



REQUEST FOR PROPOSAL

Request for Proposal	Koombana Bay Beach Café/Restaurant
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Deadline	12pm (AWST) 13 September 2022
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Delivery of Submissions	Email to recordsd@bunbury.wa.gov.au
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Request for Proposal Number	COB/4656
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INTRODUCTION

The City of Bunbury (the “**City**”) is seeking expressions of interest to lease its facility known as the Koombana Bay Beach Café/Restaurant, located at Lot 829 on Deposited Plan 219368, Anchorage Cove, Bunbury (the “**Café/Restaurant**”), with the aim of achieving the most advantageous business and community outcome.

The City is seeking a business operator who can utilise the Café/Restaurant to its full potential with innovative ideas to activate this well utilised, family friendly area and service the community and visitors alike.

BACKGROUND AND GENERAL INFORMATION

In 2018 the Koombana foreshore precinct was redeveloped as part of Stage 1 of the Transforming Bunbury’s Waterfront Project, a joint effort between the City and South West Development Commission and funded through the State Government’s Royalties For Regions Initiative.

The redevelopment of one of Bunbury’s most iconic waterfront locations saw the area injected with \$10.8 million of funding that included the café/restaurant, an extra 100 parking bays, improved traffic access, a pedestrian promenade along the beach, public amenities including a new accessible toilet, changerooms and changing place, amphitheatre, extensive landscaping, public art and playground. This redevelopment also included the Koombana footbridge, linking Koombana foreshore to the Marlston Waterfront and into the Bunbury central business district.

The developed area of Koombana foreshore is well known for its calm bay, making it the perfect location for families and is well utilised as an area to host major events including Bunbury’s Beer and Cider Festival, the State Champion Open Water Series and several local events such as Dinner at Dusk food truck festivals, seasonal social beach volleyball competitions during the week and many more.

The successful Respondent will be invited to enter into negotiations for a lease with the City of Bunbury for a five (5) year term, with further options to be considered. The Lease area of the Café/Restaurant is 415m² (see Appendix 1) and comprising a commercial kitchen and beach front undercover dining area.

The Lease will include provisions for rent to be charged based on a market rental valuation, with annual rent review based on Consumer Price Index increases. The Lessee will be responsible for outgoings and general maintenance, with the City responsible for the structural maintenance of the facility. The City is willing to work with the successful Respondent to achieve their vision of how the facility can maximise patronage, leverage events and activate the space surrounding the Café/Restaurant.

CITY'S VISION FOR THE KOOMBANA CAFÉ/RESTAURANT

The City of Bunbury welcomes all submissions from businesses that are aligned with the City's values and community needs. The City's primary goal for the Café/Restaurant is to create a vibrant hub, which is creative and available to the public and which activates the space and injects life to the Koombana bay foreshore. The area has immense potential for an enthusiastic and innovative Respondent.

The City wishes to see a Respondent with opening hours that reflect the use of this facility to its full potential, servicing the early morning coffee crowd, the midday travellers enjoying the sites, through to the afternoon beach goers and those who enjoy watching a sunset over a bite to eat and a drink.

The City is willing to work with Respondents who can see this facility as a base for their core business, but who would also seek to further enhance the vibrancy of the area by finding creative ways to serve the community.

Additional options could include mobile food and beverage services, the use of the beach for events or hire equipment, the potential to licence the beach area for events or activities related to their business.

This facility also has the ability to participate in and serve large events given its prime location on the Koombana bay foreshore. The City would encourage a Respondent who understands the benefits of and has a desire to work with event organisers and the City to leverage these events.

The City's aim is to "Build a Better Bunbury" now and into the future. The City has developed a Strategic Community Plan (SCP) ([click here](#)). The outcomes and objectives of the SCP are People, Planet, Place, Prosperity and Performance.

The City's desire is to align with these outcomes and objectives for our community. Key to these outcomes and objectives for this facility are:

- **PEOPLE - a safe, healthy and connected community**
 - creating a growing hub of culture and creativity by growing participation in arts, culture and community events;
 - a healthy and active community – encourage participation in sport, recreation and leisure activities.
- **PLACE - an integrated vibrant and well-planned City**
 - creating a place with attractive and welcoming community spaces where people want to live by revitalising the coastline, foreshores, parks and playgrounds.
- **PROSPERITY – a strong and diversified economy**
 - Support local business innovation and success;
 - Develop and promote a competitive tourism offer to attract more visitors.

PROPOSED TERMS OF LEASE

Fixtures, Fittings and Utilities

The Café/Restaurant will include fixtures that are and will remain the property of the City. However, any ongoing and maintenance costs for fixed assets and utilities will need to be met by the successful Respondent.

The fixtures to be included are as follows:

- commercial cake fridge; and
- commercial dishwasher,

together with various business-related fittings.

The successful Respondent is required to take out their own Workers' Compensation Insurance, Public Liability Insurance and suitable insurance for equipment, goods and chattels.

Building Maintenance and Services

The cleaning and maintenance of the Café/Restaurant will be carried out by the successful Respondent. All essential structural maintenance will be the responsibility of the City. Any discretionary maintenance and improvements will be of the cost of the successful Respondent.

Business Operations

In addition to the day-to-day operation, the successful Respondent would also be encouraged to participate in special events held at the Koombana Bay Café/Restaurant surrounds.

Proposed Lease Rental

The City of Bunbury proposes the yearly rental amount for Koombana Bay Beach Café/Restaurant as \$40,000 exclusive GST plus outgoings per annum.

The annual rental fee will be increased in line with the Consumer Price Index (CPI) each year and a market rent review will be applied every third year.

Term of Lease

The successful Respondent will enter into a Deed of Lease with the City of Bunbury for a term of five (5) years with further Terms subject to negotiation with the City of Bunbury, under terms and conditions stipulated by the *Commercial Tenancy (Retail Shops) Agreements Act 1985*.

As per section 3.58 of the *Local Government Act 1995* the successful Respondent would be advertised to the public for 14 days.

Legislative Requirements and Australian Standards

Respondents must ensure that any proposal complies with the relevant Australian Standards, guidelines, regulatory and legislative requirements.

APPLICATION PROCESS AND EVALUATION

General

The City of Bunbury is seeking expressions of interest under this Request for Proposal process which may result in the selection of a preferred Respondent with whom the City will commence negotiations with the view to entering into a Deed of Lease.

The City will follow the process outlined below for selecting a preferred Respondent and progressing negotiations:

- (1) Advertise this Request for Proposal in local and State media and on the City's website, inviting prospective Respondents to prepare a submission;
- (2) Close the Request for Proposal on the Deadline specified below;
- (3) Assess the proposals received and select a preferred Respondent;
- (4) Successful Respondent will be recommended to Council for their consideration;
- (5) Prepare a draft Lease to be agreed upon by the Parties;
- (6) Should the parties reach an agreement, comply with all applicable statutory requirements, including sections 3.58 of the *Local Government Act 1995*; and
- (7) Negotiate and finalise a contract and enter into a Deed of Lease.

Site Inspection and Briefing

- (1) Respondents are requested to attend a site inspection prior to submitting their Expression of Interest.
- (2) The site inspection will be held on **Thursday 1 September 2022 at 2:30pm** and Respondents will be required to register upon arrival.
- (3) The location of the meeting is Lot 829, Koombana Bay Café/Restaurant, Anchorage Cove, Bunbury.
- (4) The briefing will provide Respondents with the opportunity to clarify any uncertainties and review the requirements prior to the Deadline.
- (5) Please confirm with Gemma Stewart, via email at recordsd@bunbury.wa.gov.au by no later than 12:00pm AWST on **Wednesday 31 August 2022** of your intention to attend the site inspection.

Evaluation of Proposals

- (1) Opening of proposals will be held as soon as practicable after the Deadline at the City's Administration Offices situated at 4 Stephen Street, Bunbury, Western Australia.
- (2) Submissions will be assessed by a selection panel constituted by the City of Bunbury and consisting of suitably qualified City Officers.
- (3) The City may select the Respondent who has, in the City's absolute discretion, submitted the most advantageous proposal to the City and to commence negotiations with the preferred Respondent.
- (4) To assist the City with the evaluation process, Respondents may be requested to clarify information provided in the proposal or to provide additional information.
- (5) At the City's sole discretion, the City may decline submitted Respondent and terminate any negotiations during the process.

Selection Criteria

The City will in its discretion determine which proposal (if any) is considered to be most advantageous. **Respondents are required to specifically respond to the below criteria in their submissions.**

Other procedural matters

This Request for Proposal process shall be subject to the following:

- (1) The City may at any stage of the process and in its sole discretion:
 - (a) decide not to proceed with this process and/or the Project; or
 - (b) extend the Deadline.
- (2) The City shall use its best endeavours to keep information provided by Respondents confidential. Respondents however acknowledge and accept that their proposals and documents and other information which form part of or are in relation to their proposals, may be disclosed by the City if required by law (whether under the *Freedom of Information Act 1992*, under a court order or otherwise).
- (3) This Request for Proposal may result in negotiations for the entry into a Deed of Lease but is in itself not a contract or formal lease.
- (4) The Respondent, by submitting a proposal, authorises the City to contact and have access to and consider:
 - (a) any referees nominated by the Respondent; and
 - (b) any information produced by the bank, financial institution, or accountant of the Respondent.

ENQUIRIES

All enquiries and requests for further information regarding this Request for Proposal are to be addressed to:

Name: Gemma Stewart
Position: Property Officer, Property and Procurement Team
Telephone: (08) 9792 7000
Email: recordsd@bunbury.wa.gov.au

LODGEMENT OF PROPOSALS

Proposals must be lodged by the Deadline. The Deadline is **12 noon AWST, 13 September 2022**. Proposals must be clearly marked **“Request for Proposal – Koombana Bay Beach Café/Restaurant”** and must be emailed to recordsd@bunbury.wa.gov.au.

Proposals submitted by facsimile or any other delivery method will not be accepted. Respondents must ensure their submission is signed, all pages must be numbered consecutively and must include an index.

RESPONDENT'S APPLICATION FORM

Respondent's Submission

Response Form

The Chief Executive Officer
City of Bunbury
PO Box 21, BUNBURY WA 6230

I/We (Registered Entity Name): _____

(BLOCK LETTERS)

of: _____

(REGISTERED STREET ADDRESS)

ABN _____ ACN (if any) _____

Telephone No: _____ Facsimile No: _____

E-mail: _____

In response to Request for Proposal: Koombana Bay Beach Café/Restaurant

I/We agree that I am/We are bound by and will comply with this Request for Proposal and its associated schedules, attachments, all in accordance with the Conditions contained in this Request for Proposal, signed and completed.

I/We agree that there will be no cost payable by the City towards the preparation or submission of this submission irrespective of its outcome.

Dated this _____ day of _____ 2022

Signature of authorised signatory of Respondent: _____

Name of authorised signatory (BLOCK LETTERS): _____

Position: _____

Telephone Number: _____

Authorised signatory postal address: _____

Email Address: _____

SELECTION CRITERIA

Before responding to the following selection criteria, Respondents must note the following:

- (a) All information relevant to your answers to each criterion are to be contained within your submission;
- (b) Respondents are to assume that the Evaluation Panel has no previous knowledge of your organisation, its activities or experience;
- (c) Respondents are to provide full details for any claims, statements or examples used to address the qualitative criteria; and
- (d) Respondents are to address each issue outlined within a qualitative criterion.
- (e) Respondents must address each selection criteria in an attachment and label headings applicable to each section.

The weighted selection criteria against which all submissions will be assessed are as follows:

Your Vision: (Weighted Criteria - 40%)

- Provide an outline of the vision for your business and how it aligns with the City's vision and objectives of its City of Bunbury Strategic Community Plan ([click here](#) to view) where People, Planet, Place, Prosperity and Performance must be satisfied to deliver excellent quality of life;
- Describe how your business operations would add to the activation and vibrancy of the Koombana foreshore area and how your operations service and meet the needs of the community; and
- Describe whether your vision includes the use of external activation, hire, events or offerings

Note: Respondents are encouraged to use images that reflect the style and vision of your business.

Demonstrated Understanding of Customer Base: (Weighted Criteria - 20%)

- Outline your understanding of the customer base which your business would target;
- Identify how your business caters to different segments of the market through product offered, operational model, opening hours etc; and
- Describe how your vision creates a point of difference for Bunbury and sets your proposal apart from what locals and visitors can access now.

Description of how you intend to successfully market and promote your business: (Weighted Criteria - 20%)

- Provide a brief description of your businesses brand identity, including what customers would expect when they think of your business; and
- Provide an outline of how you propose to market and promote your business, including the use of different methods and platforms to cater to different market segments.

Collaboration and Partnerships: (Weighted Criteria - 20%)

- Provide an outline of your understanding of the value of partnering and collaborating with local organisations, businesses and suppliers to successfully deliver the vision for your business. Include in your outline, any organisations, businesses or suppliers you intend to partner or collaborate with and describe how and why you intend to do this; and

- Describe how, should the opportunity arise, you would leverage events happening within the vicinity of the Café/Restaurant to ensure your business benefited from the activation of this area.

The City looks forward to reviewing your submission.

APPENDIX 1

Koombana Bay Beach Café/Restaurant – proposed leased area



