

Introduction

Who?

Laissez-faire is a multi-award winning culinary team redefining the art of catering. With world class imagination and flair, Laissez-faire has proven its standing in the hospitality industry by winning **Caterer of the Year, Corporate Caterer**, as well as **Popular Choice Caterer**. In 1998, we became an inaugural **Gold Licence Caterer (Restaurant & Catering NSW)** and the first caterer to achieve **AS9002 quality assurance accreditation**.

Why choose us?

Laissez-faire is a fully established and financially stable catering company that has been operating successfully for almost two decades.

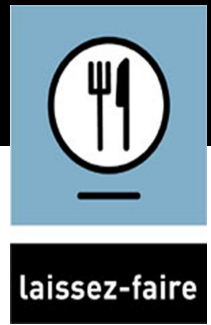
The company has excellent support infrastructure, including two large and fully-fitted commercial kitchens that provide off-site food preparation, and refrigerated vehicles that allow our catering service to be fully mobile.

In recent years, Laissez-faire has also been contracted to operate retail food outlets in major Sydney venues including Australian Technology Park, State Library of NSW, The Australian Museum, and St. Vincent's Hospital.

These prestigious venues are testimony to our reliable and professional delivery of hospitality services. We also have Preferred Caterer status with The Conservatorium of Music, Chinese Garden, and The Gap Bluff Centre, and we enjoy a high rate of repeat catering business with a wide range of blue-chip companies.

Our team of highly skilled specialists has the expertise to make your job a whole lot easier. From a boardroom lunch or cocktail party, to an extravagant gala event, we will tailor a package to your specific requirements and budget. We can manage all aspects of your event including theming, staffing, and entertainment.

Flexibility is our hallmark and innovation and fresh ideas are just part of our service.



About us

The Laissez-faire team

Michael Dalah: Director

Laissez-faire is owned by Isherwood and Dreyfus, established in 1878, and now owned and managed by Michael Dalah and his family. Michael brings to the company decades of business leadership experience, and solid financial acumen.

Adrian Dalah: Director

Adrian has been working part-time for Laissez-faire over the past four years, while completing his degree at the Inter Continental Hotel School. During this time he has been responsible for the logistics and organising of outside catering events. Adrian also has experience in retail cafe operations, cocktail parties, and catering for corporate events.

Sara Flaksbard-Pardo: General Manager

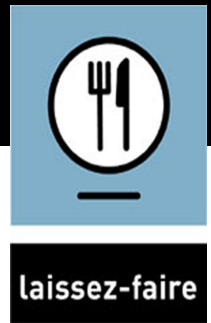
Sara joined the company in early 2002, and has extensive experience in the operation and co-ordination of catering outlets and function venues. Sara is also responsible for client relationship management, and business development for retail and general catering services.

Brad Pittman: Head Chef

Brad joined the company in May 2008 and has extensive experience in the operation and co-ordination of retail catering outlets and function venues. He has stamped his creative food style on the Laissez-faire menus, and has built up a strong relationship with existing clients. Brad is an excellent communicator and great to work with.

Arthur Spiropoulos: Retail Manager

Arthur has been involved in all types of food retailing for more than 20 years. His food experience includes cafes, restaurants and delicatessens. During this time he has set up, owned and operated these operations. Arthur has always had a creative flair when it comes to food choices and menu selections. Arthur has been with Laissez-faire since 2004 and has managed Laissez-faire cafes and also supervised functions and conferences.



Cara Hill: Venue - Food & Beverage Manager – Australian Technology Park

Cara has been with Laissez-faire since 1998. During this time she has been the catering Venue Manager for the NBC technical crew and Green Room at Sydney 2000 Olympics, Salt Lake City Winter Olympics 2002, and the Torino Winter Olympics 2006. Cara's decade with Laissez-faire is a testament to the high levels of employee morale and job satisfaction, and contrasts with the industry's notably high level of staff churn. Cara takes care of all aspects of the multiple conferences and office catering at Australian Technology Park.

Marcelo Flaksbard: Venue Manager – State Library of NSW

Marcelo joined the company in 2002, after more than five years experience in restaurants and event management. Marcelo's ability to arrange multiple functions is a real asset, along with his analytical and logistical can-do attitude and an ability to think outside the square.

Shayne Coffey: Venue -Food & Beverage Manager – The Australian Museum

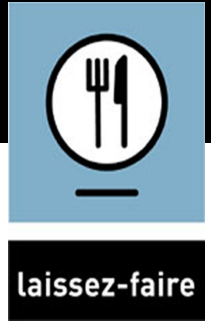
After heading some of Perth's finest restaurants, Shayne was lured to Sydney and the ANA Hotel as head of the Catering Logistics Team for the Sydney 2000 Olympics. With a degree in business and an eye for good food, he then took on the role of General Manager of a One Chef's Hat restaurant in Sydney, and later became a company director. You can be assured that with any event Shayne organises, no matter what size, his aim will be to exceed your expectations.

Lucy Mothersole: Venue - Food & Beverage Manager

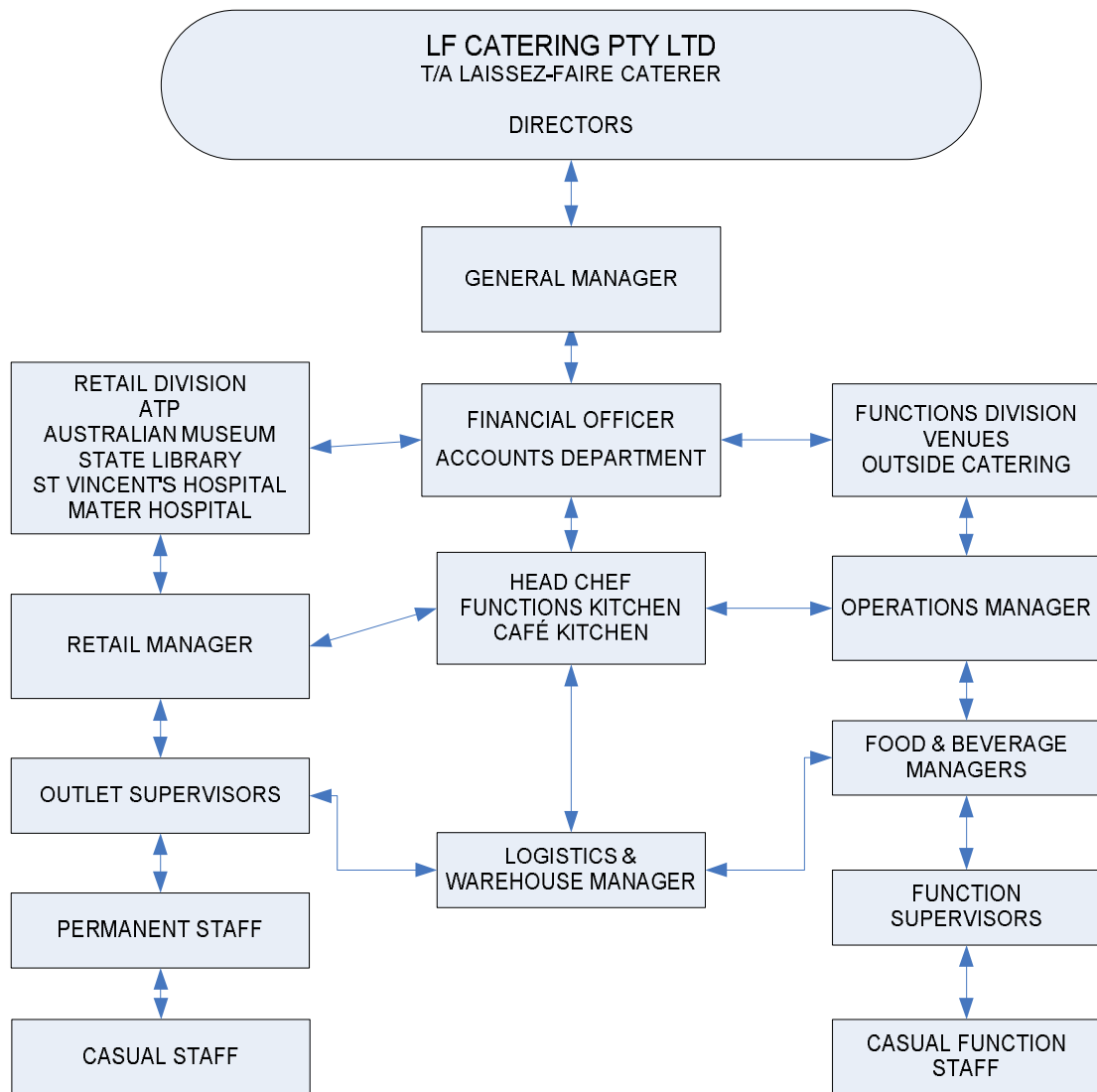
Lucy is responsible for the smooth operation of corporate and social events at the State Library of NSW. Lucy has a strong hospitality and event background having worked in the industry for more than eight years. She has worked in a broad range of Sydney venues with an emphasis on restaurant management and functions, and has also been involved in the opening and running of new establishments.

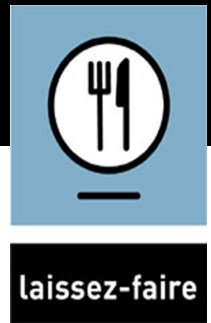
Other Event Staff

Laissez-faire has a large bank of part-time and casual employees who are contracted as required to work on events with our supervisors. This provides flexibility, but also continuity and consistency in quality delivery, since our part-time staff knows what is expected of them in the high standard of service that Laissez-faire delivers.



Organisational Structure





Venues – Contracted

Laissez-faire has been contracted by the following venues to operate on-site retail food and beverage outlets.

- The Australian Technology Park Conference Centre – since 1998
- The Australian Museum – since 2006
- State Library of NSW – since 2007
- St Vincent's & Mater Health Hospital – since 2008

Café outlets

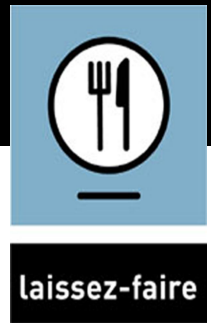
Within these venues, there are currently seven cafés operated by Laissez-faire. The cafés cater to the general public, and provide a range of quality food and beverages to visitors, staff and tenants. Customer service is our priority as well as making excellent coffee.

- Bites Café Australian Technology Park
- The Last Stop Café Australian Technology Park
- The College St Diner Australian Museum
- Museum Café Australian Museum
- Café Trim State Library of NSW
- Bites café St Vincent's & Mater Health Hospital
- Bites café Mater Health Hospital (North Sydney)

Venues – Preferred Caterer

In addition, Laissez Faire is the preferred caterer at the following venues:

- The Conservatorium of Music
- The Gap Bluff Centre
- The Chinese Gardens



Laissez-faire's current business operations include:

Corporate/special event catering	55%
Education/Government	20%
Retail	15%
Private/social	10%

Industry Association Memberships

Laissez-faire regularly attends industry events and is a **Gold Licence member (No 14)** of:

Restaurant & Catering NSW – ISES - MEA

Other industry memberships include:

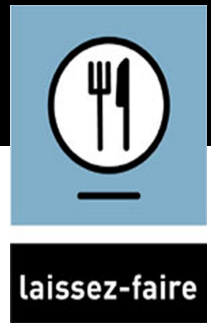
**Restaurant & Catering NSW
Liquor Administration Board Caterers Licence holder
International Special Events Society
Meetings & Events Australia**

Functions and events

Laissez-faire has been catering for corporate events since 1989 and is widely experienced in working at different venues. The company has all its own equipment for use on functions.

The quoting system ensures that quotes are turned around quickly. Follow-up phone calls and client meetings are made, after consultation with the Laissez-faire culinary team, and food taste samples are generally offered.

Once an event is booked, a packing list is produced to ensure that nothing is left behind for the event. Laissez-faire owns china, cutlery, glassware and linen, as well as all the needed kitchen equipment, so events can be put together with ease.



Catering Standards and General Information

Commercial Kitchens and Food Safety Plans

Laissez-faire has been a Gold Licence Member of Restaurant & Catering NSW since 1998, and as such, meets all the statutory requirements imposed by NSW Health for commercial kitchen management and food safety.

Quality Control

Performance monitoring and appraisal is an ongoing part of the business culture at Laissez-faire, and includes benchmarking standards of food quality and service. This is backed up by our commitment to regular staff training, and superior communication and client relationship management, along with compliance with Quality Assurance guidelines, and continuing refinements of the HACCP Plan (Hazard Analysis and Critical Control Points certification).

Management of Industrial Relations

Laissez-faire has an outstanding record in industrial relations with comprehensive policies in place. These include an Occupational Health and Safety Plan and Employee manuals and guidelines. All staff entitlements are based on the provisions of the Restaurant and Caterers' Employees (State) Award. A clear policy covering disciplinary and grievance procedures is in place, along with access to specialist IR advice, should the need arise.

Occupational Health and Safety Record

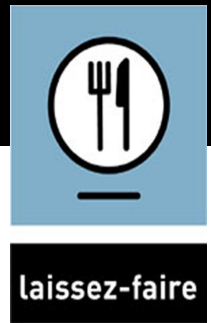
Laissez-faire understands and is committed to an active Occupational Health and Safety Plan. The directors and management see that sound, effective and reasonable health and safety measures are adopted to ensure the welfare of every employee. This is founded upon the active and ongoing involvement of all levels of management and the full participation and support of all employees.

Staff Training

Staff development and ongoing training are a core priority for Laissez-faire, and our extra skilled staff give our company an edge over other providers. We also participate in high school career's initiatives with the NSW Department of Education and Training, and regularly have students receiving training from our Chefs as part of their work experience.

Provision of Liquor Licence for Functions

Laissez-faire is currently a holder of NSW Caterers Liquor Licence and complies with all provisions of the Liquor Act 1982. Marcelo Flaksbard is the present Licensee.



Responsible Service of Alcohol

Every employee has completed the Harm Minimisation and Responsible Service of Alcohol (RSA) Certificate from Restaurant & Catering NSW (including all regular Agency staff). The RSA policy is supported by all levels of management, and the company has handled all RSA policy without incident.

Insurances and Other Policies

LF Catering Pty. Ltd. has in place the following insurances

Statutory Workers Compensation Insurance Policy AU\$1.5 million
Public and Product Liability Insurance AU\$20 million

Menu selection and pricing

We quote on an event-by-event basis because we advise and create menus and beverage packages tailored to your particular event and requirements.

Laissez-faire has a catering kit for their clients to choose from, which is also available on our website: <http://www.laissez.com.au/>

A sample of our menu and service options follows:

Menu and service components

Cocktail packages

Two or three course sit-down packages

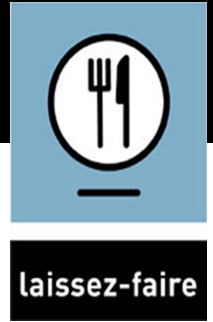
Conference packages

BBQ menus for outdoor events

Food stalls, food stands, light box bars, ice cream carts, mobile coffee stations

Wok cooking, sushi train, oyster boats

Creative food ideas tailored for events



Clients

Our loyal and repeat clients include:

AAP, ANZ Bank, Reserve Bank, American Express, Optus, Channel Nine, Commonwealth Bank, Department of Education and Training, Department of Infrastructure and Planning, Department of School Education, Flight Centre, Fosters, Fuji, KPMG, Great Southern Events, IBM, Microsoft, Network Ten, NSW Health, Qantas, Rail Access Corp, Samuel Griffith Chambers, TAFE NSW, The Seven Network, University of NSW, and Xerox.

Reference

ANZ Bank Franc Lee T 02 9227-1394

Further references and financial information can be supplied on request.

CONTACT DETAILS

General Manager

Sara Flaksbard-Pardo

T 9209 4810

F 9209 4816

E Sara Flaksbard-Pardo: Sara@laissez.com.au

<http://www.laissez.com.au/>