

Testimonial for CMAA's "Catering for Non-Catering Managers" courses

After the start of covid and the closures to the hospitality industry our contract caterer left, and the Club was forced into taking over the catering ourselves. The club had engaged contract caterers for 43 years, ever since the club opened, so this was all new to us.

We had one workday to get organised and we opened the Club's restaurant with only 2 chefs. Pleasingly this has now grown into 5 fulltime chefs and one casual cook amongst the kitchen staff we employ.

To help us learn about catering management, we attended the first "Catering for Non-Catering Managers" course which couldn't have come at a better time and seeing as we had to learn what to do in such a small amount of time, we immediately applied most of what we learned at the CMAA course from Matt Dagg, who wrote and presented the course.

The management team and I now have more confidence in our food offer and our catering operation. Our customers have seen a substantial improvement in the quality and consistency of our food. We decided to buy quality ingredients and cook everything fresh, from making our own pizza bases to our in-house deserts. The wait staff work to meet our expectations too and will refuse to take a meal out if they deem it's not up to our usual high standards.

The chefs are very proud of the quality of food that we offer, and we continue to maintain excellent monthly profits on our food helped by what we learnt in the first course about cost control, pricing strategies and the menu engineering process to maintain great GP targets.

Our current net profit sits at 17.44% YTD and the best net profit we have achieved to date is 27.7% (May 2022). We have a YTD stock turnover of 4.22 times a month and our monthly food costs sits at 29%.

At the advanced or second "Catering for Non-Catering Managers" course, again with Matt, we learned more about offering a point of difference, effective menu design, costing function menus, marketing food for profit and the importance of having a good wine list. From this we decided to build a wine display cool room and update our wine list to incorporate mostly local wines, and this has seen a very large increase in the volume of wines that we now sell.

Finally, both catering courses that we've now done, myself as GM, my Assistant GM, our Executive Chef along with our other managers has been outstanding and I would have to say they are the best courses I've ever done with the CMAA.

Leigh Kiely ACCM
General Manager

Queanbeayan Kangaroos Rugby League Football Club
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