consultation, Design and Drafting Services. Feasibility study, and operational planning. Working with SwanCare projects manager, and the project team. Successfully opened a new large main production kitchen, two satellite kitchens and multiple satellite pantries, meal delivery system, along with a large scale partly automated in-house laundry, and one new on-site café and a newly refurbished café. Opened 2020-21.



6.2.2 Adventist Care

ADVENTIST CARE, WILLETTON, WESTERN AUSTRALIA

HFC provided Operational, Management Advisory Consultation & Foodservice Design for Main Production Kitchen, Satellite Kitchen, Pantries, in-house Laundry, including Equipment Selection and Specification, service guides, budgets, Tender Documentation & Tender Evaluation, reviewed shop and services drawings, completed defects and O&M manuals reviews and applied for and obtained new kitchen food permit approval. Opened early 2025.

6.2.3 Masonic Care

MASONIC CARE, HOWARD SOLOMON, FERNDALE, WESTERN AUSTRALIA

HFC provided operational and management advice on operations, equipment selections, and meal delivery systems.

6.2.4 Nazareth Care

NAZARETH CARE, GERALDTON, WESTERN AUSTRALIA

HFC consultancy scope includes peer review design, site review, management advisory, operational and design advice, equipment specification and selections, tender, temporary kitchen advice and applications, budgets, and in-house commercial laundry advice through master planning stages completed. Working with project managers Encon, principal, and architects CotteeParker.

Stage one: Organised a mobile temporary kitchen setup and gained approvals, conducted a peer review of kitchen design and equipment selections and advised towards a new commercial kitchen and revised equipment. Opened in 2024.

Stage two: commercial in-house laundry and renovation refurbishment of kitchenettes/pantries, amongst other works, increasing bed numbers on site and refurbishing existing areas. The project is underway from 2025 to 2026.

6.2.5 St John of God Murdoch

ST JOHN OF GOD MURDOCH HOSPITAL, MURDOCH, WESTERN AUSTRALIA

HFC provided expert advice as a management advisory report on the existing catering facilities and equipment, and probable new equipment and operational requirements based on the proposed increased bed numbers.

6.3 Schools & Universities

6.3.1 Darling Range Sports College

DARLING RANGE SPORTS COLLEGE, FORRESTFIELD, WESTERN AUSTRALIA

HFC provided Foodservice Design for a Food Technology Kitchen, 3d Views, Equipment Selection and Specification, Tender Documentation, budgets, RFI's, Review shop drawings, service guides, defects, and tender. Working with architects TRCB. Completed 2021.



6.3.2 Islamic College of Melbourne

ISLAMIC COLLEGE OF MELBOURNE, MELBOURNE, VICTORIA

HFC provided Hospitality & foodservice schematic design, equipment selection and specification, service guides, budgets, design development and tender documentation for servery and kitchen. Tender phase. Working with architects, PMDL. HFC also provided management advice, operating model for the canteen, operator's licence advice, and an expression of interest (EOI) campaign. Completed 2021.



6.3.3 John Forrest Secondary College

JOHN FORREST SECONDARY COLLEGE, MORLEY, WESTERN AUSTRALIA

HFC provided Hospitality & Foodservice design, equipment selection and specification, drafting, service guides, budgets, shop and service set out drawings reviews, O&M reviews, tender specification, and consultation services. Food technology kitchen, cafeteria kitchen, servery, kiosk and prep kitchens. Working with architects TRCB. Completion July 2022.

6.3.4 Kingsway Christian College

KINGSWAY CHRISTIAN COLLEGE, DARCH, WESTERN AUSTRALIA

HFC provided Hospitality & foodservice design, spatial planning, documentation, equipment selection and specification, and budgets.

6.3.5 Bob Hawke College

BOB HAWKE COLLEGE, SUBIACO, WESTERN AUSTRALIA

HFC's consultation scope included hospitality and foodservice operational reviews and design services to facilitate the student canteen's flow, along with a redesign and equipment selections for the servery areas.

6.3.6 St Catherines

ST CATHERINE'S COLLEGE CURTIN, WESTERN AUSTRALIA

HFC provided Hospitality & foodservice design, drafting, documentation, equipment selection and specification, service guides, budgets, tender, defects, O&M manual reviews, a new kitchen, servery, and satellite functions pantry through to handover.

6.3.7 Wesley College

WESLEY COLLEGE, PERTH, WESTERN AUSTRALIA

HFC provided design for a new Cert II commercial training kitchen, a multipurpose preparation function kitchen, a bar servery design to support student training, and a new adjacent function centre. Working with TRCB Architects and project managers Encon. Construction begins in early 2025. HFC is providing advice and services during the construction phase.

HFC works include hospitality and foodservice management advisory and design services, return brief, design, drafting, equipment selection and specification, and tender. Construction is scheduled to begin in 2025.

6.3.8 Ashdale Secondary College

ASHDALE SECONDARY COLLEGE, PERTH, WESTERN AUSTRALIA

HFC provided design for a new Cert II Commercial training kitchen, domestic kitchen, preparation kitchen and kiosk design to support student training and a new kiosk. Working with TRCB Architects.

HFC's work includes hospitality and foodservice management advisory and design services, return brief, design, drafting, equipment selection and specification, and tender. The construction is to begin early in 2025. HFC is providing advice and services during the construction phase.

6.3.9 St George's Anglican Grammar School

ST GEORGE'S ANGLICAN GRAMMAR SCHOOL, PERTH, WESTERN AUSTRALIA

HFC provided design for a new cafeteria, commercial kitchen, and servery design for 800 students, the teaching staff, and the administration.

HFC's work includes a return brief, design, drafting, equipment specification and selections, service guides, budgets, tender, and advice. HFC collaborated with the architect, consultants, project manager, builder, and principal. Working with project managers Tomahawk, principal, architects Hassell, and builder Built.

Construction was completed in April 2025 pending HFC final defects, operating and maintenance manuals reviews, warranty reviews, and builders' practical completion. HFC also completed the new kitchen health food registration application on behalf of the principal. Planned to open in July 2025.

6.3.10 Trinity Residential College

TRINITY RESIDENTIAL COLLEGE, PERTH, WESTERN AUSTRALIA

HFC provided design for a new canteen, commercial kitchen, and servery design for 400 plus boarders and staff.

HFC's work included food service and food and beverage management advisory services, design, drafting, equipment selection and specification, service guides, budgets, operational, management, FF&E, and tendering services and advice. HFC worked collaboratively with the architect Nicola Gibson, consultants, the principal, builder Utopia, and kitchen contractor Practical Products. Final defects, operating and maintenance manuals reviews, warranty reviews, and builders' practical completion were also included. The project was completed and opened in early 2025.

6.4 Taverns / Bars

6.4.1 Coast Port Beach

COAST PORT BEACH, FREMANTLE, WESTERN AUSTRALIA

HFC provided Hospitality & Foodservice Design and Drafting for Bars, Production Kitchen & Satellite Kitchen, 3d Views, Equipment Selection and Specification, service guides, budgets, Tender Documentation & Tender Evaluation. Hospitality Operational and Management Consultation, Drafting Services for the building construction. HFC was superintendent. Working with principal and Devlyn builders.



6.4.2 Crouching Monkey

CROUCHING MONKEY, BRASS MONKEY HOTEL, NORTHBRIDGE, WESTERN AUSTRALIA

HFC provided Hospitality & Foodservice design, spatial planning kitchen, bar and dining, 3d views, equipment specification, service guides, budgets, Bespoke furniture advice and recommendations, Services, equipment and furniture Consultation & Drafting Services. Construction fit out schematic design and drafting. Working with Riverslea Construction and ALH Group. Open 2025



6.4.3 Patriots Sports Bar

PATRIOTS SPORTS BAR, BRASS MONKEY HOTEL, NORTHBRIDGE, WESTERN AUSTRALIA

HFC provided Hospitality & Foodservice Bar Design, 3d Renders, Equipment Selection and Specification, service guides, budgets, Tender Documentation, Bespoke Equipment Recommendations, Equipment and Furniture Consultation & Drafting Services. Construction fit out drafting works. Working with Riverslea Construction and ALH Group. Open 2021



6.4.4 Portofinos Bar & Restaurant

PORTOFINOS BAR & KITCHEN, QUINNS BEACH, MINDARIE, WESTERN AUSTRALIA

HFC consultancy scope includes hospitality, food service, food and beverage management advisory, operational, design, advice and services drafting, and liquor licensing advisory services. Working with the principal. Commercial advice concerning the landlord, leasing, and a new sub-tenant. Liquor licensing advisory services. Management advisory services about new developments within Lot 211, Quinns Road, Mindarie.

6.4.5 The Crafty Swan

THE CRAFTY SWAN, TERMINAL 1, PERTH INTERNATIONAL AIRPORT, WESTERN AUSTRALIA

HFC provided Hospitality & foodservice advice, design, drafting, documentation, equipment selection and specification, service guides, budgets, shop and service drawing reviews, O&M reviews, and tender and defects on the existing venue's kitchen, bar, and refurbishment. Working with Nicola Gibson, architect. Opened in 2024.

6.4.6 Amberton Beach Bar & Kitchen

STOCKLAND AND TILLBROOK MELALEUKA GROUP (TMG) – AMBERTON BEACH BAR AND KITCHEN

Stockland: HFC provided Planning commercial advice, market snapshot feasibility, expression of interest campaign (EOI).

TMG: HFC provided Hospitality & Foodservice schematic concept, equipment selection and specification, design development, drafting, service guides, budgets, and tender documentation, shop and service set out drawing's reviews, and defects review. Opened 2019

6.4.7 His Majesty Theatre

BUILT, HIS MAJESTY THEATRE, PERTH, WESTERN AUSTRALIA

Multi kitchen and multi bar: developing the hospitality & foodservice design, providing recommendations and comments on proposed equipment and design, and conducting a defects review. Open 2020

6.4.8 The Morley Local

THE MORLEY LOCAL, WALTER ROAD, MORLEY, WESTERN AUSTRALIA

Hospitality design, drafting, documentation, equipment selection and specification, service guides, budgets, defects, planning, and liquor licensing applications, through to handover. Construction fit out drafting. Refurbishment.

6.4.9 Rhum-Ba

RHUM-BA, PORT DENARAU MARINA, NADI, FIJI

Peer Review, Hospitality and food Service Design, 3d Views, Equipment Selection and Specification, service guides, Tender Documentation and Evaluation, and Drafting Services.



6.5 Government

6.5.1 Parliament House, Canberra

PARLIAMENT HOUSE, CANBERRA, ACT

Chris Arrell was the Lead Consultant in his previous company

Hospitality and foodservice advice, equipment specification, menus, operating systems, standard operating procedures, budgets, tenders, operational set-up of catering team and services for Queens Terrace café, Staff dining room, Members and guests dining room, house services, and function areas.

6.5.2 Newman Town Square Community Incubator Kitchen

NEWMAN TOWN SQUARE COMMUNITY INCUBATOR KITCHEN, NEWMAN, WESTERN AUSTRALIA

Hospitality & Foodservice Design, Drafting, 3d Views, Equipment Selection and Specification, service guides, Tender Documentation & Tender Evaluation, shop and service drawing reviews, O&MS reviews, Defects Review, Hospitality Consultation, Smallware's Tender Documentation, Kitchen Activation, Kitchen Management Plan. 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.

Shire of East Pilbara, Newman Town Square Edge Commercial Kitchen: Provided management advisory advice in management plans and operating models and operational advice on-site to support activating a community kitchen with key stakeholders and community groups.



6.5.3 Department of Health, Western Australia

WOMAN AND BABIES HOSPITAL, PERTH, WESTERN AUSTRALIA

New Woman and Babies Hospital Project, kitchen and catering investigation, analysis and service report. The report included Fiona Stanley Hospital's room service model recommendations, including design change recommendations to meet the probable demand of the Women's and Babies' Hospital and Fiona Stanley Hospital. 2024.

ROYAL PERTH HOSPITAL, PERTH, WESTERN AUSTRALIA

Prepared Royal Perth Hospital dishwashing functional design brief and request for tender documentation. 2024

EAST METROPOLITAN HEALTH SERVICES, PERTH, WESTERN AUSTRALIA

Prepared High-level major equipment catering assets replacement strategy for multi-site hospitals, including Kalamunda Hospital, Armadale Hospital, Royal Perth Hospital and Bentley Hospital. 2024.

6.6 Retail

6.6.1 Stockland, Western Australia

AMBERTON BEACH ESTATE EGLINTON, WESTERN AUSTRALIA

BALDIVIS SHOPPING CENTRE, WESTERN AUSTRALIA

HARRISDALE SHOPPING CENTRE, WESTERN AUSTRALIA

WHITEMAN EDGE, Western Australia

Hospitality & Foodservice Management advisory consultancy and design advice. Feasibility analysis, benchmarking, commercial advice leasing, and Expressions and Interest campaigns.

6.6.2 Smithfield Shopping Village

SMITHFIELD SHOPPING VILLAGE, TRINITY PARK, QUEENSLAND

HFC provided Hospitality & Foodservice Management Consultation, Feasibility study, Spatial planning, Retail Consultation, construction schematic design and drafting services, Tenant Requirements Negotiation, commercial advice leasing, and Tenant Fit out Guides.

<https://www.smithfieldshoppingvillage.com.au/>



6.6.3 Satterley Property Group

SATTERLEY PROPERTY GROUP, DALYELLUP BEACH ESTATE, BRIGHTON ESTATE, WESTERN AUSTRALIA

Chris Arrell was the lead consultant for his previous company, providing hospitality and foodservice management advisory services.

Hospitality & Foodservice Consultant Company Profile Website

12 May 2025

Page: 38/43

6.6.4 Brookfield Place

BROOKFIELD PLACE CAFÉ COURT, ST GEORGE'S TERRACE, PERTH, WESTERN AUSTRALIA

Chris Arrell was the lead consultant for his previous company.

Master planning, test fits tenancies, providing hospitality & foodservice expert advice, central ware washing design, drafting, layouts, equipment selection and specification, service guides, and spatial planning. Taverns, restaurant test fits, design, drafting, spatial planning, and advice.

6.7 Restaurants

6.7.1 Angel Falls Grill

ANGEL FALLS GRILL, SHAFTO LANE, PERTH, WESTERN AUSTRALIA

Hospitality & Foodservice provided Design for Bar and Kitchen, 3d Views, Equipment Selection and Specification, service guides, shop and service drawing reviews, O&M reviews, Tender Documentation & Tender Evaluation. Transfer of Liquor Licence, Liaising with Leasing Agent.



6.7.2 Nonna's Pizzeria & Cucina

NONNA'S PIZZERIA & CUCINA, SOUTH TERRACE, SOUTH FREMANTLE, WESTERN AUSTRALIA

HFC provided Hospitality & Foodservice advice, design, drafting, equipment selection and specification, service guides, budgets, shop and service drawing reviews, O&M reviews, tender defects, kitchen, bar, dining, alfresco, planning, licensing applications, documentation, and handover. Fit out schematic design and drafting.

6.7.3 Meninas Grill

MENINAS GRILL, BEAUFORT STREET, HIGHGATE, WESTERN AUSTRALIA

Scope: HFC provided Hospitality & foodservice advice, design, drafting, equipment selection and specification, service guides, tender, and budgets. Opened in late 2024.

6.7.4 Parcels

PARCELS, 24 STIRLING STREET, GUILDFORD, WESTERN AUSTRALIA

Renovation and additions to the old post office in Guildford, a heritage-listed building, will incorporate a French Patisserie/café and French Bistro on the ground floor, including indoor and outdoor seating, on-site car parking, and landscaping.

HFC consultancy scope includes hospitality, foodservice, food and beverage Management advisory, operational, design, drafting, equipment selection and specification, tender advice and services, and liquor licensing advisory services. Working with the principal, architect Griffiths Architects, and traffic consultant Donald Veal.

HFC have completed the feasibility study and market research, spatial planning, and probable PL cashflows.

Section 40 application, liquor licensing application, and operating model advice are underway by HFC.

The next stages towards the planned opening in 2026 are the schematic concept, DA, design development, and tenders.

6.7.5 The Secret Italian

THE SECRET ITALIAN, DORIC STREET, SCARBOROUGH, WESTERN AUSTRALIA

HFC provided design, drafting, planning, and liquor licensing applications. Refurbishment of an existing restaurant.

6.8 Small Bars

6.8.1 Vicki Browns Bar

VICKI BROWNS BAR, NEWCASTLE STREET, LEEDERVILLE Western Australia

HFC provided Hospitality & foodservice advice, design, drafting, documentation, equipment selection and specification, service guides, budgets, shop and service drawings reviews, O&M reviews, tender defects through to handover, kitchen, bar, planning, licensing applications. Refurbishment of the existing bar.

6.9 Adventure Parks

6.9.1 Adventure World

ADVENTURE WORLD, KAHUNA CAFÉ, SURF SHACK, PROGRESS DRIVE, BIBRA LAKE, Western Australia

Hospitality & foodservice advice, design, drafting, documentation, equipment selection and specification, service guides, budgets, shop and service drawing reviews, O&M reviews, tender defects through to handover, kitchens, and serveries. Refurbishment of existing venues.

6.9.2 URBNSURF

URBNSURF MELROSE DRIVE, MELBOURNE, VICTORIA

HFC provided Master planning food & beverage, feasibility snapshot, probable cashflows and spends per sqm, test fits tenancies, hospitality & foodservice expert advice, drafting, layouts, services, and spatial planning.

URBNSURF HILL ROAD, SYDNEY OLYMPIC PARK, NEW SOUTH WALES

HFC provided F&B peer review drawings, hospitality, food & beverage advice.

6.10 Cinemas

6.10.1 Hoyts

HOYTS KARRINYUP, ARTIES BAR & CAFE, TREATS CITY, LUX BAR, KARRINYUP ROAD, KARRINYUP

HFC provided Hospitality & foodservice advice, design, drafting, documentation, equipment selection and specification, service guides, budgets, shop and service drawing reviews, O&M reviews, tender defects through to handover, kitchen, bars, treats, and dining. Working with architects, PMDL.

6.11 Casinos

6.11.1 Crown Perth

CROWN, BURSWOOD DRIVE, PERTH, WESTERN AUSTRALIA

New Urban Food Hall project and Live Music venue project.

HFC's work includes hospitality, foodservice, and food & beverage management advisory, operational, design, drafting advice and services, equipment selection and specifications, and tender. Working with CotteyParker, Stantec engineers, and the principal, including Crown project management and design teams.

HFC works return brief, concept, design, equipment selection and specification, service guides, tender documentation and tender stages, including value engineering, completed in April 2025.

HFC is providing responses to RFIS, shop and service drawing reviews, O&M reviews, advice and services during the construction phase.

6.11.2 Christchurch Casino

CHRISTCHURCH CASINO, LIVE VENUE, CHRISTCHURCH, NEW ZEALAND

HFC provided Foodservice consultation, kitchen schematic concept design, design development, drafting, equipment selection and specification, service guides, tender documentation, tender review, Open 2013

7 Case Studies

Case studies available on request.

8 Testimonials

"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-rhuba-officially-open-for-business/> Fiji

9 Company

9.1 Insurance

- ✓ Professional Indemnity Insurance
- ✓ Public Liability
- ✓ Worker Compensation

9.2 Legal Entity

FULL NAME: ALL CAREERS PTY LTD AS TRUSTEE FOR THE C & SM ARRELL FAMILY TRUST TRADING AS HOSPITALITY & FOODSERVICE CONSULTANTS

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