

## BST APPOINTMENT

Equinox Hotel Group

Date:

October 2004

Project:

Operational Audit

The Vue Grand, Queenscliff

Marylands Country House, Yarra Valley



BST Consulting is pleased to announce its appointment to the Equinox Hotel Group. David Breadmore of BST Consulting said today that he "was delighted to see BST appointed to provide an [Operational Audit](#) of the two properties".

"We have been appointed to provide [Strategic Support](#) and [Specialist Consulting](#) Services through a detailed audit of the operational performances of the Equinox group's Vue Grand and Marylands Country House properties."

"BST will provide an operational and performance audit of both properties including Hotel, Conference & Function facilities. [Performance benchmarks](#) will be set through the use of [TARDIS](#) (Tourism Accommodation Regional Demand Investment & Supply) and BST's [HATS](#) modelling systems. In conjunction with the property General Manager's and other relevant key Management staff, an understanding of [customer flow](#) and [customer expectations](#) will be gained before a complete review of [operation effectiveness](#) across all areas of the operation is carried out, including back of house operations and a complete review of current [sales](#) and [marketing operations](#) from both an individual property and overall group perspectives.

[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 T8 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](http://www.bstconsulting.com.au) or by contacting Sally Davey at [sally@bstconsulting.com.au](mailto:sally@bstconsulting.com.au)