



## SYDNEY OPERA HOUSE

<b>Project</b>	Bennelong Point Masterplan
<b>Task</b>	<p>With common lease expiries due in 2015 for F&amp;B throughout the Sydney Opera House (SOH), the Trust engaged B&amp;P to:</p> <ul style="list-style-type: none"> <li>• Develop a new F&amp;B masterplan for Australia's most iconic landmark.</li> <li>• Increase engagement and attendance.</li> <li>• Identify new opportunities through a strategic review of tenancy mix and productivity against user needs.</li> </ul>
<b>Outcome</b>	<p>B&amp;P analysed the existing retail offering and found that:</p> <ul style="list-style-type: none"> <li>• The existing F&amp;B focus was on the 1.3M visitors attending events inside The Opera House and not on the 7M tourists outside The Opera House.</li> <li>• The delivery method and packaging of F&amp;B businesses was not generating the full potential in revenue streams.</li> <li>• There was inactive space in key locations that could generate significant income streams.</li> </ul>

B&P devised new concepts for The Bennelong to offer three unique dining concepts at different price points, so more customers could occupy the space and drive increased spends and rents. Our strategy helped the Trust to present a much clearer positioning to potential operators, which improved revenue streams significantly and increased activation of F&B locations around the SOH adding an additional \$500,000 in rental income.

*"Your asset's worth more when you partner with Brain & Poulter"*

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02 8231 5799 • into potential operators, which improved revenue streams  
significantly.