



Capability Statement

Left Of Centre Strategies Pty Ltd
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delivering unique strategic hospitality solutions

LEFT OF CENTRE STRATEGIES
<http://www.locs.com.au>

COMPANY DETAILS

Left Of Centre Strategies (LOCS) is an Australian company specialising in providing unique management services to the hospitality and tourism sectors. With the principals' individual experience spanning over 25 years in more than 50 successful operations, our service focuses on providing truly independent client side support and has helped to found our reputations for integrity, reliability, creativity, adaptability and pro activity.

Company Name: Left Of Centre Strategies Pty Ltd

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OUR COMPANY

LOCS provides strategically focused management services to Hotel and Tourism owners, operators and developers.

The LOCS management services process was established in response to the increasing requirements of owners and developers obtaining highly skilled and experienced professionals to actively guide their business processes and then managing the delivery of these processes to further maximise performance and profitability.

We act in the client's interests only and have no affiliations with any other organisations or persons in the hospitality industry. Effectively, we act as an extension of the client's organisation, our whole focus being to achieve the client's business objectives.

We can provide services as a specific engagement against a defined scope or as secondments into the client's organisation to provide the short-term injection of expertise needed to manage the complexities and challenges of hospitality management. Our interim management process individualises LOCS with a distinctive methodology representing a proactive opportunity to initiate change or new strategies in a focused manner through objectivity and detachment from organisational prejudices.

The LOCS principals 'lead from the front' and actively participate providing the initial structure and skill set prior to delegation to a senior manager at the completion of the assignment.

However, the strength of the organisation remains through a continued upper tier management process overseeing the business activities. Alternatively we are well positioned to act on behalf of clients on a longer term basis providing high level review and representation on a periodical basis.

Our strength lies in the experience, expertise and reputation of our Directors and associates.

Our engagements focus on improving business through working collaboratively with the Client and other members of the services team and stakeholders in a way that encourages innovation and improves outcomes.

Our business philosophies mirror those of our clients, i.e. the delivery of high value outcome focused services in a cost effective and timely manner. This is reflected in our corporate vision 'delivering unique strategic solutions'.

Our strategic and management work comprises operations participation, reviews and direction. Rationalisation and improvement of commercial practice as well as development or improvement of the management control systems (policies, procedure manuals, management reporting and quality assurance).

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OUR PEOPLE

Our Strength: Our People

At LOCS, it is our people who make the real difference in the delivery of strategic solutions for our Clients.

LOCS management services offers a dynamic team of hospitality business management professionals all of whom are experts in their own field. Generally qualified in hospitality, sales and marketing or related disciplines and commonly with extensive “hands on” experience, each has a track record of complex projects successfully implemented – in line with our own overall results oriented approach.

The hands-on experience of our senior associates includes;

- corporate and general management
- reporting and control
- development and engineering
- training and compliancy
- industrial relations
- risk management
- environmental efficiencies
- PMS and POS IT systems and communications
- marketing
- media communications
- culinary operations, service and design
- rooms division operations and service.

This dynamic and interactive environment adds value to our clients’ business by combining extensive experience with our successful management techniques.

Leading from the front:

All client projects are led from start to finish by one of the Directors, ensuring on-going direct responsibility and accountability for delivery.

Rod Hearn, B.Bus, Catering and Hospitality Foostcray Institute

25 years executive experience in hotels, resorts and casinos within Australia, Asia, and New Zealand. During this time companies Rod was involved with included SPHC, Rydges, Radisson, Westin, Federal, Voyages and EcoPoint.

Roles held include;

- 7 General Manager positions in Australia, Indonesia, and New Zealand
- Overseeing of 4 Hotel/ Resort openings
- Overseeing of 7 Hotel/ Resort refurbishments

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- Area financial controller
- Zone General Manager for 3 of the Hotels at Ayers Rock Resort
- Chief Operating Officer for an Eco Resort company
- Consultant Resort Group General Manager specialising in Government relations (DECCW, EPA) and environmental operating conditions to Grant Thornton.

Rod's expertise has been evidenced by the sustainable financial and "human" growth experienced by the operations and organisations he has been involved with. The pinnacle of the recognition bestowed upon Rod occurred in 2005 when he was presented with the Australian Tourism Award for Best Deluxe Accommodation for the Desert Gardens Hotel.

Rod has a significantly advanced knowledge in operating within Government guidelines having worked closely with National Parks (DECCW) in fragile environments for the past seven years. This coupled with Rod's hospitality and tourism experience of having operated in unique and isolated environments at 3 star through to 5 star positions Rod at the apex of this sector of the industry.

Robert MacSween,

34 years in media marketing and communications, Robert has been instrumental in producing outstanding outcomes for EcoPoint Resorts, Dransfield Hotels & Resorts, Australia's Wonderland, The Australian Wildlife Park, Radisson Kestrel Hotel, Rydges Huntley Hotel, Beach Road Resort, Noosa and Noosa North Shore Resort.

Robert has worked with various government departments on projects including Australia Day, Australian of the Year, the Sydney Olympic Bid and State Lotteries.

Justin Smith,

10 years IT experience. Justin has provided web and IT development to companies including EcoPoint Resorts, Noosa North Shore Resort, Investment Management Consultants Australia, IR Australia, Fund Executives Association Limited, Keybridge Capital and Mariner Bridge Investments. He has recently upgraded the reservation module of RMS, for RMS, to permit choice options reflective of specific resorts.

Justin has vast experience in the establishment and servicing of communications networks in remote and isolated environments and has pioneered 'cloud' networks utilising the Telstra framework for hotel and resort operations and reservations.

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OUR SERVICES

Tailored Solutions

The core services of LOCS are designed to improve the business performance of our Clients through improved strategic analysis and delivering on set objectives at a lesser cost than traditional management structures.

A focused Management approach can yield major improvements in business performance with results that may include:

- Rationalisation of cost centres
- Revised market positioning
- Implementation of advanced reporting through updated IT
- Operational efficiencies provided by work flow reviews
- Increased yield
- Performance management introduction
- Marketing review and overhaul
- Increased brand value
- Strategy Implementation
- Change Management
- Crisis Management
- Increased business profile.

We pride ourselves in providing services that are cost effective, innovative and will add considerable value to assets.

Services can be considered within the following areas:

- Interim Management
- 'Eco" operations implementation
- Project Team for Takeovers and Openings
- Market (Re-) Positioning and Branding
- Strategic Reviews & Planning
- Change Management
- Business Planning
- Every Day Operations
- Refurbishment co-ordination
- Turnaround of distressed operations
- Interim Management
- IT and Communications Review
- Advertising Audit and Review
- Owner Representation.

Being independent, the LOCS Principals are in the position to offer strategic sales and marketing advice to independent or branded hotels and resorts or major hotel chains.

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Our team has the edge to stay ahead of the competition and capture new market share with an effective mix of marketing techniques the LOCS Team has perfected.

We design and implement the sales and marketing department's strategies to achieve the desired results specifically including hotel revenue management.

Our reporting includes a complete market segment analysis that constitutes the properties business objectives.

Our engagements focus on improving business through working collaboratively with the Client and stakeholders in a manner that encourages innovation and improves outcomes.

We combine our service offerings with committed sub contractors, experienced in the relevant sector.

The Company is equipped with advanced modeling for operational financial analysis and feasibility studies, including software for optimising on line reservations and operating systems.

OUR EXPERIENCE

LOCS strength is evidenced in the diversity of our directors and associates previous roles successfully managed, and the complex nature of many of these roles. Our extensive experience is testament to our ability to build strong relationships and provide result driven solutions.

We are proud to list amongst the achievements of our Directors and staff a significant involvement in a number of landmark events and operations, including the public relations oversight for the Sydney 2000 Olympic Games bid and the 2005 Australian Tourism Award for Best Deluxe Accommodation. Accomplishments are best recognised through the delivery of improved sustainable bottom line performance of which each organisation Left Of Centre Strategies directors have been involved with has been a beneficiary.

Our experience is diverse and crosses both public and private sectors, reflecting the flexibility and versatility of our approach.

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