THE FUNCTION KIT

Build, price, sell and run functions at your venue. Type straight into it.

Birthdays, work Christmas parties, engagements, wakes, end-of-season team dinners. Someone in your suburb is organising one of these this week, and they are going to ring 3 venues. The venue that answers with a package, a price and a deposit link gets the booking. The venue that says "let me check and get back to you" usually doesn't hear back.

This kit gets you from "we do functions, I think" to a packaged, priced, staff-ready offer in about 90 minutes.

WHAT'S INSIDE

01 **The maths**
What a function is actually worth vs a normal service, with a calculator for your numbers.

02 **Your venue type**
Six venue types, each with its own occasions, time slots and price anchors.

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12 **Scorecard**
Track enquiries, deposits and revenue for 6 months.

HOW TO USE THIS

Open it in Adobe Acrobat Reader (free), Preview on Mac, or your phone's PDF app. Click any blue-grey box and type. Save it. Every page works on its own, so do the tier builder first if you're in a hurry. Once it's filled, print pages 4, 7, 9 and 10 for the counter and the group chat. The numbers in the worked examples are from real Australian venues we've run this for, but yours will differ, which is why the boxes are there.

Venue name

Filled in by

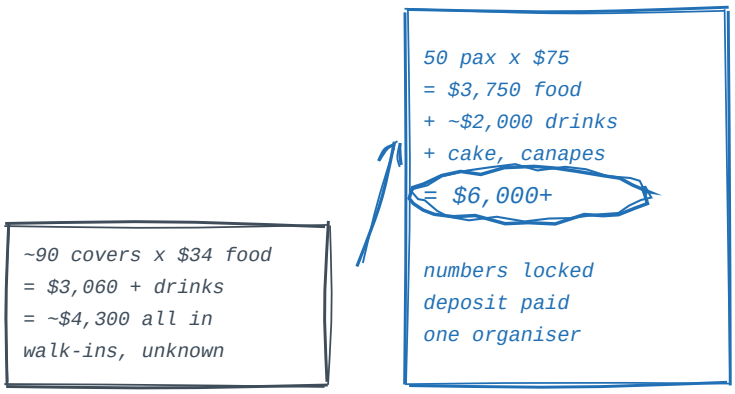
Date

01 · WHY FUNCTIONS FIRST

One phone call can be worth a Friday night.

A normal Friday at a 60-seat restaurant might turn tables once and a half, so about 90 covers. Food spend sits around $34 a head, call it $48 with drinks, and you've got no idea how many will walk in. A 50-person Silver function on the same night is $75 a head on food alone, drinks on top, numbers confirmed 7 days out, and a deposit already in your account. Forty fewer plates out of the kitchen, more money through the till, and you knew about it 3 weeks ago.

Functions are the highest-ticket, most predictable sale a venue can make. Most venues treat them as an interruption.



WHY THE SPEND PER HEAD IS HIGHER

You're selling certainty. The organiser is paying so they don't have to think about menus, splitting bills, or 30 people ordering separately at 8pm. A set menu at $75 feels cheaper to them than 30 à la carte bills at $55, because it removes the job. Price for the job you're removing.

Your function value calculator

A	Your à la carte food spend per head, no drinks ($)	worked example: 34	
B	Your target function spend per head, food only ($)	worked example: 75	
C	Average function size you can host (pax)	worked example: 50	
D	Functions you could realistically host per month	worked example: 4	
B × C	**Revenue per function, food only**	75 × 50 = $3,750	
× D	**Function food revenue per month**	× 4 = $15,000	
× 12	**Per year, before drinks**	× 12 = $180,000	

Drinks usually add another 40–60% on top of the food number. The yearly figure is what the rest of this kit is going after.

Fill the 4 boxes now, before the next page. A real number makes the rest of the kit worth doing properly.

02 · PICK YOUR VENUE TYPE

The same kit, six different venues.

A café doing a 10am baby shower and a pub doing a 60-person Christmas party are selling different things. Tick the row that's closest to you. The anchors in the right-hand column feed the tier builder on the next page.

	VENUE	TYPICAL OCCASIONS	BEST SLOTS	TIER ANCHOR	WHERE THE MONEY IS
☐	**Café / day venue**	Baby showers, christenings, kids' parties, morning teas, retirement send-offs, Mother's Day	Sat–Sun 10am–2pm, weekday after-close (6–9pm) for private hire	**1.5× / 2.0× / 2.5×**	Your margin is in the after-close private hire slot. The room is otherwise empty.
☐	**Pub / hotel**	Work Christmas parties, 30ths–50ths, footy & cricket finals, Melbourne Cup, wakes	Fri–Sat nights, Sun afternoon, any day for a wake	**1.6× / 2.2× / 2.8×**	Drinks are the money. Lead with a food package, make the bar package the easy add.
☐	**Restaurant**	Milestone birthdays, engagements, corporate dinners, end-of-year team dinners, anniversaries	Tue–Thu nights (quiet nights you want to fill), Sun lunch	**1.6× / 2.2× / 2.8×**	Protect Friday & Saturday. Push functions into Tue–Thu with a sharper price.
☐	**Cocktail / small bar**	Hens, bucks, 30ths, product launches, work drinks, farewells	Thu–Sat 5–8pm (before your walk-in rush), Sun afternoon	**Per-head drinks + canapé platters**	Sell the first 3 hours as exclusive, then open the doors. Sell canapés by the platter.
☐	**Brewery / beer garden / winery**	Big birthdays, corporate days, team-building afternoons, weddings, Christmas	Sat 12–4pm, Sun 12–4pm, Fri afternoon for corporate	**Per-head food + drinks package by the hour**	Space is the asset. Charge a minimum spend for the whole area and let groups grow into it.
☐	**Dedicated event space / function room**	Weddings, engagements, 21sts, corporate conferences, memorials	Any day. Weekdays for corporate, weekends for private	**Room hire + per-head catering**	Charge room hire separately. It's your margin and it's what competitors leave out.

Tier anchor = multiply your average à la carte FOOD spend per head (no drinks) by these for Bronze / Silver / Gold. Worked through next page.

IF YOU'RE TWO OF THESE

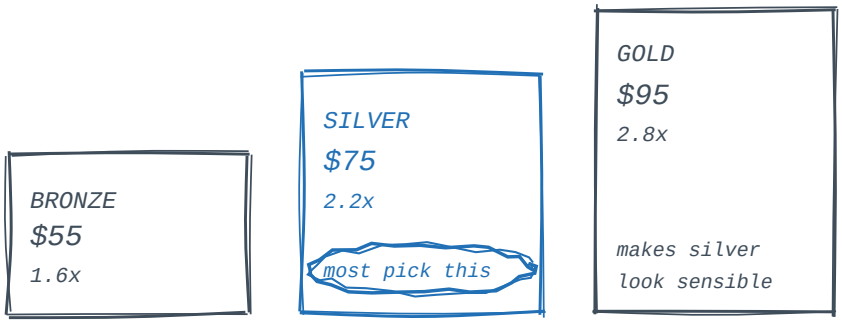
Plenty of venues are. A pub with a function room, a café that turns into a wine bar at night, a brewery with a private mezzanine. Tick both and build two sets of tiers: one for the main floor, one for the private space. The private space always carries a higher per-head or a room hire fee, because exclusivity is the thing people are paying for. Don't let the cheaper main-floor package be the one that's easiest to find on your website.

My venue type(s) in my own words, and the one space I'll sell first:

03 · BUILD YOUR THREE TIERS

Three packages. The middle one does the selling.

Three tiers because people pick the middle one. One package means a yes/no decision. Two means they take the cheaper. Three means Silver gets picked about 60% of the time, and Gold exists to make Silver feel sensible. Below is the worked example from a 60-seat restaurant with a $34 average food spend per head, then your version.



THE PRICING FORMULA

Bronze = à la carte food spend per head × 1.6. Silver = × 2.2. Gold = × 2.8 (includes a drinks package). Then check food cost: ingredients per head ÷ price per head should land under 32%. If Bronze at $55 costs you $19 in food, that's 35%, so trim a course or lift the price to $60. Never print a tier you haven't costed.

WORKED EXAMPLE (RESTAURANT, $34 AVG FOOD SPEND: 34 × 1.6 = $55, × 2.2 = $75, × 2.8 = $95)

BRONZE $55	Shared entrées + alternate-drop mains. Food cost ~$16 (29%).
SILVER $75	+ dessert + a drink on arrival + reserved signage. Food cost ~$22 (29%).
GOLD $95	+ 3-hour house beverage package + printed menus + cake service. Food & bev cost ~$31 (33%).

YOUR TIERS

Tier 1 (Bronze) name

Price / head $

Food cost / head $

Food cost % (cost ÷ price, aim under 32%)

What's included (one per line)

Tier 2 (Silver) name

Price / head $

Food cost / head $

Food cost % (cost ÷ price, aim under 32%)

What's included (one per line)

Tier 3 (Gold) name

Price / head $

Food cost / head $

Food cost % (cost ÷ price, aim under 32%)

What's included (one per line)

Rule: if your Silver food cost is over 32%, fix the menu before you print anything. More bookings at a bad margin just means more busy nights that lose money.

04 · BEVERAGES

Three ways to do drinks. Pick one per tier.

Drinks are where functions either make great margin or quietly lose it. The problem is almost always vague wording: "drinks on consumption" with no cap, or a package that doesn't say what's in it. Pick a model, write it down, and your staff stop having that conversation at 9:30pm with a tipsy organiser.

A. Bar tab with a cap

Organiser sets a dollar cap (e.g. $1,500). Bar tells them at 80%. Once hit, guests pay their own. Easiest to sell, lowest risk for them, you make normal bar margin.

BEST FOR: PUBS, BARS, CASUAL GROUPS

B. Drink on arrival + cash bar

One included drink (house wine, beer, or a signature cocktail) then everyone buys their own. Costs you $3–5 a head, feels generous, keeps the bar busy.

BEST FOR: CAFÉS, RESTAURANTS, BRONZE/SILVER TIERS

C. Hourly beverage package

Fixed price per head for 2, 3 or 4 hours of a set list (house wine, tap beer, soft). Highest per-head revenue, most predictable, needs tight RSA and a clear list.

BEST FOR: GOLD TIERS, CHRISTMAS PARTIES, WEDDINGS

Pricing an hourly package

Guests average 1.5 drinks in hour one, then roughly 1 an hour after. Your cost per drink on house wine and tap beer is around $2.20–$3.00. For a 3-hour package that's 3.5 drinks × $2.60 = ~$9.10 cost. Price to a 25–30% beverage cost and you land at $30–$36 a head. That's why most venues sit at $35 for 3 hours. Add $8–10 for each extra hour.

drinks per head x cost per drink

---------- = package price

0.28 (target bev cost)

Your 2-hour package $

Your 3-hour package $

Your 4-hour package $

What's in your package (list it exactly as staff will read it to a guest):

THREE LINES THAT SAVE ARGUMENTS

1. "Package drinks are served by the glass at the bar, not by the bottle to the table." 2. "Spirits and cocktails are not included and can be purchased separately." 3. "Service of alcohol is at the discretion of our staff under RSA law." Put all three on your quote. The third one is the one you'll be glad is there.

Pick one drinks model per tier and write the wording tonight. Vague drinks terms are the most common function loss we see.

05 · THE OCCASIONS WORTH CHASING

Ten occasions. Who books them, and what they'll ask.

Tick the five you'll actively go after this year. Each one has a different organiser and a different lead time, which changes when you market it (calendar on page 13) and what you say when they ring.

	OCCASION	WHO ORGANISES	LEAD	PAX	WHAT THEY ASK	NATURAL UPSELL
☐	**Work Christmas party**	Office manager / EA	6–12 wks	20–80	Date availability, a price per head, dietary options, "can we do drinks"	Beverage package, canapés on arrival
☐	**Milestone birthday (21/30/40/50)**	Partner or best friend	3–6 wks	20–50	Private area, can they bring a cake, decorations, a playlist	Cake service, sparkler dessert, drink on arrival
☐	**Engagement party**	The couple or a parent	6–10 wks	40–100	Exclusive use, speeches, canapés vs seated, finish time	Grazing table, extended hours, bubbles on arrival
☐	**Baby shower / christening**	Mum, sister, friend	3–5 wks	15–40	Daytime slot, high tea or brunch, non-alcoholic options	Mocktail package, dessert tower
☐	**Wake / memorial**	Family or funeral director	3–7 days	30–100	Availability this week, something simple, a quiet area	Keep it simple. Platters, tea & coffee. Be kind, be fast.
☐	**Corporate team dinner / EOFY**	Team lead / EA	2–4 wks	10–30	Set menu, one bill, invoice with ABN, mid-week date	Beverage package, private room
☐	**Hens / bucks**	Bridesmaid / groomsman	4–8 wks	10–25	Cocktails, something fun, early slot before they go out	Cocktail masterclass, shared platters
☐	**Sports finals / Melbourne Cup**	Social club, mates	1–3 wks	20–60	Screens, a reserved area, a food deal	Jug deals, sweeps, platter packages
☐	**Mother's / Father's Day**	Adult child	1–3 wks	6–14	Lunch booking, set menu, something for the kids	Set menu + bubbles, kids' meals
☐	**Graduation / end of school year**	Parents	2–4 wks	10–30	Mid-week dinner, teens' meals, one bill	Dessert, soft drink package

THE ONE MOST VENUES MISS

Wakes. Funeral directors book venues every week and they want one phone call, a simple platter package and a quiet space on 3 days' notice. Ring your two nearest funeral homes, give them a one-page platter menu and your direct number. Venues that do this get 2–4 bookings a month from it, with no advertising spend.

My top 5 occasions this year, in order:

06 · YOUR RULES, ON ONE PAGE

Terms that make the deposit easy to say yes to.

Clear terms get you more bookings. The organiser wants to know exactly where they stand so they can tell their boss or their group chat. Fill the left column with your version. The grey text is what works for most venues.

Minimum guests		Set menu required for groups of 12+. Package pricing from 20.
Maximum guests		Seated 60 / standing 90 (whole venue)
Spaces available		Front room (seated 30), courtyard (standing 50), whole venue
Days & times		Tue–Sun. Lunch 12–3, dinner 6–10. Whole-venue hire by request.
Deposit to hold the date		$500 (or 20% of the estimated spend, whichever is higher), deducted from the final bill
Deposit refund terms		Full refund up to 14 days before. 50% inside 14 days. Non-refundable inside 72 hours.
Final numbers due		7 days before. You are charged for the final number or guests attending, whichever is higher.
Dietary requirements due		7 days before, with the final numbers. Late dietaries done on a best-effort basis.
Minimum spend for exclusive us		Fri/Sat night $6,000. Sun–Thu $3,500. Shortfall charged as room hire.
Cakeage		$3 per head for cutting and plating, waived on Silver and Gold. You're welcome to bring your own cake.
Public holiday / Sunday surcharg		15% Sundays, 20% public holidays, applied to the final bill.
Decorations & setup		Welcome. No confetti, glitter or wall adhesives. Access from 1 hour before your start time.
Duration		Set menu functions: 3 hours. Extra hours $150 per hour staffing, by arrangement.
Payment		Balance paid in full on the night by one card. No split bills on packages.

Print this page. Give it to every staff member who answers the phone. "It depends" is the sentence that loses functions.

07 · INCLUSIONS THAT COST NOTHING, UPSELLS THAT COST LITTLE

Perceived value is cheaper than you think.

The organiser remembers the group's name printed on the table card and the photo you sent the next morning. They don't remember that the entrée was 20g lighter. Build the cheap stuff into Silver and Gold, then sell the upsells on the quote.

The inclusions ladder (ranked by what it costs you)

$0	Reserved signage with the group's name. A welcome on the specials board. Your best table.
$0	A named host for the night: "Jess is looking after you." One person, one point of contact.
under $5	Printed set-menu card per table with the occasion on it ("Sarah's 40th").
under $5	A group photo taken by staff and sent to the organiser within 24 hours.
under $10	Birthday dessert with a sparkler, brought out with the lights dimmed.
under $10	A playlist slot: organiser sends 10 songs, you play them during dessert.
$3–5/head	A drink on arrival (house bubbles, a tap beer, or a signature spritz).
$20–40	A small "thank you for booking" voucher for the organiser to use on their next visit.

Your upsell menu (fill in your prices)

Add-on	Typical price	Typical cost	Your price $	Offer it?
Canapés on arrival (3 pieces/head)	$12/head	$4		☐
Grazing table (serves 30)	$350	$120		☐
Extra beverage hour	$10/head	$3		☐
Cocktail on arrival (upgrade)	$8/head	$3		☐
Celebration cake (ordered in)	$120	$65		☐
Dessert tower / donut wall	$180	$70		☐
Private room / exclusive area fee	$300–800	$0		☐
Late-night snack (sliders, chips) 10pm	$9/head	$3		☐
Photographer (1 hour, local)	$350	$250		☐
Floral / balloon setup (partner)	$150–400	$0 (referral)		☐

Every quote goes out with 3 upsells on it, never the full list. Pick the 3 that fit the occasion and put them under the price.

08 · WHEN SOMEONE ASKS "DO YOU DO FUNCTIONS?"

Answer in 15 seconds. Hold the date on the first call.

The organiser has usually rung 2 other venues. One hasn't called back, one said "send us an email." You win by having the answer ready and asking for the deposit on the first contact. Fill the blanks, print it, stick it by the phone.

Phone script

"We do, and it's really simple. Three packages:

_____ , _____ or _____ *a head, and everything's organised for you: menu, table, timing, the lot.*

Most groups go with the middle one. What's the date you're looking at, and roughly how many?"

[they answer]

"That works. I can hold it for you today with a _____ *deposit that comes straight off your bill.*

I'll text you the payment link now and a one-page summary. I'll check in 2 weeks out for menu choices, that's it."

WHY IT WORKS

It gives a price in the first sentence, it tells them what most people choose, it asks for date and numbers, and it closes on a deposit with a reason ("comes off your bill"). The organiser's biggest fear is organising. You just removed it.

Instagram / Facebook DM reply (copy, paste, personalise)

Hey [name]! Yes we do, and it's easy. Three packages at $[B], $[S] or $[G] a head, everything sorted for you. What date and roughly how many people? I can hold it today with a $[dep] deposit that comes off the bill. Here's the one-pager: [link to /functions page]

Your version (with your real numbers and link):

Email quote (send within 2 hours of any enquiry)

Subject: [Occasion] at [Venue], [date]. Held for you until [48 hrs from now].
Hi [name], great to chat. Here's the summary: [date], [time], [pax] guests, [Silver] package at $[S] a head. Includes: [list]. Drinks: [model]. To lock it in: [payment link] for the $[dep] deposit, which comes off your final bill. I've pencilled you in until [day] so you've got time to check with the group. Add-ons people love for a [occasion]: [upsell 1], [upsell 2], [upsell 3]. Any questions, call me on [mobile]. [Your name]

Two-hour reply rule. Enquiries answered inside 2 hours convert at roughly double the rate of next-day replies.

08 · THE SIX THINGS THEY'LL SAY BACK

Objections, and the plain answer to each.

You'll hear the same six lines over and over. Write your answers once, train the team on them, and the conversation stops being a negotiation.

"Can we just book a big table and order off the menu?"

"You can, but for groups over [12] we do set menus, and honestly it's better for you. Everyone eats at the same time, there's one bill, and you're not waiting 40 minutes for 25 separate mains. Bronze is $[B] and most people find it works out about the same as à la carte anyway."

"Can we just run a tab for drinks?"

"Absolutely. Set a cap you're comfortable with, say $[1,500], and we'll let you know when you're at 80%. After that, guests just buy their own. Or if you'd rather one number and no surprises, the 3-hour package is $[35] a head."

"That's a bit more than we were thinking."

"No worries. Bronze is $[B] and still includes [two things]. Or we can do Silver on a Tuesday or Wednesday for $[S minus 10], because those nights are quieter for us. Which works better for your group?"

"We don't know our numbers yet."

"That's normal, nobody does 4 weeks out. Give me your best guess and I'll hold the space for that. Final numbers are due 7 days before, and up until then you can move up or down by about 20% without any drama."

"Can you hold it without a deposit? I need to check with everyone."

"I can pencil you in for 48 hours, no charge. After that I have to release it because [date] is a popular one. The deposit's fully refundable up to 14 days out anyway, so there's no real risk in locking it now."

"Can we bring our own cake / decorations / DJ?"

"Cake yes, we'll cut and serve it, [cakeage waived on Silver and Gold]. Decorations yes, just no confetti or glitter. DJ or live music, let's chat about volume and finish time, but usually yes for exclusive bookings."

The objection I hear most, and my answer:

Notice none of the answers say "I'll have to check with the manager." Give the person on the phone the authority to say yes.

09 · FROM ENQUIRY TO PACK-DOWN

The run sheet. One name against every line.

Most function disasters come from a missing step. Dietaries that never reached the kitchen, a cake that didn't get a knife, 8 extra people nobody counted. Write a name in the right column for each step and this stops happening.

ENQUIRY	Who
☐ Reply within 2 hours with price, date, numbers, deposit link (page 9 script)	
☐ Pencil the date in the diary / booking system with 'HOLD' and a 48-hour release	
☐ Log the enquiry on the scorecard (page 14)	

DEPOSIT PAID	Who
☐ Change HOLD to CONFIRMED. Send a confirmation with the terms sheet (page 7) attached	
☐ Create a function sheet: organiser name, mobile, occasion, pax, package, drinks model, add-ons	
☐ Diary a reminder for 14 days out and 7 days out	

14 DAYS OUT	Who
☐ Send menu options (if alternate drop or choices) and ask for dietaries	
☐ Confirm start/finish time, cake, decorations, speeches, music	
☐ Offer the 3 upsells one more time ("last chance to add canapés on arrival")	

7 DAYS OUT	Who
☐ Final numbers and dietaries received. Chase if not. Confirm charge basis in writing	
☐ Kitchen brief: pax, menu, dietaries by table, timing of courses, cake	
☐ Floor brief: layout, named host, signage, drinks model and cap, finish time, payment method	
☐ Roster: 1 extra floor staff per 25 function guests	

DAY OF	Who
☐ Table set 1 hour before: signage, printed menus, reserved cards, cake knife and plates ready	
☐ Host greets the organiser by name at the door, walks them to the space, confirms timing	
☐ Courses go out on time. Dessert / cake moment at the agreed time. Group photo taken	
☐ Bill presented to the organiser only. Deposit shown as deducted. One card	

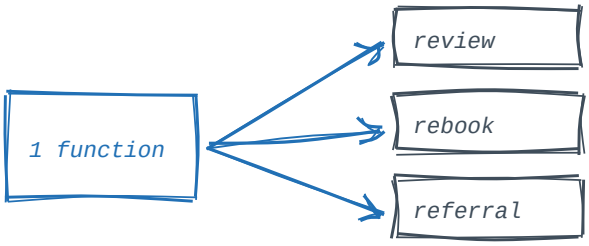
WITHIN 24 HOURS	Who
☐ Photo sent to organiser with a thank-you text (page 12 script)	
☐ Review request sent (page 12). Revenue logged on the scorecard	
☐ Rebook offer sent for the same occasion next year, or their next milestone	

The "Who" column is the whole point. If there's no name next to a step, assume it won't get done.

10 · THE 24 HOURS AFTER

One function should turn into three.

The organiser just spent $5,000 of other people's money and it went well. For the next day they're the most likely person in your suburb to recommend you, review you, and book again. Most venues send nothing. Send these three.



1. Photo + thank you (text, next morning)

"Morning [name], thanks so much for having [occasion] with us last night, the team loved it. Here's the group photo. Hope the clean-up isn't too bad!" [attach photo]

2. Review ask (text, 2 hours later)

"If you've got 60 seconds, a Google review would mean a lot to the team. Here's the link: [review link]. Feel free to mention it was for a [occasion], it helps other people planning the same thing find us."

3. Rebook offer (email, 3 days later)

"Hi [name], one more thing. We've pencilled [same date next year] in for you, no deposit needed, just in case. If it's a yes any time in the next 6 months, we'll include [drink on arrival / cake service] on us. And if anyone from the group asks about doing their own thing here, send them my way and we'll look after them the same way."

THE CORPORATE VERSION

If it was a work function, the organiser's company has 5 other teams and an EOFY event coming. Ask: "Do you have a preferred supplier list, or someone who books the bigger events? Happy to send over our corporate one-pager." One good office manager is worth 6–10 functions a year.

Your review link, and who sends the three messages:

The rebook sweetener I'll offer (something that costs under $5 a head):

Set the three messages up as templates in your phone or CRM today. Then they actually get sent.

11 · WHEN TO MARKET WHAT (AUSTRALIA)

Functions are booked 6–12 weeks out. Market them then.

Posting "Christmas bookings open" on 1 December is 8 weeks late. Here's when each occasion actually gets booked and when your post, email and ad should go out. Tick the months you'll commit to.

	Month	What's being booked	What you push this month
☐	JAN	Quiet. Engagements after Christmas proposals. Australia Day long weekend groups.	Engagement packages, long-weekend group deals
☐	FEB	Valentine's. Start of corporate year: team kick-offs, planning days.	Corporate lunch one-pager to local offices
☐	MAR	Melbourne Grand Prix, Mardi Gras, St Patrick's. Autumn birthdays.	Birthday packages, sports/event screens
☐	APR	Easter long weekend, ANZAC Day, school holidays. Footy season starts.	Mother's Day set menu live by mid-April. Footy group bookings
☐	MAY	Mother's Day (2nd Sun). EOFY planning begins in offices.	Mother's Day final push week one. EOFY email mid-May
☐	JUN	EOFY team dinners, mid-year Christmas, State of Origin.	EOFY package. 'Christmas in July' tease
☐	JUL	Christmas in July. Quietest month for private events. Wakes steady.	Christmas in July. Funeral director outreach
☐	AUG	Christmas enquiries start from EAs. Father's Day. Spring birthdays.	FIRST Christmas email + Meta ad. Father's Day menu live
☐	SEP	Father's Day (1st Sun). Footy finals. Christmas bookings in earnest.	Second Christmas push. Finals screens + platters
☐	OCT	Peak Christmas booking month. Melbourne Cup lead-up. Hens season.	Third Christmas email. Cup Day package
☐	NOV	Melbourne Cup (1st Tue). Christmas parties begin last week. Graduations.	'Last dates left' Christmas push. Graduation set menu
☐	DEC	Christmas parties every Thu–Sat. NYE. Last-minute small groups.	NYE package. Fill Mon–Wed with 'late Christmas' deals

Where the enquiries come from (tick what you have)

- ☐ A /functions page on your website with the 3 tiers, photos of the space and an enquiry form
  MOST VENUES BURY THIS OR DON'T HAVE ONE
- ☐ Google Business Profile post each month from August: "Now taking Christmas function bookings"
  FREE. SEASONAL SEARCH IS HUGE
- ☐ Meta ad, 5 km radius, 25–55, Aug–Nov: "Book your work Christmas party. 3 packages, all organised."
  $10–15 A DAY
- ☐ Email your database: May (EOFY), August and October (Christmas)
  BEST RETURN OF ANYTHING ON THIS LIST
- ☐ In-venue: a line on the bottom of every bill and menu, "Ask us about functions"
  FREE, AND YOUR REGULARS BOOK FUNCTIONS
- ☐ Staff: everyone knows the 15-second answer and asks every table of 8+ "is this for an occasion?"
  FREE

12 · TRACK THE NUMBERS MONTHLY

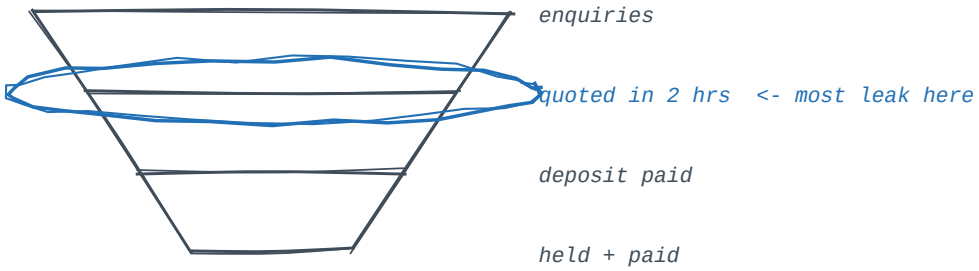
Six months. Six numbers. Fill it in on the 1st.

You can't fix function sales if you don't know where they leak. Most venues lose at step 2: enquiries that never get a quote within 2 hours. Fill this in monthly and the leak shows up in about 8 weeks.

MONTH	ENQUIRIES	QUOTES SENT IN 2 HRS	DEPOSITS PAID	FUNCTIONS HELD	AVG PAX	AVG $/HEAD	FUNCTION REVENUE $
TOTAL							

What good looks like

Enquiry → quote inside 2 hours	100%. Treat it as a habit.
Quote → deposit	40–60% if you asked for the deposit on the first contact. Under 30% means the price or the terms are unclear.
Deposit → held	95%+. If people are cancelling, your refund terms are too soft or the deposit is too small.
Average $/head	Should sit at or above your Silver price. If it's near Bronze, your staff are leading with the cheapest.
Functions per month	Restaurant 3–6. Pub 4–10. Café 2–4. Event space 6–12. Below that, the problem is usually marketing.



The step I'm leaking at right now, and the one change I'll make this month:

WANT THIS MAPPED TO YOUR ACTUAL NUMBERS

This kit is deliberately general.

Your margins, your suburb, your capacity and your regulars change every number in here. We've built function systems, the ads behind them and the pages they land on for 120+ hospitality venues across Australia, and we show the dollar in and the dollar out for every one. If you'd like this mapped to your venue, book a free planning session. No pitch. You keep the plan either way.

SERVED MARKETING · READER VOUCHER

$1,000

off your first month with Served when you build this with us.

CLAIM IT IN 3 STEPS

1. Book a free strategy session at servedmarketing.com.au
2. Attend. We map the function kit to your venue's real numbers. You keep the plan either way.
3. Choose to build it with us, and $1,000 comes off your first month.

No pitch, no pressure. Most owners leave the session with a plan they run themselves. Some ask us to run it. Either is fine.

servedmarketing.com.au

Hospitality marketing. Dollar in, dollar out, shown live.

BEFORE YOU CLOSE THIS

Go back to page 4 and fill the three tiers. Then page 7, the terms. Then print page 9 and put it next to the phone. That's the kit working by tomorrow's first enquiry. Everything else in here improves it from there.