

## **BACKGROUND**

The Brotherhood of St Laurence has been involved and committed to the needs of long term unemployed people for over sixty years.

With the establishment of the Employment Action Centre in 1987, it has provided the organisation with the capacity and ability to provide direct services to this target group whilst advocating for the needs of disadvantaged people through its social action and research.

Current service gaps in Labour market programs highlight a lack of pathways for the long term unemployed. Whilst it is important to create meaningful full time employment opportunities for all, it is also crucial to assist people find an entry point back into employment. Community enterprises can facilitate this step, as well as the opportunity for participants to enter paid work experience programs in growth industry areas, that are supported with relevant training.

## **FEASIBILITY BRIEF**

This report was funded by DEET to investigate the feasibility of an enterprise project proposed by the Employment Action Centre's Active Placement Unit. The unit proposed that EAC consider the development of a Hospitality enterprise that was comprised of the following two components;

1. Establish a canteen service for Brotherhood of St Laurence staff at 67 Brunswick Street.
2. Use the canteen as a springboard for the production and manufacturing of Christmas Plum Puddings.

Initial research identified that the proposal suggested an integrated approach, however, it was found that the best method in attempting to isolate the merit of each step was to consider each component as an individual enterprise. The following thus investigates the two facets individually, with preference given to the production of the Christmas Puddings.



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## SHOP

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### OBJECTIVES

- Establish and maintain an efficient and high quality internal catering service for the Brotherhood of St Laurence
- Provide a training ground for unemployed people wanting to participate in the Hospitality industry
- Achieve a cost neutral financial position after 16 months of operation
- Provide a distribution point for labour and other staff support services in order to diversify the product and vocational options available.

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*for info.*

*Fr Tucker shop*

*[Signature]*

## PRODUCTS AND SERVICES

### **DESCRIPTION OF SERVICE DELIVERY**

- Father Tuckers Canteen operates 5 days a week, 48 weeks per year from 8.30am to 2.30pm
- All meals cooked on site
- A high quality, ecologically sound product

### **CASH SALES** (Sales made over the counter for food/beverages supplied to the consumer)

- Pre-lunch sales will provide a selection of breakfast options, morning tea snacks and pre packaged goods.
- Lunch provided will offer a choice of sandwiches, one hot pasta dish, based on a standard menu cycle.

### **INTERDEPARTMENTAL CATERING**

- This catering function will concentrate on providing high quality sandwiches, and cakes
- A co-ordinated delivery and waiting service will also be included if required

### **EXTERNAL CATERING**

- Provide the internal menu to external consumers
- This aspect will be developed in stage two - year 1997

### **PRODUCTS**

- One line products will be launched on a monthly basis.
- Father Tuckers label will be produced
  
- Home made Jams
- Vinegars
- Biscuits
- Chocolates

### **Future product options**

- Pre-prepared dinners
- Corporate basket gifts

### **SERVICES**

- Father Tuckers will be the point of distribution for not only a meal service but other auxiliary support services that will add value to the canteen value.

Some suggestions;

- Dry Cleaning service
- Access casual labour for car cleaning, waiting, general cleaning
- Photo development
- Magazines

## VENUE

- Located at old site
- Set up to be maintained with some minor changes
- Menu to be more visible
- Microwave taken out of the kitchen and placed in an area able to be accessed by staff
- Project may wish to buy its own microwave
- Recommendation that the downstairs office be assigned to the Co-ordinator to complete administrative tasks etc.
- A computer has been acquired through a donation.
  
- Additional resources to be acquired

## **RESOURCE REQUIRED**

Pie Warmer Dispenser 100 pies

Crockery for internal functions

Biscuit Jars

Steel Cake stand and cover

Food Pans

**TOTAL**

## **UNIT COST**

\$363 (*tax exempt*)

\$102 (*tax exempt*)

\$ 50

\$26.53 (*tax exempt*)

\$37.64

\$579.17

## MARKETING

Father Tucker's Canteen needs to promote its services through a strategic plan to include;

- Taste days to trial new menu lines
- Increased focus on the presentation of food
- Canteen food needs to be made visible to the consumer
- Black Board needs to mirror the menu and not just specials of the day
- Father Tuckers label logo confirmed and presented on letterhead, business cards and menu flyers
- Menu flyers to be made attractive and distributed on a regular basis
- Individual products sold need to have the Father Tucker label attached
- Father Tuckers name needs to become a registered name
- Marketing of new products can be distributed, if successful through other avenues such as markets and fairs
- Advertised information in the BSL newsletter
- Individual canvassing of external community groups and internal management units to encourage patronage.
- Promotional activities such as (this afternoon scones are being served for afternoon tea, or wine tasting occurring on Friday afternoons etc)
  
- **Launch needs to occur in the first week of the re-opening of Father Tuckers**

**FINANCIAL PLAN (revised)**

<b>INCOME</b>	<b>1995/6</b>	<b>1996/7</b>
OPENING BALANCE	0	5,408
SALES	25,000	36,000
INTERDEPARTMENTAL CATERING	9,000	14,000
EXTERNAL CATERING	3,000	5,000
DEET ENTERPRISE	10,000	0
DEET - SUBSIDIES	6,000	6,000
SPONSOR CONTRIBUTION	5,000	5,000
<b>TOTAL INCOME</b>	<b>58,000</b>	<b>71,408</b>
<b>EXPENDITURE</b>		
Salaries	22,000	27,000
Trainee Wages	6,000	6,000
Annual leave	2,000	2,700
Workcare Premium	138	138
Award Superannuation	1,320	1,800
Amenities	200	200
Staff Training	300	300
Electricity	0	0
Insurance	0	0
Rent	0	0
Equipment	200	200
Cleaning	0	0
Depreciation	450	450
Travelling	100	100
Stationary and Printing	200	200
Telephone	100	100
Purchases	16,276	22,000
Accounts	2,000	2,000
Entertainment	500	500
Conference and Seminars	100	100
Promotion	708	704
<b>TOTAL EXPENDITURE</b>	<b>52,592</b>	<b>64,492</b>
<b>SURPLUS</b>	<b>5,408</b>	<b>6,916</b>

**FINANCIAL PLAN (comparative)**

<b>INCOME</b>	<b>Y.T.D.</b>	<b>1995/6</b>	<b>1996/7</b>
OPENING BALANCE		0	5,408
SALES	9,468	25,000	36,000
INTERDEPARTMENTAL CATERING	4,331	9,000	14,000
EXTERNAL CATERING	705	3,000	5,000
DEET ENTERPRISE	0	10,000	0
DEET - SUBSIDIES	0	6,000	6,000
SPONSOR CONTRIBUTION	0	5,000	5,000
<b>TOTAL INCOME</b>	<b>14,504</b>	<b>58,000</b>	<b>71,408</b>
<b>EXPENDITURE</b>			
Salaries	12,168	22,000	27,000
Trainee Wages	0	6,000	6,000
Annual leave	598	2,000	2,700
Workcare Premium	51	138	138
Award Superannuation	272	1,320	1,800
Amenities	0	200	200
Staff Training	0	300	300
Electricity	0	0	0
Insurance	0	0	0
Rent	0	0	0
Equipment	110	200	200
Cleaning	0	0	0
Depreciation	69	450	450
Travelling	0	100	100
Stationary and Printing	6	200	200
Telephone	0	100	100
Purchases	7,952	16,276	22,000
Accounts	90	2,000	2,000
Entertainment	0	500	500
Conference and Seminars	0	100	100
Promotion	0	708	704
<b>TOTAL EXPENDITURE</b>	<b>21,316</b>	<b>52,592</b>	<b>64,492</b>
<b>SURPLUS</b>	<b>(6,812)</b>	<b>5,408</b>	<b>6,916</b>

**MEETING BUDGET FOR 1995/6 is contingent on;**

- Access to DEET monies
- Reduction in food expenditure
- Increased sales
- A level of financial and in kind support from BSL

## POSITION DESCRIPTION (*draft*)

**POSITION :** Co-ordinator, Father Tuckers Canteen  
**REPORTING TO:** EAC, Deputy Manger  
**LOCATION :** 67 Brunswick Street

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### 1 ORGANISATIONAL ENVIRONMENT

The Fitzroy EAC was established in 1987 as part of the Brotherhood of St Laurence's initiative to provide supported vocational training to disadvantaged members of the community. STEP Inc. is part of the range of employment placement programs offered at the Employment Action Centre.

#### **Mission Statement - Father Tuckers Canteen**

Father Tuckers Canteen provides unemployed people with the opportunity to access industry skills in Hospitality and gain a pathway back into the workforce., whilst providing a high quality and efficient service to the Brotherhood of St Laurence and its consumers.

#### **KEY OBJECTIVES**

1. Supervise and manage the Father Tuckers canteen to ensure a high quality and efficient service.
2. In consultation with Management implement the strategies identified in the business plan.
3. Oversee and co-ordinate stock control, purchasing, cash handling, accounts and quality control
4. Supervise and train the trainees, ensuring learning outcomes are achieved
5. Assist in the marketing and promotion of the product and services.

## **SPECIFIC DUTIES**

1. Responsibility for the purchase of food stock, ensuring that expenditure does not exceed budget.
2. Ensure high standards of hygiene are kept in the working kitchen
3. In discussion with the trainees design and implement an individual training plan
4. Develop and maintain processes for ordering supplies, controlling stock movement and with the assistance of accounts keep financial records which reflect the business turn over.
5. Assist in the design and implementation of a marketing plan to promote the business
6. Explore the opportunities to develop training and work options for trainees.

## **PERSON SPECIFICATION**

1. Excellent communication skills
2. A minimum of five years experience in commercial cookery
3. Experience in small business
4. Proven ability to train and supervise trainees
5. An understanding of the target group
6. A desire to assist in the development of employment opportunities for long term unemployed people.

## **CONDITIONS OF EMPLOYMENT**

**Hours :** 8.00am - 3.00pm  
**Duration:** This position will be offered until June 30th 1996  
**Award :** Canteen Workers award  
**Level :** Level 6, Canteen Attendant Supervisor

Non smoking environment

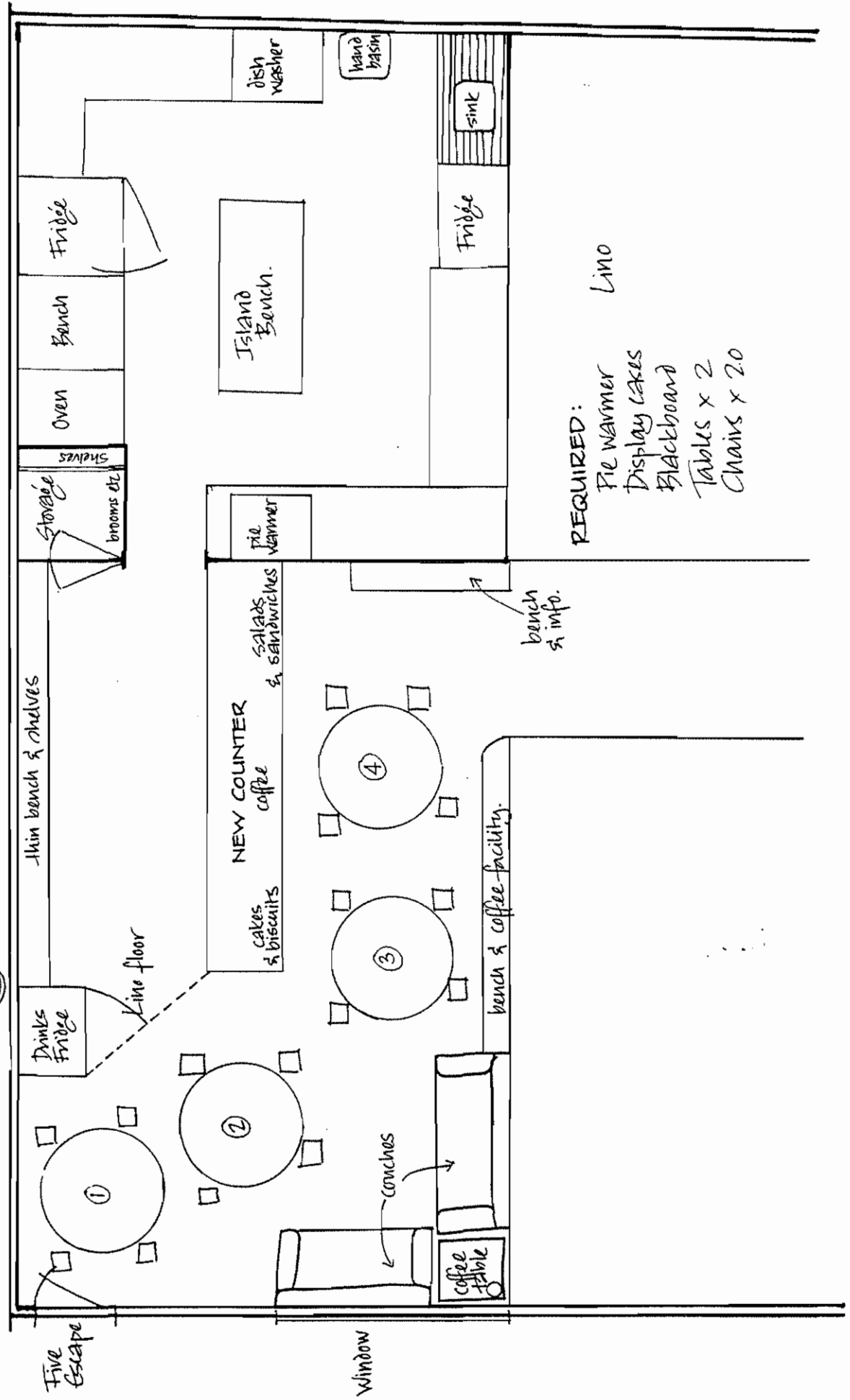




# FATHER TUCKER'S

## ESPRESSO BAR & EATERY

Floor plan:  
 March 12, 1996  
 Not to scale.



REQUIRED:  
 Pie warmer  
 Display cases  
 Blackboard  
 Tables x 2  
 Chairs x 20

Lino

bench & info.

bench & coffee facility.

Five Escape

Window

# Father Tuckers Shop

67 Brunswick Street, Fitzroy Ph: (03) 9 419 7055

## E S P R E S S O B A R & E A T E R Y

### BREAKFAST

(8.30am - 11.30am)

Eggs - Fried, poached, or scrambled, served with toast. 2.50

Extras with your eggs :  
 Bacon .50  
 Mushrooms .50  
 Avocado .50  
 Tomato .50

Omelette: Plain 2.50

Extras available :  
 Bacon .50  
 Chives/ Parsley .50  
 Cheese .50  
 Mushrooms .50

Bacon, Avocado and cheese on open toast 2.50

Bacon and Egg toasted sandwich 2.50

Ham, Cheese, Tomato toasted sandwich 2.50

Raisin Toast 2.00

Fresh Fruit Salad 2.50

Croissant  
 Jam  
 Cheese and Ham

Muesli topped with: Yoghurt 2.50  
 Fresh fruit salad  
 Banana

French Toast 2.50  
 Maple Syrup available

Pieces of Fresh Fruit .50

### SANDWICHES

A variety of white, rye, brown, wholemeal breads and rolls(1.00)  
 Bagels and foccacia (1.50)

Fillings:  
 Ham 1.00  
 Salami 1.00  
 Bacon 1.00  
 Tomato .40  
 Cheese .40  
 Avocado .40  
 Tuna /Salmon 1.00  
 Egg .50  
 Beetroot .40  
 Cucumber .40  
 Carrot .40  
 Alfalfa .40

Salad Sandwich 2.50

Chicken, Avocado & Salad Greens 2.50

Tuna, Onions, Mayo. & Salad Greens 2.50

Salami, Cheese and Salad Greens 2.50

BLT - Bacon, Lettuce & Tomato 2.50

Red Salmon, Cream cheese, and Chives 2.50

Tuna, Spinach, Mushrooms & Cheese 2.50

### DRINKS

Cappuccino 1.50  
 Decaf Cappuccino 1.50  
 Latte Caffe 1.50  
 Short/long black 1.50

Hot Chocolate (with marshmallows) 1.50

Pot Tea English Breakfast, Earl Grey, Irish Breakfast. 1.50

Herbal Tea Chamomile, Lemon, Peppermint, Rosehip 1.50

Iced Coffee 1.50

Milkshake 2.00

Freshly Squeezed Orange Juice 2.00

# Father Tuckers Shop

67 Brunswick Street, Fitzroy Ph: (03) 9 419 7055

## E S P R E S S O B A R & E A T E R Y

### LUNCH

Check blackboard for daily specials

Soup of the Day	2.00
Pasta of the day	4.00
Caesar Salad - Mixed lettuce leaves tossed with Anchovies, egg dressing, parmesan, bacon, and croutons	3.00
Greek Salad - Tomato, cucumber, onion, fetta, and black olives with lemon, oil and oregano dressing	3.00
Warm Chicken Salad - Fresh chicken, fillet served on a bed of mixed salad leaves, avocado, and mustard dressing	3.50
Potato Wedges - Topped with grilled cheese, bacon, and sour cheese	2.50
Nachos - Traditional salsa served with cheese, sour cream and guacamole	3.50
Father Tucker Open Burger - Beef or Tofu burger, egg, cheese, lettuce, tomato served with salad	3.50

### QUICK SNACKS

Meat Pies	2.00
Sausage Rolls	1.50
Spinach and Cheese Filo Pastry	2.00
Vegetarian Rolls	1.50
Hot Dogs	2.00
Roast of the day in a roll	2.50

### SWEET TREATS

Yummy biscuits	.70
Fresh cake or cheesecake	2.00
Muffins	1.50
Muesli Cookies	1.50