



ACHIEVING
HOSPITALITY
DREAMS



SILVER CHEF
HISI REPORT
2012

THE HOSPITALITY
INDUSTRY SUCCESS INDEX



WHO CONTRIBUTED TO THIS REPORT

TUCKSHOP
Waffle stall
Footy club
HOTEL
Caterer
Delicatessen
Patisserie
Restaurant
Cupcake
bakery

Coffee roaster
CAFE
Gourmet takeaway
BAKERY
Florist cafe
Sandwich bar
BUTCHER
Pizza cafe
Bistro
Dessert cafe



THE HISI REPORT

Launched in 2010, and now in its third year, the HISI Report is released annually to the hospitality industry designed to provide valuable insight and measures of success.

The 2012 report used a combination of data from 5793 financial contracts and 220 respondents in a detailed survey.

The goal of the 2012 report was to find out how people's dreams in the hospitality industry were made a reality.

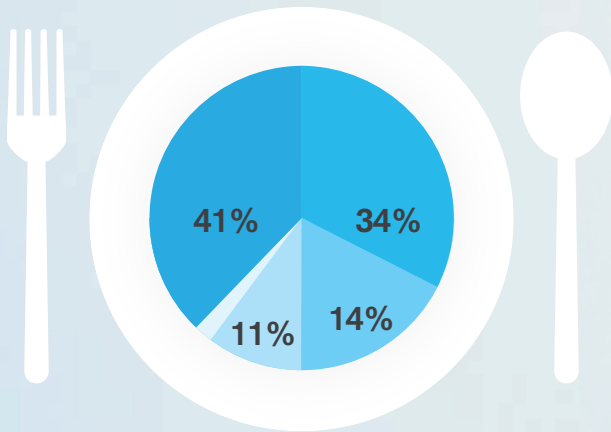
Who is Silver Chef

For over 25 years Silver Chef has provided equipment funding solutions for hospitality businesses, helping them to get up and running and achieve their dreams. Silver Chef supports businesses in Australia and New Zealand; whether big or small, old or new, independent or franchised.



WHAT INFLUENCED YOUR HOSPITALITY DREAM?

Community need
ECONOMY My partner's dream
Just had an idea Always wanted
 To create my own employment opportunity a coffee shop
A CHALLENGE
My wife



To be my own boss/financial reasons	41%
A passion for food and hospitality	34%
My family or heritage	14%
Other	11%
Reality TV shows	<1%

57% of people
realise their dream
within 3 years

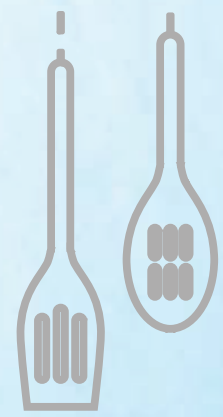
42% state that **cash flow** is the most difficult aspect of starting a new business

DOES STARTING UP A HOSPITALITY BUSINESS **COST** MORE THAN EXPECTED?



YES
72%

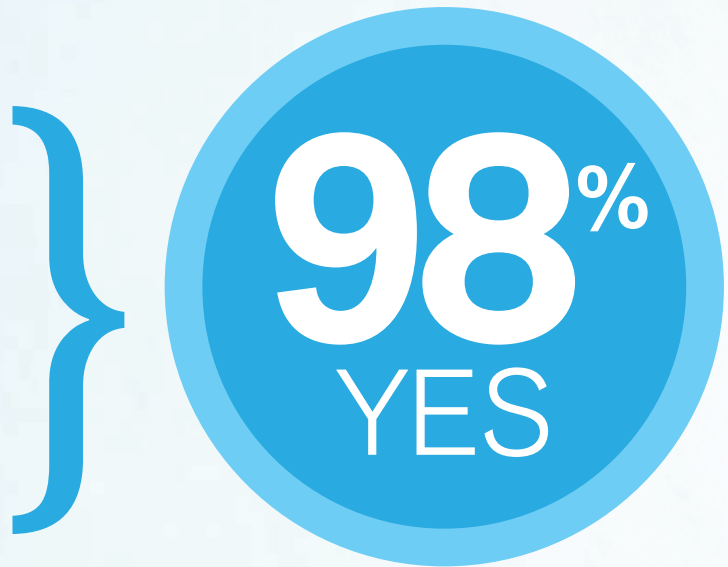
A clear vision alone doesn't make dreams of owning a hospitality business a reality – start up costs are often underestimated, putting more pressure on the bottom line, particularly in the first year of business. Having sufficient cash flow is good risk management and a key to achieving success. Renting equipment is one way to preserve cash and low weekly payments keep the budget in check.



MAKING DREAMS A REALITY

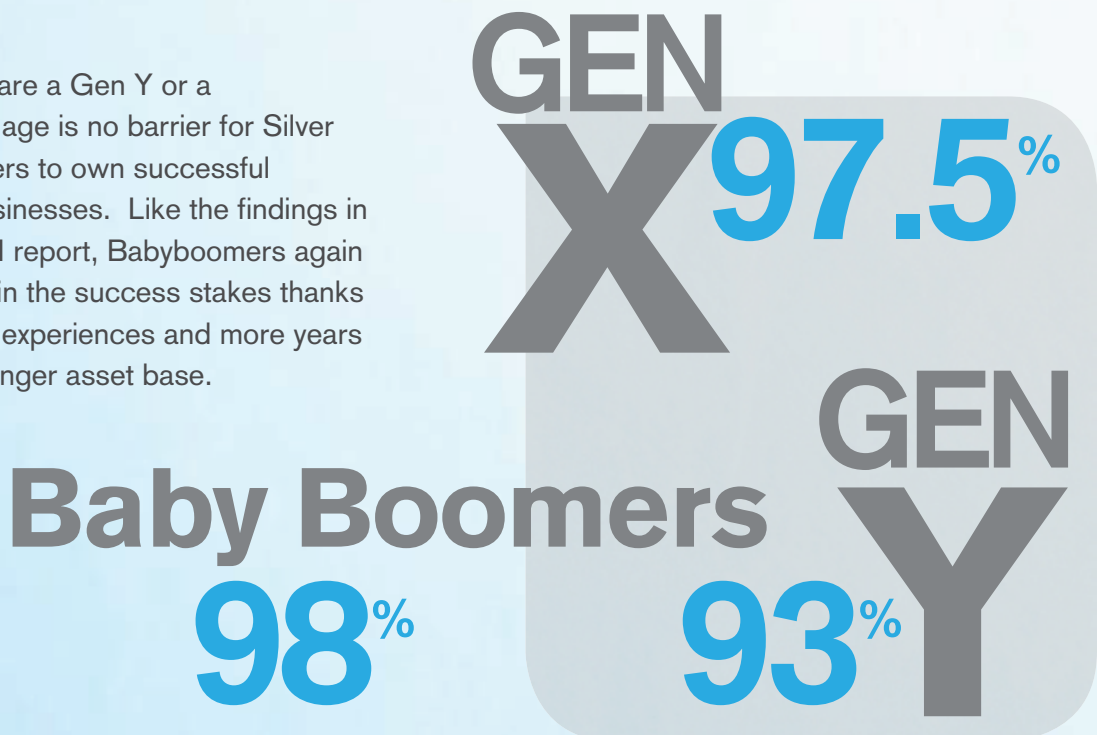
SUCCESS

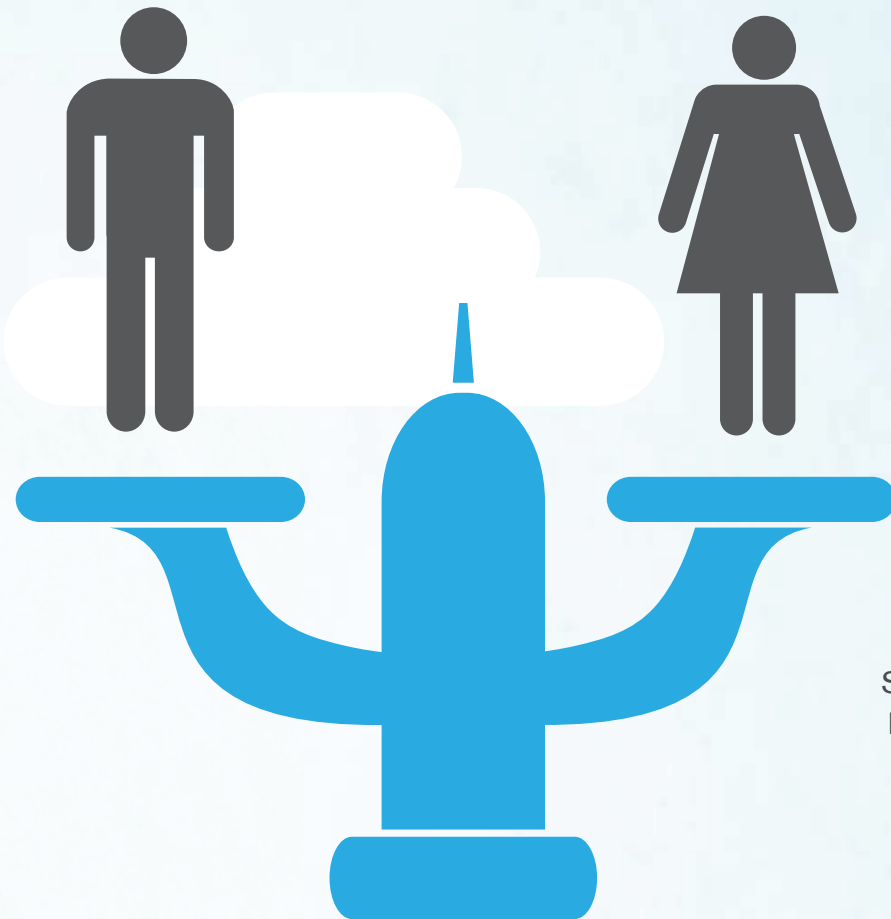
Silver Chef customers are highly successful in their hospitality ventures. The Silver Chef customer is passionate, incredibly enthusiastic and business savvy. Throw in the financial benefits of the company's Rent-Try-Buy® solution and they have their own recipe for success. Preserving cash flow underpins any successful business.



AGE

Whether you are a Gen Y or a Babyboomer, age is no barrier for Silver Chef customers to own successful hospitality businesses. Like the findings in the 2011 HISI report, Babyboomers again take the lead in the success stakes thanks to greater life experiences and more years to build a stronger asset base.



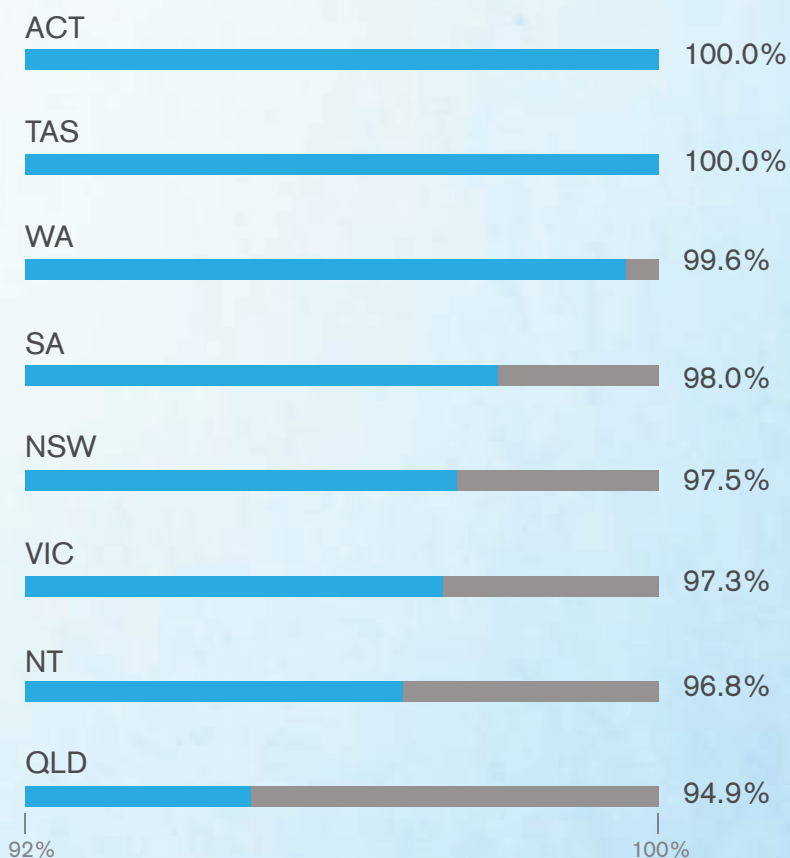


GENDER

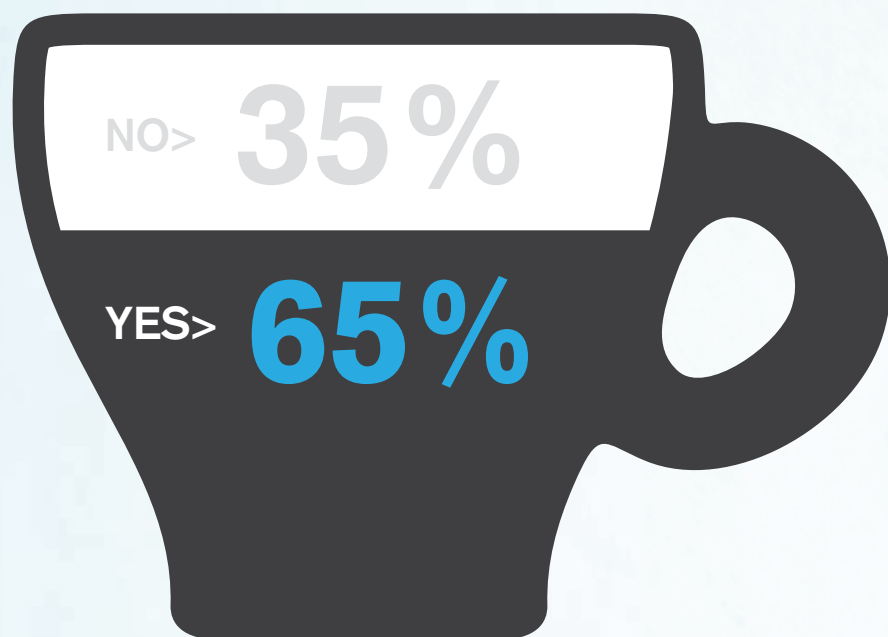
Silver Chef customers are proof that both sexes are equally successful in business. There was no difference between the success rate of Silver Chef's male and female customers.

STATE

All states performed well over the last 12 months. Hospitality businesses in Western Australia reaped the benefits of a strong resource sector while Queensland businesses are still feeling the affects of the 2011 floods and a slightly depressed tourism sector.



DO YOU THINK
GREAT COFFEE
IS THE MOST
IMPORTANT
ASPECT OF
A CAFE?



Coffee is liquid gold. The quality of coffee is not just something for baristas to critique but blends and origins are of growing interest to the broader public. Some are just as passionate about coffee, as others are about wine. Others blog about their favourite 'coffee' experiences and the most discerning coffee lovers will travel kilometres for the perfect cup. This demand has created a surge in boutique coffee roasters in Australia, bringing coffee aficionados even more choice.

“ GOOD COFFEE
IS THE START,
THE PASSION IS
WHAT COUNTS ”

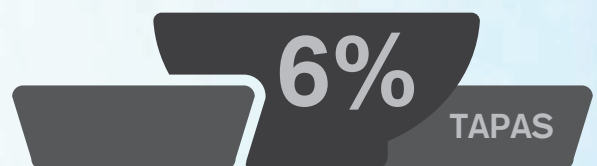
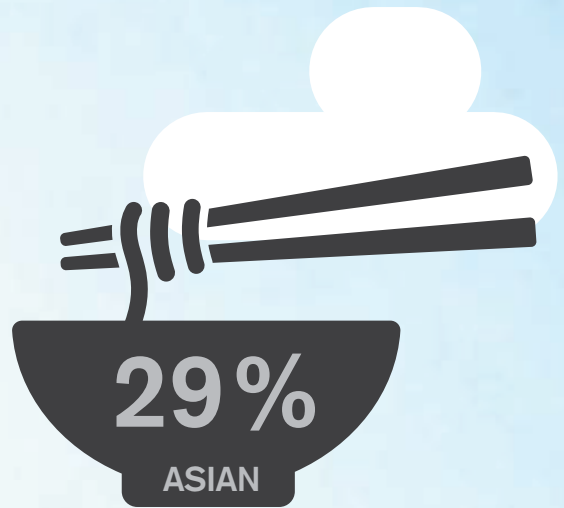
100%
agree that good
service is critical
in hospitality

WHAT DO YOU BELIEVE IS THE MOST POPULAR CUISINE IN AUSTRALIA IN 2012?

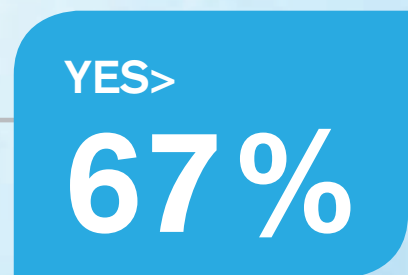
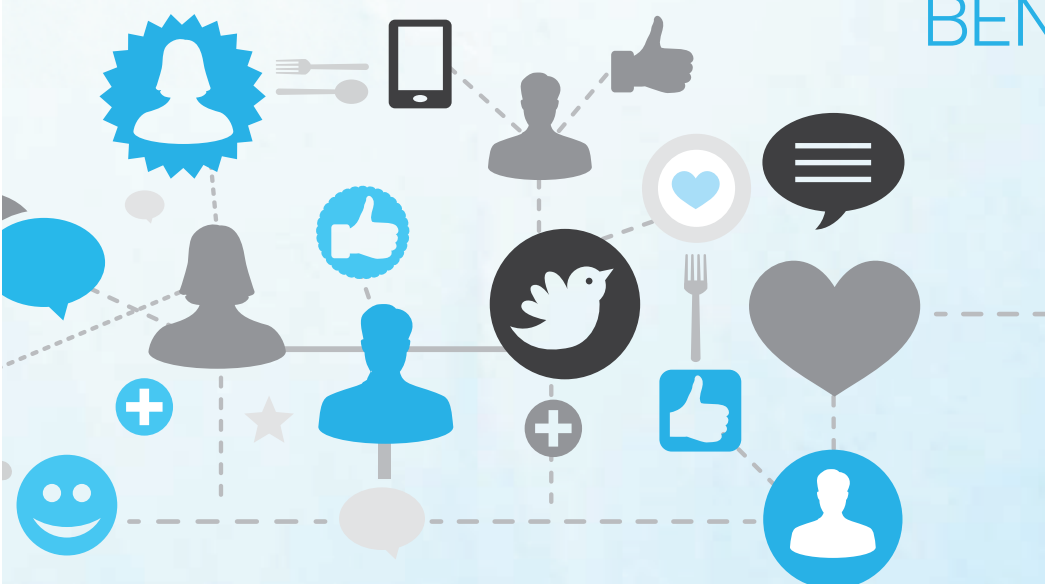
In Australia we are lucky to have access to a range of delicious international cuisines. Whether it is Chinese, Japanese or Thai food, many of us opt for Asian dishes when eating out. More celebrity chefs specialising in Asian cuisine are also inspiring us to replicate our favourite eastern flavours at home.

The next night we choose steak or bangers and mash at the local pub. Diners want to eat comforting home-cooked meals without the fuss of cooking at home.

Relatively unheard of five years ago unless holidaying in Spain, tapas food has now made it on to our favourite food list. This style of food is becoming increasingly popular on both bar and restaurant menus, suiting Australia's informal lifestyle.



DO YOU BELIEVE SOCIAL MEDIA BENEFITS YOUR BUSINESS?




DREAMS CAN START ANYWHERE!

Silver Chef's customers are proof that it's not too late to change direction and pursue a passion for food and hospitality. Everyday, trained professionals leave their trade behind to follow their dream, without hospitality experience behind them. With a clear goal and vision and some sound business advice, many go on to establish a successful hospitality business.

Silver Chef is thrilled to help these ambitious entrepreneurs achieve their dream of becoming their own boss and seeing their business flourish.

ACCOUNTANT
TEACHER
NURSE
GARDENER
BUTCHER
CAR SALES
ELECTRICIAN
PERSONAL TRAINER
TRUCK DRIVER
CARPET CLEANER
CHILDCARE
COAL MINER
ENGINEER
FARMER
TIMBER CUTTER
MASSAGE THERAPIST
FORKLIFT DRIVER
LAWYER
PHARMACIST
ADVERTISING
IT
MEDIA
NANNY
PLUMBER
SOCIAL WORKER
TAXI DRIVER
WAREHOUSE MANAGER
WEDDING DESIGNER



75%
of respondents
had no hospitality
background



Silver Chef

Park Tower
20 Pidgeon Close,
West End Q 4101

PO Box 1760 Milton Q 4064

p. 1800 660 656

www.silverchef.com.au/hisi