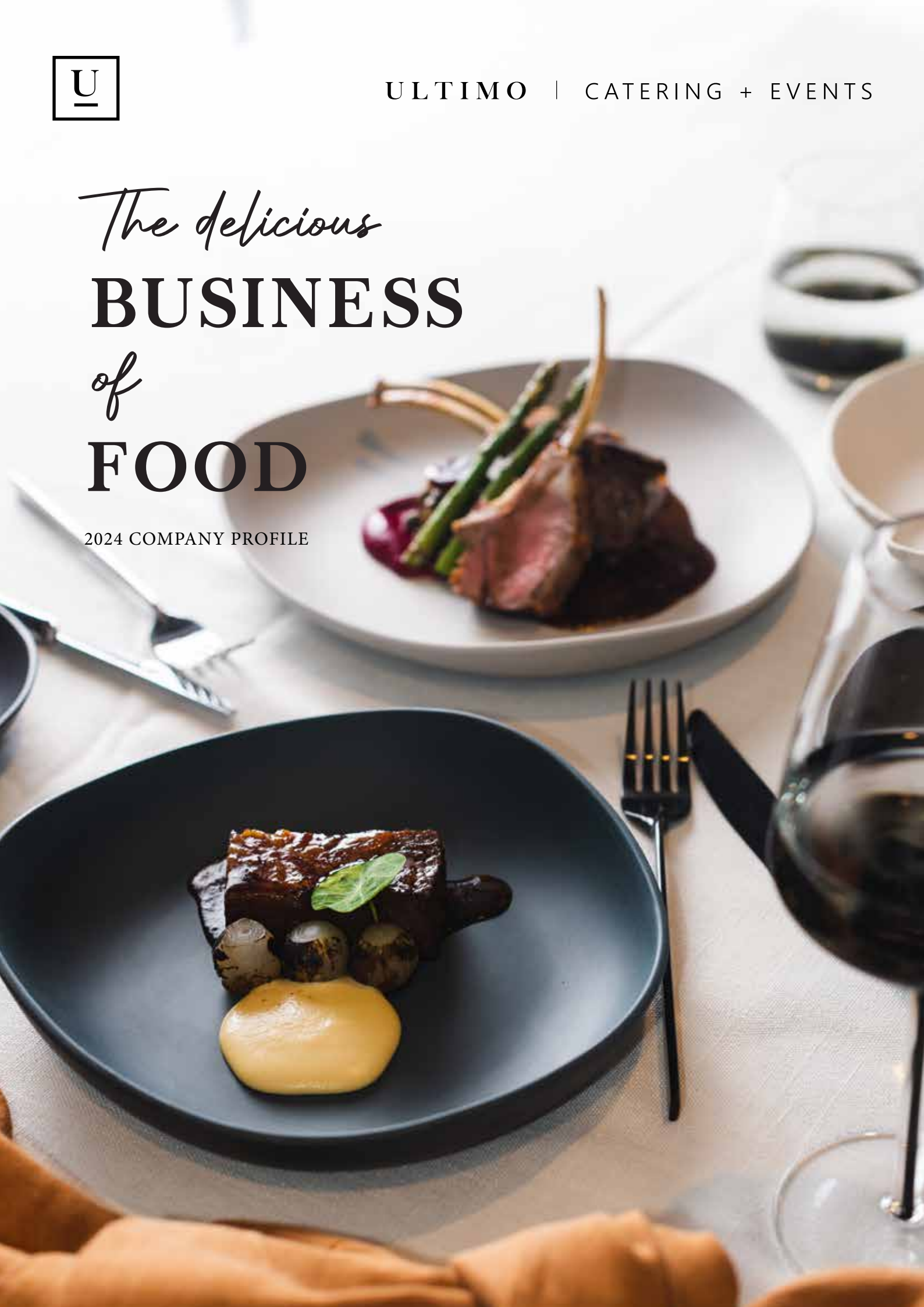




ULTIMO | CATERING + EVENTS

*The delicious*  
**BUSINESS**  
*of*  
**FOOD**

2024 COMPANY PROFILE

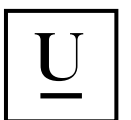




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# 01

Ultimo is a highly recognised Perth catering company and market leader in the hospitality industry. For over 20+ years we have been providing quality food and associated catering services to a wide range of corporate and private clients.

Ultimo have established an enviable reputation for delivering fresh & modern cuisine, with a personalised experience, for each and every event. This experience includes a seamless organisational and holistic management approach, from start to completion.

Since commencing business in 1997, Ultimo has catered for functions and events with numbers ranging from 5 to 20,000 people and we never compromise on quality and service.

Ultimo's philosophy can be summarised as;

## IMAGINATION

in all aspects of our food & events

## INNOVATION

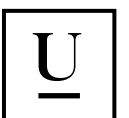
in our products & service

## INTELLIGENCE

in our experienced & knowledgeable team

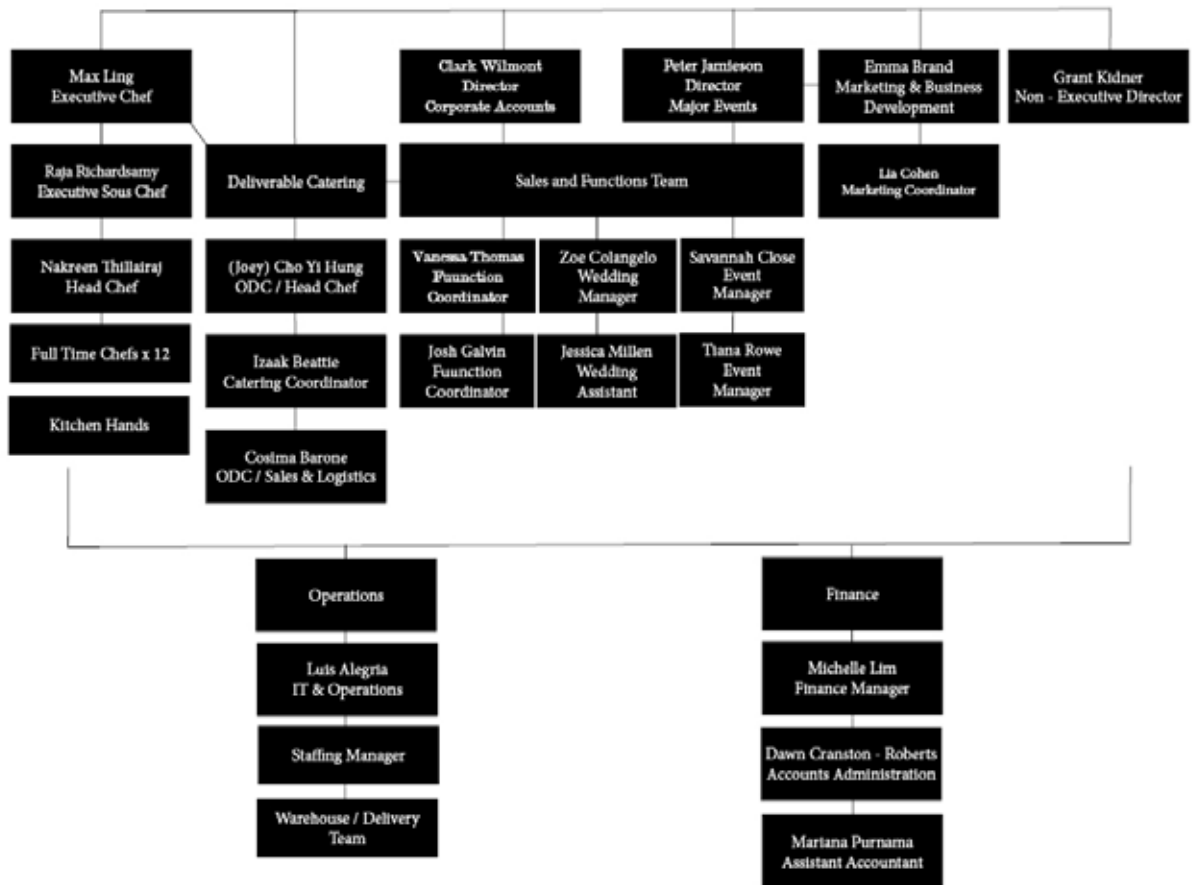
Honest food has nowhere to hide. Our chefs design our menus based around local suppliers and fresh seasonal produce, creating food that evokes emotion with flavour, texture and contemporary presentation.

Our focus is always quality food, executed to perfection, served with class.



# Ultimo Management Structure

MANAGEMENT STRUCTURE

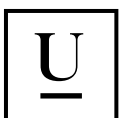



# 03

## TEAM OVERVIEW

We currently employ;

- 1 Non-Executive Director
- 1 Corporate Director
- 1 Major Events Director
- 1 Marketing & Business Development Manager
- 1 Marketing Coordinator
- 2 Function Coordinators
- 2 Large Event Managers
- 1 Catering Coordinator
- 1 Catering Logistics & Sales Coordinator
- 1 Wedding Manager
- 1 Wedding Administration Assistant
- 1 Accountant / Finance Manager
- 1 Accounts Administration
- 1 Accounts Administration
- 1 Assistant Accountant
- 1 Operations Manager
- 1 Staffing Coordinator
- 1 Executive Chef
- 1 Executive Sous Chef
- 1 Head Chef
- 10 Qualified Full Time Chefs
- 4 Kitchen hands
- 4 Delivery Drivers / Warehouse Assistants
  
- + Pool of Casual Chefs
  
- + Pool of casual RSA trained wait/bar staff.



A woman with blonde hair styled in a bun is seen from the back, looking towards the left. She is wearing a white long-sleeved shirt with the word "ULTIMO" printed in black capital letters on the upper back. Over the shirt, she wears a black harness with two straps crossing in an 'X' shape, secured with two circular metal buckles at the waist. The background is a soft-focus bokeh of warm, golden lights, suggesting an indoor event or party.

ULTIMO



## 04

Good people are the most important resource Ultimo can offer.

Recruitment and retention of our team is paramount to Ultimo maintaining our high level of service to our clients. Ultimo employs some the most knowledgeable and experienced hospitality experts in Australia.

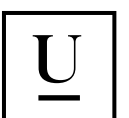
Our company goal is to provide a professional, friendly and enjoyable environment for our employees, which ensures we are a preferred employer for the industries best talent.

Our team’s collective experience in the hospitality industry spans many years and provides us with the skills to reliably deliver the outcomes required to be a consistently successful event catering company.

Employees we seek to join our team, display characteristics aligned with our company values, including integrity, “a can do attitude”, passion for the hospitality industry, initiative, knowledge, experience, and an understanding of the importance of customer service.

Our chef team consists of a diverse mix of local and international chefs with a wealth of knowledge in all aspects of the culinary arts. Many chefs have joined Ultimo with backgrounds from some of the best restaurants in Australia and beyond.

**MEET OUR TEAM [HERE.](#)**





## 05

Ultimo is committed to maintaining a positive work environment that provides equal opportunity, freedom from harassment, discrimination and violence for all employees and any other persons in the workplace. We expect everyone to treat each other with respect and dignity.

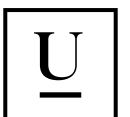
At Ultimo we recognise the value of and strongly support the principles of equal employment opportunities and diversity in the workplace. We do, and will, continue to employ a diverse range of people with a broad range of experience to help us achieve our goals.

We promote the principles of merit and fairness in our employment practices. This explicitly means people are selected because they are the best person for the job.

All employment and promotion of employees will be based on merit regardless of race, sexual orientation or preference, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, sexual orientation, gender identity and/or expression, or marital, civil or domestic partnership status.

We continue to review and develop policies and procedures to ensure equal opportunity within our business for all our potential and existing employees in regard to recruitment, promotion, training, education and employment conditions.

Ultimo encourages a workplace culture of “be who you are”.



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## 06

Ultimo are committed to incorporating sustainability into our actions and practices as part of our responsibility to the community, land and environment.

We take the approach that sustainability is a process that integrates environmental, social and economic considerations into decision making. Our broader goal is to grow and improve our services, without increasing the use of natural resources beyond the capacity of the natural environment. We understand that it is our responsibility as a business to continue to assess and audit our operations and continually innovate to ensure we improve in this area.

We commit to responsible and sustainable practices in our delivery model and supply chain, doing what we can to reduce our carbon contribution and lessen the general impact on the environment. We do this by:

Implementing sound environmental practices in the design, development and operation of our business

Encourage the development and integration of sustainable technologies

Endeavour to reduce our use of energy and water, and re-use and recycle the resources consumed by our business wherever practical

Engage our customers, colleagues, suppliers and contractors in our efforts to protect the environment

Provide our team with the resources required to meet our objectives

Monitor, record and benchmark our environmental performance on a regular basis

### WATER

Control the use of water with minimal wastage for cooking, cleaning & dishes. Full loads of dishes only and a cleaning program that is efficient.

### ENERGY

We have a 'turn off' policy for all equipment when not in use, including all gas and electrical run equipment.

### RECYCLING

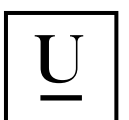
Ultimo actively enforces the use of recycling bins, with separated paper, cardboard, glass, plastic and food both in our commercial kitchen, administration building, our venues and our function and event sites. We use biodegradable consumables and packaging wherever possible and ensure any rubbish is correctly sorted and disposed of at the conclusion of functions and events.

### WASTE REDUCTION

We ensure minimal wastage of food products with correct portioning. We weigh and portion our proteins and serving sizes for all meals. We prepare menus for multiple sites, at a central production facility and deliver to site in bulk to create efficiencies in produce, water and energy consumption, and streamline deliveries. We partner with Oz Harvest to safely donate any volumes of unused food at the conclusion of events.

### FOOD

Ultimo pride ourselves on sourcing local and sustainable suppliers and offer a fair opportunity for small WA producers. We strive to source suppliers geographically located as close as possible. We have, and will continue to, introduce alternative sources of proteins, plant-based meats and more vegan & dairy free options on our menus.





ULTIMO

## 07

Community and charity involvement has always been a focus for Ultimo. We believe in giving back.

Ultimo has proudly supported many WA charities and community groups and remains an active part of the local and wider community.

We are currently working with Activ to provide employment opportunities to people living with intellectual and developmental disability. We also provide job opportunities and hospitality experience to hundreds of casual employees of varying ages and backgrounds.

Ultimo has also been a long time supporter of the arts. We are the longest standing sponsor of the WA Ballet. We have and continue to proudly support many other WA arts groups.

### CHARITIES / COMMUNITY GROUPS

Ronald McDonald House  
Telethon Home  
Autism WA  
WSBA  
PMH Foundation  
Youth Focus  
WA Ballet  
WASO  
Activ  
Empty Bowls  
OzHarvest  
Starlight Childrens Foundation





ULTIMO



## 08

Ultimo is a leader in digital marketing. In the 2016/2017 financial year, the team at Ultimo recognised the digital market as the way forward.

We have invested heavily in capital and human resources in this area and have subsequently grown our digital presence and brand to;

**Number one Google ranking in most relevant organic key word search terms**

**Monthly website page views on average 20,000**

**Engaged email database of 10,000**

**Social Media audience of 13,000**

**Most active Social Media strategy in our industry in WA**

Additionally, our dedicated event and venue pages act as an important resource for clients and suppliers alike for unique spaces and events. We continually maintain a high enquiry rate through our digital presence. We have just implemented our fourth website development in 5 years – launching a filter and key features functionality to our venue directory to improve user experience and maximise leads. We continually assess our user experience for our clients along with maximising lead capture and database growth.

Our website has the highest traffic amongst caterers in Australia and our events and venues sections receive consistently high page views with an excellent click through to enquiry ratio.

Our email marketing campaigns go out regularly to a database of over 10,000 corporate and private clients. We have a consistently high engagement rate. This communication channel serves to keep our target markets informed of upcoming events and new venues.

Ultimo's social media strategy is one of Ultimo's strongest brand awareness tools and consistently drives enquiries in regards to new venues and events in Perth. Our strong visual brand is recognised and trusted in the Perth market.

Our large network of corporate clients and our relationships with them, built over 20+ years of consistent service, is an invaluable asset. Ultimo's extensive list of corporate clients trust our management and execution of events implicitly.

Ultimo has a full-time dedicated in-house marketing team responsible for the promotion of catering services, events, menu development and our preferred partner venues. Our partner venues see a direct positive impact on their bookings and brand from being aligned with Ultimo.

**CONNECT WITH US ON [INSTAGRAM](#) OR [FACEBOOK](#).**





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ULTIMO  
CATERING + EVENTS

RioTinto

## 09

An important part of Ultimo's philosophy is innovation. Our focus on innovation ensures we have a robust and dynamic business model that is ready to respond to changes in the market.

We continually undertake research and monitor both national and international trends, to ensure our business development strategy is both vision and evidence led. Meaning we are developing products and services that directly respond to current consumer needs and wants.

We have just implemented our fourth website development in 5 years – and we continue to assess user experience to maximise lead capture and promote database growth.

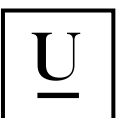
In 2017 we implemented Salesforce CRM as a significant investment. This has been crucial in streamlining our end-to-end processes for our team and clients. This provides us with accurate reporting and statistics around our Sales process. In particular data pertaining to; leads for specific venues, conversion, average spend and more.

This information helps drive our business strategy, ultimately creating more efficient and financially effective outcomes for Ultimo, our clients and our industry partners.

One example of our innovative and dynamic approach to business lead Ultimo to successfully identify a gap in the market for a new deliverable catering model.

We launched an internal 'Business Unit' to drive the research and development of this new product and service '[On Demand Catering](#)'. This included the launch of an online ordering platform for corporate catering with a 3 hour turnaround from order to delivery. This service capability was previously unheard of in the catering industry. This has increased our corporate database and strengthened our brand in the corporate market and the Western Suburbs.

Ultimo will keep developing systems and technology that will drive more traffic to our business and streamline our operations creating cost efficiencies that we can pass on to our clients and industry partners.





## 10

Ultimo began in 1997 and provided catering for offices, numerous functions and corporate boardroom lunches.

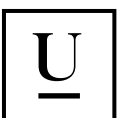
Ultimo is still involved in day-to-day catering for offices and boardrooms. As well as being the first port of call for deliverable catering. We are the most versatile and trusted catering and events company in the market - with a holistic approach to catering experiences.

Our long standing presence in the catering and events industry ensures we have built relationships with some of Australia's largest companies. Ultimo has an extensive list of clientele who we assist on a regular basis with their board lunches, formal dinners, cocktail functions and large scale events.

Ultimo's experience managing, and catering for large events is broad. We have excelled running such events as the WA Festival of Cricket, Kalgoorlie Cup, Groovin the Moo National Tour, Future Music and Stereosonic National Tours, City to Surf, Ironman Triathlons Busselton, Port Macquarie and Melbourne, Sydney Festival – to name a few.

Catering for such large, unique and varied functions takes a level of diverse experience and knowledge. Our capability, intelligence and imagination when it comes to catering is unparalleled.

**VIEW SOME OF OUR [EVENTS](#)  
& [WEDDINGS ONLINE](#).**







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*The delicious*  
**BUSINESS**  
*of*  
**FOOD**

**FEED YOUR IMAGINATION**

