

THE SUN NEVER SETS ON OUR SERVICE



Introducing:

 -SYSTEM



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About the operation of the A-System:

Stage One – Analysis of the Business:

- Unit One: Establishes a current value of your motel business
Unit Two: Analyses current system procedures with adjustments to improve efficiency
Unit Three: An overview of where the motel sits within the market place using the current systems

Unit One:

Assists Motel Operators to assess their motel businesses to ascertain:

- **The motel's Capitalised Worth**

- In put your income & expenditure into an excel spreadsheet which highlights key areas allowing you to compare it with Industry Benchmarks of a similar motel business.
- It further allows you to assess Average Daily Room Rates and RevPAR with Industry Averages
- All the parameters are explained to you within the program by hovering your mouse over the area requiring explanation.

Unit Two:

Analyse existing systems to see if they can be improved upon. Compare with the systems operating at Aston Hill Motor Lodge which have been collected over the years being tweaked as each motel operator applies their input to the systems.

Also:

- Assess operating an on-site restaurant and investigate alternative methods of generating food revenue into the motel
- Dissect the laundry operation making sure all systems are enhanced to save energy, chemical and labour
- Dismantle the daily room cleaning procedures to establish if the cleaning staff has direction and issue self-assessment tests with Industry cleaning times.

Once the merit of a system is established it is applied to the Model Motel being the Aston Hill Motor Lodge at Port Macquarie where it is tested and applied by trained staff. www.astonhillportmacquarie.com.au

The systems sourced in the market place are varied and the ones we have chosen to trial apply to motel operations of up to 40 rooms.

The areas are:

- Housekeeping
- Laundry
- Breakfast preparation
- Ground & Pool Presence & Maintenance

AAAT Assessment Awareness:

A cleaning schedule has been designed to assist housekeeping staff maintain the rooms in keeping with the most stringent AAAT inspections for Star rating.

The schedule is based on self assessment cleaning checks of various room types during the year at random or set out by the owners or managers of the motel.

Unit Three:

Every motel is different with specific and unique features.

Areas that will be looked at

- Current computer operating system & associated software
- Front Office – best electronic systems for the size of the motel
- Back Office – best book keeping systems
- Email control – understand Microsoft Outlook
- Website with automated booking systems

Further discussion on how to improve the existing features and introduce new ones to position the motel in front of the opposition.

Stage Two – Income, Expense & Appearance Centres:

- i. Look at ways to increase revenue and reduce costs
 - a. Tariff structure and its presentation
 - b. Web presence in a Google search under “Accommodation Town”
 - c. Assess the draw of your current website
 - d. Assess the internet on-line booking system within your website
- ii. Check items of expense within the Profit & Loss account comparing it with similar suppliers in the Motelinfo supplier database, in particular:
 - a. Accountancy Fees
 - b. Eftpos/Merchant Fees
 - c. Bank Fees
 - d. Cleaning and Laundry Chemicals
 - e. Electricity and Gas
 - f. General insurance
 - g. Telephone and internet providers
- iii. Look at the motel through the eyes of a Guest and carefully and honestly assess the appearance of the property.
 - a. Pull up appeal
 - b. Reception appeal
 - c. Building presence
 - d. How the grounds and walk ways appeal
 - e. Room appeal

Stage Three – Best Practice Application:

Definition: A best practice is a method or technique that has consistently shown results superior to those achieved with other means, and that is used as an Industry benchmark

This is where the work begins.

You need to put in place work ethic-based systems on proven Motel Industry operations.

This involves implementing the above short falls in the motel property to a three-year time table.

Carefully choosing HIGH PRIORITY & PRIORITY centres shown in the Management Centres worksheet.

Typical High Priority Choices:

- a. Accommodation Revenue
- b. Breakfasts
- c. New style compendium showing the offerings of the motel

Typical Priority Choices:

- a. Mini-Bar
- b. Evening Snacks

Expense Items:

Select two items that are above the Industry benchmark and commence comparisons from other suppliers.

It is always best to advise your current supplier of your intentions before you commence this action.

Appearance Centres:

From the Management Centre Worksheet select your appearance centre that is shown as an immediate problem with a plan to upgrade the appearance of that area.

Staff Moral:

All staff must be informed and included in your assessment with the A-System with a written outline of your intentions.

If possible, this should be introduced at a formal meeting kept brief and light in content.

Follow that meeting up with a game plan requesting input from everyone.

The A-System has taken four years to prepare template downloads constructed in Microsoft Word and Excel. These programs can be downloaded anytime from the subscribed areas within Motel Assist website. Over the past two years the biggest challenge has been constructing interactive software to allow motel operators to work through the process in their own time.

Through this software you will be introduced to the many aspects of the system how the system creates a positive work attitude amongst staff.

It assists in training and keeps the overall motel operation in pace with highs and lows experienced in an intensive labour workplace.



This symbol signifies that the A-System has been introduced and operating within the motel. Once we issue you with your compliance certificate there is no restriction on the use of this symbol or logo and **it can be used freely to promote your motel as being committed to the approved operating procedures.**

Priority Corporate Guests:

When it is established that the motel can cater to Corporate Guests the rooms will fitted out to an agreed minimum standard.

Within the Allotz front office software and website the A-System will be promoted to Companies already using the system from its inception at Aston Hill Motor Lodge Port Macquarie.

Aston has five Prestige rooms set to this standard.

The rollout relies totally on the Allotz system being in place

All marketing material is badged with the A-System symbol which can be downloaded at [L3] subscription level.

Uniforms: This A-System symbol can be embraided on black or bright orange T-Shirts to be worn by housekeeping and maintenance staff.

Fixed Annual Cost to use the A-System Symbol:

All the work sheets are available from the subscribed area within the Motel Assist website being at the [L3] subscription level, a cost of \$95.00 per annum applies.

Personal Assistance Available

The system is designed for you to initially assess the motel yourself using the interactive software program. Once you have assessed the motel and can see what direction or action is required. It is then you may seek assistance to expand or rectify items of operation.

Carefully select professional people who have experience within the Motel Industry. I suggest in the initial stages of analysis seek assistance from your Accountant who can independently evaluate the worth of the program to your operation.

If necessary, we can help offering solutions and timetables to accomplish the results sort.

Cost:

I am mindful of cost and the system has been designed to minimize on-going cost. The system is a platform for you to shape your business using the experiences we have tested at Aston Hill.

A guide on the cost for assistance, if I'm required to visit your motel a minimum of \$250.00 per day [plus accommodation & travelling] must be met to meet my minimum out of office structures.

If there is enough notice I can plan the trip to share the travelling cost with other motels.

On-line communication is usually set up on my first visit, so the travelling can be eliminated. Use of software programs – **TeamViewer 8 and Zoom** are a free download.

Stages Two & Three are open to negotiation based on what is required to bring the motel and staff to an efficient working level in accordance to the predetermined benchmarks following the analysis set at the beginning of the assessment.

Yours faithfully,

Russ Dodson
Motel Analyst
Motel Owner and Operator

RD 21st July 2018

Motel:
 Address:
 Location in the Area:

Highlighted areas must be addressed	Very Important

Appeal & Condition Rating

Excellent: **A** Where figures do not
 Above Average: **B** apply place an appeal
 Average: **C** rating
 Below Average: **D**
 Replacement Req: **E**

If the spaces are blank - information unknown

GENERAL APPEAL OF MOTEL	
EXTERNAL PULL UP APPEAL	
SIGNAGE	
RECEPTION LAYOUT	
ROOM SIZE & APPEAL	
POTENTIAL OF MOTEL	

For Year Ended

FINANCIAL ASSESSMENT			ROOM REVENUE			GENERAL DETAILS		
Freehold Price:	\$	Turnover -	Walk in:			AAAT Rating:		
Leasehold Price:	\$	Turnover -	Internet:			Date Last Rated		
Investment Price:	\$	Turnover -	Chain:			Population:		
Current Turnover:		Turnover -	Corporate:			No. of other motels:		
Current Adj Net Profit:			Coach:			No. of Rooms in area:		
Freehold Yield:			Seniors:			Chain:		
Annual Rental Ex GST:			Booking Agts:			Parking: Secure?		
Net Profit after rent:			Turnover (Exc GST)			Coach Parking:		
Leasehold Yield:			Number of Rooms:			Insurance Co:		
Rent as % of FH Net:			Sleeping Spaces:			Risk Report, when		
Investment Return:			Occupancy:			Period Owned:		
Investment Return %:			Av room rate Inc GST:			Reason for Sale:		
MOTEL ROOMS			LAUNDRY			BUILDING & SURROUNDS		
Room Sizes:			Commercial Laundry:			Negative Surrounds:		
Full Spa/Spa Bath:			Washing Machine:			Land Area m2:		
Smoke Detectors:			Dryer:			Subject to Flood:		
Air/Cond - Heating:			Condition of Linen:			Room for Expansion:		
Ceiling Fans			Linen Owned/Hired:			Year Constructed:		
Cable/Foxtell TV:			No. of Linen Changes:			Construction:		
Sound Proofing			Injection System:			Internal Walls:		
Bed Sizes: (K,Q,D,S)			Guest Laundry:			Roof:		
Cooking Facilities:			Hot Water System:			Number of Floors:		
Ambience & Lighting			RECEPTION			Bldg Fire Rated:		
Disabled Units:			Appeal A to E			Yr, Last Renovated:		
Non Smoking Rms:			Size of Reception:			Playground:		
Internet Connection:			Front Office System:			BBQ Area:		
Large Smart TVs			Back Office System:			Pool signs in place?		
Lic'd Mini Bar:			Telephone:			Spa/Sauna/Gym:		
Tariffs inc GST:			Age of System:			Adequate Storage:		
Compendium			Wheel Chair Access:			Recreation Room:		
OTHER GENERAL INFORMATION			RESTAURANTS & FOOD PREPARATION AREAS					
Location to CBD:			Current T/O			Convention Centre:		
Nearest Restaurant:			Licensed:			Current T/O:		
Condition of Building:			Seating Number:			Licensed:		
Condition of Interior:			HACCP in Place:			Seating Number:		
Internet (Web) Site:			Refrigeration ok:			Convention Kitchen:		
Security Cameras:			Stock Amount:			Stock Amount:		
Sola Improvements	Tanks, Hot Water, Grid		Toilets to Standard:			Are Sprinklers Req?		
STAFF INFORMATION			OCCUPATIONAL HEALTH & SAFETY ISSUES					
Staff - Management:			Occupational Health & Safety Systems in Place:					
Staff - Reception:			Food Handling Certificates/Kitchen Approval for food					
Staff - Housekeeping:			All electrical cords in good order:					
Staff - Restaurant:			Material Safety Data Sheets displayed near haz chemical					
Staff - Laundry:			First Aid Kit available for staff:					
Staff - Convention:			Pool Area Resuscitation Notice & Control in Place:					
Staff - Grounds:			Fire Extinguishers tagged and in place + fire blankets:					
Name of Controller:			Does kitchen appear to comply to Council ordinances:					
Relief Managers:			Gymnasium and Equipment					
Employee Facilities:			Documentation on all motel systems in place:					

 General Comments: Appeal & Condition Rating: A-Excellent B-Above Average C-Average D-Below Average E-Replacement

The above information has been supplied by the vendor. Every effort has been made to provide as accurate as possible information in these reports. However Family First in Hospitality cannot be responsible for the accuracy of the information. We advise Purchasers to make their own enquiries.

Aston Hill Motor Lodge - Management Centres

Sunday, 21 July 2013

Motel Employment Positions

Resident Managers
Kathryn Black Brian Black

Relief Managers
Sandy Bell Terry Mahuika

Head Housekeeper
Terry Mahuika

Housekeeping
Terry Mahuika Tammy O'Neill Kate Anthony Sharyn Keevers

Conferences, inc. Food & Beverage
Kathryn Black Brian Black Tammy O'Neill

Duties for Resident and Relief Managers:

The daily running of the motel keeping the property within the standard it has been set. It will require the property to comply with all legislation within the Work Health & Safety Laws.

Areas of Control: *Legislation compliance is important in pool and fire control by complying with Insurance Company policy ruling.*

1. Maintaining front office system which involves keeping market tariff levels and future events
2. Attending book keeping procedures paying accounts
3. Stock Control
4. Directing and training staff in their duties, which includes a comprehensive instruction manual
5. Working with the owners on a month to month basis with monthly meetings on the progress of the motel

Refer to detailed instructions in annexure

Revenue Centres:

Accountability

Priority

High Priority

Accommodation
Kathryn Black Brian Black Sandy Bell Terry Mahuika Russ Dodson

Breakfasts
Kathryn Black Brian Black Sandy Bell Terry Mahuika

Mini-Bar
Terry Mauika Tammy O'Neill Kate Anthony Sharyn Keevers Terry Mauika

Conferences
Kathryn Black Brian Black Sandy Bell Tammy O'Neill Kathryn Black

Evening Snacks
Kathryn Black Brian Black Sandy Bell Tammy O'Neill TBA

Charge-Backs
Kathryn Black Brian Black Sandy Bell Terry Mahuika General Duties

Compendium
Kathryn Black Sandy Bell Russ Dodson Russ Dodson

Bike Hire
Kathryn Black Brian Black Sandy Bell Terry Mahuika Brian Black

Internet - Specials
Kathryn Black Russ Dodson Russ Dodson

Promotions
Kathryn Black Brian Black Russ Dodson Sandy Bell Russ Dodson

Appearance Centres:

Based on how a guest would view the motel

Pull-Up Appeal
Brian Black Emmie Dodson Emmie Dodson

Motel Grounds
Brian Black Terry Mahuika Emmie Dodson Brian Black

Laundry
Brian Black Terry Mahuika Emmie Dodson <i>Inc. Seasonal Changes</i> Brian Black

Motel Rooms
Brian Black Kathryn Black Sandy Bell Emmie Dodson Brian Black

Apartment Rooms
Brian Black Kathryn Black Sandy Bell Emmie Dodson Brian Black

Terrace
Terry Mahuika Brian Black

Pool Area
Terry Mahuika Brian Black

Apartment Patios
Terry Mahuika Brian Black

All Rooms Monthly Visual
Terry Mahuika Brian Black Emmie & Russ

Quarterly Deep Clean
Terry Mahuika Brian Black Russ Dodson Brian Black

Maintenance & Development Centres

General Maintenance
Brian Black Russ Dodson

Motel Grounds
Brian Black Terry Mahuika Emmie Dodson Russ Dodson

Laundry
Brian Black Emmie Dodson

Daily pool control
Brian Black Terry Mahuika Russ Dodson

AAA Monthly Reports
Russ Dodson Kathryn & Brian

Expense Areas

Electricity, Gas & Oil
Kathryn Black Russ Dodson

Water
Kathryn Black Russ Dodson

Insurance
Russ Dodson

Cleaning/Laundry Chemicals
Russ Dodson

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