

Hospitality and Tourism Crisis Management

Website : www.hurleyhospitalitycreative.com.au

Email : matthew@hurleyhospitalitycreative.com.au

Instagram : [hurley_hospitality](https://www.instagram.com/hurley_hospitality)

LinkedIn : www.linkedin.com/in/matthew-hurley-HHC

Mobile : 0418200935

History

Matthew Hurley is a professional manager with more than thirty years' experience in hospitality and tourism. This includes twenty-eight years' experience in General Manager positions and more than ten years in multi-outlet companies across a range of businesses, from small to large and from highly successful to those in need of major restructure or redirection. These positions have been in hotels and other tourism related businesses. Matthew has managed tourism businesses in Adelaide, Perth, Canberra, Melbourne, Sydney, Brisbane, Cairns and Port Douglas. Some of Matthew's career highlights include winning General Manager of the Year twice within Rydges Hotels and Resorts, winning the Australian Hotels Association Best Marketed Hotel in Australia and numerous other awards.

Experience

Over his career Matthew has experienced all the major challenges that have faced the industry including the Airline Strike, September 11, Ansett closing, SARS, The GFC as well as the regular cyclical down turns of the market. Each of these events have produced challenges, but also opportunities. Matthew has successfully managed businesses through receivership and the subsequent sale process. The depth of experience Matthew brings to the table, combined with his creative, out of the box thinking means he can offer business solutions that can turn a business running at a loss into the best possible profit outcome.

Services

- Business Reviews with cost saving and restructuring recommendations for ongoing operations.
- P&L Table Top reviews with potential improvement ratios.
- Businesses entering administration management and coordination.
- Management of businesses under ongoing administration.
- Preparation of financials with potentials for sale purposes.
- Financial reviews with potentials for purchasers.

Community

Matthew has worked across a broad range of community and government organisations. It has always been an integral part of his working life to enhance relationships with key stakeholders which has included direct roles with some of these to enhance the position of the business he is managing. He was Chairman of the Port Douglas Daintree Tourism Association, Chairman of the Accommodation Division of the Western Australian Hotels Association and a member of the Advisory Board for AFL Cape York House Cairns.

Projects (recent)

- Major feasibilities for National developers. (NSW and QLD)
- Feasibilities for small boutique styled properties ranging from 3 to 5 star. (NSW, NT and SA)
- Food and beverage business and concept reviews. (ACT, QLD and NSW)
- Business reviews for both major and smaller hotel groups. (SA, QLD, ACT and NSW)
- Business and Marketing Plans. (SA, NT and QLD)
- Ongoing Management Consultancy. (SA)

