

Food & Hospitality Partner

EXPRESSION OF INTEREST
FOR NEW RESTAURANT
& BAR OPERATOR

THE SWISS CLUB OF VICTORIA | DECEMBER 2023



SWISS CLUB
OF VICTORIA

Opportunity

- › Highly Sought After Flinders Lane Address
- › Fully Fitted Out F&B Opportunity
- › Only Swiss Restaurant in Melbourne
- › Newly Redesigned Venue
- › Engaged & Active Core Membership
- › Attracts Corporate Crowd Visitation
- › Busy Weekend Activation as a Destinational Venue
- › In The Middle of Melbourne's Best Dining Precinct



INTRODUCTION

The Swiss Club of Victoria was founded in 1899 with the aim of forging closer ties among Swiss Migrants to Victoria through social and cultural activities.

Perfectly located in the heart of Melbourne, in the highly sought after 'Flinders Lane' precinct, the Swiss Club of Victoria, to this day, remains true to its core purpose, but also delivers a unique taste of Switzerland and cultural experience for a wide range of customers.

The club boasts a restaurant, bar and lounge on level 1 that is open to non-members and members alike and forms the primary focus of this EOI. This space operates daily as a restaurant and bar venue and also plays host to a number of cultural activities and members nights.

On level two, the club maintains its club rooms, where a host of club related activities take place throughout the year.

In addition to Club related events, the space is often used for the Melbourne International Comedy Festival and can be rented out to members and members of the public.

SCV MISSION

To promote and showcase the distinctive culture and cuisine of Switzerland, while providing means of social activities between members, and preserving, encouraging and upholding the Swiss language culture and traditions.

The inclusion of a modern hospitality venue, offering a mixture of traditional Swiss dishes and contemporary food, will be pivotal in achieving this mission, and support the Club's future success.

PURPOSE OF THIS EOI

After a full internal redesign and refurbishment The Swiss Club of Victoria are seeking a highly capable operator who can take over the Restaurant & Bar operations and deliver a modern F&B concept that carries Swissness throughout.

The objective is to attract a future operator to re-position and relaunch The Swiss Club of Victoria's restaurant as a landmark institution in the Melbourne culture and foodie landscape.

The ability to help build and establish a venue that delivers an introduction to Swiss culture and presents as a uniquely different proposition to the remainder of the Flinders Lane dining precinct.

Create a unique place to meet, socialise, eat, drink, and celebrate Swiss culture within a modern food and hospitality venue.





SEEKING EXPRESSIONS OF INTEREST FOR A NEW RESTAURANT & BAR OPERATOR

OVERVIEW OF THE OPPORTUNITY

Following significant renovation and investment, The Swiss Club of Victoria is seeking a new partner to operate and manage the restaurant and bar operations on behalf of the club.

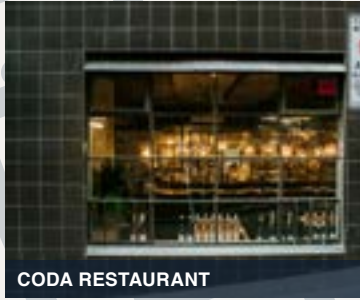
Leveraging the ongoing refurbishment of the Club with a destinational casual 'Swiss' dining offer is a key component of the Club's medium-long term strategy & vision.

The Club is proposing low entry-cost requirements and will provide the successful respondent with a new restaurant and bar fit-out and revitalisation of the dining environment. Additionally, all key equipment will be provided new or reconditioned, allowing easy upstart with minimal set up costs.

Highly competitive commercial agreement will be offered to the successful respondent, to ensure the incoming operator is successful and sustainable, allowing them to focus on what they do best and deliver the best F&B experience, aligned to the Club's expectations.

LOCATION ANALYSIS

- Perfectly located on Flinders Lane, the Club is located in one of Melbourne's premier Food & Hospitality precincts.
- There is an estimated 110,000 daily average footfall in the precinct, consisting of visitors to the city, residents, and CBD workers.
- This CBD block includes some of Melbourne's highest grossing, iconic venues, such as Garden State Hotel, Chin Chin, Eau de Vie, and the Duke of Wellington.
- This specific location benefits from having some of Melbourne's largest office towers in close proximity: e.g. 80 Collins, 101 Collins, 120 Collins, Collins Place.
- These towers are home to organisations such as ANZ, Goldman Sachs, JP Morgan, Bupa, Cisco, Gilbert+Tobin and Rio Tinto.
- There is a deep and eclectic demand for a broad spectrum of F&B in this precinct.



CODA RESTAURANT



CHIN CHIN



ACDC LANE



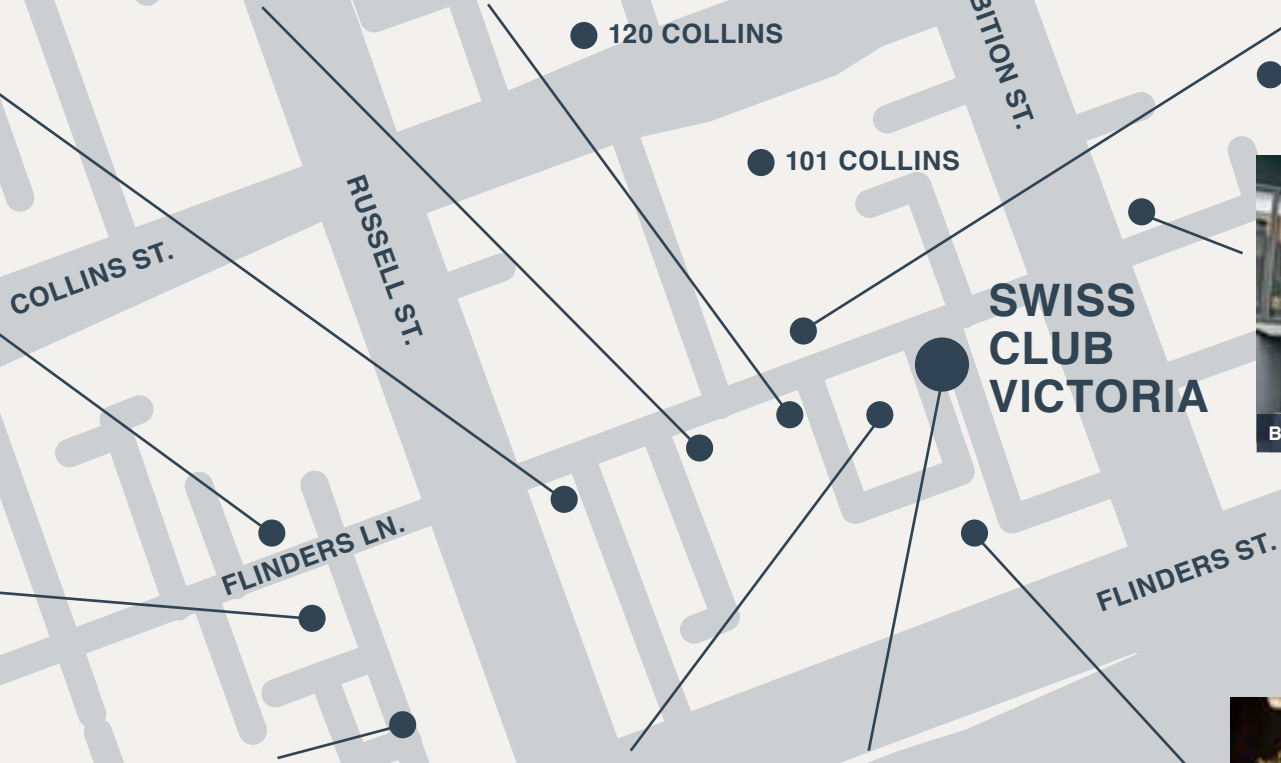
GRILL AMERICANO



SUPERNORMAL



KISUMÉ



BOTSWANA BUTCHERY



HOSIER LANE



GARDEN STATE HOTEL



SWISS CLUB VICTORIA



EAU DE VIE

Flinders Lane, Melbourne

MAP IS NOT TO SCALE – INDICATIVE ONLY



What We Are Seeking

F&B OPERATIONS THAT FOLLOW THESE GUIDELINES:

- › Introduce modern hospitality standards and culinary ingenuity to revive the food and beverage offer within The Swiss Club of Victoria.
- › Demonstrate a high standard of customer service and create a customer-centric environment for all guests, members and non-members.
- › Establish a fun, welcoming and friendly casual dining environment that is accessible to all.
- › Drive a F&B business that maximises the benefit of its location, by trading across lunch and dinner periods.
- › Curate a menu that showcases authentic Swiss signature dishes and provides a range of alternative options for the diverse customer segments that frequent the Club, including dietary restrictions.
- › Build a new customer base and drive outbound marketing to attract new visitation and maximise visitor frequency.
- › Operate up to 7 days/nights per week, with a minimum expectation of 4 lunch services and 5 dinner services (to include Saturdays).
- › Ability to cater to functions, events and private bookings within the level 2 event space.
- › Prioritise up to ten (10) key dates for the Swiss Club of Victoria that requires exclusive use of the level 1 restaurant space.
- › Allocation of space to cater to ongoing members activities ie. playing traditional Swiss cards, member nights etc.
- › Build a strong working relationship with the Club and seek to establish a collaborative approach towards venue management.
- › Future partner to operate under the Swiss Club licences, such as full club liquor licence.

The Offer

THE SWISS CLUB OF VICTORIA OFFERS

- › Negotiable service agreement conditions to attract an industry leading F&B operator.
- › Negotiable agreement terms and conditions (indicatively 3+3 or 5+5 years dependent on level of commitment).
- › Negotiable financial terms .
- › Newly fitted out architecturally designed interiors, including furniture, fixtures and equipment (FF&E).
- › An established membership base who loves the Club and what it brings to the Melbourne food and beverage landscape.
- › Opportunities for shared marketing via The Swiss Club of Victoria channels, including for regular business and special events.
- › An ongoing relationship with Melbourne International Comedy Festival, as a venue of choice for comedy performances March/April.
- › 24 hour access to the venue for food prep, deliveries and set up.
- › Revitalisation of the restaurant. SCV expects to provide a platform for an operator to be successful and as such is prepared to work in collaboration to bring this vision for F&B to life.
- › A list of key menu items, food and beverage that are required and a list of existing suppliers for the new operator to consider.
- › A positive and supportive partnership towards investment, information sharing and revenue growth. Food is a key point of difference and an essential ingredient in the future vision of the Club.
- › A flexible honeymoon period to allow the incoming operator to stabilise their operation and develop a profitable business model for the future.

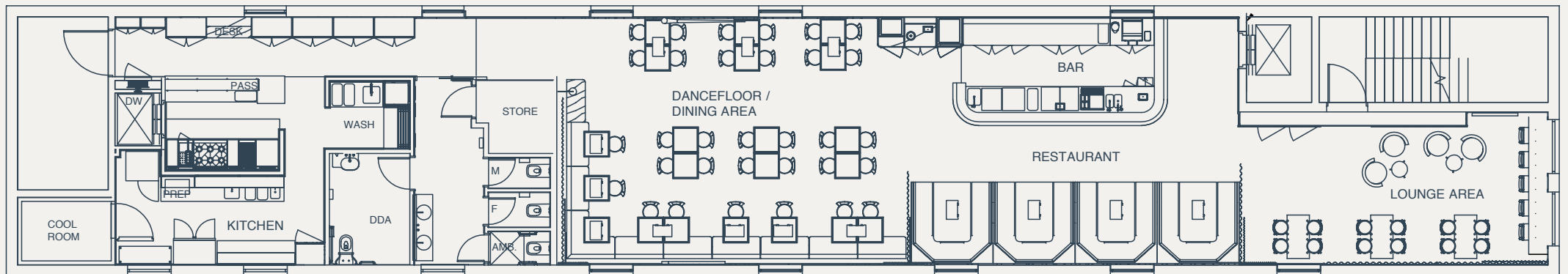


SUMMARY OVERVIEW

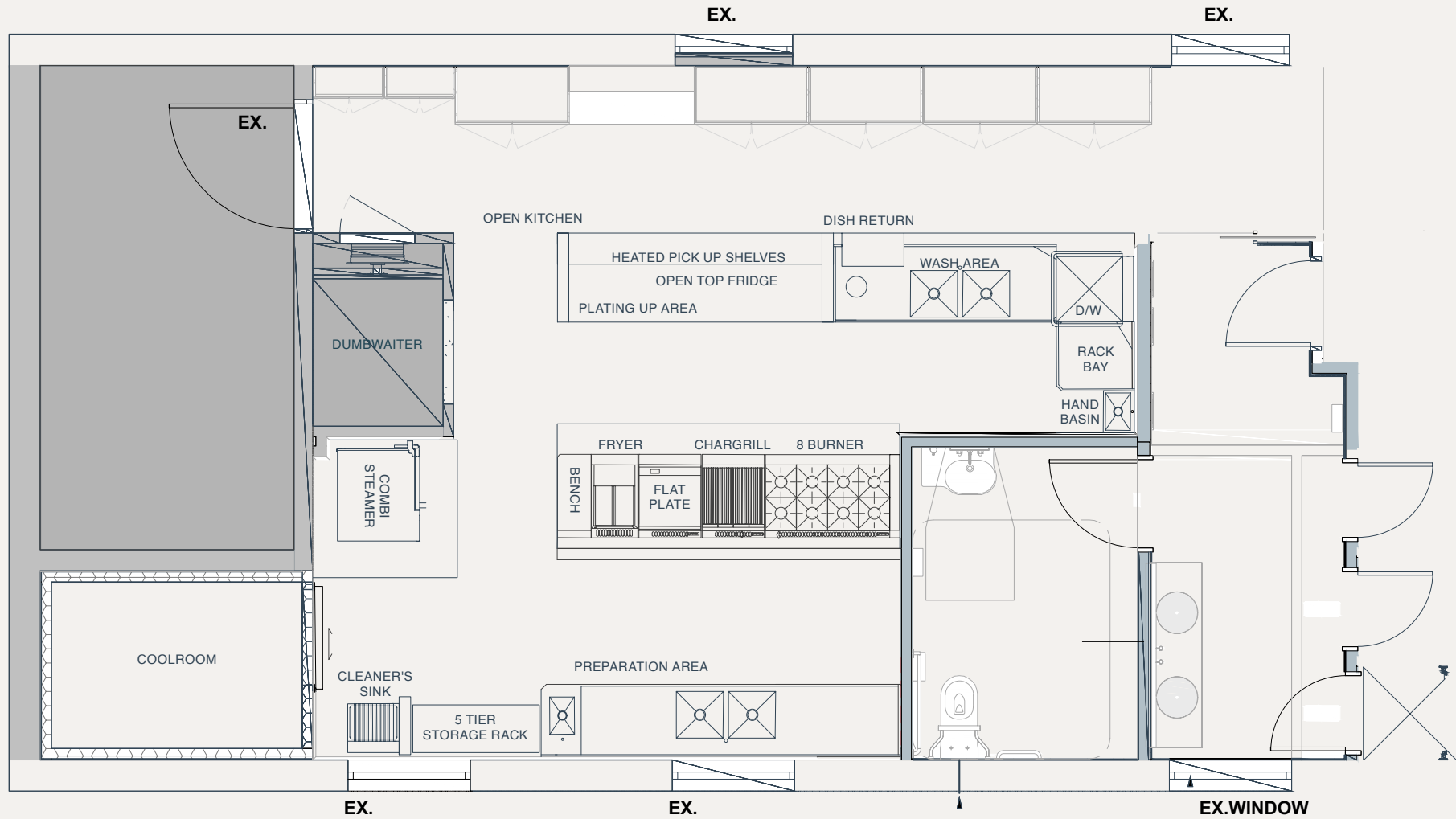
- › Full Club Liquor Licence (see attached).
- › Seating for 96 customers under new proposed configuration.
- › Dedicated bar/lounge area provides flexible seating areas with views to Flinders Lane.
- › The Second Floor venue is available to be booked by the operator on an ad hoc basis against a fee, providing an additional opportunity of revenue.
- › Basement level laneway access for deliveries.
- › Storage facility basement level with dumbwaiter direct to kitchen.
- › Restaurant kitchen includes all services and equipment including an open service kitchen, rear prep kitchen and walk-in cool room.
- › Kitchen is equipped with versatile cooking equipment suited to a range of culinary styles.

Key F&B Locations

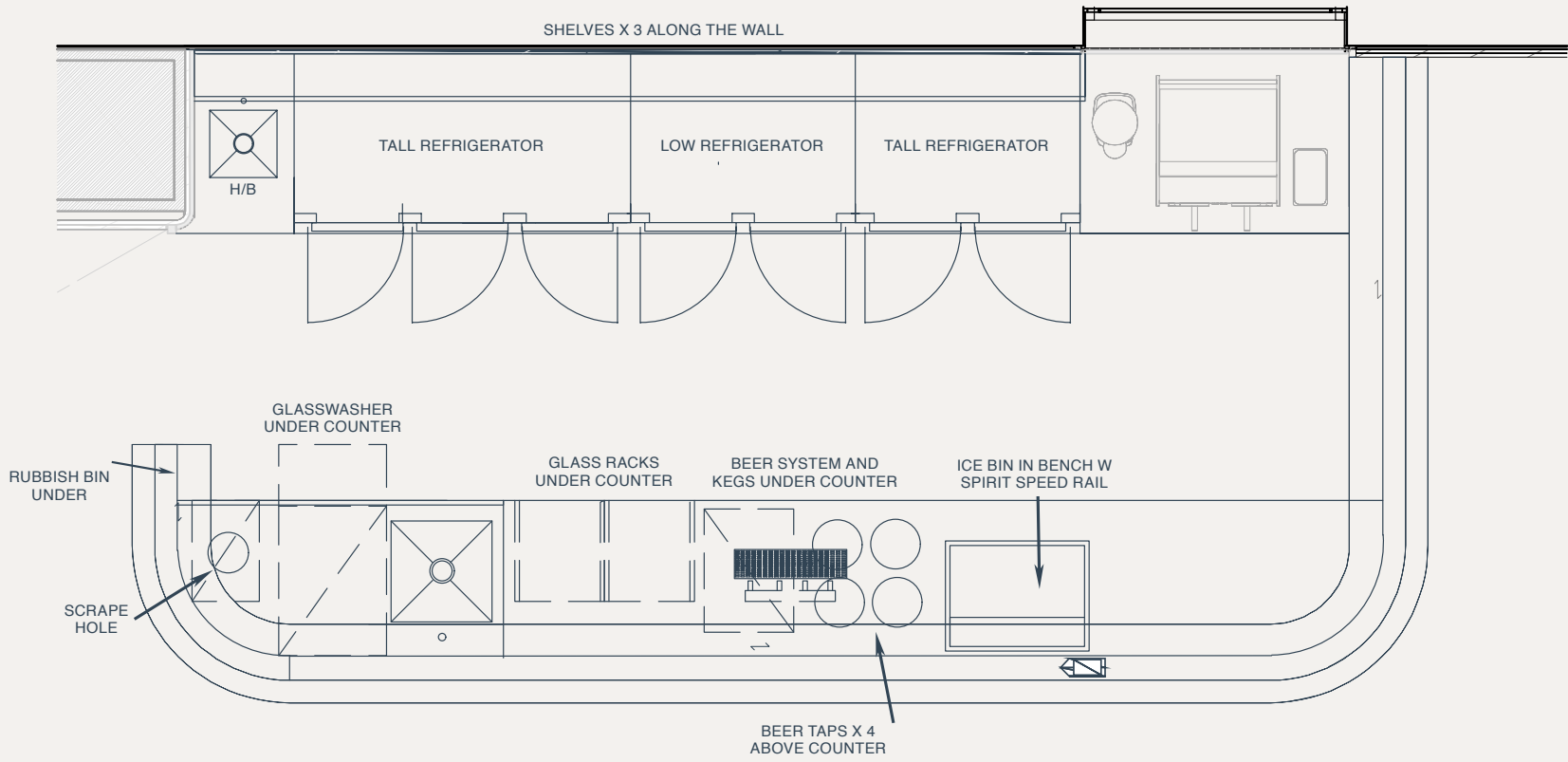
LEVEL 1	SIZE	CAPACITY
Dining Room	111m ²	100 standing 75 seated
Bar	15m ²	N/A
Lounge	34m ²	21 seated
Kitchen	45m ²	N/A
Additional stores	3.9m ²	N/A



Kitchen Layout



Bar Layout



Dedicated Lounge & Bar



Bar & Dining Room



Restaurant/Bar Booths



Through to Kitchen



Dining Room & Bar



Level 2 Spaces



LEVEL 2	SIZE	CAPACITY
Event Space	142m ²	108 standing 72 seated
Boardroom	21m ²	16 standing 11 seated
Equipment/ Furniture Store	8.5m ²	N/A
Kitchenette	20m ²	N/A

LEVEL 2 SPACES

- > The event space / board room can be booked separately through the club (for a fee).
- > There are tables and chairs to cater up to 100 people.
- > The Melbourne International Comedy festival utilise the space, offering shows for up to 120 people per show.

Submission Requirements

The Criteria

Submissions should include:

CONTACT DETAILS

- › Contact name, phone number & email address.

COMPANY

- › Details of ownership structure and company directors.
- › Company details, trading name, ABN etc.
- › Eligibility to hold all required licences and insurances.

EXPERTISE & UNDERSTANDING

- › Detail your experience, capability and resume of work that supports your submission for this opportunity.
- › Summarise your understanding of what The Swiss Club of Victoria is seeking to achieve, and how you will partner with them to achieve these aspirations.

MEMBER INCENTIVES

- › Elaborate what you propose to offer to Club members in regards to discounts and/or other incentives.

OPERATIONAL PLANNING

- › Summary of proposed uniform and grooming standards.
- › Proposed staffing numbers and organisational structure.
- › Proposed operating days and hours.

FOOD & BEVERAGE OFFER & SERVICE STYLE

- › Describe your approach to modern F&B/hospitality and how this will enhance The Swiss Club of Victoria experience.
- › Communicate your vision for the F&B and detail your methodology in achieving this.
- › Detail your approach to customer service and your preferred service style for this venue.
- › Points of difference and any other relevant information.
- › Please provide an indicative food and beverage menus and pricing - including the supplied Swiss menu items.
 - › Food Menu
 - › Beverage Menu

FINANCIAL VIABILITY

- › Are there any significant events, matters or circumstances which have arisen within the past 12 months that could significantly affect your operation.

Are there, or has your organisation been subject to any:

- › bankruptcy and/or deregistration actions;
- › or insolvency proceedings (including voluntary administration, application to wind up, or other like action);
- › either actual or threatened against your business in the past three years? If so, what (if any) remedial action has been taken.
- › Is your company currently in default of any agreement, contract, order or award that would or would be likely to adversely affect the financial capacity of your company to meet the requirements of this Invitation to Supply.
- › Are there any other factors that could adversely impact the financial ability of your company to perform the obligations contemplated by this Invitation successfully.

COMMERCIAL OFFER

- › Please detail your proposed commercial offer and lease terms. This will be negotiable with Swiss Club of Victoria in the second stage of this process:
 - › Lease Term + Options
 - › Bank/Security Deposit
 - › Proposed membership discounts/offers
 - › Base licensing fee
 - › Royalty or Turnover Criteria
 - › Other Considerations

Indicative Timeline

EOI OPEN	DEC 2023
SITE TOURS	JAN 2024
EOI CLOSURES	28/02/2024 @ 5:00PM
EVALUATION PERIOD	FEB 2023
PREFERRED OPERATOR PRESENTATIONS	TBC
OPERATOR APPOINTED	MARCH 2024
INDICATIVE COMMENCEMENT DATE	END FIRST QUARTER 2024



**Contact Patrick Rychner at
the Swiss Club of Victoria to register
your interest or to arrange a site visit
for this unique opportunity.**

**PATRICK RYCHNER
0404 657 886
PATRICK@SWISSCLUBVIC.COM.AU**

Disclaimer: While all due care has been taken in connection with the preparation of this EOI, the SCV do not make any warranties or representations that the content of this EOI or any part of it or any information communicated to or provided to Invitees in connection with this EOI or during the EOI process is, or will be, accurate, current or complete. SCV will not be liable for any information communicated or provided that is not accurate, current or complete or for any omission from the Invitation documents.

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OF VICTORIA**