BACKGROUND

Guild Vision
To be Australia's leading campus student representative organisation.

Guild Mission
The purpose of the University of Western Australia Guild of Undergraduates (UWA Guild) is to:

- Be a sustainable, independent and representative student organisation
- Be the leading voice and advocate for UWA students
- Promote and facilitate social activities for UWA students on campus
- Continually pursue higher quality education
- Be an efficient, cost effective service delivery organisation

Guild Strategic Focus
The UWA Guild's strategic direction is focusing on improved services for Guild members and university students and staff and the development of supporting revenue streams to ensure the Guild's long-term sustainability.

The successful provision of food and beverage services is considered by the Guild as a critical aspect to assisting the University in achieving its "overarching goal of being counted among the top 50 universities in the world by 2050". UWA is currently ranked 96.

Guild Retail Outlet Priorities
The Guild is a student run organization. The Guild Council (Board members) are elected annually by UWA enrolled students. All students automatically become Members of the Guild on enrolment (unless they opt out). Membership is free.

The Guild effectively runs all retail catering outlets on campus. The UWA Club is the exception, however the Club does not service undergraduate students.

The Guild's priority is to service students, however it provides services to everyone on campus whilst achieving the following priorities.

Member Discounts
The Guild provides deep discounts in hot beverages (half price) and discounts of (10-15%) on all other items, to Guild members. The membership discount is validated by the student card (UWA Issued Card) that includes Guild membership details. Effectively there are 2 price levels.

Student Friendly Environments
The catering retail outlets (cafes) provide food and beverage services however the Guild aims to ensure that "cafes are a student friendly place to be". This includes being a place to study (especially with high take up of student Mobile device technology and free WiFi available in all cafes), socialize and network.

Place to Be
"This place to be" aim includes the student opportunity to spend as much time in the café area as they desire even if they do not purchase any products from the café. Whilst this aim may be contrary to the usual "commercial" desire to "churn" customers, it is the dominant aim.

Wide Customer Preferences
In the University environment there are also obligations and objectives to provide services to a wide range of customer preferences and to provide services that meet contemporary, environmental and social trends. These include but are not limited to Halal, Gluten Free, Vegetarian, Organic products, Fairtrade accreditations, Healthy Choice range and labelling and environmentally sustainable packaging.

HACKETT CAFÉ

The Guild is seeking an experienced supplier of food and beverage services to operate the heritage listed and University significant building, Hackett Café.

The Hackett Café is one of 9 cafes operated by the Guild on the campus. The café was refurbished and air-conditioned about 8 years ago.

Location
The location of the Hackett Café is within the central hub of the university. The offices of the Chancellor, Vice-Chancellor, Registrar and Director Student Services are within close proximity of this café. Apart from this it is the birth place of the Guild and the first academic and student meeting place. The current café and the precincts are named after the founder and patron of University and Student Guild, Winthrop Hackett.

Current Clients and Discounts
The current café predominantly services the needs of the students and academics alike. The student members of the Guild enjoy heavily discounted hot beverages (50% discount) and receive 10% off all other products like academic members (who pay an annual membership fee – total 120 members) and staff of the Guild (complimentary members approx. 70).

Over 90% of university students are Guild members. Membership is free but they do pay a compulsory Student Services and Amenities Fee – “SSAF” which is applied and collected by the University. The Guild is the main recipient of that ”SSAF” income from the University.

Opening Hours
The café is open for business during the entire university year or for 50 weeks from 8.00am to 3.30pm on week days. It is also open on special occasions and used by students and the University for both official and private functions.

Key Uses must be maintained
The café is also the meeting place for students and there is a particular fascination to use it as a study and or discussion venue independent of food and beverage purchases.

Current Offering
The café offers carbonated soft drinks, juices, water, energy drinks, milk and dairy products, assorted confectionery products including choices of biscuits, fruit smoothies, fruit sand fruit salads, assorted salads, assorted sandwiches and wraps, vegetarian, non-vegetarian including gluten free options, a selection of sushi, large range of salads, a make your own bar with number bread/wrap options and meat options, choice of soups, made to order variety of toasted

sandwiches, an 8 tray bain marie with about a 36 item cyclic menu with Asian, Italian and Western choices of food including hot chips and wedges. There is also a full range of pies, pastries both sweet and savoury and a growing range of Halal foods.

Expresso coffee is served both in ceramic and take away cups while the foods are mainly served in take away containers.

There are 2 till lanes for customers and the dining hall accommodates about 200 persons.

EXPRESSION OF INTEREST

This Expression of Interest (EOI) seeks a provider who will work in partnership with the Guild to improve Guild member satisfaction with the food and beverage services while achieving the Guild's Retail Outlet Priorities.

Innovative proposals that will achieve these priorities and the Guild's Strategic Focus encouraged.

There is no liquor licence for this area, and no future application is proposed.

While a term of contract has not been finalised, the Guild expects that it will be in the order of three years with an option to renew at the discretion of the Guild.

PROCESS

The Guild has resolved to proceed through a staged process:

1. Initially calling for Expressions of Interest from within the food and beverage industry, (this request);

2. Inviting an initial short list of proponents to meet with the Guild to further discuss their credentials;

3. Invite short listed proponents to submit a formal offer. (note, this may be reduced from the preliminary short list at stage 2).

At all times, the Guild reserves the right to not proceed to the next stage of this process.

TIME FRAME

The intended time frame for this is over a two-month period with the Guild hoping to be in a position to make a decision for endorsement by the Guild's Management Committee at their meeting in October 2012.

The anticipated time table for the process is as follows:

21 Sept Call for Expressions of Interest

Advertised, by invitation and via the Guild's website.

The Guild will not respond to questions prior to the non-compulsory briefing to be held two weeks later.

3 Oct **Non-compulsory site inspection and briefing**
To be held at 10.00am on site at the UWA Guild on Wednesday 3 October 2012.

To register for the non-compulsory briefing, please email ken.saverimutto@guild.uwa.edu.au advising of your intention to attend, your company name, and contact name and number.

All interested parties are invited to view the premises at this time, ask questions and hear from the Guild. The Guild may not be in a position to provide definitive answers to all questions at the briefing. All potential proponents interested will be provided with written responses to any unanswered questions subsequent to the briefing.

Any additional questions, which might arise following the briefing, must be provided in writing and the Guild reserves the right to provide responses to all registered interested parties.

Any interested party who cannot attend the briefing will need to register to receive responses to any questions taken on notice or additional questions posed subsequent to the briefing.

17 Oct **Completed Expressions of Interest to be submitted**
Your completed EOI should be provided in both electronic format and hard copy (three copies) by 4.00 pm on Wednesday 17 October 2012.

Faxed copies will not be accepted.

Electronic copies received by 4.00pm on this date with hard copies received prior to 4.00pm on Thursday 18 October 2012 is acceptable.

Review of all EOIs completed
The Guild will review all EOIs received for completeness.

Short list discussions
A preliminary short list will be developed from this review process and those proponents invited to meet with the Guild to discuss in further detail their EOI during the following two weeks.

At the end of this stage, the Guild will identify a short list from the EOIs received to invite to submit a formal offer.

Invitation to provide a formal offer
Short listed proponents shall be invited to submit a formal offer. The offer will be made on the basis of the contractual documentation provided at that time.

Review and Clarification of offers
The Guild will review the offers received and seek clarification on any matters, including confirmation of contractual arrangements.

Recommendation for decision
A recommendation regarding acceptance or otherwise of the preferred offer to be put to the Guild's Management Committee at the Committee meeting, currently scheduled for 13 November 2012.

INFORMATION SOUGHT

In the first instance, interested parties are invited to complete the attached EOI form.

The Guild acknowledges that some of this information may be deemed commercial-in-confidence and advises that it will respect the sensitive nature of any and all material received as part of the EOI.

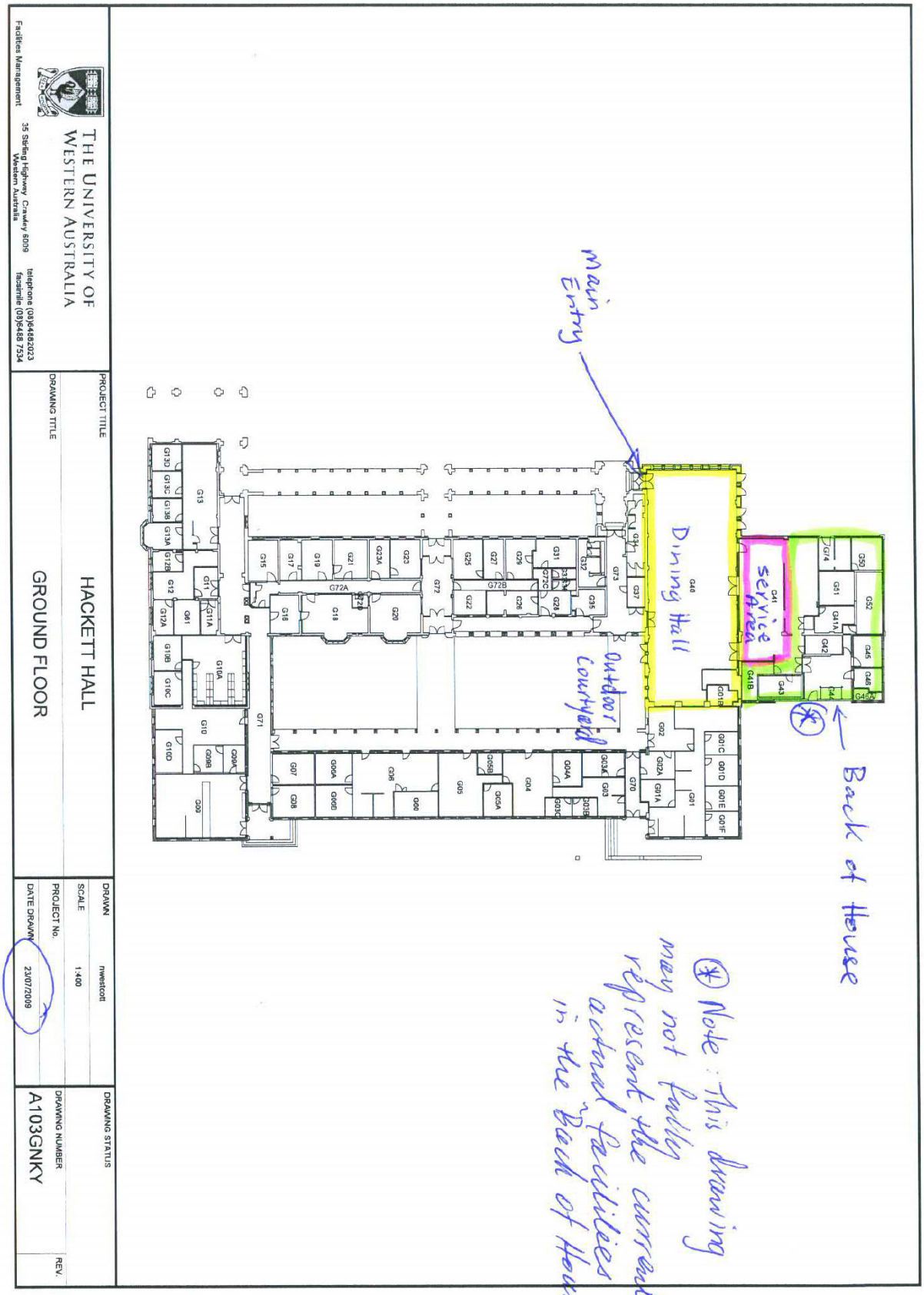
When assessing an EOI application the Guild will consider how the proponent meets a number of criteria, including the following:

- The quality and type of services that you currently offer;
- The quality and type of service you would seek to offer should your proposal be successful;
- A demonstration that you have the financial capacity to fulfil your undertaking;
- The experience and quality of your Key Personnel;
- Your demonstrated ability to comply with Regulatory requirements;
- Your experience working within the café and university industries;
- Your demonstrated experience working with a member based organisation.

SUPPORTING DOCUMENTATION:

1. Site Map – please see Site map http://www.uwa.edu.au/campus-map?id=1984
2. Plan of building;
3. List of equipment;
4. Current Menu;
5. Sales and Sales Mix

Plan of Building - Hackett Café



Equipment List - Hackett Café

DESCRIPTION	QTY	COMMENTS
OFFICE:		
Office Desk - 'L' Shape with Cupboard & Drawer	1	
Office Chair	1	
Stainless Steel Shelving	3	
Safe	1	
KITCHEN:		
Dishwasher / Hobart AMX Single Door	1	
Stainless Steel Benches - Fixed	3	
Stainless Steel Benches - Moveable	2	
Combi Oven / Moffat	1	
Cooking Range Gas / Zanussi 4 Burner	1	
Deep Fryer / Frymaster Gas	1	
Bench Top Commercial Toaster / Flat Plate	1	
Upright 2 door Freezer / Berjaya	1	
Chest Freezer	1	
Large 'Walk in' Storage Fridge	1	
DINING ROOM:		
Microwave / Commercial	1	
Stainless Stell Benches	2	
Sofas	5	
Tables / Low Lounge Style	2	
Dining Chairs	130	
Tables Round / Small	6	
Tables Round / Large	7	
Tables Square / Small	7	
Tables Square / Large	19	
Tables Rectangle	3	
FRONT COUNTER & SERVERY		
Microwave / Commercial	1	
Rice Cooker / Small	1	
Turbo Fan Oven / Bakebar 4 Shelf	1	
Digital Scales	1	
Coffee Machine / Chimbali	1	Supplied by Coffee
Coffee Bean Grinder	1	Company
Cash Registers with EFTPOS	2	
Cake Display Fridge / Unerbench 2 door	1	
Pie Warmer / 2 door Sliding	1	

Bain - Marie / 5 Gastronom Full Size	1	
Cold Display Fridge	1	
MYO Salad Bar / with underbench fridge	1	
Ice Cream Fridge	1*	*Supplied by Ice
Drinks Display and Storage Fridge / 5 Door1	1	Cream Company
Open Sushi Display Fridge	1*	*Supplied by Sushi
Food Trollys / Gen. Purpose	5	Company

Current Menu – Hackett Café

MAIN MEALS
- Large
- Medium
- Small

TOASTIES
- Turkish
- Foccacia
- Paramiagana

Assorted fillngs with side salad or chips

PASTA DISH OF THE DAY

NOODLES & FRIED RICE

SOUP OF THE DAY - with bread roll

CHIPS
- Large
- Small

WEDGES
- Large
- Small

PIES - assorted
PASTIES
SAUSAGE ROLL
SPINACH ROLL
IND. QUICHE

MYO SALAD BAR - with a selection of
- Bread Rolls and
- Pitta Breads

SELECTION OF SANDWICHES
FILLED ROLLS
SUSHI

COOL DRINKS

Coca Cola Range 600ml
Coca Cola Range 390ml
Pump
Powerade
Mt Franklin 600ml
Mt Franklin 1ltr
Spring Valley Juice Selection 100% Large

Iced Teas
Flavoured Milk - Large
Flavoured Milk - Small
Ice Teas
Red Bull
V - Drink
Bunderberg Drinks
Up & Go

DANISH PASTRIES

CAKE SELECTION
- Standard
- Gourmet

CROISSANTS
- Plain
- Ham & Cheese
- Ham & Tomato

MUFFINS
COOKIES
ENERGY BARS
LARGE SELECTION OF CONFECTIONERY ITEMS

STREETS ICE CREAM (stick range)

YOGHURTS

Sales and Sales Mix – Hackett Café

The tables below outline the sales for the café, where the following definitions apply:

Guild Member Discounts – This is the value of discounts given across all items except coffee to Guild members and associates.
Guild Coffee Discounts – This is the value of discounts given on coffee sales to Guild members and Associates.
Total Café Sales - Ex GST – These figures are the monthly sales total for all products exclusive of GST.

Hackett Café Sales 2011

Month	Guild Member Discounts	Guild Coffee Discounts	Total Café Sales - Ex GST
Jan-11	111	370	8,569
Feb-11	0	0	22,481
Mar-11	2,521	4,552	70,290
Apr-11	1,730	3,408	56,365
May-11	1,781	3,944	47,199
Jun-11	2,094	4,615	60,454
Jul-11	338	938	30,274
Aug-11	1,830	3,962	54,037
Sep-11	3,100	6,480	75,183
Oct-11	1,642	3,037	48,015
Nov-11	1,526	2,948	44,027
Dec-11	512	1,295	26,275
	17,185	**35,549**	**543,169**

Hackett Café Sales 2012 – Year to Date

Month	Guild Member Discounts	Guild Coffee Discounts	Total Café Sales - Ex GST
Jan-12	117	301	8,717
Feb-12	327	745	24,162
Mar-12	3,116	4,591	79,127
Apr-12	2,207	3,989	54,043
May-12	2,780	4,906	61,089
Jun-12	2,489	4,839	62,035
Jul-12	594	1,594	36,796
	11,630	**20,965**	**325,969**

Sales Mix

CATEGORY	$ VALUE	% TOTAL SALES	POSITION
HOT DRINKS -	$103,239	23.3%	**1**
MEALS (From Bain-Marie)	$79,744	18.0%	**2**
SANDWICHES, ROLLS & WRAPS	$48,009	10.8%	**3**
PIES, PASTIES & SAU. ROLLS	$23,994	5.4%	**4**
CARBONATED COOL DRINKS	$21,903	4.9%	**5**
SALAD BAR	$19,785	4.5%	**6**
MILK (Flavoured)	$18,170	4.1%	**7**
SNACKS	$15,308	3.5%	**8**
CONFECTIONERY	$14,434	3.3%	**9**
FRUIT JUICES	$12,875	2.9%	**10**
BREAKFAST LINES	$12,822	2.9%	**11**
SPORTS & ENERGY DRINKS	$12,433	2.8%	**12**
SUSHI	$11,912	2.7%	**13**
WATER	$10,285	2.3%	**14**
MUFFINS & COOKIES	$9,840	2.2%	**15**
ICE TEAS (Bottles)	$7,179	1.6%	**16**
CAKES & BAKERY PRODUCTS	$6,118	1.4%	**17**
DAIRY PRODUCTS	$5,332	1.2%	**18**
ICE CREAM (Stick Range)	$5,311	1.2%	**19**
CONDIMENTS	$2,677	0.6%	**20**
FRESH FRUIT	$1,031	0.2%	**21**
SOUPS	$633	0.1%	**22**