

# JCU Food & Beverage Retail Strategy

2022-2023

*Food for Thought...*

## The Role of Retail on our Campus

Retail stores act as a significant enabler to student activity and the campus experience.

Retail stores at the University exist to provide students, staff and visitors to our campuses with easily accessible and good value products and services, including food and beverages.

## Our Retail Strategy

We aim to create and deliver a retail experience that:

- Stimulates social interaction and increases occupation of the campus
- Consistently satisfies customers by providing a wide range of fast and slow, hot and cold, food and beverage options at affordable prices across a variety of locations.

## Meeting the needs of our customers

In 2014 we engaged leading retail consultants Brain & Poulter to ensure that our food and beverage strategy was focused on sustainable tenancy numbers, the right mix of tenants, and the ideal locations – based on expected population growth and new buildings planned at that time.

The below requirements reflect the unique needs of the James Cook University campuses (both Townsville and Cairns) that will help guide our decision making:

<b>A tailored tenancy mix</b>	Tenancy mix needs to be focused on core needs with a skew towards permanent fixtures (as opposed to food vans*), spread across the campus to cater to the relatively dispersed staff and student population.
<b>Limited time</b>	With limited time due to timetabling and class schedules, food needs to be readily available and service should be prompt. Demand for slow-style food options needs to be balanced with a greater need for 'grab & go' options.
<b>Broad expectations</b>	There is a clear need to provide a range of food options, to suit tastes, evolving styles and dietary requirements.
<b>Desire to socialise</b>	To encourage social interaction, communal seating, shelter, and overall ambiance is very important.
<b>Affordability</b>	For students and staff managing tight budgets, prices need to be low and attractive. We need a wide price range within each individual retailer, not just across the portfolio as a whole.

### Fluctuating demand

The JCU academic year is split into Teaching Period 1 & Teaching Period 2. Each Teaching Period includes the main 13-week Study Period as well as block and/or intensive study periods. Non-teaching spells creates distinct peaks and troughs of demand, with varying trading hours. Retailers need to meet this fluctuating demand.

### Sustainability & Competition

The number of students attending class on campus, and the number of visitors to the campus (including contractors) can influence the demand for food and beverages. In order for operators to remain commercially viable, limiting competition amongst operators, and maintaining a tenancy mix that is sustainable is imperative.

\*We recognise that food vans are becoming very popular – they are seen as providing variety and meeting market demands. JCU encourages food vans to continue to register their interest to operate on site. From time to time, JCU will seek to explore how food vans can be engaged – whether it is for campus events, or when variety and or supply cannot be met.

## What to expect in the near future

A series of major construction projects, both in Townsville and Cairns, are in progress.

Completed projects include:

- Central Plaza (Townsville)
- Burrallga Yumba (including Canto Kitchen and Bar) (Townsville)
- JCU Ideas Lab (Cairns)
- Newman Catholic College (Cairns)

Projects under construction include:

- Technology Innovation Centre (Townsville)

**For more information about the food and beverage options available on campus see <https://www.jcu.edu.au/students/student-life/places-to-eat>**

**Register your interest to operate on our campus by emailing:**

[cameron.weller@jcu.edu.au](mailto:cameron.weller@jcu.edu.au)



**JAMES COOK  
UNIVERSITY  
AUSTRALIA**