

Highvale Orchard Chalets

Operational Management Plan.

Revised 28 September 2025

To be reviewed annually.

Operational Management Plan for Highvale Orchard Chalets

Property Overview

- **Business Name:** Highvale Orchard
- **Location:** 35 Merrivale Rd, Pickering Brook WA.
- **Existing Infrastructure:** Established restaurant and cider-making operation, orchards, visitor facilities currently on the property.
- **New Accommodation Offering:** 8 guest chalets.
- **Primary Business Model:** Orchard tourism, agri-food hospitality, farm-to-table experiences, short-stay accommodation.
- **Target Market:** Couples, families, food/wine tourists, corporate retreats, wedding parties, regional weekenders, eco-tourism travelers.

1. Strategic Objectives

1. Diversify revenue streams through accommodation
2. Increase visitor dwell time and spend per guest
3. Enhance brand positioning as a premium orchard hospitality destination
4. Create operational efficiencies between restaurant, orchard, and chalets
5. Maintain sustainability and preserve orchard character
6. Deliver consistent, high-quality guest experiences

2. Chalet Operations Structure

2.1 Management & Reporting Hierarchy

- **General Manager (GM)** – oversees restaurant, orchard, and chalet operations
- **Accommodation Operations Manager** – primary lead for chalets, guest services, housekeeping, bookings
- **Orchard/Facilities Manager** – maintenance, utilities, landscaping, waste management
- **Guest Services Team** – check-in/out, concierge services
- **Finance/Administration** – billing, payroll, reporting, compliance
- **Marketing & Sales** – distribution channels, promotions, package creation

2.2 Recommended Staffing Levels

- 1 FTE Accommodation Manager
 - 2-3 part-time guest services/front desk staff
 - 2-3 housekeeping roles (flexible based on occupancy)
 - Shared maintenance, finance, HR, marketing with existing business
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3. Guest Experience & Service Delivery

3.1 Booking & Reservations

- Direct website bookings (highest margin)
- Channel partners: Booking.com, Airbnb, Expedia
- Automated confirmation emails, upsell opportunities, itinerary suggestions
- CRM system to manage guest profiles, preferences, return visits

3.2 Arrival & Check-In

- Check-in options: on-site reception
- Parking allocation signage per chalet
- Orchard map, welcome gift (cider sampler), restaurant hours, farm safety guidelines

3.3 Guest Amenities

- Mini bar featuring orchard products
- Wi-Fi, smart TV, air conditioning, heating
- Outdoor seating, orchard walking paths, fire pits (if permitted)
- Accessibility consideration for at least 1 chalet

3.4 Guest Communications

- Pre-arrival itinerary email
- Mid-stay courtesy message
- Automated post-stay feedback survey
- Emergency contact availability 24/7

4. Integration With Existing Restaurant

4.1 Experience Packages

- Seasonal orchard tours + lunch
- Cider tasting masterclass
- Chef's table orchard dinner
- Romance package: flowers, sparkling cider, private dining
- Family picnic in orchard with activity kits

4.2 Special Events Strategy

- Weddings: chalets reserved for bridal party
- Corporate retreats: meeting space + catering + accommodation bundle
- Seasonal harvest festivals

5. Property & Facilities Management

5.1 Maintenance Schedule

- Daily: guest request response, cleanliness of grounds, waste collection
- Weekly: linen inventories, lightbulb/fixture checks, pool/spa (if applicable)
- Monthly: HVAC servicing, plumbing inspection, fire safety compliance
- Annual: chalet deep clean, roof/gutter inspection, orchard-tree hazard scan

5.2 Groundskeeping

- Orchard pruning and harvesting schedule aligned with guest safety and experience
- Walking paths maintained and signed
- Pest control and biosecurity compliance

5.3 Utilities

- Rainwater capture and storage encouraged
- Solar power feasibility assessment
- Efficient wastewater system maintenance

5.4 Sustainability Policy

- Eco-friendly cleaning products
 - Local supplier preference
 - Guest education signage
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6. Housekeeping Operations

6.1 Cleaning Schedule

- Full clean between stays
- Daily refresh (optional add-on)
- Emergency spill/maintenance response within 1 hour

6.2 Linen & Laundry

- Outsourced linen service recommended
- Inventory management system with usage tracking

6.3 Consumables Management

- Inventory checklist per chalet
- Reorder points and supplier relationships

6.4 Standard Operating Procedures (SOPs)

- Cleaning checklist
 - Damage reporting
 - Lost & found
 - Guest privacy and access policy
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7. Safety, Compliance & Risk Management

7.1 Regulatory Requirements

- Short-stay tourism accommodation licensing
- Disability access compliance
- Food safety for in-room dining
- Liquor license considerations for cider offerings

7.2 Risk & Safety Controls

- Fire extinguishers, smoke alarms, evacuation plan
- Clear pathways, lighting, handrails
- Orchard machinery safety signage
- Storm, heatwave, bushfire policy

7.3 Emergency Response

- Staff trained in first aid & CPR
- Emergency contact signage in all chalets
- Business continuity plan

8. Technology & Systems

- Property Management System (PMS): Cloudbeds/Guesty/Little Hotelier
- Accounting & payroll: Xero
- Website booking engine
- Smart locks + code automation
- Wi-Fi mesh network
- Security cameras (public areas only, not chalets)

9. Marketing, Branding & Sales Strategy

9.1 Brand Positioning

- Modern orchard retreat offering artisan food, cider, and nature experiences
- Promote authenticity, sustainability, and connection

9.2 Digital Marketing

- Website storytelling + professional photography
- SEO: "orchard stays," "cider tasting accommodation," "farm chalets"
- Social media: Instagram, Facebook, TikTok—highlight seasons, apple blossoms, sunsets
- Email campaigns to restaurant and tasting-room visitors
- Online reviews management (Google, TripAdvisor)

9.3 Partnerships & Distribution

- Tourism boards and regional visitor centres
- Wedding and event planners
- Local farms, breweries, adventure tourism

9.4 Pricing Strategy

- Dynamic pricing based on seasonality, events, weekends
- Multi-night discount incentives
- Upsell packages—experiences, wine/cider, late checkout

10. Financial Operations & Reporting

10.1 Revenue Streams

- Nightly accommodation bookings

- Food and beverage upsells
- Event and wedding bookings
- Orchard experiences, tours, tastings

10.2 Cost Categories

- Labour
- Laundry, cleaning supplies
- Utilities
- Repairs and maintenance
- Marketing and OTA commissions
- Insurance and licensing

10.3 KPIs

- Occupancy rate (target 55–75% first year)
- ADR (Average Daily Rate)
- RevPAR (Revenue per Available Room)
- Guest satisfaction score (4.6+)
- EBITDA margin
- Staff retention and training hours

10.4 Reporting Cadence

- Weekly operations dashboard
- Monthly financial reporting
- Quarterly strategy review
- Annual forecasting and budget refresh

11. Implementation Timeline

Phase 1 – Pre-Opening (Months 1–3)

- Finalise pricing, branding, booking engine, SOPs, compliance checks
- Staff hiring and training
- Interior setup, signage, maintenance readiness
- Website launch and marketing campaign

Phase 2 – Soft Opening (Month 4)

- Invite test guests, influencers, local tourism partners
- Collect feedback and refine service procedures

Phase 3 – Full Operational Launch (Month 5+)

- Scale marketing and events
- Monitor KPIs and adjust operations

Phase 4 – Year 2+ Growth

- Introduce new packages, seasonal experiences
 - Evaluate expansion opportunities or spa/wellness offering
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12. Continuous Improvement Framework

- Quarterly staff training and service refreshers
 - Mystery guest audits
 - Annual market trend analysis
 - Sustainability performance review
 - System upgrades and automation opportunities
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Conclusion

This operational management plan enables Highvale Orchard to successfully integrate its new chalet accommodation into the existing orchard and restaurant business. The focus remains on delivering a seamless guest experience, maximising revenue diversification, protecting the landscape, and strengthening the brand's position as a premier orchard hospitality destination.

Refinements can be made based on:

- Chalet design and capacity details
- Target pricing and financial goals
- Local tourism demand and seasonality
- Staffing availability and operational budgets