

Food & Beverage - How to Use Safety as a Recruitment & Marketing Advantage - By Ken Burgin
2009-10-21

Tough regulations and the employer's Duty of Care are here to stay - get used to it.

If you're doing the right thing, let's turn it into a positive marketing advantage - your competitors will be impressed and maybe a little embarrassed...

Talk about safety in your marketing material. Sure, the main message focuses on good food, beverage and service, but find a place to also say something like: 'We're proud of our strong commitment to safety and hygiene. All staff undertake regular work and food safety training, and management is committed to the proper implementation of all OH&S regulations. We believe that safe food and safe work practices are the foundations of a successful business.' Your website is a great location for this.

Impress corporate and government customers. Increasingly, these clients are required to patronise venues (especially for large functions) that can show their health and safety standards - in writing. Have the information readily available on your website or in the function package.

Show your obsession with cleanliness. The toilets are fresh and dry, staff wear clean uniforms, and if customers see behind the scenes, prep areas are neat and hygienic. Gloves are used properly (they're designed to protect customers, not the delicate hands of staff) and questions about ingredients and allergies are met with a knowledgeable answer. Bar staff wash their hands between collecting dirty glasses and making fresh drinks etc etc...

Use safety as a plus in recruitment. Share information about your safety policies and procedures at the interview, and make it part of your questions. With so many school students doing hospitality, applicants may arrive with more safety and hygiene training than existing staff - will you impress them? Include OH&S responsibilities in all Job Descriptions and show them the OH&S and Food Safety Manuals. You want the careful, methodical ones...this is something they respond to positively.

Build staff engagement through your safety committee. Motivation is built through meaningful activity - it can't be applied with a spray! There's the daily work of preparation and service, and an extra focus on improving safety (and also environmental issues) is a great way to raise everyone's horizons. Not everyone is passionate about safety, but when someone shows extra enthusiasm, give them a chance to pursue it - everyone benefits. Check the massive collection of Work & Food Safety Posters available on this site.

Impress the safety inspectors with something extra. You know about the compulsory signs and forms. But there's another layer of internal publicity that shows your extra level of commitment. Colourful posters on the wall, regular 10-minute coaching sessions and daily updates in the logbook. Machinery that's easy to use and plenty of modern cleaning equipment (why is it that garbage bins are usually so dirty, and hand-basins so messy?). Most inspectors hear nothing but excuses - they've heard them all before and are sick of the whining. Your positive approach creates word of mouth no-one can buy!

Profitable Hospitality offers management and cost-control systems (Manuals & CD-ROMs) for restaurants, cafes, hotels, bars and clubs. The systems are based on the extensive consulting and operating experience of CEO Ken Burgin, and enable busy owners and managers to set up complete operating and cost-control systems in minutes, not months. Profitable Hospitality also runs regular management training workshops in the areas of kitchen profit & efficiency, restaurant marketing and functions management. A free monthly e-newsletter keeps you up to date on the latest industry management issues. www.profitablehospitality.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article41794.html>

© 1998 - 2009 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html