

Event Food & Beverages

Operating Policy



Policy Purpose

Arts Centre Melbourne is committed to providing outstanding customer experience while generating revenue growth in retail offerings, of which food and beverage is a key component. This policy provides guidance on the standard modes of operation for the service and permission of food and beverages for specific event types within ACM venues

Policy Scope

This Policy applies to all events held at ACM venues and to food and beverage served at ACM outlets. This Policy is administered by Presenter Services in consultation with and implemented in tandem with, the Food and Beverage (F&B), Visitor Experience, Marketing, Ticketing and other Business Units.

Policy & Procedure

1 F&B Modes of Operation:

- 1.1 F&B Modes of Operation (“FBMO”) that apply to specific event types in ACM venues are detailed in the ‘F&B Modes of Operation Matrix’ in Appendix 1 on page 2.
- 1.2 Variations or exemptions to FBMO may be applied for by Presenters and may be granted under exceptional circumstances by the Director of Presenter Services on a case by case basis.

2 Event Operations:

- 2.1 **Account Managers** within the Presenter Services team are responsible for establishing and communicating FBMO with Presenters and communicating FBMO and risk mitigating procedures internally to F&B and Visitor Experience for event delivery via USI.
- 2.2 **Account Managers** are responsible for coordinating FBMO communications to customers online and ACM venues through various channels (i.e. front row stalls signage for orchestra pit, temporary digital signage at foyer bars, at point of sale ticketing and pre-show communications).
- 2.3 **F&B Operations** is responsible for stocking ACM outlets according to FBMO and communicating FBMO to customers at ACM outlets where the event they are attending can be presumed (i.e. proximity of a Bar to a venue and performance timings).
- 2.4 **Visitor Experience** is responsible for communicating and implementing FBMO with customers at events along with applying FBMO risk mitigating procedures that are detailed by Account Managers in USI, and risk mitigating steps in general that ensure the safety (i.e. items in glass containers and hot drink spillages) and experience (i.e. noisy and smelly food) of customers, performers and staff.

3 Risk Assessment and Review

- 3.1 This Policy will be reviewed annually on a risk informed basis, having regard to the health and safety of patrons, Trust Staff and the Licensee’s Representatives working in the Venues. Where material changes are proposed, consultation with Presenters may be required in accordance with the Master Licence Agreement (MLA) terms and conditions.

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4 General

- 4.1 Unless expressly stated otherwise, any capitalised terms used in this policy have the meaning given to those terms in the Master Licence Agreement for the respective Event.

Appendix 1: F&B Modes of Operation Matrix

VENUE	EVENT TYPE	
	COMEDY FAMILIES LIVE MUSIC MUSICAL	DANCE / BALLET THEATRE OPERA ORCHESTRA OTHER
STATE THEATRE	<ul style="list-style-type: none"> Hot & cold beverages All food (excluding hot food) No drinks front row stalls with orchestra pit 	<ul style="list-style-type: none"> Hot & cold beverages Ice cream & chocolate No drinks front row stalls when orchestra pit in use
PLAYHOUSE	<ul style="list-style-type: none"> Hot & cold beverages All food (excluding hot food) No drinks front row stalls when orchestra pit in use 	<ul style="list-style-type: none"> Hot & cold beverages only No drinks front row stalls when orchestra pit in use
FAIRFAX STUDIO	<ul style="list-style-type: none"> Hot & cold beverages All food (excluding hot food) 	<ul style="list-style-type: none"> Hot & cold beverages only
HAMER HALL	<ul style="list-style-type: none"> Hot & cold beverages All food (excluding hot food) 	<ul style="list-style-type: none"> Hot & cold beverages Ice cream & chocolate
SIDNEY MYER MUSIC BOWL	<ul style="list-style-type: none"> All F&B No glass 	<ul style="list-style-type: none"> All F&B No glass

Attachment A – Definitions

Key Term	Definition
ACM	The Victorian Arts Centre Trust trading as Arts Centre Melbourne
Account Manager	A Team Member who reports directly to the Director of Presenter Services.
Director	A member of ACM Management who reports directly to an Executive director or the Chief Executive Officer and has responsibility for leading a Business Unit.
Foyer Bars	All bars situated in Foyers within ACM venues.
F&B Modes of Operation	Standard Modes of Operation for the service and permission of food and beverages for specific event types in ACM venues.
Performers	The performer(s) employed by the Presenter to deliver the event including musicians, dancers, actors and artists.
Presenter	The organisation or person(s) taking the majority of entrepreneurial risk in mounting an event. May also be referred to as Hirer, Promoter or Licensee
USI	Software system from Ungerboeck Systems International that is Arts Centre Melbourne’s event management software application

Supporting Documentation

a) Forms and Records Management

Forms or records that are generated by the policy are as follows:

Form	Retention Period	Location
<i>Visitor Services Note</i>	<i>7 years</i>	<i>USI</i>
<i>F&B Modes of Operation Matrix & Risk Management</i>	<i>7 years</i>	<i>USI</i>

b) Related Policies and Procedures

Policy or Procedure
<i>F&B Operating Guidelines (Food and Drink - Visitors 2008)</i>

c) Compliance Assurance Activities

Activities related to assuring compliance with this policy are as follows:

Task	Documentation method	Reference

Governance

a) Responsibility

Policy Owner	Director, Presenter Services
Approving Body	Executive Director, Customer Experience

b) Version Control and Change History

Version Number	Approval Date	Approved by	Amendment
1.0	[August 2019]	Executive Director, Customer Experience	First version
Post Implementation Review			
Due Date			[August 2020]