

TOWN HALL
BROADMEADOWS

Town Hall Broadmeadows Prospectus

For the provision of catering services

townhallbroadmeadows.com.au/eoi



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TOWN HALL BROADMEADOWS

Town Hall Broadmeadows
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Town Hall Broadmeadows: A blank canvas to make your own

Town Hall Broadmeadows has been a fixture in the landscape of Melbourne's north for more than half a century. A \$23 million refurbishment will see it enter a new and exciting chapter in its history.

It was November 1964.

The Beatles had just swept through Melbourne on their world tour, Dawn Fraser had won Olympic gold in the 100-metre freestyle for the third time in Tokyo, and Ron Barassi had captained Melbourne just weeks before to a thrilling Grand Final win against Collingwood.

In Melbourne's northern outskirts, the burgeoning suburb of Broadmeadows was facing unprecedented growth, as baby boomers chased the dream of a new home in the aftermath of the Second World War.

In the 20 years prior, more than 15,000 people had moved into the suburb - most spurred on by the promise of a spacious precast concrete house on a large block, where they could raise a young family.

To meet that growth, the former City of Broadmeadows embarked on an ambitious development - Broadmeadows Town Hall.

Built at a cost of £450,000 - or approximately \$6.2 million in today's money - the Town Hall was one of the largest buildings of its type in Victoria at the time, heralding an exciting future for Melbourne's north.

Immigrants from England, Ireland, Scotland, Italy, Hungary, Sweden and Poland joined forces with Australian workers to construct the building over a period of 14 months.

More than 645,000 bricks, 2,220 tonnes of concrete and 300 tonnes of steel were used to develop the new building.

When former Opposition Leader Arthur Calwell officially opened the new venue to much fanfare, he described it as a magnificent hall that had no equal in Melbourne.

It was front page news across Melbourne's newspapers, and those who had the courage and foresight to embark on the project were recognised and congratulated.

Over the next 50 years the Town Hall grew into an iconic landmark for the community.

From weddings and debutante balls, gala dinners, cocktail parties, school dances, concerts, parties and an AC/DC gig - you name it, the Town Hall has seen it.

Those events marked the milestones that still hold a special place in the hearts of many.

A bright vision for the future

In 2019, Town Hall Broadmeadows is undergoing a multimillion dollar makeover that will see the venue enter an exciting new chapter in its history.

Hume City Council, with the support of the Victorian Government, has invested \$23 million towards the redevelopment, which is scheduled for completion in October 2019.

Council has a bold vision for the future of Town Hall Broadmeadows - we want the venue to reclaim its title as an events leader in Melbourne's north.

We've honoured the building's unique history by restoring key architectural design features while transforming our interior to provide a vibrant and contemporary space for today.

Its grand façade, iconic red brickwork, floor-to-ceiling windows and mountain grey gum floors have been painstakingly restored by hand.

The renovated venue will include a main hall, conference and seminar facilities, meeting rooms, a bar, exhibition areas, a coworking space, art gallery and commercial offices.

Catering for up to 500 people seated and 800 people cocktail style, our expansive Main Hall space will provide a blank canvas for guests to make their own.

Conveniently located close to Melbourne Airport, and just 15 kilometres from Melbourne's central business district, we're well supported by public transport links, major freeways and arterial roads.

A commitment to excellence

With more than 30 years' experience working across the hospitality and event industries, our team takes great pride and commitment in delivering an exceptional standard of service.

Our passion for what we do means we'll go above and beyond to ensure guests leave with a lasting memory of warm hospitality.

Our team are committed to providing an exceptional experience that's seamless, personable and tailored to meet the needs of each and every customer.

Whether it's planning a wedding, engagement, birthday, gala dinner, corporate event or cocktail party, our team will partner with our customers to deliver their perfect event.

We're looking to collaborate with some of Australia's finest caterers and hospitality providers to deliver a fresh and global menu, that's beautifully-presented, locally-sourced and can be customised to cater for a wide range of tastes, dietary requirements and cultural traditions.

This prospectus outlines our vision for the Town Hall Broadmeadows.



Architectural impressions of the new Town Hall Broadmeadows.



food vision.

Town Hall Broadmeadows will be known for its vibrant and contemporary menu that celebrates the cultural fusion of Melbourne's iconic food scene.

We know great food is the cornerstone to delivering a truly memorable event.

We're looking to work with businesses that are passionate about amazing food, who continually innovate and strive for excellence, and most importantly, have the experience and capacity to deliver as promised, each and every time.

By working with us, you'll share our vision for an exceptional standard of food, that's sustainably-sourced and of the highest quality.

You'll be able to customise your menu to cater for a selection of tastes, dietary requirements and cultural traditions.

Your food will be matched with a wide range of Australian and international beer, wine, and spirits to suit every occasion.

And your highly-skilled chefs and wait staff will be willing to go the extra mile to ensure guests leave with a lasting memory of warm hospitality.

We commit to working together to achieve a common vision for exceptional customer experiences and world class events that breathe new life into Town Hall Broadmeadows.

Our community is made up of people from Australia, Lebanon, Turkey, Syria, Iran, Pakistan, India, Ireland, Iraq, Vietnam and Italy, so experience catering for a global audience will be highly regarded.

Your world class menu and beverage packages will cater to a range of options including full sit-down meals, grazing tables, canapes for breakfast, lunch and dinner - customisable to our guests requirements and budget.

Hume City Council is looking to work with industry leaders to deliver hospitality and catering services for the Town Hall.

We need experienced caterers for:

- Weddings and engagements
- Gala balls and cocktail events
- Private parties and celebrations
- Corporate events - including conferences, meetings, exhibitions, industry trade shows, business breakfasts and award ceremonies
- Concerts and performances
- Ticketed events; and
- Council-run civic and community events.

Weddings

Catering for weddings from 100-500 people, our Main Hall provides a versatile and contemporary space.

We'll provide guests with a blank canvas and the freedom to design a floor plan that achieves their vision.

Our aim is to provide food and beverage options to fit every taste, budget and style, with set menu, cocktail and buffet options available.

Our point of difference will be our ability to accommodate a range of cultural dishes and tastes, including modern Australian, middle eastern, Indian subcontinental, mediterranean and asian.

Corporate events

We'll host a wide range of corporate events, including conferences, seminars and expos, keynote addresses, training sessions and meetings.

The Main Hall will accommodate up to 850 guests in theatre mode, 500 in banquet style and 430 in a cabaret setting.

Our aim is to provide a range of hot and cold food and beverage options including breakfast, lunch, half and full-day menus, as well as plated and cocktail dinners and grazing stations.

Corporate Events include:

- Conferences
- Meetings
- Exhibitions
- Expos
- Industry trade shows
- Cocktail events
- Christmas parties
- Business breakfasts
- Employment events
- Award ceremonies
- Coworking events; and
- Planning and training.

Private events

Whether its a formal sit-down dinner or extravagant cocktail party, we'll be the go-to venue for special events.

The facility is an ideal location for engagement parties, birthdays, anniversaries, christenings, henna nights and other special events.

A flexible food and beverage menu will be tailored to meet the requirements of our guests.

Private Events include:

- Gala dinners
- Cocktail parties
- Birthday parties
- Anniversaries
- Personal occasions and gatherings; and
- Private cultural events.

Public events

Town Hall Broadmeadows will be activated for a diverse range of public event opportunities.

These include events managed in conjunction with other organisers and promoters, such as concerts and performances, as well those coordinated in-house that aim to capitalise on the available space.

Our Business Development team will proactively establish partnerships with event organisers and promoters to attract events to the facility.

Food and beverage options will be required on a bespoke basis and negotiated with the catering supplier.

Public Events include:

- Concerts and performances
- Community events and festivals
- Public assemblies
- Exhibitions
- Trade Shows; and
- Ticketed events.

Community events

The venue will be available for hire for community use.

Community Events include:

- School concerts, graduations, assemblies and exams
- Trivia nights
- Fundraisers
- Cultural events
- Community events, festivals and celebrations; and
- Community engagement consultations and briefings.

Civic events

Council will activate the facility for external and internal civic and ceremonial events throughout the year.

Civic and Ceremonial Events include:

- Mayoral Gala Balls
- Statutory Meetings of Council and Mayoral Elections
- Citizenship ceremonies
- Awards ceremonies
- Significant state or national days - Australia Day, Queen's Birthday Awards
- Business events; and
- Policy and funding announcements.



the venue.



The Main Hall.

Town Hall Broadmeadows is a versatile venue with expansive contemporary spaces that can be tailored to bring any event to life.

The Main Hall

Catering for up to 500 people seated and up to 800 people standing, the Main Hall will be tailored to host a wide range of private, business and community events.

Located on the first floor, the Main Hall has a total floor space of 600m² and is capable of hosting banquet, conference, theatre, cocktail and trade style modes.

The space is supported with the latest audio and visual technology including state-of-the-art presentation screens, lighting and speakers to bring every event to life. Flexible staging options are also available.

Key original features of the room have been painstakingly restored, including the large period floor-to-ceiling windows, mountain grey gum timber floors and the balcony.

Our bar and kitchens adjoin the space, providing direct service access, while a lift is available for operational set up and pack down from the ground floor.

The Blue Lounge

The Blue Lounge will provide a touch of glamour to the revitalisation of the Town Hall. Sophisticated and atmospheric, it will offer a place to celebrate in style.

Ideal for events catering for 50 to 100 guests, the lounge is adorned with blue velvet drapes and original exposed brick walls, a beautifully restored upright piano, and a large suspended timber sculpture by artist Robbie Rowlands.

Located on the second floor, it provides direct access to the balcony and a bird's eye view of the Main Hall.

The Bar

Ideal for arrival and pre-dinner drinks or events catering for 100 to 150 guests, The Bar will be equipped with a beer tapping system, post mix machine, commercial fridges, cocktail blenders, coffee machines and glass and dishwashers.

The bar can supply tapped and bottled beer, a wide selection of wines, spirits and cocktails, coffee, tea and post mix soft drink.

Our full service bar is located on the first floor and provides direct entry to the Main Hall.

Meeting rooms

There are four meeting rooms within the Town Hall, catering for groups of six to 20 people.

Located on the first and second floors, the rooms have presentation and teleconferencing capability, wifi connectivity and the latest in audio visual technology.

Ideal as breakout spaces during business events or for a range of meetings, the rooms will be available for hire seven days a week.

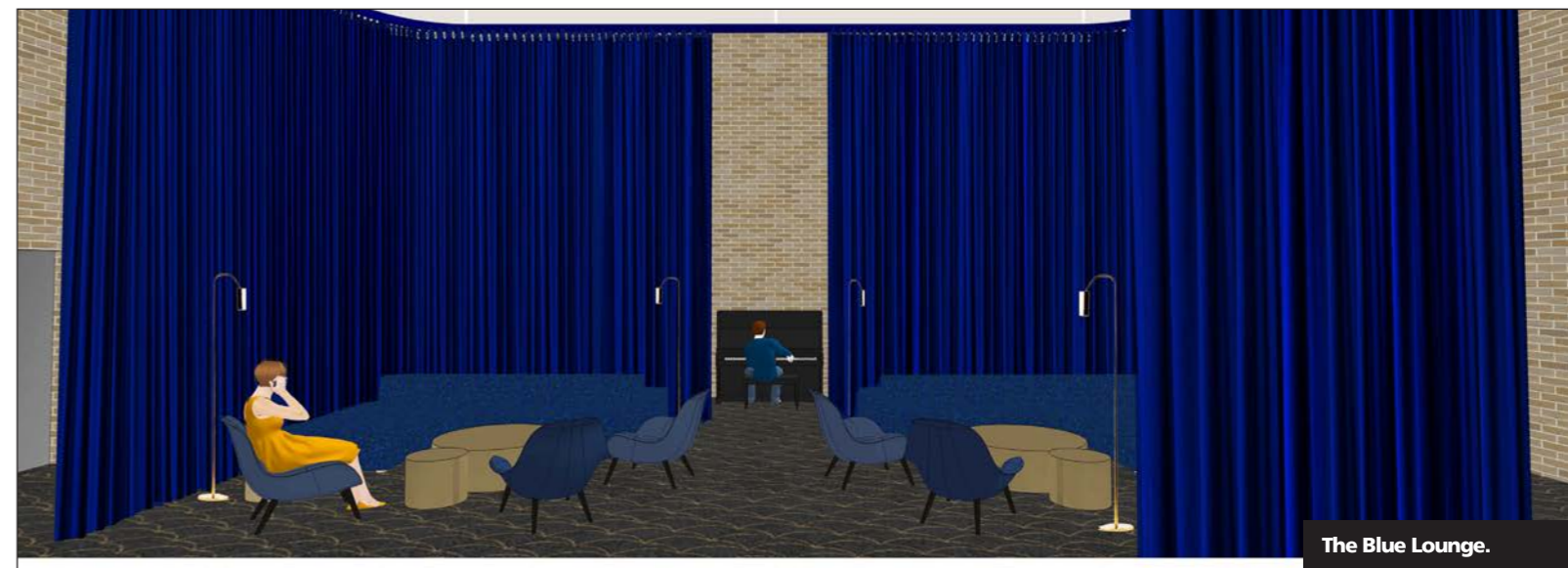
The Gallery

The Gallery is one of Hume City Council's dedicated visual arts venues showcasing both local and international talent. It presents an annual program of innovative and engaging arts, cultural and heritage exhibitions.

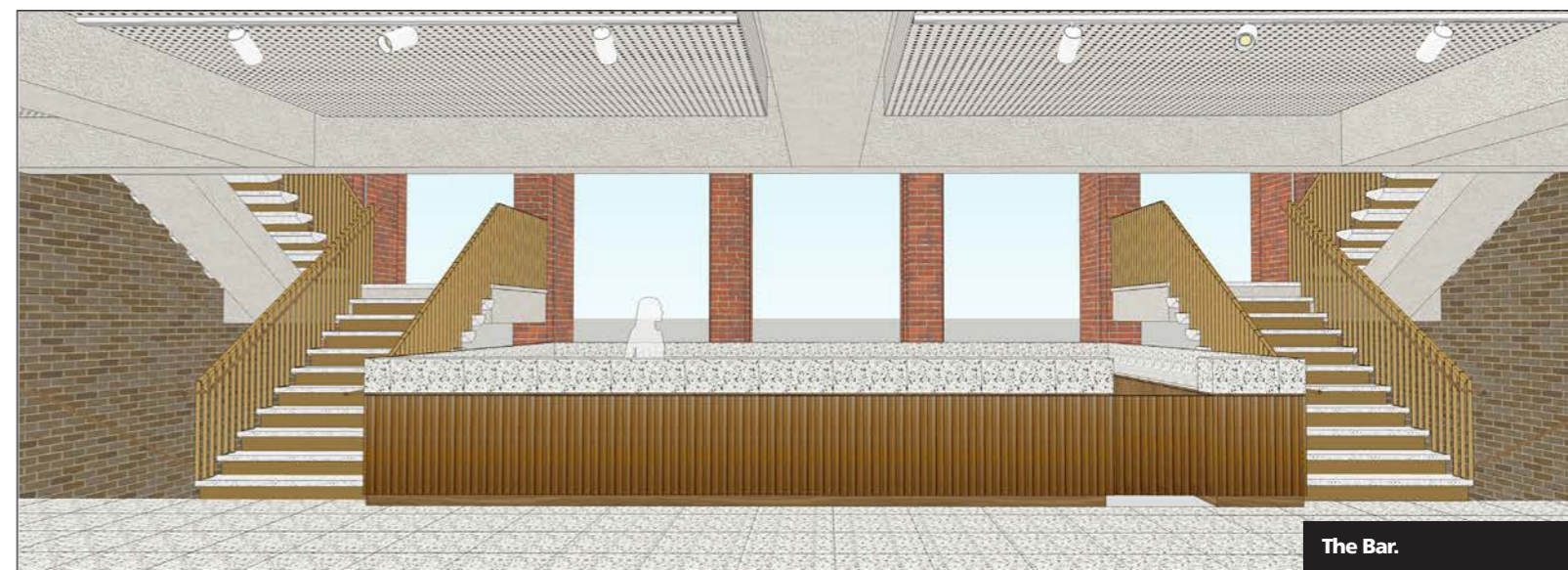
Available for private event bookings, the Gallery offers a unique backdrop for wedding ceremonies, photo shoots and functions catering for 150 people.

Coworking space

Our dedicated coworking space for startups and small businesses, StartNorth, is located on our ground floor.



The Blue Lounge.



The Bar.



Our kitchens have been designed to accommodate large scale, end-to-end food preparation, cooking and service for a wide range of events.

Hume City Council engaged external hospitality consultants to assist with the functional design of a primary and secondary kitchen that will allow for the best use of available space.

Located on the first floor with direct service entry points to our Main Hall and Bar, our kitchens are fitted with commercial catering equipment from leading manufacturers to support onsite preparation and service.

Primary Kitchen

The primary kitchen has a total floor area of 115m² and is our main kitchen space.

It is equipped with:

- A Waldorf Gas Fryer;
- Waldorf Gas Griddle and Electric Oven;
- Waldorf Gas Salamander;
- Waldorf Chargrill;
- Waldorf Gas Static oven;
- Convothem Combi Steamer Ovens; and
- Washtec Conveyor Dishwasher.

Secondary Kitchen

The secondary kitchen has a total floor area of 60m² and is a support kitchen, located at the back of the Main Hall.

It is equipped with:

- A TurboFan Convection Oven;
- Turbo Air Fridges;
- Scotsman Ice Maker;
- Combi Line Coffee Brewer;
- Culinaire Hot Boxes; and
- Washtec M2C Dishwasher.

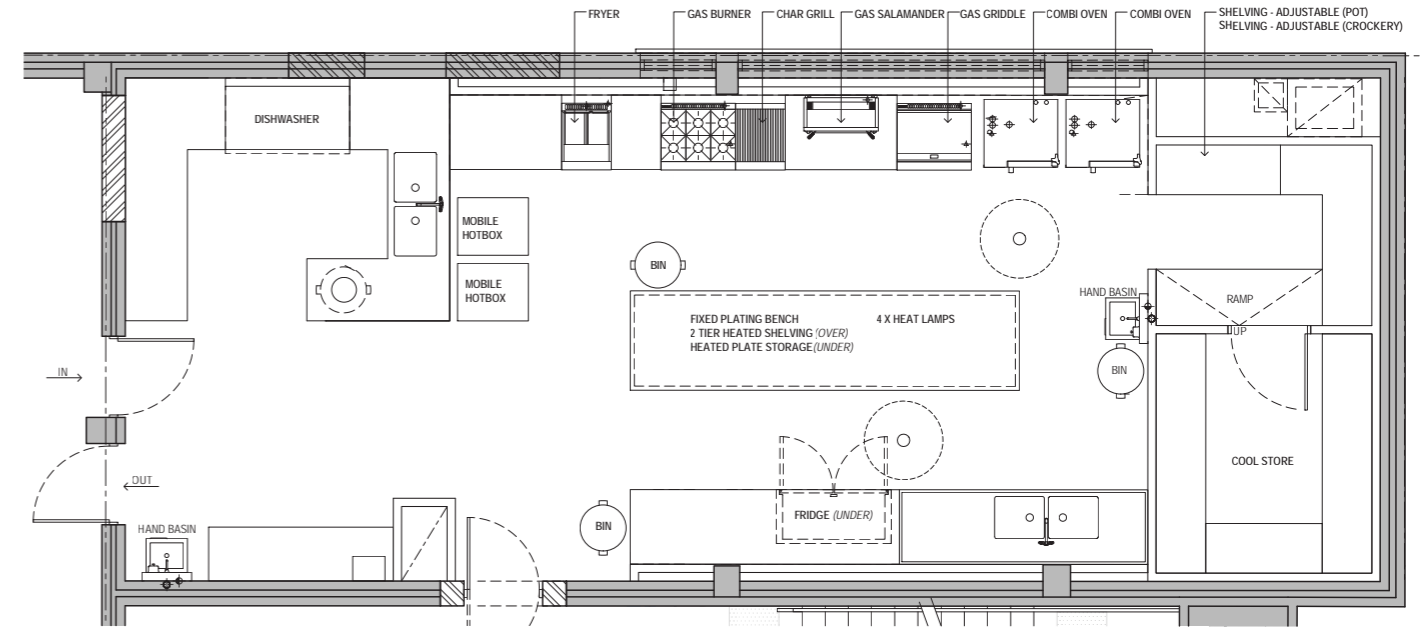
Cool and Dry Food Storage

There are cool and dry storage areas within our main kitchen, while large dedicated storage areas are also located on the ground floor.

Lift access

A lift provides access from the loading bay and kitchen store areas to all levels of the building.

Primary Kitchen



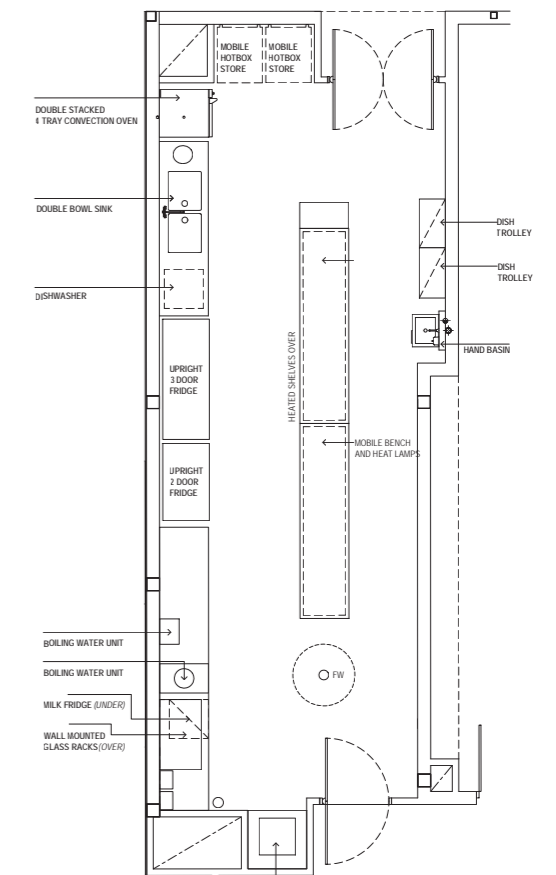
Secondary Kitchen

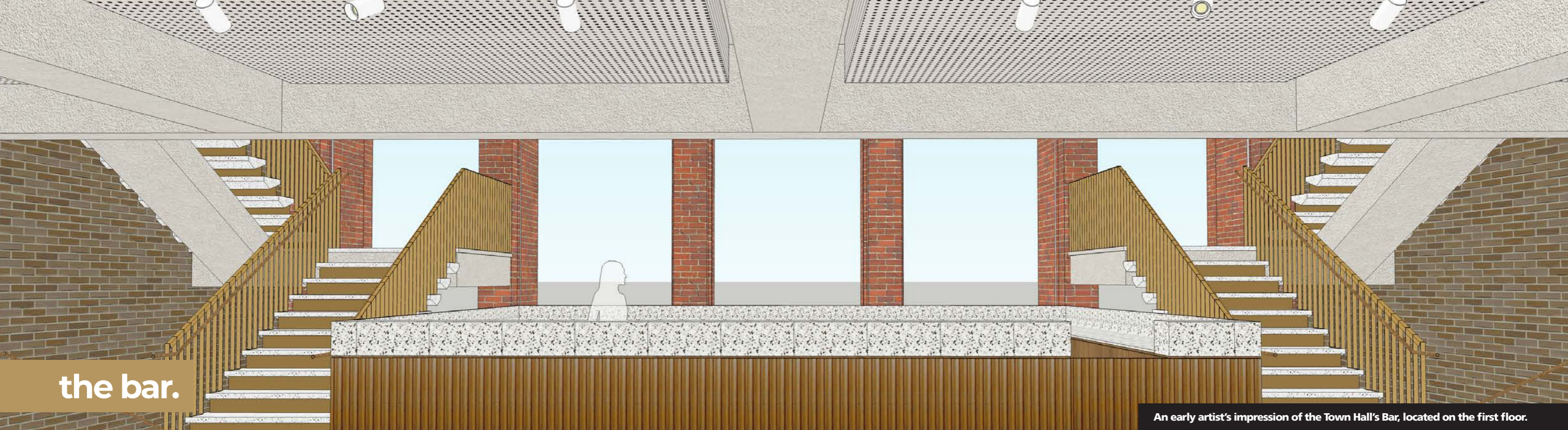


TurboFan Convection Oven, Washtec M2C Dishwasher, Turbo Air Fridges



Scotsman Ice Maker, Combi Line Coffee Brewer, Culinaire Hot Boxes





the bar.

An early artist's impression of the Town Hall's Bar, located on the first floor.

Our full-service bar is located on the first floor and provides direct entry to the Main Hall.

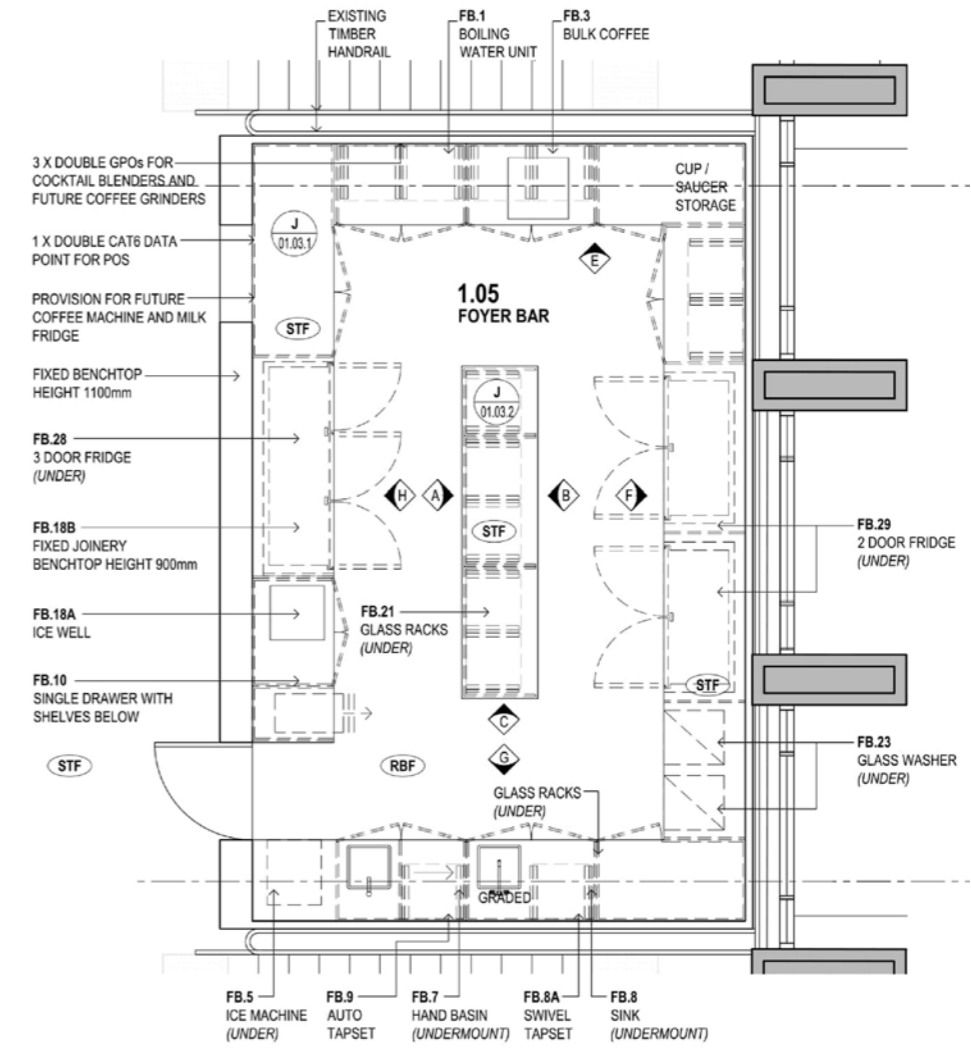
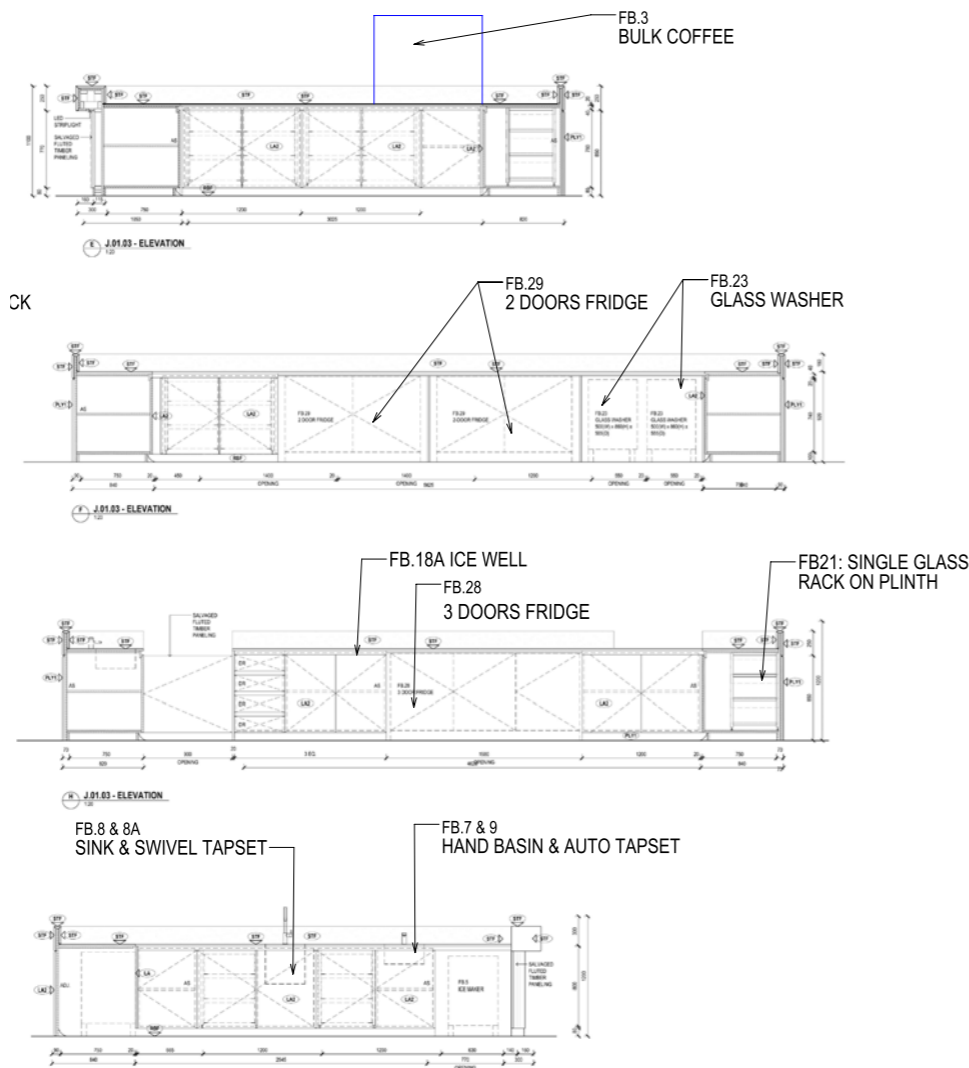
Ideal for arrival and pre-dinner drinks or events catering for 100 to 150 guests, The Bar is equipped with a beer tapping system, post mix machine, commercial fridges, cocktail blenders, coffee machines, and glass and dish washers.

The bar can supply tapped and bottled beer, a wide selection of wines, spirits and cocktails, coffee, tea and post mix soft drink.

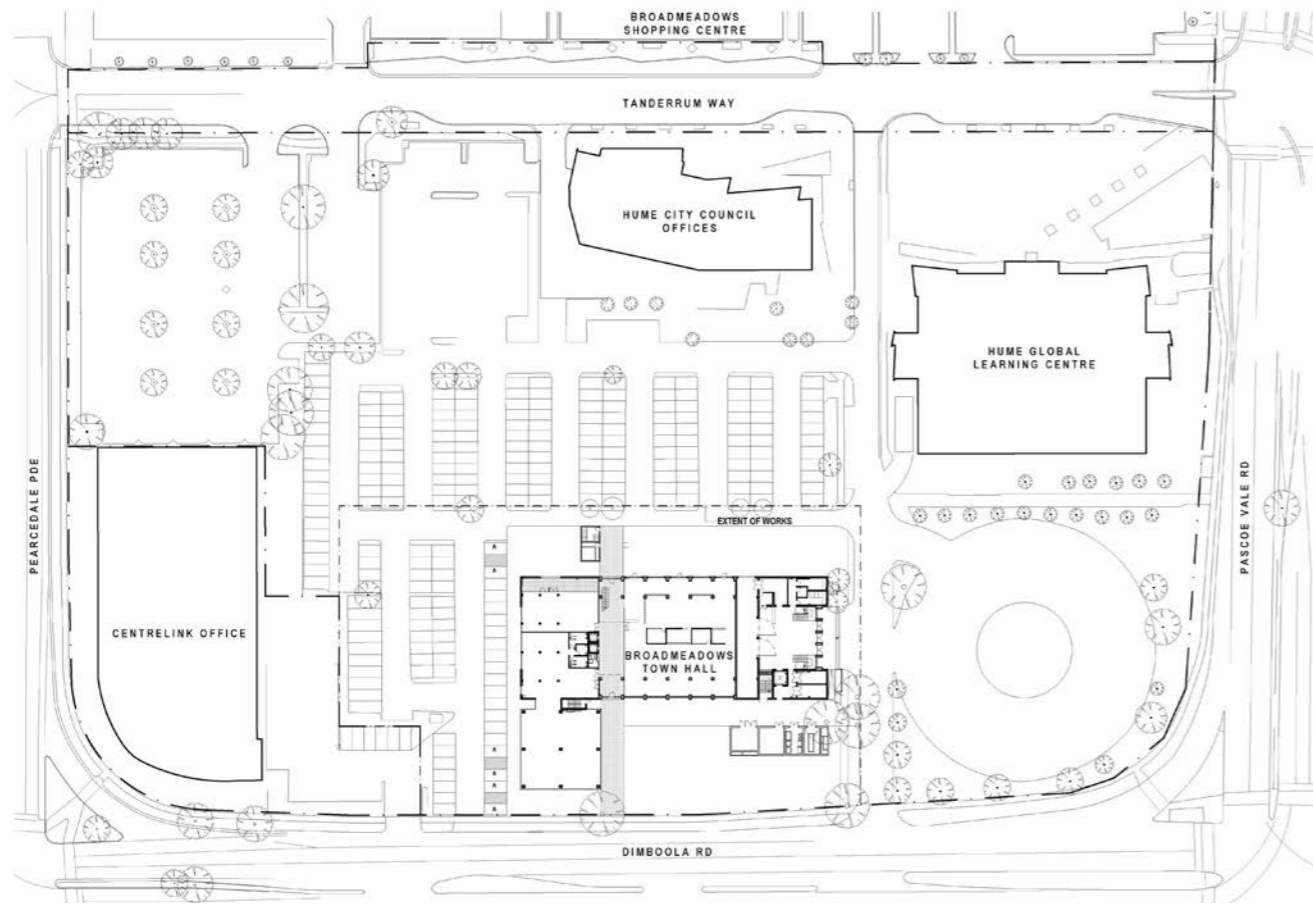
This space is ideal for small functions in their own right, can be expanded to incorporate The Blue Lounge and for and post event drinks, allowing the Main Hall to be closed off as required.

The Bar is equipped with:

- A keg beer system;
- Post mix soft drink system;
- Custom built fridges and benchtops;
- Glass and dish washers;
- Coffee machines and cocktail blending equipment;
- Ice machine;
- Hand basin and sinks; and
- Glass racks and storage compartments.



Precinct Map

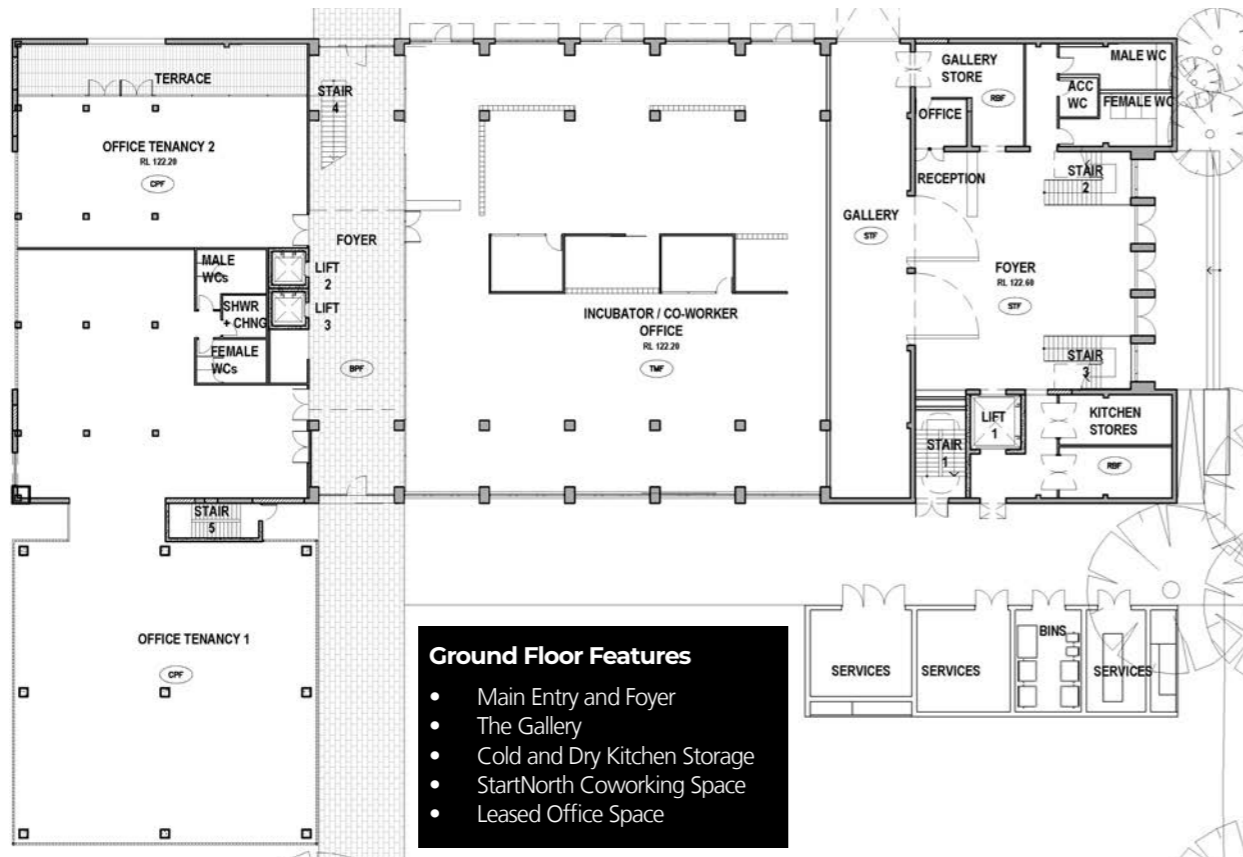


First Floor Plan



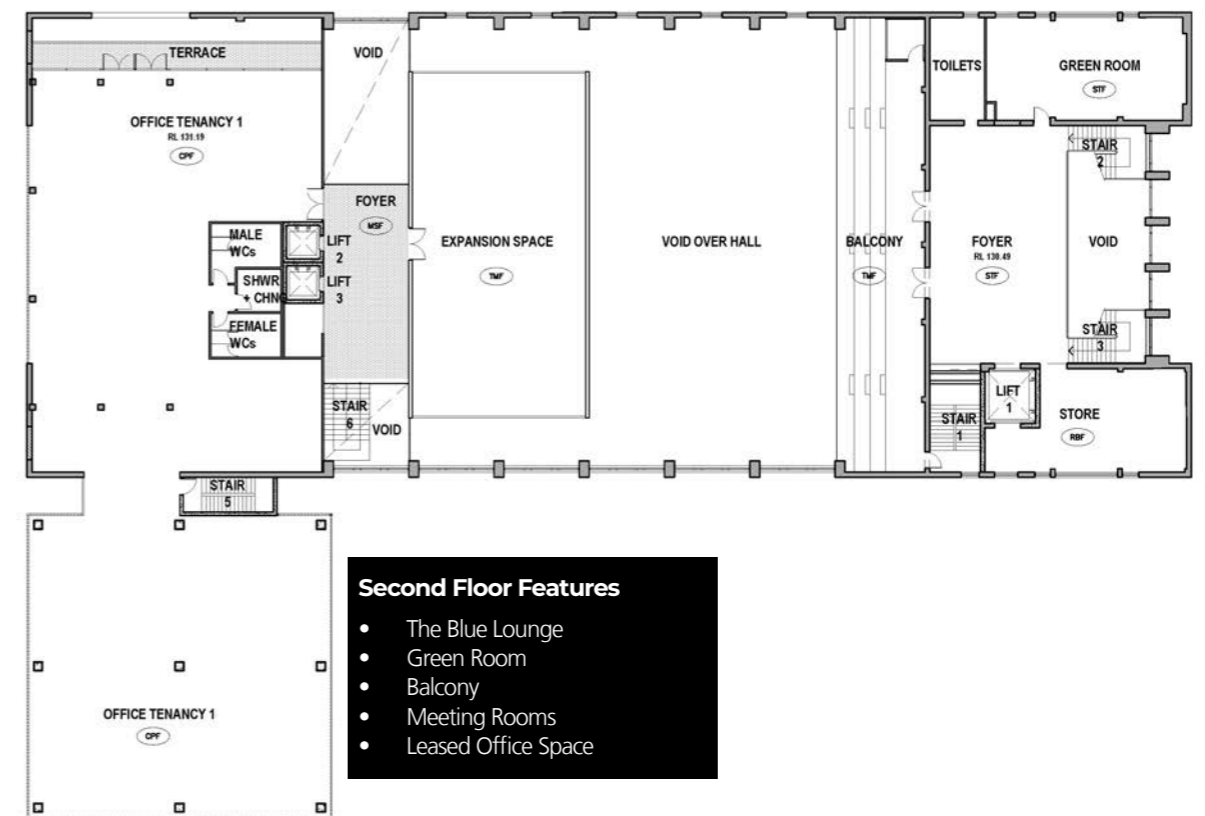
- First Floor Features**
- The Main Hall
 - Foyer and Bar
 - Kitchens
 - Meeting Rooms
 - Leased Office Space

Ground Floor Plan

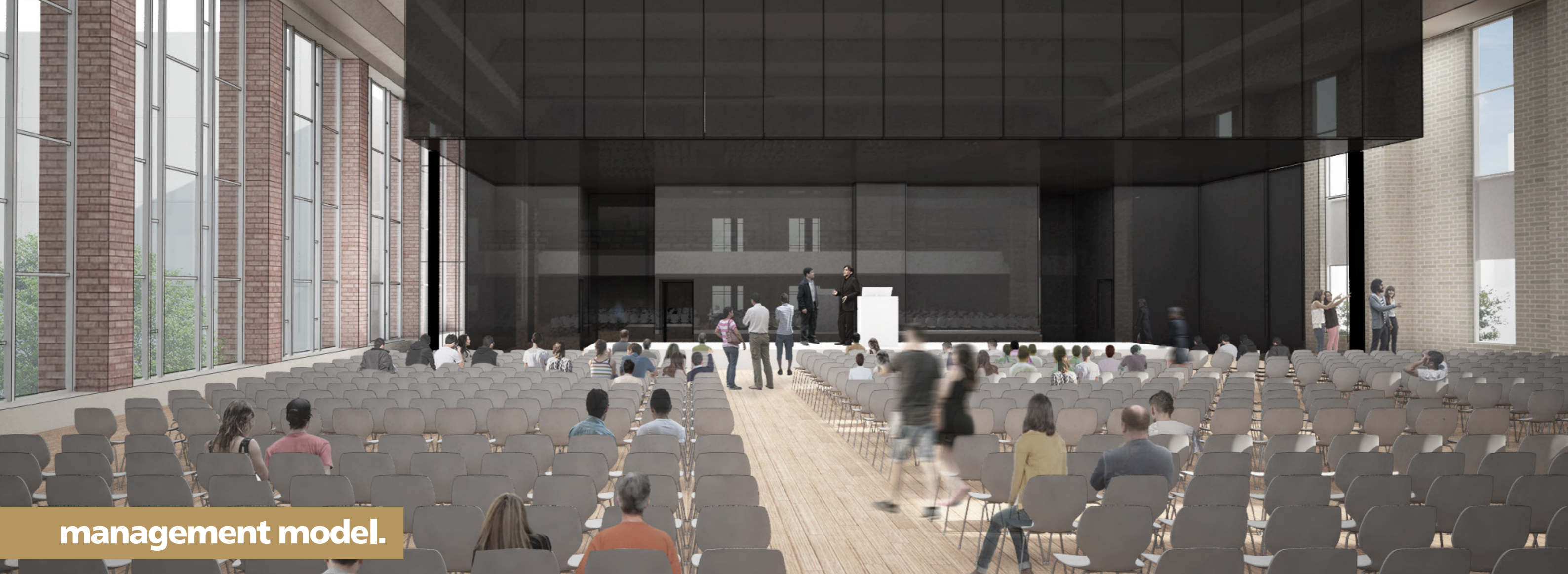


- Ground Floor Features**
- Main Entry and Foyer
 - The Gallery
 - Cold and Dry Kitchen Storage
 - StartNorth Coworking Space
 - Leased Office Space

Second Floor Plan



- Second Floor Features**
- The Blue Lounge
 - Green Room
 - Balcony
 - Meeting Rooms
 - Leased Office Space



management model.

Hume City Council is one of Australia's leading local government organisations, providing over 100 services for our community each year.

Our organisation

Located just 15 kilometres north of the centre of Melbourne, Hume City Council is one of the fastest growing and most culturally-diverse communities in Australia.

Spanning a total area of 504 square kilometres, Hume City is built around the established suburbs of Broadmeadows, Tullamarine and Gladstone Park in the south, the developing residential suburbs of Craigieburn, Greenvale, Mickleham, Kalkallo and Roxburgh Park in the north-east and the Sunbury township in the north-west.

We are an employer of choice to more than 1,500 people, who provide more than 100 different services to our community each year.

Our organisation is led by a Chief Executive Officer and Executive Management Team, who oversee the planning and delivery of Council's programs, projects and services.

Eleven democratically-elected Councillors work closely with the Executive Management Team to set the annual directions and strategic priorities for the City.

Council is responsible for more than \$3 billion in assets and will invest a further \$73 million towards new capital projects in 2018/19.

Council's 2018/19 Budget includes total projected income of \$403 million and an operating expenditure of \$246 million, generating a surplus of \$157 million.

Facility management model

Council has a proven track record in managing a wide range of public venues, including large regional function centres, community and leisure centres, libraries and public halls.

Our Facilities Team oversees the operational management of our public facilities, including the Hume Global Learning Centres in Broadmeadows, Craigieburn and Sunbury (opening in mid-2019).

A new team of highly experienced staff is currently being assembled for the future management of Town Hall Broadmeadows.

The team will work with Council's senior management team to set the strategic direction and priorities for the business.

The business areas Council will be responsible for under the management model include:

- Marketing and promotions;
- Lead generation and sales;
- Strategy and business development;
- Events management;
- Customer experience management; and
- Venue operations.

Marketing and promotions

Council will lead the development and delivery of an overarching marketing, promotions and sales strategy for the Town Hall.

Key areas of focus include:

- Management of a business website;
- Social media strategy and content;
- Electronic Direct Marketing campaigns;
- Development of promotional video, multimedia, photography and design;
- Development of a wide range of publications including brochures, newsletters, menus and flyers;
- Outreach and promotions;
- Advertising; and
- Media management.

Lead generation and sales

Council will be responsible for tactical sales planning and execution, and inbound and outbound sales management for the facility.

This includes price positioning, invoicing and administration of accounts.

Strategy and business development

Council will lead the strategic planning and coordination of business development activities that builds a strong Town Hall Broadmeadows brand and business model, with an emphasis on a positive customer experience and sustained business growth.

Events management

Council will be the strategic and operational lead on events delivered at the Town Hall and will work in collaboration with our Catering Services Provider to determine responsibilities for each event as required.

Customer experience management

The facility management team will take responsibility for all customer relationships, providing end-to-end support and advice throughout all stages of the event planning process and will act as a single-point of contact for all customer enquiries.

Venue operations

Council's facility management operations team will be responsible for the set up and pack down of events (including chairs, tables and other furniture), technical support for AV, as well as wayfinding and guest greeting services.

Infrastructure and equipment

- **Kitchens and Bar** – our kitchens and bar are fitted with commercial catering equipment from leading manufacturers to support onsite preparation and service. Additional loose wares or specialist equipment may need to be sourced by the service provider.
- **Storage** – Back of house storage includes cool and dry storerooms, refrigerators, pantry and storage racks.
- **Crockery, cutlery and glassware** – Most crockery, cutlery and glassware for guest use is provided by Council, however some specialist items will need to be provided by the service provider. Full details will be provided at Tender stage.



catering services scope.

Council is looking to work with service providers who are passionate about food, continue to innovate, strive for excellence and have the experience and capacity to deliver as promised, each and every time.

Council seeks responses from suitably qualified and experienced service providers for catering at Town Hall Broadmeadows.

Our objective is to ensure the successful service providers can deliver a fresh and global menu, that's beautifully-presented, sustainably-sourced and customisable for a range of dietary requirements and cultural traditions.

Services scope

Council's intention is to award either a single Service Provider, or a Panel of Service Providers, an agreement that incorporates:

Food

- Food menu development
- Food production; and
- Food supply and service.

Liquor and beverage

- Liquor and beverage menu development
- Liquor supply and service; and
- Non-alcoholic beverage supply and service.

In appointing a single service provider or panel of service providers, Council may elect to award the complete management of food, liquor and beverage, or food only.

Expressions of Interest

During the Expressions of Interest stage, Council seeks responses from Service Providers who can:

- Provide a proposal that demonstrates their ability to service part, or all aspects of the scope of services, incorporating the business overview and venue capacity
- Demonstrate a commitment and ability to work in collaboration with Council over the Contract Term to deliver exceptional functions at Town Hall Broadmeadows
- Enhance the reputation of Town Hall Broadmeadows through the delivery of catering services for commercial and internal stakeholder functions and events
- Mobilise a catering team who will work collaboratively with Council over the Contract Term to continuously seek improvements and innovate with quality service and enhanced customer experience outcomes
- Collaborate with the venue's operations team in the delivery of high quality bespoke events; and
- Support local suppliers and businesses.

Applicants are encouraged to submit:

- A proposal or any other relevant attachments, including sample menus and pricing structures
- Case studies or links to support their submission
- How the management of the agreement could be structured, in particular proposed commercial/financial arrangements between Council and the Service Provider.

Menu packages

Menu packages should be tailored to suit the market demand of the business, catering for full sit down meals, cocktail or buffet options – that incorporate breakfast, lunch and dinner.

Menus should be developed to ensure competitive pricing and market appeal and appeal to low, mid and high price points.

A discount structure for internal events coordinated by Hume City Council and the service provider should also be considered.

Catering options could include, but are not limited to: breakfast menus, half and full day menus, conference menus, cocktail menus, wedding and gala event menus.

hire rates and packages.

To ensure Town Hall Broadmeadows is competitive in the marketplace, Hume City Council has undertaken detailed financial modelling and benchmarking.

The utilisation and current pricing of Council's existing facilities has also been referenced.

Council proposes a flexible fee structure that incorporates a mix of venue hire and event packages that strike a balance between best commercial returns and affordability.

Room Hire Rates

In line with Council's existing pricing structure for venue hire across our community facilities, a three-tiered pricing model has been set for Town Hall Broadmeadows.

Hire rates will be set each financial year and incorporate Corporate, Government and Community categories. Internal bookings are charged at the community rate.

Event Packages

To maximise revenue opportunities across key market segments, Council proposes a suite of event and function packages.

Council will negotiate with the service provider on costs associated with the supply of food and beverages and incorporate this into a fee charged to the customer.

This fee would incorporate a number of costs incurred to Council for the event, including:

- Food and beverages
- Utilities - electricity, gas and water
- Staffing
- Security
- Cleaning and waste removal; and
- Room decorations.

Additional bespoke items will be charged to the customer on application.

Packages will be split into categories to meet sensitivities to quality, price and variety, including weddings, business events and private events.

A venue hire fee will not be charged in some instances, rather this will be incorporated into the respective package.

Packages will be placed within a discretionary price range, allowing Council to market the packages at key times of the year, to both capitalise on periods of high demand and activate the venue during quieter months.

Marketing and sales approach

Hume City Council will roll out a targeted schedule of strategic marketing, promotions and sales campaigns from April 2019 to raise awareness and generate new business leads for the venue. The strategy will use online, social and printed communications.

Brand Launch April-June 2019

The first critical milestone is to relaunch the Town Hall Broadmeadows brand.

This will introduce the venue as a new leader in the marketplace, build customer awareness and generate initial leads for the business.

The brand will be launched to existing customers of Council's community facilities, prior to a major public launch across digital, social and print channels.

Market Penetration Campaign June-August 2019

Targeted introductory pricing offers will be rolled out across key target markets, including:

- Weddings
- Corporate events; and
- Private events.

This strategy aims to capitalise on off-the-plan interest.

Grand Opening Sales Campaign September-December 2019

A three-month Grand Opening Sales Campaign will showcase the venue in a fully operational state.



Indicative Procurement Timeline

Stage	Date	Time
Expression of Interest advertised	Saturday, 23 February 2019	9am
Presentation and tour of facility for interested service providers (registraton required)	Monday, 4 March 2019	1pm - 3pm
Deadline for Expressions of Interest applications	Thursday, 21 March 2019	2pm
Invite shortlist of applicants to Tender	Monday, 1 April 2019	10am
Tender close	Thursday, 18 April 2019	2pm

Project Presentation and Information Session

Interested service providers are invited to attend a presentation and information session, followed by a tour of the facility on Monday, 4 March 2019.

When: Monday, 4 March 2019

Time: 1pm - 3pm

Where: Hume Global Learning Centre Broadmeadows,
1079 Pascoe Vale Road, Broadmeadows.

Visit www.townhallbroadmeadows.com.au/eoi to register your attendance.



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