



WHO ARE GUNN AND PARKINSON

Gunn and Parkinson is an Australian owned management company providing multi service management to the hospitality and service industries.

For over 35 years, our principals have provided management and support services to hotels, motels, and venues across Australia and New Zealand delivering value to owners and principals.

Gunn and Parkinson is an independent hotel and facility management organisations that has the knowledge, skill and experience to work across a variety of mid market brands in the accommodation sector, allowing owners to align their property to the right brand to achieve the best result in their market.

Whether venue owners need food or soft services, or the owners of brand named hospitality properties such as Mercure, Best Western, Comfort Inn, Quality Inn, Days Inn and Ramada need expert management solutions, they can rely on Gunn and Parkinson to deliver.

We provide:

- HOTEL / MOTEL MANAGEMENT
- VENUE MANAGEMENT - FOOD AND ANCILLARY SERVICES
- TOTAL SUPPORT SERVICES
- CONSULTING

OUR GOALS ARE ALIGNED WITH OWNERS - by adding value to operations both parties achieve growth and prosperity.





ABOUT GUNN AND PARKINSON

Based in Melbourne, Gunn and Parkinson Management Solutions was founded by its principals, Iain Gunn and Ian Parkinson as an independent provider of tailored facilities and hotel management.

With nearly 60 years of combined experience in the oversight of venues and mid market accommodation assets, Gunn and Parkinson have provided advisory and management services to over 250 mid scale hotels and a wealth of venues requiring skilled hospitality management.

Our core areas of expertise – hospitality management and, administrative and ancillary services – deliver owners with a knowledgeable, skilled and experienced management solution.

We also provide our services in the support of investment bankers, financiers, legal and accounting practitioners where our industry knowledge allows for quick and effective re-positioning solutions.

Gunn and Parkinson niche market is mid scale hotels, motels, and venues in Australia and New Zealand with our executives successfully managing hospitality assets through all stages of both our enterprises and economic cycles.

Our hospitality management and advisory services include:

- HOTEL / MOTEL MANAGEMENT
- VENUE MANAGEMENT - FOOD AND ANCILLARY SERVICES
- TOTAL SUPPORT SERVICES
- CONSULTING

VALUE PROPOSITION

By aligning our goals to those of our clients, we can both achieve growth and prosperity.

We are committed to adding value to the owners of the operations we manage by driving top line revenue and operating at industry benchmark levels of efficiency.

We are confident that under Gunn and Parkinson stewardship, owners, investors and other stakeholders will enjoy both an increased operating return on their investment, along with a strong capital appreciation in the value of their asset.





BENEFITS OF CHOOSING GUNN AND PARKINSON

Collaboration with Gunn and Parkinson delivers many benefits to our clients;

Focus on Core Business

- Free up your time to focus on your core business and leave us to manage the non-core elements of your business.

Expertise

- Gunn and Parkinson will give you the personalised attention you expect and need. Your project will be run directly by our principal's
- Access our industry knowledge and skill and experience our professionalism
- Our principals have advised more than 250 mid service hotels and motels and numerous venues across Australia, New Zealand, Papua New Guinea and the South Pacific
- We have collaborated with key brands and as an independent management company we can offer owners and stakeholders with multiple branding solutions

People Skills

- Strong people skills are the key to success in the hospitality business and our founders are highly regarded in the industry for their ethical and honest approach to the commercially responsible management of your human resources
- We are committed to developing strong and sustainable relationships with owners, stakeholders, employees and suppliers, Working together we achieve success.

Financial

- Tap into our experience to assist with the 'heavy lifting' in managing your business risk
- Flexible commercial model, tailored to particular or unique circumstances
- We will achieve agreed outcomes

Leverage our strength

- We apply an open book methodology to the management of all client arrangements
- We set the highest standard of integrity in dealing with our supplier network. We receive no commissions, favours or preferences and all benefits are in favour of our clients business. There are no exceptions to this strict rule
- Use our relationships to your advantage. We are well connected in the industry with a vast network of contacts.





OUR PROMISE

We will provide experienced, knowledgeable and skilled Hospitality Management within commercial realities.

We will bring practical, first hand market knowledge and experience to the businesses we manage.

We will tailor project specific service delivery, designed to deliver the optimum outcome for stakeholders with agreed service levels to support these outcomes.

We will typically provide comprehensive reporting to our clients in an agreed format and timeframe in line with an agreed budget and set of outcomes.

We will ensure compliance with statutory legislation, external accreditation requirements and agreed internal policies and standards.

We will foster a culture of inspiration, innovation and sound commercial management.

We will treat all information received in the operation of your business as strictly confidential

We will deliver on our agreed promises.

Hospitality Management...it's what we do.





SERVICES OVERVIEW

As the major hotel chains reposition their business to concentrate on franchising their brands, owners of mid market hotel's will increasingly look to independent management company's as a solution to operate their property.

Historically, owners have had limited options in separating the ownership and management of their properties. They could:

- 1/. Sell off the leasehold business (often undervalued) and relinquish both the potential operating profit and capital appreciation of the business; OR
- 2/. Employ a General Manager and take responsibility for managing the property and all that involves.

Neither of these options is the optimal solution for owners seeking shorter-term / higher yielding returns.

In this evolving industry landscape, Gunn and Parkinson is an independent hotel operator capable of providing owners with a solution across a number of brands.

We have experience with brand named hospitality properties including All Seasons, Best Western, Comfort Inn, Quality Inn, Ramada and Sundowner and we will work to identify and align your property with the brand that will deliver optimum value given the prevailing market conditions.

Our services range across:

- HOTEL / MOTEL MANAGEMENT
- VENUE MANAGEMENT - FOOD AND ANCILLARY SERVICES
- TOTAL SUPPORT SERVICES
- CONSULTING





HOTEL AND MOTEL MANAGEMENT

Hotels and motels are perhaps the most complicated and specialised form of commercial enterprise and/or real estate investment.

They are both capital and labour intensive and are an undertaking demanding specialised skill and experience.

Without the right brand, sales distribution channels, marketing expertise, central reservation and property management system, financial leverage and reporting and management experience, they can become an expensive folly for owners.

Gunn and Parkinson are experts in the direct management of hotel and motel businesses.

On the owner's behalf we will:

- Handle all matters relating to the brand or franchise partner,
- Manage your sales distribution channels and marketing resources to drive top line revenue.
- Maximise yield at the front desk through effective CRS and PMS management.
- Establish and work within approved operating and capital expenditure budgets,
- Recruit, train and manage all staff members,
- Provide a comprehensive administrative service including management of cash receipts and payments, accounts receivable, accounts payable and payroll.
- Project manage major renovations and/or ongoing property maintenance; and
- Generally reposition the property in accordance with owner's objectives and the realities of the market.

For a mid market hotel or motel owner, engaging an independent firm such as Gunn and Parkinson to operate the property offers a number of strategic advantages, including:

- Ability to re-brand the property with the most appropriate brand based on market opportunity.
- Highly-focused and experienced management.
- Value driven service fees, geared to creating wealth for owners in accordance with their risk profile.
- Flexible agreements with termination on sale clauses that suit your exit strategy.

WHY GUNN AND PARKINSON WILL MAKE YOUR HOTEL / MOTEL WORK.

We conduct an in-depth analysis of the physical and operational qualities that enables us to strategically align the property with the best brand available in consideration of the prevailing market conditions.





VENUE MANAGEMENT – FOOD AND ANCILLARY SERVICES

Gunn and Parkinson are specialists in complete venue and people management.

Whether it is in food and / or ancillary services, it is our objective to provide a service that satisfies the needs of our clients' each and every time.

We have a proven record in managing the delivery of facilities services with clients in business and industry, government, defence, leisure, education, aged and healthcare facilities.

Our flexible approach to 'delivery solutions' allows us to take full advantage of staff multi-skilling and flexible working practices, while delivering cost and performance efficiencies to our clients.

Gunn and Parkinson enable clients to concentrate on their core business and maximise their resources by managing traditionally difficult functions such as food and ancillary services.

Our culture is based on customer service; we have the skill and experience to manage your property and what really sets us apart from the competition is our attention to detail.

Top management will take a personal interest in your venue.

Our clients leverage our skill and experience to deliver improvement in both financial performance and operational standards.

Our service contracts are flexible and are structured to reflect the client's appetite for risk.





SUPPORT SERVICES

Overview

When you engage Gunn & Parkinson to manage your property, you benefit from our experience across all function aspects of Hospitality Management:

- Sales,
- Marketing,
- Administration & Finance,
- People Management,
- Revenue Management; and
- Property Maintenance and Engineering.

Click on the links to find out more about how Gunn and Parkinson can give you support and assistance in any of these ancillary functions.





SUPPORT SERVICES

Sales

Our focus is on business development, Gunn and Parkinson **Sales Force** drive new business by:

- Generating, qualifying and nurturing sales leads.
- Prospecting for new business opportunities that generate demand for your property.
- Representing your property at Trade and consumer shows
- Gaining appointments with decision makers in the corporate, government, wholesale and retail markets; and
- Tracking, managing and controlling your total sales efforts.

GAP Sales Force will drive new business to your top line, but that's not the end of it.

In combination with our strategies to generate new business, our guest retention program focuses on delivering repeat business to your property time and time again.

Customer satisfaction motivates continued purchases, guest retention and growth.

And that customer satisfaction is produced by providing excellent customer service, by understanding the customer's needs, and by professional and disciplined account management.

GAP Sales Force develops customer loyalty for your property through our Total Account Management strategies including:

- Building and nurturing client relationships
- Customer Development & Growth – unlocking latent demand
- Cross Selling – is there opportunity from other business units?
- Revitalising dormant accounts
- Managing customer loyalty programs
- Managing special promotions announcements
- Managing regular campaigns to keep your property 'top of mind'

If you are not actively working to win new business or manage your existing key accounts, let Gunn and Parkinson **Sales Force** do the work for you.

We will drive revenue to your top line.





SUPPORT SERVICES

Marketing

At Gunn & Parkinson we know that driving awareness of your property through value driven marketing is fundamental to generating top line revenue.

Our marketing support services include;

- All aspects of below-the-line advertising and packaging.
- All aspects of presenting your corporate identity - business stationary, business cards, letterheads, compliment slips, corporate folder and note-pads.
- All aspects of corporate merchandising and marketing collateral - brochures, rack cards, calendars, pens, and conference material including things such as nametags.
- All aspects of compliance with your Brand standards – signage, uniforms, brand identity.
- Web Publishing - basic and animated websites
- Signage, Show stands and large format digital posters/banners
- Interactive CD's, Presentations, e-mailers and other Multimedia Products
- Specialists Graphics and Illustration
- Commercial Photography

Our marketing support program delivers a comprehensive set of resources and services that will get your name out to market, catch people's attention and assist you to maximise your Return on Investment.





SUPPORT SERVICES

Administration & Finance

Gunn and Parkinson's bookkeeping team are specialists in the hospitality industry and can take care of setting up administrative system that meets industry requirements.

- Setting up and maintaining your bookkeeping and office systems in accordance with industry standards.
- Providing you with daily, weekly, monthly and ad hoc management reporting and analysis that help you keep your business on the road to success.
- Manage your cash flow – the lifeblood of your business – through effective accounts receivable and payable management and reconciliation of your bank accounts.
- Complete payroll management, including PAYG, superannuation, workcover and reconciliations, payment summaries and remittances
- All GST and BAS reporting.
- Regular financial reporting, making it easier for your accountant to prepare yearly accounts.

You can't afford to outsource your bookkeeping to someone who doesn't understand the hospitality industry, you need someone in your office that understand the process of recording, analysing, interpreting and communicating hospitality financial information.

Let Gunn and Parkinson take the worry out of managing your financial data and reporting.





SUPPORT SERVICES

People Management

We are industry experts and can guarantee to take the worry out of your human resource management by:

- Helping you recruit and induct the best employees
- Making sure your employees are remunerated accurately and in a timely manner.
- Managing the training needs of your team to deliver higher performance and morale.
- Ensuring compliance with all employment regulations and legislation.

We work closely with our clients to extend their human resource capabilities and maximise performance and offer a range of flexible and cost effective services tailored to each client's specific needs.





Operational Support

Revenue Management

Our Revenue Manager will create and implement rate strategies, inventory management and online distribution strategies designed to grow your top line, including.

- Reviewing your pricing structure for all distribution channels, utilising dynamic pricing, and Best Available Rate (BAR) strategies.
- Monitoring rate parity and consistency across channels.
- Managing and controlling your sales distribution channels including on line travel agents, wholesalers and e-commerce
- Introducing a multiple price point strategy to assist in effective yielding in various market segments:
 - Volume corporate rates – property direct and through GDS
 - Group rates – trade and non trade
 - Wholesalers – domestic and international
 - Government
 - F.I.T
- Maintaining an ongoing 90 day forecast and annual calendar of seasonal demand; and
- Implementing effective Front Desk selling strategies, to turn your front desk into a sales powerhouse.

We will continually search for new revenue opportunities. Our goal is to drive your top line.





SUPPORT SERVICES

Property Maintenance and Engineering

GAP Management Solutions understand that there is a whole lot more to managing properties than meets the eye and sometimes it can be those subtle touches that will bring customers in and keep them returning; it can be what sets you apart from your competitors.

Whether it is complete or partial renovation and project management services, property and grounds beautification or compliance requirements, Gunn & Parkinson have the experience to help you maintain and improve the physical aspects of your property.

To help unlock your property's potential Gunn and Parkinson can reposition your property using innovative concepts that give a clear visual picture of the project's outcome.

Using detailed designs, scope and imagery; we ensure you understand the outcomes and associated costs without any last minute surprises.

Renovations can be as complex as major works, demolition or building extensions; or as minor as landscaping, replacement of new carpet, new fittings or wall coverings and paint.

Regardless of your project size or type our project management experience ensures that your project achieves success. We tailor the type and level of our services to fit the unique needs and requirements of each client and project.

In addition, Gunn and Parkinson can assign on-site Project Management that will manage your project from start to finish ensuring that timelines and budgets are met.

We understand the need to minimise disruptions to your operations and business.

Our unique understanding and experience in hospitality ensures that the same attention to detail as any other aspect of the hospitality industry is applied to ensure the renovation doesn't disturb other guests of the facility.

Contact GAP Management Solutions for your next project and unlock your property's full potential.

