

BST APPOINTMENT Alan Synman
Date: January 1 2006
Position: Development Consultant

Alan Synman, founder of SJB Architects, joins BST Consulting.



Alan has extensive experience in site integration, strategic & master planning, architecture and interior design, combined with implementation and project management skills as well as extensive experience in business management and quality assurance programs.

“As one of Australia’s leading Architects, Alan brings an enormous wealth of knowledge with over 35 years of experience in Architectural Design and over 10 years of experience with integrated and multi-operational developments that incorporate tourism, residential, hotel, conferencing, leisure and golf activities”.

“As a founder of the prominent Australian architectural firm, Synman Justin Bialek Architects (SJB), his wide experience with the planning and design of all types of development projects is unparalleled and his specific experience with integrated hospitality and leisure developments is unique.”, says BST’s CEO Stuart Lobley.

“Alan’s appointment to the BST Consulting team, positions BST as a dominant force in the Tourism, Hospitality and Leisure Development Markets.”, he added.

Alan’s site integration, space planning, functional design skills, his environmentally sustainable developments experience and his project & complex task management skills complements BST’s design and operational methodologies for integrated hotel, golf course, food & beverage, conference and leisure facilities.

Alan joins other BST key executives, David Breadmore (Director & Founder), Stuart Lobley (Director & CEO) and Sally Davey (Marketing Director).

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.

Please contact David Breadmore at david@bstconsulting.com.au for further information.

