

Hospitality Policy



Overview:

The Abbotsford Convent is owned and managed by the Abbotsford Convent Foundation (ACF), whose principal function is to create and operate an arts and cultural precinct within the heritage listed buildings and gardens on the site. Commercial hospitality activities are designed to service the needs of tenants, visitors and the wider community and are considered an important contributor to the arts & cultural precinct.

The commercial hospitality activities are delivered by two separate types of operators: 1) Hospitality Businesses that are tenants and have a lease with the ACF and 2) Event Producers that offer food and beverage as a component of their event services and are on site under a contractual basis with the ACF.

Purpose:

This Policy articulates the principles underpinning the management and selection of all hospitality operations on the Abbotsford Convent site.

Policy statement:

All aspects of each hospitality business of any kind on site must:

- support the arts and culture vision of the Abbotsford Convent;
- be compatible with the Convent's vision, values and ambience;
- be respectful of the physical infrastructure of the heritage listed buildings and grounds; and
- serve the purpose of extending the visitor and tenant experience.

Principles:

- a) The function of the overall hospitality offering is to contribute as a support service to the arts cultural and learning activities and not as a driver of visitor numbers to the site**

There are no strategic plans for the Convent to have a significant focus on food activities or to become a food precinct. However individual operations of 'destination' quality may be deemed appropriate to the requirements of the site when balanced within the overall offering.

- b) All operations must demonstrate compatibility with the Convent's vision and values and must contribute to the ambience and amenity of the site**

All hospitality operations must allow the quiet enjoyment of the site by other tenants and visitors and be respectful of the physical infrastructure of buildings and grounds. Visitors, tenants and management staff

must not be placed at risk and no harm may be caused to the reputation of other tenants or the ACF.

All hospitality businesses must demonstrate an awareness of the values of collaboration and community building represented by and in the Convent's general operations.

c) Each operation should represent an individual and original response to the Convent site

To maintain the unique nature of the Convent, each hospitality business should have a direct response to the site.

No chains or franchises will be considered as Abbotsford Convent tenants.

d) All hospitality businesses must operate in a professional manner consistent with the highest industry standards; in all matters of regulatory compliance, management of customer behaviour, appropriate qualifications and training of staff and collaboration with fellow operators.

A strong culture of compliance to all food safety, fire safety and liquor licensing regulations is required.

All operators must maintain their equipment and services as required under the Convent's mandatory reporting schedule.

All food service must comply with food safety guidelines.

Customer numbers must be limited to the permitted levels and be confined within the appropriate leased area.

Customer behaviour must be managed to comply with the Convent's Code of Conduct.

All operations must manage deliveries and rubbish as specified and be responsible for detritus during service.

All operators and tenants individually and jointly are responsible for the cleanliness and amenity of shared facilities.

e) The overall hospitality offering should be diverse in price, product and operational style but also carefully balanced in order to provide a broad and interesting choice, sufficient to meet the needs of various audiences at different times of the day; it must be sufficient to support the site's normal operations whilst avoiding oversupply

The mix should be complimentary and not duplicate each other in format, size and menu offerings.

Some collaborative and cooperative competition should be the aim in order to create and maintain high quality in each of the various offers

No one or two operations should dominate the site; no operator will have more than one business on site; and no single operator for the site will be considered

As new areas open up, careful consideration will be given to ensuring the right balance of offering is established and maintained as the Convent develops. This will evolve over time as the site continues to grow.

There is recognition that there will be temporary hospitality services brought on to the site to cater for specific events. They are required to be managed and operate in a professional manner, irrespective of their relationship with the ACF.

f) Financial arrangements with operators must be entirely commercial with no subsidisation whether direct or indirect, and must cover their operational impact on the site and its infrastructure

Each hospitality business is to adequately cover its impact on the site (both direct and indirect) including wear on the buildings, gardens and infrastructure (including external areas) and operations (such as rates, utilities, waste services and cleaning).

In determining rental rates the ACF will consider comparable market rentals, type, size, amenity and permitted usage of each available space, the tenant's contribution to fit-out, funding sources and status.

The Convent will engage only with hospitality businesses that have the financial and operational capacity to run a business that meets its obligations to the Convent and adds to the reputation of the Convent.

In order to give effect to these principles, it follows that the mix of hospitality tenants will be taken into account when looking at new leases and there is no automatic right for an existing tenant to be granted a new lease.
