# COMPREHENSIVE SUPPORT PROGRAMS FOR HOSPITALITY BUSINESSES

**Achieve long-term, sustainable growth for your business with expert, industry-leading guidance.**

We have a proven track record of supporting councils and local businesses. We offer a tried-and-true recipe for success by offering a range of foodie-biz focused education programs.

Take a closer look

# ABOUT IMAGINE COLLECTIVE

## We are leaders in Australia's hospitality, food and beverage industry.

We provide integrated professional support services for food and beverage operations in hospitality, institutional, and government sectors.

Our seasoned team has experience across all areas of professional and hospitality services. Meaning we can provide niche end-to-end support specifically for food and beverage focused businesses, from regulatory frameworks through to menu execution and cost governance.

We work only with clients who intend to implement long-term, sustained growth. Why? Because we view ourselves as an extension of their team, dedicated to achieving shared goals. Together, we can deliver data-driven clarity, compliance integrity, financial discipline, and scalable performance.

Our support program aims to do this affordably, providing business owners and key stakeholders with top talent and a fresh take on their business. By working together, we can give our clients the tools and inspiration to implement meaningful change.

Our model is unique for each client. We offer a practical, embedded, and outcome-driven approach. We do not consult from the sidelines. We enter the operation, build foundations, implement systems, train teams in real time, and leave behind sustainable operational infrastructure.

We offer everything from individual project work to ongoing retainer support packages, with a minimum commitment of three months.

**We support:**

- Single-site operations
- Multi-site organisations
- Multi-group or government-managed environments
- Businesses preparing for expansion or structural reform
- Projects and events
- Ongoing retainer support

# WHY CHOOSE US?

Introducing the
**GROW & THRIVE MASTERY PROGRAM:**
**Food Business Growth, Marketing, Menu, Financial & Labour Management**

Give businesses in your area access to a comprehensive program developed by experts who understand the challenges they face.

**Suggested Participants:**
Minimum 20-24 food business owners

**Program Objectives**
Empower Queensland-based food businesses to grow sustainably by:

- Strengthening brand identity and storytelling
- Enhancing operational efficiency and time management
- Optimising menus for profitability & menu engineering
- Understanding and managing financial performance, including labour costs
- Conducting regular audits to ensure business compliance and efficiency
- Guiding participants in finding and attracting new clients/customers
- Read your P&L and understand how to use this to navigate decisions.

**We run our programme on behalf councils with the aim of:**

- Helping businesses avoid closure.
- Increasing long term sustained business growth.
- Optimising business operations.
- Educating business owners and stakeholders on industry best practice.
- Giving a boost to the local economy.

After years of working in the hospitality industry, our team of experts repeatedly saw the same problem emerge:

***a significant misunderstanding about the importance of structure.***

So our team of experts developed an exclusive program to deliver on behalf of Queensland councils. This program addresses the issue by sharing industry-specific, end-to-end wisdom tailored to the program participants.

**Phase 1**

# DEEP DIVE

Our team works one-on-one with business owners and key stakeholders, allowing us to personalise our coaching and next steps to deliver the highest value to each client.

### Time Commitment
Four hours per participant business.

### Purpose
Personalised assessment to inform group workshop focus and develop a tailored action plan.

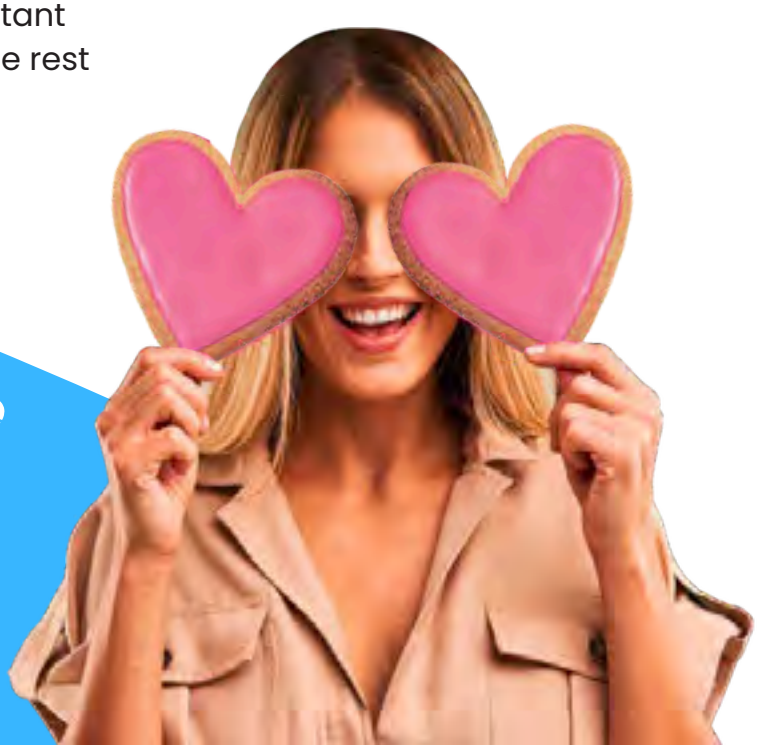
### Activities
- Two-hour one-on-one deep dive sessions with a coach
- Mystery shop evaluation (prior to commencement)
- In-business observation & coaching
- Follow-up action plan setting & workshop planning

### Resources Provided
- Individualised action plan & Mystery shop summary
- NDA & confidentiality templates
- Tailored workshop guide

### Key Takeaways
- Clear personalised strategy
- Thorough understanding of businesses unique position, problems and challenges for both client and consultant
- Establishing a clear action plan for the rest of the course.

**No cookie cutters here**

By taking time to understand each business we work with, we are able to provide personalised support.



**Phase 2**

# CORE WORKSHOPS

Once we understand a client's motivations, strengths, and areas for improvement, we guide them through our knowledge base. This helps them make meaningful changes that strengthen their business and drive long-term, sustainable growth.

## Time Commitment

6 x 3-hour workshops scheduled for business convenience, either at local business hubs or within the venues signed up to the course.

## Purpose

Develop practical knowledge and skills for business growth.

## Activities

Hands-on workshops, practical exercises and case studies covering the following key learning areas:

- Menu Engineering & Profit Optimisation
- P&L Literacy & Financial Management
- Understanding & Managing Labour Costs
- Operational Systems (SOPS!)
- Self-auditing – the benefits of constant evaluation of operational performance
- Finding Customers & Building Sales with Loyalty Programs and a deep dive into marketing, Brand Clarity & Storytelling

## Resources Provided

- Brand story workbook & messaging guide
- Menu engineering guide
- P&L Chart of accounts templates & financial literacy guide
- Labour and time and motion study guide
- SOP writing guide
- Self-Auditing guide
- Marketing calendar guide

## Key Takeaways

- Confidence in applying strategies, auditing, managing labour, and acquiring customers.
- Long-term peer network and accountability
- Practical implementation examples of program outcomes. Hands-on Workshops to refine strategies
- Community Group sessions for peer collaboration and accountability.
- Practical learnings in a relaxed group setting to build community

**Phase 3**

# ONGOING ACTION

This phase runs alongside phase two, equipping participants with the necessary infrastructure for Program Administration & Reporting. This enables them to make data-powered decisions for their business, guiding them toward the right path for growth.

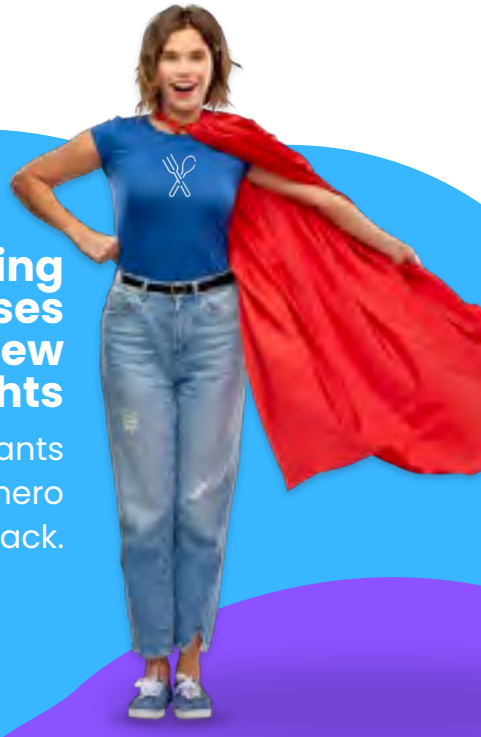
### Time Commitment
6 hours of dedicated online remote support, along with continuous assistance and system monitoring through our group WhatsApp chat.

### Purpose
Ensure program governance, monitoring, and accountability.

### Activities
- Dedicated Program Administrator support for scheduling, participant communication, workshop coordination, and record keeping
- Reporting: regular updates to Council including:
  - Attendance and engagement metrics
  - Participant outcomes and progress
  - Audit completion tracking
  - Labour cost optimisation progress
  - Client acquisition outcomes
- Evaluation Surveys: pre- and post-program to measure business growth and knowledge application

### Resources Provided
A central documentation repository for all resources, reports, and templates

### Key Takeaways
- Smooth operational delivery
- Transparent reporting and accountability
- Evidence-based outcomes for Council
- Administrative support for participants
- Integrated Program Flow



**Helping businesses reach new heights**

Giving participants their own superhero cape to stay on track.

Take a bite

# INTO ALL OUR SERVICES

## We offer specialised food and beverage support services for any business or institution, from single events to ongoing management across multiple venues.

### A. Core Capability Areas

- A Digital Food Safety & Compliance Architecture
- Full Food Safety Program rebuild and optimisation
- HACCP documentation gap analysis
- Audit-readiness framework development
- Alignment with current and upcoming legislative requirements
- Digital compliance standardisation
- Cloud-based traceability systems
- Operational risk exposure assessment

**Outcome:** Continuous audit-ready operations with reduced regulatory exposure.

### B. Procurement Optimisation & Cost Governance

- Detailed COGS deep-dive analysis
- Waste identification and reduction planning
- Over-ordering and procurement friction correction
- Supplier performance review
- Food margin leakage diagnostics
- Budget alignment frameworks

**Outcome:** Typical 3–7% recovery of food expenditure without compromising quality.

### C. Tailored COGS Builder Charts & Performance Dashboards

- For each individual site, project, or business unit, we develop customised COGS Builder Charts that:
  - Map true cost by category, supplier, and menu mix
  - Identify operational inefficiencies
  - Align menu engineering to procurement logic
  - Provide visual dashboards for leadership reporting
  - Compare performance across multiple sites
  - Track measurable improvements over time
- Each model is bespoke to the structure and scale of the organisation.

### D. Digital Systems Implementation

- Replacement of paper-based compliance systems
- Automated temperature logs and verification systems
- Sanitisation and delivery compliance tracking
- Real-time operational dashboards
- Executive reporting integration
- Multi-site digital oversight structures

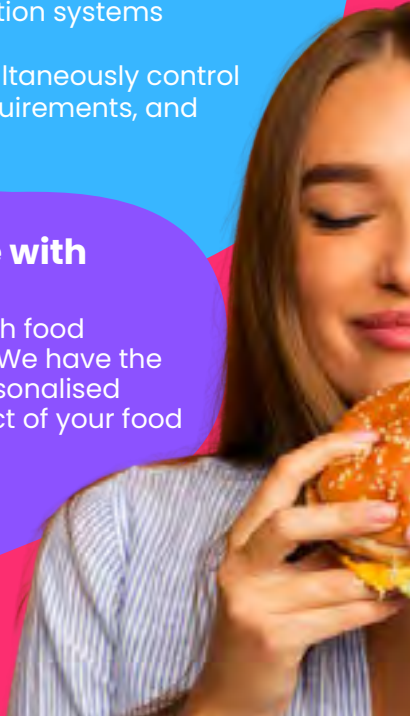
**Outcome:** Verified data integrity, reduced operational risk, scalable oversight.

### E. Menu Development, Engineering & Rendering

- Menus are treated as operational blueprints — not marketing documents.
- Our capabilities include:
  - Strategic menu engineering aligned to target COGS
  - Nutritional and compliance-aligned planning
  - Specialised diet integration where required
  - Menu scalability frameworks for multi-site replication
  - Production-aligned recipe standardisation
  - Professional menu rendering and structured presentation systems

**Outcome:** Menus that simultaneously control cost, meet compliance requirements, and support service quality.

**Need guidance with an audit?**
We offer support with food compliance audits. We have the ability to create personalised audits for any aspect of your food and bev business.
**Ask our team to find out more.**



We're your

# SMOOTH OPERATOR

## With on-demand support from our food and beverage operations experts, you can be assured of the very best support to help guarantee success.

We deliver operational integrity across compliance, cost management, systems, service quality, and strategic expansion, guaranteeing the best outcomes any client we work with.

**Scalable Growth Support**
Our framework is designed to support both stabilisation and expansion.
We assist organisations to:

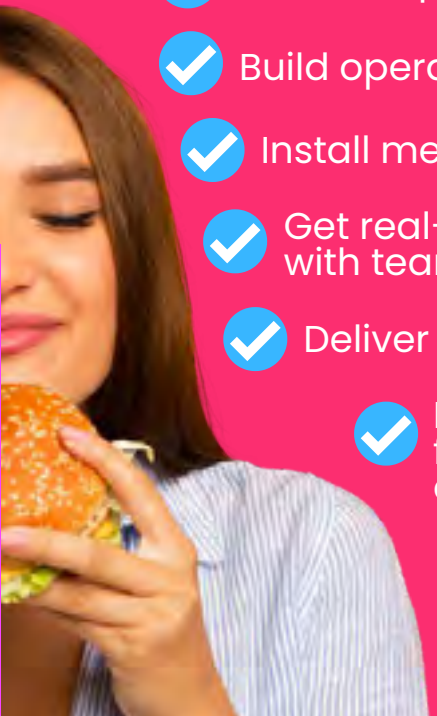
- Consolidate fragmented systems
- Prepare for audit or regulatory review
- Scale from single site to multi-site operations
- Standardise systems across group structures
- Implement centralised governance models
- Support acquisition integration or new site openings.
- Achieve compliance, financial discipline, menu consistency, and operational control are structured to scale — not reset — as growth occurs.

**Structured Execution Framework**
All engagements follow a disciplined methodology:

1. **Accuracy Check**
   a. Day Zero audit of operational and compliance exposure.
2. **Completeness Assessment**
   a. Identification of documentation, capability, and structural gaps.
3. **Standardisation**
   a. Alignment into clear AU-standard digital and operational frameworks.
4. **Enhancement**
   a. Custom dashboards.
   b. Integration of ROI metrics, SaaS systems, and tailored COGS performance
5. **Final Deliverable**
   a. A fully structured, annotated, and actionable Operational Manual covering compliance, procurement, menu engineering, governance, and growth alignment.
   b. Expect a manual that is a living digital asset, not a physical binder that will sit on a shelf.

## With our help, you can expect to:

- Embed experienced leadership
- Build operational foundations
- Install measurable systems
- Get real-time ongoing support with team training
- Deliver financial clarity
- Position food operations for long-term stability and scalable growth



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## Deliverables

- Custom templates to address and manage the business's unique challenges
- Flexible scheduling for workshops and one-on-one coaching
- Admin support ensures minimal time burden on business owners
- Peer-to-Peer Networking
- Café support group for mentorship and accountability
- Facilitated group discussions during workshops
- Ongoing group chat for collaboration, problem-solving, and sharing client growth strategies

## Program Schedule

1

**Deep Dive**

We start by getting to know the business, so we can tailor the program content to it's needs.

2

**Core Workshops**

Working directly with business owners, we focus on deepening knowledge of industry best practice.

3

**Ongoing Action**

With our support with reporting and admin, we empower businesses to continually improve.

| Activity | Time Commitment |
|---|---|
| Phase 1: One-on-One Deep Dive & Coaching + mystery shop & action plan setting with client | 4 hours |
| Phase 2: Core Workshops (including Audit, Labour Cost, & Customer Acquisition) | 3-hour sessions x 6 (18 hours per client) |
| Phase 3: Monthly One on One sessions (1.5hrs) for 4 months to focus on action plans (including business management tools and templates to assist in optimising the individual sites business)<br>Community & Support<br>Administration & Reporting | 6 hours<br>Ongoing via group WhatsApp chat including system support & monitoring |

**Ready to work with Aussie food and bev ops experts?**

# GET IN TOUCH NOW


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Imagine Collective