

BST APPOINTMENT

Croydon Golf Club, Victoria

Date:

December 2003

Project:

Golf Course Relocation Development



Where:	Croydon, Victoria
When:	2003 to 2004
Size:	120ha (300 acres)
Proj Cost:	\$25M

BST Consulting is pleased to announce its appointment as [Operations Consultant](#) to the Croydon Golf Club relocation to the [Coowerp Homestead](#) in the Yarra Valley. David Breadmore of BST said today that he "was delighted to see BST appointed to assist with the relocation of the Croydon Golf Club and its development at the new location."

"We have been appointed to provide [Operational Support](#) and [Specialist Consulting](#) Services for the development of the new Croydon Golf Club including assistance with the modelling and feasibility of the Hotel, Accommodation and Food & Beverage Operations in addition to advice with regard to [Development Sustainability](#)".

"BST will provide an [Accommodation Audit](#) and [Economic Impact Study](#) for the relocation from the golf club's current site in Croydon to the new site at Coowerp in the Yarra Valley. BST will review all architectural plans and designs from an [operational perspective](#) to ensure [efficiency](#) and [effectiveness](#)".

He added, "BST will also provide [Operational Briefs](#) to define the overall direction of a complete hotel operation and operator tendering process".

BST Consulting (Breadmore Soust Tobin & Associates Pty. Ltd.)

As background, BST have created some of Australia's [leading leisure and hospitality facilities](#) using [methodologies](#) that allow comprehensive pre-planning from the ground up to the final operating solution.

Throughout an entire project, BST's role is to ensure that the design of the facilities meets both the [client's vision](#) as well as [operational integrity](#) in terms of efficiency and functionality. Through many years of "hands on" [experience](#), BST is able to view each project or development from the perspective of the operators and owners, to ensure user and customer satisfaction whilst sustaining a [profitable](#), [efficient](#) and [competitive business](#).

From project inception, BST's methodology can assist with [feasibility studies](#) and [pre-planning](#) of the hotel, hospitality and leisure facilities to determine basic configurations, style, marketability and financial pre-planning.

BST's methodology also provides both a [Design Brief](#) that allows the Architects and Designers to design a solution right first time and an [Operational Brief](#) which encompasses the client's detailed expectations and requirements and provides the selection criteria for potential operators.

Once operations are up and running, BST can assist with all aspects of the operation and facilities including audits, facility assessment, branding, marketing, customer satisfaction,

profitability, efficiency, technology, training. BST can [streamline](#) operations as well as enhance the business through tourism information, marketing and promotional activities to attract the target audience.

Further information can be found at www.bstconsulting.com.au or by contacting Sally Davey at sally@bstconsulting.com.au