

BST APPOINTMENT

Clearwater Lake, Daylesford, VIC

Date:

July 2005

Project:

Hotel & Leisure Resort Development



Where: Daylesford, Victoria
When: 2005 to Ongoing
Size: 18 ha (45 acres)
Proj Cost: \$30M

BST Consulting is pleased to announce its appointment as [Specialist Development and Operations Consultant](#) to the Clearwater Development in Daylesford. Stuart Lobley CEO of BST Consulting said today that he "was delighted to see BST appointed to assist with the Development of this exciting new resort development in Australia's leading spa destinations. The Clearwater Development in Daylesford Victoria will be a significant and stunning project for Daylesford Hepburn area."

"We have been appointed to provide [Development and Operational Support](#) and [Specialist Consulting](#) Services for the development of the whole site including the preparation of Project & Performance Briefs and then to assist with the [Design Briefing](#) and [Operations Management](#) from the [Design](#) and [Construction](#) Phases through to the [Operational](#) Phases of the project."

[Daylesford](#) is a 1½ hour drive (130km) north west of Melbourne, the rolling hills and farmland of the [Macedon Ranges and Spa Country](#) are home to [natural mineral spas and springs](#) and dotted with charming, historic towns. With a population of approximately 3000 people, the Hepburn Springs-Daylesford area is the [most widely recognised](#) and increasingly known as a centre for relaxation, as well as for its fine shopping and dining and is one of Victoria's [premier](#) contemporary [tourist attractions](#).

The township reflects the character of its [Victorian-era heritage](#), when people travelled to 'take the waters' of the mineral springs and spas. In addition, early Swiss-Italian and other immigrants, who settled in Daylesford during and after the region's gold rush, also greatly influenced the gardens and architecture, bestowing upon the town a European feel.

Stuart believes that, "Being only 2.5 km from the township, the location of the property is within 3 minutes drive or 12 minute cycle ride of Daylesford providing the perfect opportunity to create a [stunning](#) yet [secluded](#) and [ecologically sustainable](#) development".

"The main focus of the 45 acre (18ha) property is the stunning 15 acre (6ha) [central lake](#) around which the development will unfold to provide 40 one bedroom, 40 two bedroom suites (totalling 120 rooms/keys), high quality wellness centre, conference and function facilities, nature walks, indoor and outdoor dining and other leisure facilities" he added.

According to Stuart "In order to ensure the success of the development, a [fully integrated development](#) based on [BST's T8 Model](#) will be implemented in order to maximise operational efficiencies and minimise capital and operational costs. For example, the food & beverage (F&B) component of the development will be carefully integrated between accommodation, wellness centre, conference/function and leisure facilities to minimise infrastructure and maximise efficiency".

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 or by contacting Sally Davey at sally@bstconsulting.com.au