



31 January 2017

Mr Richard Cherry
Senior Planner
SJB Planning
Level 1, 80 Dorcas Street
Southbank VIC 3006

Dear Richard

**Preliminary Management Plan for Proposed Serviced Apartment Hotel ("SAH")
located at 44 Oxford Street Collingwood.**

As you are aware, Minett Consulting Pty Ltd has been engaged by the client to source a suitable serviced apartment operator for the above project and we are working with the shortlisted parties to confirm operational requirements.

On this basis, I am pleased to provide the following preliminary plan for your information.

1. *Proposed on-site management arrangements, including when staff will be available.*

- Negotiations are currently underway with two international hotel management companies to operate the SAH.
- The operator will be providing 24-hour service to guests via a manned reception desk.

2. *Times for check-in and out*

- As an international SAH, guests may arrive at any time of the day however based on normal operations:
 - **Check in** will occur mostly between 5pm and 7pm each evening; and
 - **Check out** will mostly occur between 8am and 10am each morning.

3. *Measures to ensure occupants are not using the premises as their normal place of residence*

- The SAH will be marketed for short-stay accommodation that could be for stays of between one day and a month or depending on the guest's needs.
- The expected average room rates for this SAH (~ \$200 per night) will be far more expensive than leasing a similar residential apartment elsewhere and so guests wishing to stay for longer periods would be expected to take up a residential lease.

- There will be standard operating procedures in place to address any concerns should staff feel that guests are using rooms inappropriately or not in accordance with the SAH permit.

4. Measures to limit conflicts between dwellings and the serviced apartments such as noise and access to circulation areas.

- The SAH and residential components of this development will have separate entrances with little or no shared areas.
- Construction processes will meet all regulations in terms of noise transfer and hence there is no expected impact between permanent residents and SAH guests.
- Management will require all staff to undertake appropriate training in
 - Responsible Service of Alcohol
 - Customer Service Skills
 - Complaint Handling and Resolution

Please do not hesitate to contact me should you require additional information.

Kind regards

Minett Consulting Pty Ltd



Dean Minett

About Minett Consulting

Dean Minett has over 35 years of hospitality experience and now assists hotel developers, operators and owners generate greater value from their assets. He has worked in, managed or consulted to hotels, motels, resorts, restaurants and casinos across all states of Australia and been involved in the development of numerous hotels over these years including investments of up to A\$160m. Dean holds a Master of Business from Victoria University and is a Graduate of the Australian Institute of Company Directors. He is highly regarded within the hotel industry and is extremely well connected with both local and international operators.