

A photograph of four diverse individuals in a bar or restaurant setting. On the left, a man with grey hair and a beard, wearing a white long-sleeved shirt and a blue denim apron, stands with his hand on his hip. Next to him, a woman with short grey hair and glasses, wearing a teal shirt and light-colored pants, sits on a stool. In the center, a man with dark curly hair and a goatee, wearing a white long-sleeved shirt and a striped apron, stands with his arms crossed. On the right, a woman with dark hair, wearing a white long-sleeved shirt and a striped apron, sits on a stool holding a laptop. The background shows a bar counter with various bottles and glasses.

Crunch

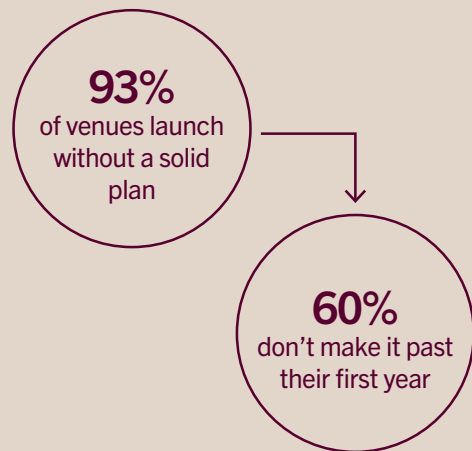
STRONGER LOCAL HOSPITALITY.
STRONGER LOCAL ECONOMY.

Crunch partners with Councils to deliver expert-led education, tools, and support.

Helping hospitality owners stay open, profitable, and thriving.

HOSPITALITY BUSINESSES ARE THE *HEART* OF LOCAL ECONOMIES

But many struggle to stay open.



Time constraints and the demanding nature of the hospitality industry leave owners craving efficient, practical support to develop management skills for long-term sustainability and growth.

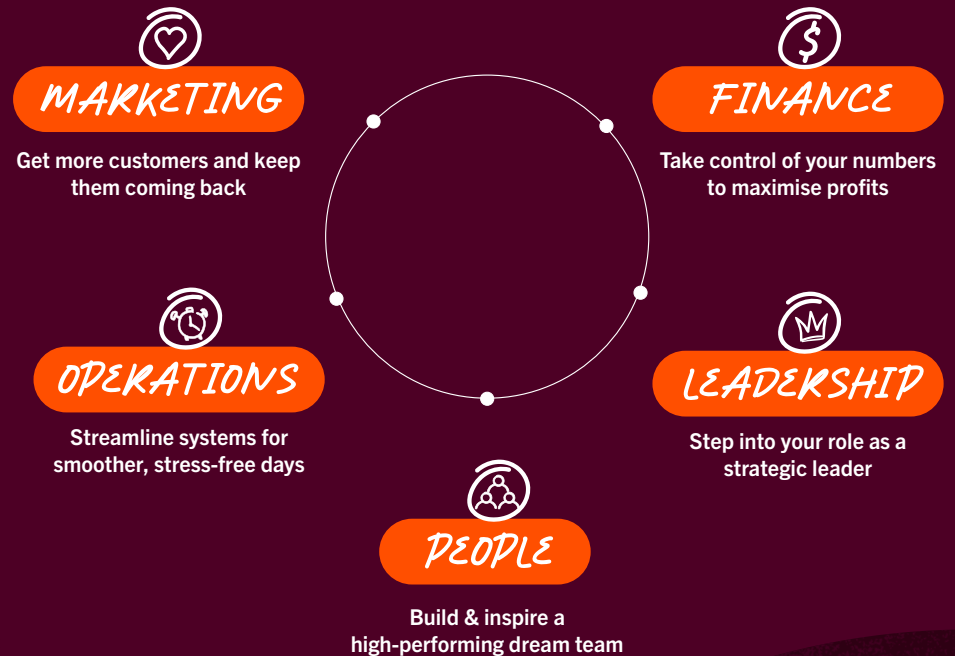
That's where **Crunch** comes in.



Crunch is a membership platform for hospitality owners seeking better ways to grow their business.

Through expert training, coaching, and practical resources, Crunch helps venue owners increase profitability and build long-term resilience.

This enables more venues to keep their doors open for longer.



INVESTING IN HOSPITALITY *STRENGTHENS* YOUR ENTIRE COMMUNITY

A thriving hospitality sector creates jobs, attracts visitors, and drives economic growth.

Partnering with Crunch ensures your local venues have the skills, resources, and support they need to succeed — without adding extra strain on council resources.

REDUCE CLOSURE RATES

Small hospitality businesses often struggle with tight margins, staffing challenges, & financial instability, leading to high closure rates. Crunch helps venues adapt to industry challenges and keep their doors open for longer.

DRIVE ECONOMIC GROWTH

More successful hospitality venues means more local job opportunities, and increased business activity. By giving operators the tools to succeed, Crunch helps councils support business sustainability and economic growth at scale.

BOOST TOURISM APPEAL

A vibrant hospitality scene is a key driver of tourism, helping to position your region as a must-visit destination. Successful, well-run venues enhance the local experience, encourage repeat visitation, and contribute to a region's cultural identity.



THE HOSPITALITY *PLAYBOOK*



Masterclass 1:

MONEY CLARITY

Feel in control of your numbers,
not confused by them.

- Identify the financial numbers that matter, including industry benchmarks.
- Build a clear financial plan to get your business thriving.
- Manage prime costs so they don't eat away at your margins.




Masterclass 2:

PROFIT ACTIVATION

You work too hard not to make a
solid profit. Let's sort that out.

- Learn a simple, proven formula to hit your profit goals.
- Strengthen your financial decision-making skills.
- Identify the biggest profit-draining mistakes that hold businesses back—and how to avoid them.



Masterclass 3:

STRATEGIC EDGE

You know you need a strategy
— but where do you start?

- Why strategy is critical to your success, and how to use it daily.
- How to align your product, market, and goals for impact.
- The one-page strategy plan that will keep you focused and moving forward.

THE HOSPITALITY *PLAYBOOK*

“CRUNCH WILL HELP YOU BUILD
A SUCCESSFUL BUSINESS MODEL”

Matt Stanley, Co-Founder, Costa Taco

Masterclass 4:

DREAM TEAM DYNAMICS

A strong team makes or breaks
a hospitality business.

- Write job ads that attract the right people (no more bad hires).
- Set up an onboarding process that keeps staff engaged and committed from day 1.
- Use leadership strategies to build a culture people want to stay for.

Masterclass 5:

OPERATIONAL ELEGANCE

Win back time and reduce stress by
getting your operations in order.

- Set up smart systems to make daily tasks smoother and easier.
- Leverage tech like POS, booking, & ordering systems to work smarter.
- Define clear roles and structures so everyone knows exactly what to do, and why.

Masterclass 6:

SMARTER MARKETING

Stop winging it and start using real
data to bring in more customers.

- Attract new customers and keep them coming back using marketing insights.
- Use off -premise marketing strategies to stay top of mind.
- Create a simple marketing plan that drives loyalty and sales.

MORE THAN JUST *TRAINING*

Crunch delivers more than just education—it's a comprehensive, expert-led support system designed to help hospitality businesses start, grow, and thrive.



EXPERT-LED COACHING

For many hospitality owners, access to high-quality business advice is out of reach, leaving them without the answers they need — especially in the early years. Crunch delivers the support they've been missing by providing direct access to top hospitality coaches and experts at weekly live coaching sessions. Members can ask questions and get real-time advice tailored to their needs so they can move forward with clarity & confidence.



PRACTICAL BUSINESS TOOLS

Crunch provides a growing library of ready-to-use resources designed to help business owners save time, simplify operations, and learn from industry experts who've been in their shoes. Covering finance, leadership, people, operations, and marketing, these templates, short courses, and real-world case studies offer easy-to-apply insights to enhance — without the guesswork.



A SUPPORTIVE COMMUNITY

Despite the hustle of hospo, business owners often find themselves isolated, lacking access to a supportive community they can trust. Crunch's AI-driven community-building capabilities solve this by intelligently connecting members with peers who share similar locations, business types, or challenges. Dynamic chat spaces and targeted discussion groups make it easier for business owners to exchange ideas, seek advice, and build a strong local business network.

MORETON BAY CITY COUNCIL

Moreton Bay City Council is partnering with Crunch to help hospitality businesses grow, create more jobs, and strengthen the local economy.

Master Your Food Business, an innovative program which aims to elevate operational excellence and sustainability across local food service businesses, strengthening the city's vibrant café, restaurant, and licenced venue culture.

Designed to give local hospitality businesses an opportunity to boost their productivity and revenue, the program will offer business owners a chance to learn from decades of valuable industry experience direct from the experts themselves.

Crunch offers insight into growing a profitable, sustainable business while preserving the fun and creativity that is often the driving force behind the enterprise.

READY TO EXPLORE
HOW CRUNCH CAN WORK
FOR YOUR COUNCIL?

LET'S CHAT.

**"IF YOU OWN A HOSPITALITY BUSINESS, THIS IS THE BOOST YOU NEED.
MAKE THE TIME, GET IT DONE – JOINING CRUNCH WILL CHANGE YOUR LIFE"**

Stacey Martin, Venue Owner, The Dayboro Drop

Master Your Food Business

Delivered by

Crunch

**BUSINESS
BOOST**

This Business Boost initiative is brought to you by
**CITY OF
MORETON BAY**



Master Your Food Business Workshop

Christine Wilson
Local Business Support Officer, Economic Development

Blair Brown
Principal Industry Lead - Food & Agribusiness

Matt Stanley
Co-Founder, Costa Taco

Patrick Killalea
Founder, Joe's Deli

Vickey Payne
Local Business, Support Officer Economic Development

WHY PARTNER WITH CRUNCH?

Your council is committed to supporting small businesses, but delivering real, lasting impact at scale can be challenging.

Here's how **Crunch** can help.

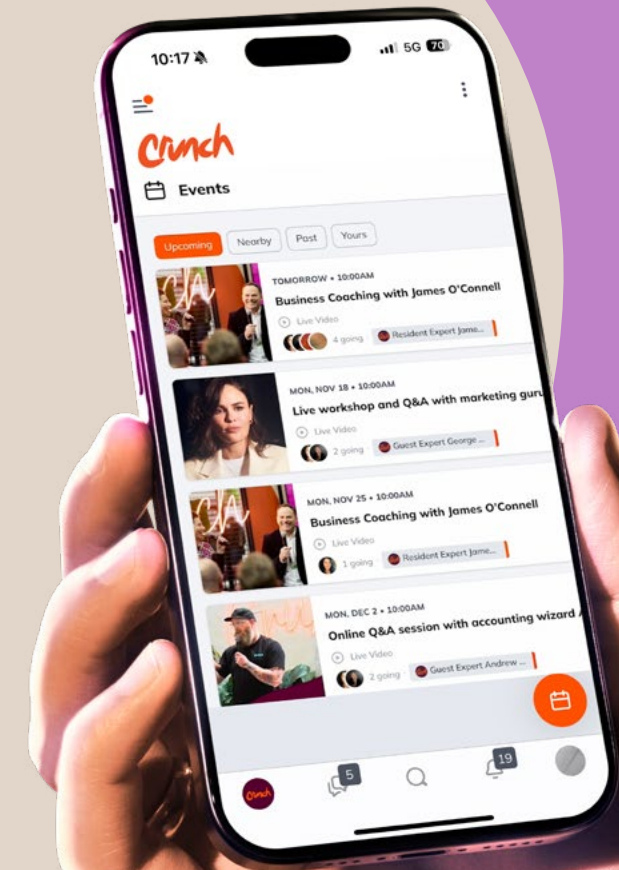
Plug-and-Play Solution - By partnering with Crunch, your council gets access to a powerful, fully managed solution to support hospitality businesses at scale.

Tailored to Your Council's Goals - Crunch content can be customised to align with your specific economic development priorities, small business initiatives, and tourism strategies.

Position Your Council as a Proactive Leader - Crunch helps strengthen your council's role as a leader in small business support by delivering tangible, measurable impact in an innovative way.

High Impact, Low Cost - Crunch allows councils to offer ongoing expert-led business education and support—without the high costs of in-house programs or additional staff.

Measurable Results & Insights - Your council needs to see outcomes. Crunch provides data-driven insights on business engagement, program completion, and key challenges in your region. This means you'll have real evidence of impact and can make better-informed decisions on future business support.



READY TO STRENGTHEN HOSPITALITY IN YOUR REGION?

LET'S MAKE IT HAPPEN.

We'd love to discuss how Crunch can work for your council and help you drive real change for local hospitality businesses.

Contact: Kristen Bortoni

Email: kbortoni@divcom.net.au

Phone: 0413 090 404

Alternatively, [click here](#) to complete an enquiry form and we'll be in touch to discuss your region's goals, challenges, and how Crunch can support your small business community.

