

## Management plan :69 Brewer St, Northbridge WA 6000

Perth hotel economic impact study (brief background),

### Executive Summary

There is growing concern regarding a lack of hotel accommodation in Perth's CBD and its potential adverse impacts on leisure tourism and business activity in the state. The analysis presented in this report shows that since 2001-02, hotel occupancy rates have risen to the point where the city's hotels are close to capacity. Indeed, between 2006-07 and 2008-09, average occupancy rates exceeded 80% – the highest of Australia's capital cities and among the highest globally.

Despite the strong growth in yields these conditions have generated – including a 60% increase in average room rates over the three years to September quarter 2008 – limited new supply has been forthcoming. Indeed between 2006 and 2009, the net increase in hotel capacity in Perth was just 200 rooms or 3.6%. Accordingly, there is concern that hotel accommodation shortages will become increasingly acute over coming years and that the resulting adverse impacts on tourism and business activity will amplify.

### Identified origins of the shortages

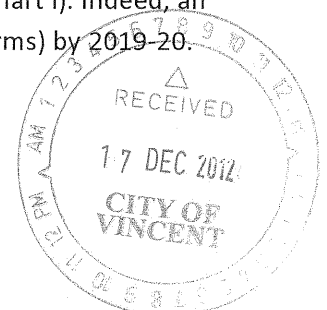
In analysing the origins of these hotel accommodation shortages, there is little evidence that current regulation or policy settings are directly impeding hotel accommodation development, although coordination among these areas and strategic direction appear issues at the margin. Rather, the primary identifiable origins of the recent lack of hotel development in the Perth central business district are market-related. The return to hotel accommodation investment, relative to other uses of capital, has been inadequate to stimulate investment. While the strength of the state's resources sector has been a major driver of demand for short term accommodation, it has also been a key contributor to the unviable nature of new hotel development; inflating construction costs and buoying demand for other investments.

### Assessing the impacts of capacity constraints

An analysis of Perth's hotel accommodation market employing detailed industry modelling confirms anecdotal reports that a shortage of hotel accommodation in the Perth CBD has emerged over recent years. Since 2006, insufficient capacity (and the price-pressures that these shortages have induced) has dampened visitation to the state, with an estimated 333,000 room nights foregone between 2006-07 and 2008-09, resulting in a loss of tourism exports estimated at \$213 million in 2008-09 dollars.

While the adverse economic conditions resulting from the Global Financial Crisis have temporarily eased capacity constraints in the sector, the modelling indicates that, in the absence of additional hotel development, supply shortages will re-emerge in 2011-12. Chart i summarises the impacts of projected hotel accommodation shortages on Perth's hotel sector and on the state's tourism industry and business/corporate activity over the next decade. As the two lines on the chart show, the loss of room nights sold compounds over time, with increasing levels of demand unable to be accommodated. By 2019-20 an estimated 540,000 room nights are foregone annually – a loss of around 16%. As hotel occupancy is constrained, so too is tourism expenditure (shown by the columns in Chart i). Indeed, an annual loss of \$50 million in 2011-12 is estimated to grow to \$660 million (in real terms) by 2019-20.

By Access Economics February 2010



## Application for Brewer St City Stay

" Brewer St City Stay", will be an 4 room (with Ensuites) Short stay accommodation. Maximum 6 guests. It will prides itself on making each visit an enjoyable and memorable experience with attention to detail and top service.

Low risk food if any will be offered complimentary to guests.

### Location:

Small and truly boutique, walk to Perth's best restuarants, cafe's, wine bars and great shopping. Based in 6000 postcode area, with public transport at your door.

Ideally located for business and leisure travellers, Brewer St City Stay, is just minutes from Perth's Central Business District, the new Perth's. Arena , Perth City, NIB Stadium ,

### Registration:

The Station on Colin's would be registered with the Australian Tourism Accreditation Program.

### Conflict resolution training:

#### 1. Opening Hours:

There would be 24 hour on site manager 7 days a week. As requested by City Vincent Staff- a signed affidavit from the manager stating they would reside for minimum of 6 months would be provided to council.

Check in would be from 2pm until late allowing for guests arriving into perth on midnight flights.

Check out would be 10.30 am.

#### 2. Method of Reservstion/Bookings.

A. Direct , own booking website.

B. Using online booking agency inc Wotif, Laterooms, Hooroo (Qantas and Jetstar Newest Accommodation Booking Website)

C. Member of Australian Tourism Accreditation Programme

#### 3. Attending to Guest Complaints:

A. Listening to the complaint the guest may have. Address the problem and rectify where possible.

B. Offer Comment Cards. Reply to guest if they have concerns.

#### Why complain?

We aim to provide our guests with the best possible service. If our service does not meet the guests expectations we want to know.

We will have procedures in place so that complaints from our guests can be properly reviewed and given an appropriate response. Knowing what our guests think went wrong can help improve our



services.

Objectives of our complaints handling policy

Our complaints handling policy will be developed with the following objectives:

Enhance guests relationships by increasing their level of satisfaction with the delivery of services;

Recognise, promote and protect consumers' rights, including the right to comment and complain - and the right to privacy;

Provide an efficient, fair, clear and accessible process for the guests in the management and resolution of complaints;

Continue to improve our business practices through regular monitoring of complaints to identify areas where service can be improved to ensure ongoing delivery of effective workers compensation services; and Retain our clients.

Complaint handling procedure:

Our complaints procedure has the following stages:

Stage 1

Complaints may be made:

By completing a complaint form

By contacting a staff member/manager

By letter

Our complaint form from our website will be available and of course complaint cards will be available from reception.

Our staff members will be trained to provide you with assistance in making a complaint, if you require it. This includes registering a verbal complaint and/or completing our complaint form.

Through discussing your concern(s) and courses of action available, we hope they will be able to put things right straight away or alternatively, explain why they are not able.

Stage 2

If we cannot resolve your complaint during the first contact (immediately), we will keep you informed of our actions, as well as:

Provide you with the contact details of who will be handling the complaint;

Aim to resolve your complaint within five working days; and

Check that you are satisfied with how the complaint was handled.

In some cases where we deem our actions to be reasonable, no remedial action will be undertaken. A written response will be provided for all written complaints.

Stage 3



We hope you are satisfied with our response. If not, you can ask us to reconsider your complaint. We will arrange for your complaint to be reviewed and for you to be given a written response setting out conclusions.

Putting things right

We will monitor our complaints to analyse the information so that we can improve the way we deliver services. Where required, we will review our policies and procedures to improve our service delivery.

#### **4. Room Service Offered.**

- A. Nespresso coffee machine in each room. /Tea making facilities .
- B. No room service
- C. Complimentary newspaper.

#### **5. Cleaning / Laundry Service offered**

- A. Each room will have iron and iron board.
- B. Third party same day service will be offered for laundry services / use of washing machine/dryer/clothes line.

#### **6. Company Name & Experience**

- A. The establishment will be known as "The Brewer St City Stay \* "
- B. Experience of Manager:  
Two Years of Running a Bed & Breakfast and 13 years in hospitality as Airline Cabin Crew Manager, in charge of wide bodied aircraft, management of 11 cabin crew each flight. First aid
- C. The business side will be assisted by my husband a Chartered Accountant.
- D. Staff with experience in Hotel Industry or training given to new inexperienced staff members.
- E. Ongoing relevant training for staff.

#### **Control of Noise:**

Effective noise control has become a prerequisite for client satisfaction. At the top of patrons requirements is a good night's sleep.

Attention to noise control can result in us filling more rooms due to repeat custom and referrals.

Areas requiring attention

Noise disturbance can come from neighbouring rooms in the form of airborne sound from TV and voices, impacts from footsteps along corridors and or services like showers and toilets

Noise from impacts travels horizontally along floors , impact through walls can be a concern where there are no buffers from wardrobes or bathrooms



Room acoustic treatment will help give a very positive outcome, I have requested all new walls to have the best insulation available, and where walls are already in situ to have soundproofing added.

There will be 24 hr staffing.

Guests will be asked politely to be less noisy if deemed noisy, my experience has been very positive however I do realise situations can occur and will follow any grievances in a professional way. As there will be no bar it would be unlikely this situation would arise very often.

Code of conduct card will be placed in a prominent position, containing vital number ie 000 local fire no, police no and hospital, local GP, emergency dental treatment number, 24hrs on call Managers

Maintenance of Common Areas:

Where possible any maintenance will be carried out during 10am-4pm, when most guests are usually out. If something serious occurred a room change maybe required (if available.)

Security of Guests: in a service industry. Good service includes security. A hotel with the best service but poor security would expose guests to crime risks and compromise reputation and goodwill. Hoteliers are responsible for the protection of property and well-being of their guests. We should not lower our guard against crime or be lulled into complacency that crime is under control.

Newly-arrived guests are unfamiliar with the surroundings, A short briefing on security tips should be given to them when they check-in.

The briefing should include tips like :

not to leave room doors unlocked;

not to open room doors to callers who are not in hotel staff uniform;

to keep valuables in room safe

### **Staff Identification**

Staff, especially those who are in direct contact with guests, will be in uniform and wear name badges. Such prominent identification will facilitate familiarity with guests and enhance security and

### **Key security and control**

The easiest way to enter any room is through the door. Guest room doors will be installed with good quality locks enhancing security.

Master keys should be kept by the Manager.

The keys will always be accounted for. Any loss, even temporary, must be reported to management immediately. If a master key is damaged, it should be destroyed, witnessed by the management. Only an authorised locksmith or the manufacturer of the locks should be permitted to make duplicate keys.

Front desk staff handing out the room keys should verify the name and address of the guest before issuing the keys. In this regard, we would issue a form of identification to their guests to facilitate



transactions.

Keys will not be left unattended or accessible to anyone . Keys left by guests intended for the drop box should be dropped into the box, which would be deep enough to prevent keys from being retrieved by unauthorised persons.

Staff using master keys in the course of their work should attached them firmly to a key strap worn around their person.

Keys not in use should be kept in a secure location and distributed only by authorised staff.

### **Protection and custody of guest's property:**

Guests will be encouraged to store valuables using in room safe deposit boxes.

#### **Control of Anti Social Behaviour**

Once a guest had contacted us to report anti-social behaviour, the member of our staff will arrange to see take details of the anti-social behaviour.

During the interview the staff member will record the full details of the complaint. We will then investigate the circumstances surrounding the incident.

Normally this means interviewing the person responsible for the anti-social behaviour and possibly speaking to other witnesses. During the investigation we will follow confidentiality guidelines.

We will try to help resolve the problem mutually as this is usually the quickest and most permanent way of resolving initial complaints.

Whilst we hope in most cases preventative action will be effective in stopping the anti-social behaviour, we can and will use enforcement action when necessary.

### **Parking Management Plan**

There are 2 parking bays, as well as an abundance of street parking, with public car park is very near by (At NIB Stadium). Most guests in my experience do not have a car especially with a city location.

However priory parking will be given to the disabled guest and this will be written in the terms and conditions and signed by all guests wishing to stay.

Bicycles will be given an area to securely stow bikes.

### **Compliance of House Rules:**

House rules will be advertised in a prominent position, such as No Smoking, any guests not conforming to rules will be requested politely to not continue tif booking city accommodation , however it would be complimentary and on a first come first serve basis, with priority parking given to disabled guest and this would be written in the contract for all guest bookings that disabled guest would be given a priority to the on site parking bays.

\* name may change.



**5) CRITERIA FOR ASSESSMENT OF APPLICATION FOR SHORT TERM ACCOMMODATION**

The following matters will be considered as part of the assessment of Short Term Accommodation applications:

**Does the premises have adequate supervision and a strategy for local residents to contact the property manager/owner when occupiers detrimentally affect the local residents' amenity?**

Yes, there will be a manager residing full time at the premises. There will be a sign with my contact number should any local resident want to contact me.

**Is the physical layout of the property appropriate for Short Term Accommodation purposes, including the provision of kitchen, water closet, bathroom and laundry facilities normally associated with a residential dwelling?**

Yes, although there is a kitchen the guests will not be using it. 3 Rooms will be Ensuite 4th Room will have nearby bathroom. Manager has own bathroom. Laundry Facilities will be provided.

**Does the premises meet all relevant provisions of the Building Code of Australia and the Fire and Emergency Services Authority?**

Yes . RCD installed. smoke Detectors.

**If located on a strata titled development, has the applicant provided evidence that the Strata body approves the proposal, and that appropriate by-laws will be entered into the strata management statement acknowledging the land use activity and including the provision for notification of the land use activity for tenants and/or purchasers of properties within the strata scheme plan;**

Premises NOT Strata Titled

**Has the applicant provided an appropriate Business Management Plan addressing the following issues:**

- a) agreement arrangements between the owner of the property and the tenants;**
- b) control of noise and other disturbances;**
- c) complaint management procedure;**
- d) security of guests, residents and visitors;**
- e) elimination of anti-social behaviour and the potential conflict between short term residents and long term residents of the area;**
- f) compliance with the Town of Vincent waste management requirements; and**
- g) an on-going maintenance and servicing strategy to ensure an adequate standard of health and sanitary facilities, and visual amenity, while minimising comings and goings from the property.**

As per original letter

**Has the applicant provided an appropriate Car Parking Management Plan including:**

- a) provision of car parking on site in accordance with Table 2; and**
- b) a commitment to advising occupiers of the premise, verbally and in writing, of the negative impact that inappropriate car parking can have on long term residents. Details are to include any relevant car parking restrictions applicable to the area in relation to parking vehicles on surrounding properties and within the streets, and instructions that parking of vehicles on the verge is not permitted.**

Yes, we had a meeting at Vincent Council Office to discuss parking. There is no verge. Each room will have one bed, maximum 6 guests. There is plenty of appropriate street parking available. There are near by car parks NIB Stadium. There will be very close monitoring of parking of residence cars so as not to bring any negative impact for long term residents.

#### Parking Management Plan

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