



Professional Hospitality
Services Since 1992

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Technical Capability

Introduction

Hospitality Total Services (HTS) is a management and design consultancy to the hospitality industry providing professional hospitality services since 1992.

We are a multi disciplined consultancy incorporating architectural technicians, management consultants F.C.S.I., food service design consultants F.C.S.I, research analysts and administration staff over two offices based in Melbourne and Perth working throughout Australia

Technical Approach

Chris Arrell is a professional member for Foodservice Consultants Society International (F.C.S.I) by way of qualification and time, operating under a code of conduct since 2004 and Mario Sequeira is an Associate Member of F.C.S.I which is guided by three master principles:

- The client's Interest – quote as per F.C.S.I. "The interest of the client shall be paramount in all aspects of the specific work and general conduct of the member at all times".
- The Public's Interest – quote as per F.C.S.I "The interest of the public shall be highly considered and respected in all aspects of the specific work and general conduct of the member at all times"
- The Profession's Interest – quote as per F.C.S.I "The member shall be responsible to the interests of the foodservice consulting profession by endeavoring to enhance the standing and public image of the profession and the association within his/her community"

HTS is committed to delivering its clients the best possible solutions, support and services and has been successfully doing so since 1992.

Sample of Services but not limited to:

Management Consultants

- Business Audits – recommend improvements
- Operational audits and associated reports
- Equipment selection and specification as best fit
- Kitchen operational consultancy and reporting
- EOI campaigns for new and existing business
- Assist with new business start-ups
- Consider re current costs
- Guidelines for food premises, design and equipment
- Feasibility Studies
- Business plans
- Audit current food service equipment and inventory
- Budget and cash flow analysis
- Due diligence reports
- Tourism / Catering / Retail consultation
- Food safety audits
- Supplier negotiation

- Stocktaking
- Relief managers
- Lease negotiations
- Food and beverage master planning
- Hotel / Tavern / Restaurant / Pub / Café re-developments / Hospital / Government Facility
- Compliance audits
- HACCP and WASTE reports
- Benchmark reports
- Project budgets for complete builds and/or fit outs
- Market penetration reports for new and current businesses
- Lease negotiations either tenant or landlord

Design Consultants

- Design and fit outs
- Drafting CAD services and food service design
- Concept plans
- Kitchen, bar, functions, dining, gaming entertainment room design
- Accommodation room design
- Front of house design and furniture layouts
- Working / building drawings suitable for tender
- Equipment selection and specifications
- Specifications
- Applications for planning permit
- Refurbishments and redevelopments
- Development applications
- Site superintendent
- Application for building permit
- Design guidelines for food and beverage tenancies

Liquor Licensing Consultants – Assist with:

- Liquor license applications
- Public interest assessments (PIA) W.A.
- Local government development applications
- Management plans – harm minimization plans W.A.
- Liquor licensing floor and site plans
- Planning applications (section 40 certificates W.A.)
- Protection orders

Chris Arrell, managing Director of HTS, is a professional member of F.C.S.I, since 2004, which he must demonstrate a high level of knowledge in The Foodservice and Hospitality Industry, Consulting Assignment Management, Professional Specialism, Business Management and F.C.S.I code of conduct. Chris has been consulting in his own practice since 1992. Mario Sequeira, consulting partner of HTS, is an associate member of F.C.S.I.

We employ proactive and knowledgeable staff, with qualifications and experience suited to the Food Service and Hospitality Industry, HTS and its staff is covered with Professional Indemnity Insurance.

We strive to keep up with the most up to date information, allowing our staff to allocate time each week to research in there fields with the most up to date information.

All works are reviewed by our managing director to maintain our F.C.S.I code of conduct before our clients receive HTS work.

The Methodology

Research Methodology

Research for HTS projects and including your project is gleaned from the following sources but not limited to;

- HTS network and client base since 1992
- HTS staff and their associated knowledge
- Food and hospitality publications – Restaurant and Catering, Essence, Bistro, Our Hotel, Hotel Today, Menu Magazine, The Consultant, Venue.
- Food and Hospitality trade shows such as Food Hotel Asia, Fine Foods (various states), Hotel Hospitality + Design expo, Host Show in Milan, RSVP Expo
- Hospitality Operations and design conference (Chris Arrell speaker)
- HACCP conferences
- Member associations – Restaurant and Catering Association, Australian Hotel Association, Food Industry Association (HTS member of each)
- Food service equipment suppliers provide ongoing training and product development information including specifications
- Foodservice Consultants Society International (F.C.S.I)
- Internet
- Site visits re familiarization on going; Australia as well as internationally
- Government Acts having affect on this quotation
- General news bulletins and information

Case Study 1

Client: Chifley (now Somerset hotel, St Georges Terrace, Perth)
Beachside Apartment, Rockingham (now Comfort Suites)

Brief: Feasibility, Operational Consultancy, Management Consulting

Overview: Worked with owners, architects, builders and engineers in compiling the feasibility for 2 major hotel projects 1 including kitchen, bar, functions and rooms, the other including tavern with food, restaurant and kitchen rooms, laundry also provided the operational consulting overall for both projects and worked throughout the projects onto opening the same.
Considered all areas of the properties in relation to special requirements equipment selection and end users such as operator's tenants and patrons.

Outcome: Both highly successful properties operated profitably by their owners and more recently, the Chifley sold for a capital profit as well to become Somerset St Georges Terrace, Perth.
Comfort Suites continues to trade successfully today including the tavern and restaurant as separate entities now.

Case Study 2

Client: City Square, Perth – Brookfield

Brief:

- Consider 5 Heritage buildings in relation to proposed food and beverage uses.
- Consider 1 Heritage building in relation to proposed tavern use.
- Consider proposed Café Court to include 10 food tenancies and back of house facilities.
- Consider services as required re above and goods delivery and waste requirements for all and specific equipment to future, proof the project once tenant selection underway.
- Consider ergonomic flows and types of operations and their needs in each of the spaces.
- Work with the architects and engineers to create management plans and design guideline spaces and food service requirements to suit, future tenants and patrons.
- Consider best practice and least resources use.
- Equipment selection and specifications provided re various
- Produce kitchen and bar layout plans and consider storage areas and future supplier issues re gas beer food other and provide layouts and plans

Our Clients

HTS takes pride with every consulting job we under take. Being a management and design consultancy we have the knowledge and expertise to provide our clients with the best possible solution and outcome at that time. We consider the ergonomics of a venue in relation to the flow, cost effectiveness, choosing the right equipment to suite the style of kitchen bar or other including the cost effectiveness and efficiency of the equipment and least resource use.

With a combined total of over 85 years experience in HTS, clients still come back to us and recommend us to other potential clients this has given us an extensive range of clientele a sample herein;

- Chifley On The Terrace – Feasibility study, operational consultancy, management consultation regarding pre opening of hotel, liquor license application, kitchen design, bar design
- Rendezvous Hotel Group- kitchen and bar design including equipment selection and specifications suitable for tender re the proposed Marquee hotel Kew
- Frankston project- completed feasibility study and concept plans for DA re microbrewery café court wine & tapas bar and offices
- Capehill Investments – Property development with hospitality and retail focus
- Department of Industry and Resources – Feasibility study, operational consulting, then kitchen, bar, dining room design for a tavern
- HMAS Stirling, The Canteen Fleet Base Amenities – Food and Beverage facility audit and management plan re operations
- Comfort Suites Beachside – Feasibility study, operational consulting, then concept plan, kitchen and bar design, fit out, management consultation through to opening
- The Tides Tavern – Design fit out, liquor license, kitchen and bar design, overall concept plans
- Grace’s Tavern – Operational Consulting, Fit out, liquor license
- Hybla – Development application, operational consulting, kitchen design, bar design, concept of interior and exterior design, fit out plan, liquor license, management consultation
- Professor Roger Dawkins – C.Y. O’Conner Village Pub, Operational consulting, Feasibility Study, liquor license, overall concept design, kitchen design, bar design, bottleshop design, front of house design, furniture layouts, superintendent to builder, fit out, management consultation re opening and operations
- Debbie Falconer and Garry McCagh – L’Attitude 28 Tavern, Feasibility Study, liquor license, management consultation, kitchen and bar design plans and specifications, fit out.
- Hawaiian – Claremont Quarter: Operational consultancy re Food and Beverage Precinct including premium bar, specialty restaurants, chocolate lounge, all day café. Concept plans and layouts, expressions of interest campaign, tenancy design guidelines, liquor license applications, tenancy audits. Opens early 2011

- Brookfield – St Georges Terrace, City Square: Operational consultancy re Review Food and Beverage tenancies in heritage buildings, concept plans and layouts, waste management, stock delivery consultation and café court consultation. Opening 2012
- Admiral Hotel Property: The National Hotel Fremantle – Feasibility study, kitchen design plans, bar design plans, furniture layouts, accommodation room layouts
- Admiral Hotel Property: The Lighthouse – Management and Design Consultation including operations
- Silverfield Nominees Pty Ltd: Club Capitol and Amplifier – Refurbishment of old night club, ongoing consultation
- Silverfield Nominees Pty Ltd: Malt Supperclub – Refurbishment of an old restaurant into a supperclub – local government approvals, concept plans and layouts
- Silverfield Nominees Pty Ltd: Premium Bar – Claremont Quarter, Cheeky Sparrow
- Silverfield Nominees Pty Ltd: Otto – Refurbishment, plans review, liquor license application DA also
- Rockingham Ladies Auxiliary: Café and Gift Shop – Refurbishment; Operational consultancy, design and working drawings, equipment selection and fit out coordination
- Reeves On Campbell: Management Consultation – Operational consultancy and Business audit / report

Chris Arrell
Managing Director

Career Summary

Chris has over 33 years in the food service, hospitality, Retail and Tourism Industries and Tertiary qualification from England and New Zealand in food, beverage, catering and management. Chris is working closely with entrepreneurs, the government and developers to add value to their projects.

Chris has been fortunate enough to gain experience working with former Lion Nathan Senior Manager and one of New Zealand's first 5 star tourist hotel corporation managers, George Mulder. George operated his own Personnel Recruitment and Feasibility Studies Company in which Chris was Manager. During his time there, Chris was highly successful with project operational and management consulting throughout the Southern Pacific Region.

Chris then moved to Perth in 1986 and has been a;

- Hotel manager at major Hotels within WA
- Operations manager of 5 hotels Australia wide
- Hospitality Consultant 1992 Vangold Holdings Pty Ltd (own company)
- Owner/operator Hospitality Total Services 1996 – 2001
- Senior Partner, HTS Consultants Pty Ltd 2001 – 2006
- Managing Director of Hospitality Total Services Pty Ltd 2006 – present
- Expanding Hospitality Total Services into Melbourne (where Chris is based) 2010 – present

In 2004 Chris became a Professional member of the Foodservice Consultants Society International (F.C.S.I), a respected and professional organization of men and women offering design and management consulting services across the world. F.C.S.I members are well respected throughout the hospitality industry as to achieve membership they must;

- Have high levels of knowledge in their industry
- Provide specific expertise
- Have a high degree of industry experience
- Provide independent advice
- Have a record of enhancing client's business

Chris has extensive experience in the Tourism, Catering, Beverage, Administration, Operations, Training, Financial, Event, Design and Project concept and building facets of the hospitality and retail industries and the ability to put all of this knowledge into practice when working with projects for clients. Since becoming a consultant in 1992, Chris has worked on the design, specification, fit out, feasibility and operation of many hotels, taverns, pubs, restaurants, café, and government as well as mixed retail projects.

Chris is well known in the Australasian Food Service, Hospitality, Tourism and Retail communities and has been called upon many times by government, major companies and private developers for his advice on matters pertaining to the industry in general.

Qualification

- Apprentice Chef – qualifications London City Guilds 706/1, 706/2
- NZ Certificate of Food and Beverage
- Trainee Manager (Lion Nathan)
- Trainee Manager (Pizza Hut)

Chris Arrell has worked on all the above jobs, all works are checked by Chris before going to any client, to maintain the highest level of standard and quality.

Mario Sequeira

Director - Consulting Partner

Career Summary

A hospitality professional with over 26 years experience in kitchen and food operations management with the last two and half years in food service/hospitality management consultancy. Results orientated professional and a natural leader, with a reputation for consistent quality service delivery and meeting client expectations.

Key Competencies

FCSI – Member

Current member of the Foodservice Consultants Society International FCSI - Strict Code of Conduct followed at all times.

Abreast with the best practice cooking trends and technology available

Keep abreast with the latest innovations in cooking equipment and techniques with an emphasis on energy efficiency and labour saving.

Kitchen Operational Consultancy

- Proven record in kitchen operational consultancy with recent accomplishments at Rockingham Kwinana Hospital Café, City Square in the Perth CBD, Kingsley Tavern etc. Currently working on a resort in the Swan Valley, Food and Beverage Precinct at Claremont for Brookfield Multiplex and the Hawaiian Group and other projects
- Banquet Chef at Burswood Island Resort catering to function from 50 to 10,000 people
- Chef and Senior Manager at Qantas Airways – Catering Services, including but not limited to:
 - Liaise with different stakeholders
 - Kitchen (Executive Chef and Production Supervisors)
 - Stores (Stores Manager and Shift Supervisors)
 - Operations / Dispatch (Operations Manager and Duty Manager)
 - Liaise with various Airline Catering Managers to deliver best in class food:
 - Consider production methodology
 - Consider product and price
 - Consider customers profile to meet or exceed requirements
 - Part of planning team for \$15M expansion of Qantas Catering

Qualifications

Qualified Chef

- Qualified Chef with a practical knowledge and experience in the production and delivery of Traditional and Modern Contemporary Western, Continental and Asian Cuisine

Lean Manufacturing

- Accredited Lean Manufacturing Leader
- Completed academic training and various practical assignments to achieve best practice outcomes

OH & S, HACCP and Quality Management

- Experienced in application of world best practice 'Health & Safety' principles
- Sound understanding of Quality Assurance & application of HACCP
- Part of Senior Management team that achieved and maintained ISO 9001:2000 & Codex HACCP standards at Qantas Catering

Post Graduate Qualification

- Completed post graduate qualification in Corporate Management at Deakin University, Geelong

Other Skills

- Experienced in reading and interpreting plans and making recommendations for equipment to suit the venue and the proposed menu/operation
- Highly developed written & oral communication skills
- Promote team working ethics and a culture of continuous improvement
- Community and Environment focused
- IT literate with sound working knowledge of Microsoft Office including Power Point, WORD, Excel, MS Access and trained in MS Project.
- Excellent references – professional and personal

Professional Memberships

- FCSI - Member Foodservice Consultants Society International
- APESMA - Member of the Association of Professional Engineers, Scientists and Managers, Australia 1998 – 2005

Mladen Luketin

Architectural Technician

Career Summary

Mladen has completed both a Masters of Architecture and a Bachelor of Environmental Design at the University of Western Australia, and has worked for major developer Mirvac Design WA on their Burswood Towers projects.

For the past few years with Hospitality Total Services, Mladen has applied and honed his experience in practical design and documentation of kitchens, bars & restaurants, as well as consultation for projects such as the National Hotel in Fremantle, Claremont Quarter, the new City Square, and others.

Mladen applies his Architectural training towards designing for efficient spatial design, ergonomic flow and safety, co-ordination of services (mechanical, hydraulic, electrical, acoustic, fire and other) through his experience in engaging with a range of consultants.

Works closely with suppliers, Mladen specifies the most appropriate equipment selections, balancing key issues of energy efficiency, practical usability, new technologies and aesthetic appeal.

As HTS' in house designer and draftsman, Mladen finds design solutions and resolutions for challenging sites, and project manages several projects both on-site and from the office.

Qualification

- Masters of Architecture (UWA)
- Bachelor of Environmental Design (UWA)
- 5 years Masters of Architecture (UWA)
- Extensive use of AutoCAD, both in design and technical aspects
- Use of 3d modelling software (3ds Max) for design and technical assignments
- Use of Adobe Publishing software and PowerPoint for presentation purposes
- Hand-drawing technical and design documents

Laura Ashcroft *Consultant*

Career Summary

Experience and skill lie in food and beverage operations with the last four years spent in the food service and hotel industry. An energetic professional driven by goals and a passion to offer the best possible service and outcomes to clients.

Key Competencies

- Food & Beverage
- A sound understanding of safe food delivery while maintaining quality at all times
- Knowledge of the delivery requirements of meals served away from the kitchen to a remote location (i.e. room service or to functions)
- Ability to liaise with Chef's to ensure best possible service for client
- Tourism Management

Qualification

- Completed graduate qualification in Tourism Management at Edith Cowan University
- University level report writing skill
- Ability to research, collate and analyze data for the purpose of reporting
- Ability to understand and then provide written procedures and work flows for any given task within the hospitality industry.
- Competent using spreadsheets and analyzing data

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