The image shows the interior of a glamping tent. A bed with a white sheet and patterned pillows is the central feature. To the left is a wooden bedside table with a lamp. In the foreground, a wooden coffee table on wheels holds water bottles, glasses, and a tissue box. A patterned rug is on the floor.

# Invitation for Application

## Glamping trial in Parks and Reserves at:

Bugiga and Borough Huts, Grampians Peaks Trail  
Lake Catani, Mount Buffalo  
Devil Cove, Lake Eildon

\*glamping (glamorous camping) refers to light touch, temporary, soft to medium shell design, tent-styled structures with additional packaged inclusions.

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# Opportunity

## EOI schedule

Applications open  
**13 March 2018**

Applications close  
**13 April 2018**



**70**

National and state  
parks



**24**

marine parks and  
sanctuaries



**148**

places on the  
Victorian Heritage  
Register



**\$1.4b**

in park tourism



**450**

Licensed Tour  
Operators



**100m**

visitors

# Invitation to apply

Parks Victoria welcomes more than 100 million visits to the nation’s most beautiful parks, reserves and waterways each year. Here Parks Victoria are offering an opportunity for visitors to not just witness nature, but live in it for a night by inviting businesses to apply for a glamping agreement, available in three iconic locations.

Parks Victoria is dedicated to strengthening the health, wellbeing, liveability and economy of Victoria. We recognise that in-park experiences increase the depth of a park stay while creating vibrant and accessible services for visitors and the local community.

With a commitment to connect people and parks, conserve Victoria’s special places and provide benefits beyond park boundaries, Parks Victoria is offering a unique business opportunity trial for the provision of glamping facilities to trail walkers and park visitors in Spring 2018.

From ensuited bell tents to cosy mountaintop yurts, a temporary bubble camp to stylishly adorned tipis; glamping – a fusion of glamour and camping refers to the setup of temporary, tent-style accommodation with a touch of luxury.

Help deliver against the trial goals to; provide opportunities for local businesses, increase regional dispersion and expenditure by encouraging overnight stays and offering world-class nature based experiences in some of the state’s beautiful National Parks. The trial will also seek integration of regional produce, all the while enhancing walker itineraries and park access via seasonal operations.

Four seasonal glamping sites (in three National Parks) are available from September or October 2018 for periods of up to 12 weeks. Glamping site locations include Bugiga Hikers Camp and Borough Huts on the Grampians Peaks Trail, Lake Catani at Mount Buffalo and Devil Cove campground at Lake Eildon.

## Glamping service features

- Four commercial sites located in three of the State’s most beautiful National Parks and Reserves
- Opportunity for strong seasonal visitation levels
- Business exclusivity at each agreement area. (Some sites are shared with independent walkers or campers)
- Opportunity to package accommodation with other value-added elements including regionally sourced produce, activity equipment, a guided experience etc
- Bookable accommodation platform available on ParkStay, promoted by Parks Victoria

*“A tent with all the trimmings. Glamping services are designed for those who don’t want to carry their own tents and equipment but still appreciate the quintessential experience of sleeping in comfort under the stars at night.”*

**Nicole Moore, Senior Manager Growth & Activation, Parks Victoria**



over  
**1,200**  
events



over  
**99,000**  
accommodation  
bookings p.a.



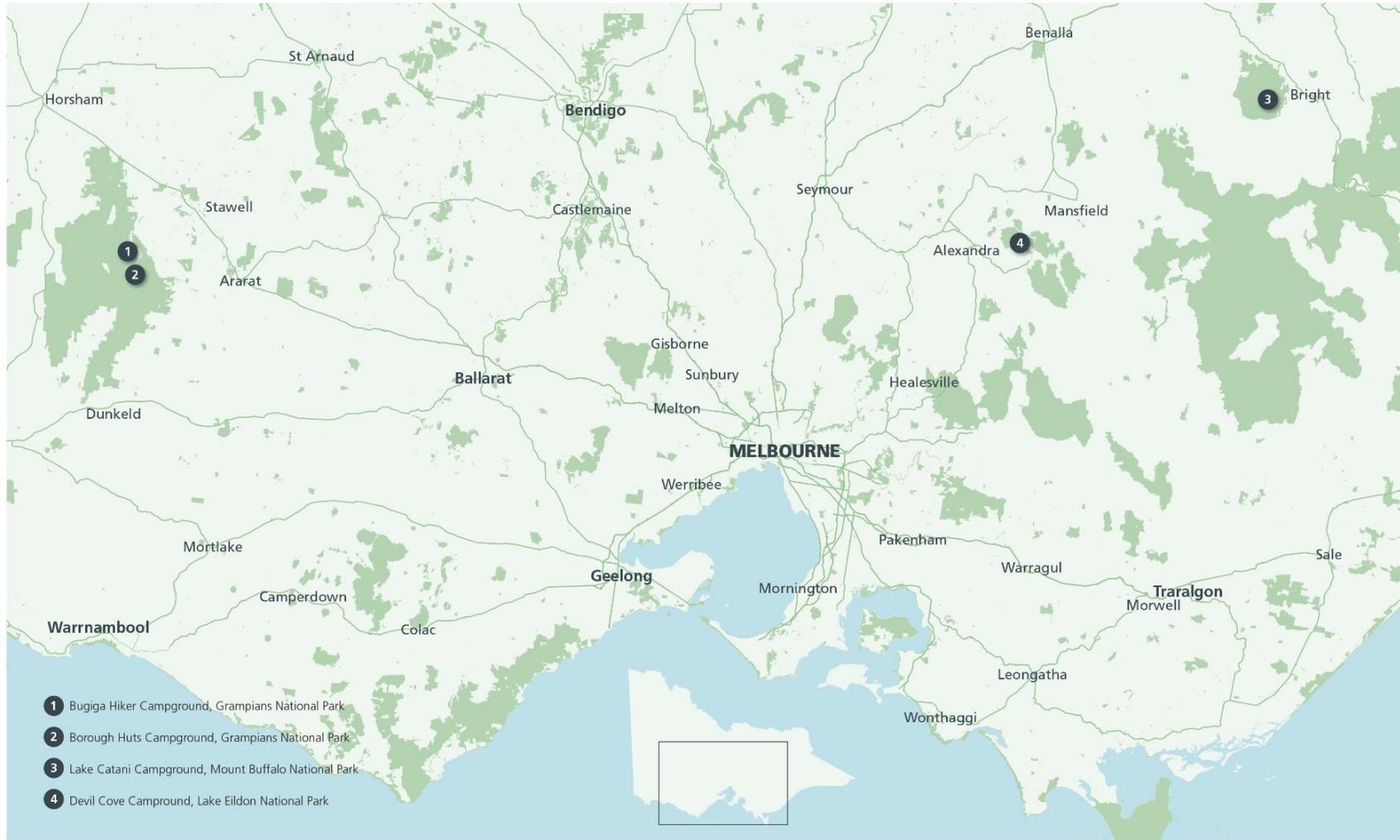
over  
**1,000**  
commercial  
agreements



over  
**28,000**  
assets



# Glamping sites (map, not to scale)



[www.parks.vic.gov.au](http://www.parks.vic.gov.au)  
Disclaimer: Parks Victoria does not guarantee that this data is without flaw of any kind and therefore disclaims all liability which may arise from you relying on this information. Data source acknowledgements: State Digital Mapbase, The State of Victoria and the Department of Environment and Primary Industries. Cartography by Parks Victoria January 2018

# Glamping agreement

Bringing the best of design and freedom together, glamping offers a temporary sanctuary honouring both the need for comfort and adventure without sacrificing some of life's little luxuries.

## Agreement information

Management agreements for glamping operations will be issued by Parks Victoria under the National Parks Act for the provision of accommodation services. All service inclusions proposed must directly relate to the needs of park visitors.

## Agreement arrangement and term

The agreement term will be for a maximum period of 12 weeks commencing in either September or October 2018, for the Spring season. Please refer to the individual Glamping site pages for further details on agreement periods.

Each camping site varies with either a Parks Victoria camping platform, camping pad or designated ground area. Applicants are advised to inspect the current camp grounds to ensure its appropriateness with the proposed glamping model before submitting their proposal.

## Offers being sought

Parks Victoria is committed to providing premium quality experiences. Capabilities being sought include:

- Accommodation is required to be portable, easily demountable, have a soft to medium shell design and fit on the designated platform or camping pad areas. (Refer to each site-specific page for more details).
- The capacity to promote your glamping operation to obtain preseason bookings.
- To turn camping into glamping and provide visitors with enhanced experiences. Packages at a minimum should include accommodation, the provision of regional produce and essential overnight equipment.
- A differentiated glamping offer that compliments the location. You may have uniquely designed tents with solar panels, offer family glamping, include luxurious bedding, provide furniture or games, include kayaks and bikes for use or tasty platters of local delicacies.
- Proposals that ensure consideration of the environment and offer safe operations

- Ability to demonstrate and deliver social benefits to the community including increased access, targeting new markets, partnerships with local providers etc

## Agreement conditions

Key conditions associated with the management agreement include:

- A minimum of five glamping tents/sites are to be made available by glamping operators at each location
- A minimum of six and maximum of 12 consecutive operating weeks are required to be delivered during the permit period (including bump in and bump out).
- Glamping operators must abide by Parks Victoria's emergency procedures including code red days.
- Cleaning of the glamping facilities and associated campground area must be provided. Rubbish must be taken away from the park and disposed of accordingly after each booking
- Glamping structures and associated equipment must be within the agreement footprint with no hard-shell infrastructure to be dug into the ground.
- Glamping packages will be made available and sold on multiple booking platforms, as arranged by the glamping operator and, at a minimum, on Park Victoria's ParkStay
- A trial glamping fee will apply for each of the four glamping sites with the first \$560 payable to Parks Victoria, followed by 20% commission on all glamping package sales to be payable to Parks Victoria. Parks Victoria will waive the National Parks camping fee per campsite, per night for the duration of the trial period.
- Certificate of Currency of Public and Products Liability insurance to \$20 million.
- Associated with the trial program, proponents must provide a report at the end of the agreement period to Parks Victoria with financial statements and visitor data.

A full list of conditions is outlined in the Draft Management Agreement (representing general conditions) highlighted under 'useful hyperlinks' on the following page. By applying to Parks Victoria, applicants acknowledge and accept all agreement conditions.

# Submissions

Applications are to be submitted to [EOI@parks.vic.gov.au](mailto:EOI@parks.vic.gov.au)

before 4.00pm AEST on 13 April 2018

**Subject:** EOI 201802 Glamping in Parks and Reserves

Notification will be sent by email to applicants upon receipt of the proposal.

To retain the probity of the EOI process, applicants should not contact any staff other than the Project Officer as it may be detrimental to the integrity of the assessment. All contact must be in writing to [EOI@parks.vic.gov.au](mailto:EOI@parks.vic.gov.au)

## Assessment Criteria

A single (rather than two stage) EOI process will apply to appoint an operator at each glamping site. As such, please ensure that your application form responses clearly demonstrate your capacity to deliver to each of the requirements, including evidence and supporting documentation.

Applications will be assessed by a Parks Victoria Assessment Panel, based on the following criteria.

- 1. Proposal Concept – 20%**  
Appropriateness of the glamping operation and glamping facilities including any innovative features
- 2. Strategic Alignment – 15%**  
Demonstrated alignment with Parks Victoria's Healthy Parks Healthy People vision and broader social benefits to the community such as employment, all abilities access, local supplier procurement etc.
- 3. Business Management and Viability 30%**  
Demonstrated record of providing a similar business model, high-level service offering including key marketing and distribution channels
- 4. Visitor Experience 20%**  
Degree to which the offer enhances the park's visitor experience including glamping package inclusions and pricing structure.
- 5. Environmental and Cultural Management 15%**  
Degree to which the proposal considers and responds to environmental measures such as cleaning and servicing, emergencies, power and litter management.

## Useful Resources

- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks Healthy People](#)

Useful resources also available at [parks.vic.gov.au/EOI](http://parks.vic.gov.au/EOI)

- [Parks Victoria EOI Essentials](#)
- [Draft Management Agreement](#)

## Checklist

Have you:

- Read EOI Essentials and this Invitation for Application Glamping document
- Conducted further reading, research and investigations, as appropriate
- Conducted a site visit of the campground area of interest

Ensure you submit as a part of your proposal

- Completed and signed application form
- Completed conflict of interest declaration
- Supporting evidence of applicant business status
- Proposed glamping package pricing with inclusions
- Glamping renders, drawings, floorplan or photographs.

A photograph of two women in a natural setting. One woman, wearing a brown puffer jacket and a backpack, stands and smiles. The other woman, wearing a red jacket and a black cap, sits on a black mesh mat with a blue and white bag. They are surrounded by trees, some with bare white branches and others with green leaves. The background shows a landscape with hills under a clear sky.

# Glamping Sites

# Bugiga and Borough Huts, Grampians Peaks Trail



## Location

Developed as a part of a 3 day/2-night loop walk from Halls Gap is Bugiga hikers camp (first night on the Grampians Peaks Trail) and Borough Huts campground (second night on the Grampians Peaks Trail), high in the Wonderland Range in the Grampians National Park.

## Agreement area

1. Bugiga Hiker Camp - seven raised unpowered camping platforms (sites 1-7) each accommodating 2 people. Each elevated timber platform is 4m in diameter. A wire cable runs around the circumference of each platform that a tent can be fastened to with cords. Note: five remaining platforms (sites 8-12) are left available for independent walkers. [Bugiga Hikers Camp map](#)
2. Borough Huts campground – 14 unpowered camp pads are available (sites 22-35) with a minimum of seven required to be available. Camp pads are on average 6m x 6m in size. Note: sites 1-21 are left available for independent walkers and campers. [Borough Huts Campground map \(page 2\)](#)

## Servicing access

Rosea Carpark is 700 metres from Bugiga campsite with service road access to Bugiga, which will be made available to the glamping operator, if desired.

Direct service road access to Borough Huts is via Grampians Tourist Road. For glampers not returning to Halls Gap by foot, a car parking space is available at each glamping site.

## Agreement period

Spring 2018. 1 September 2018 for maximum 12 weeks.

## Commercial agreement fee

\$560 management agreement administration fee. 20% commission on the nightly booking/package fee. The Parks Victoria \$33 campsite fee at Bugiga and \$40 fee at Borough Huts, per night, per site, will be waived for the Glamping operator.

## Special conditions

1. One operator is being sought to provide glamping services at both Bugiga hikers camp and Borough huts campground accommodating seven glamping sites (14 people) per night at each site.
2. Maximum 1 nights stay applies to Bugiga hikers camp.
3. Parks Victoria are open to seven additional glamping structures being available at Borough Huts for campers not walking the Grampians Peaks Trail.

## Park profile

The Grampians (Gariwerd) is a series of rugged sandstone mountain ranges and forests rich in wildlife. One of Victoria's most popular holiday destinations, explore cascading waterfalls, spring flower displays and panoramic views.

The Grampians Peaks Trail is one of the 'Walk Victoria's Icons' long-distance trails, the first stage offers a 36.6-kilometre, 3 day/2 night circuit walk departing from Halls Gap.

The park annually welcomes 1.5 million visitors, over 15000 camp site bookings and 17 events with 3000 attendees.

## Facilities

1. Bugiga hikers camp features a large shared group shelter, raised boardwalk paths and separate non-flush toilet block. No onsite drinking water is available.
2. Borough Huts campground includes a toilet block, car access, picnic tables and fire places.

Parks Victoria will cover the costs of cleaning of the current onsite facilities.

## Regional highlights

Brambuk Cultural Centre, Mackenzie Falls, hiking, picnics, Reeds Lookout and The Balconies. Tour Operator and Activity Provider Licensees provide a range of activities including rock climbing, bicycle touring, bushwalking and canoeing.

## Further park information

[Grampians National Park information](#)

[Grampians National Parks Management Plan](#)

## Bugiga Hikers Camp Indicative Site Map



## Glamping area – site numbers 1-7

### Bugiga Hiker Campground Grampians National Park

Campsite (tent only)

Toilets Picnic shelter

Walking track

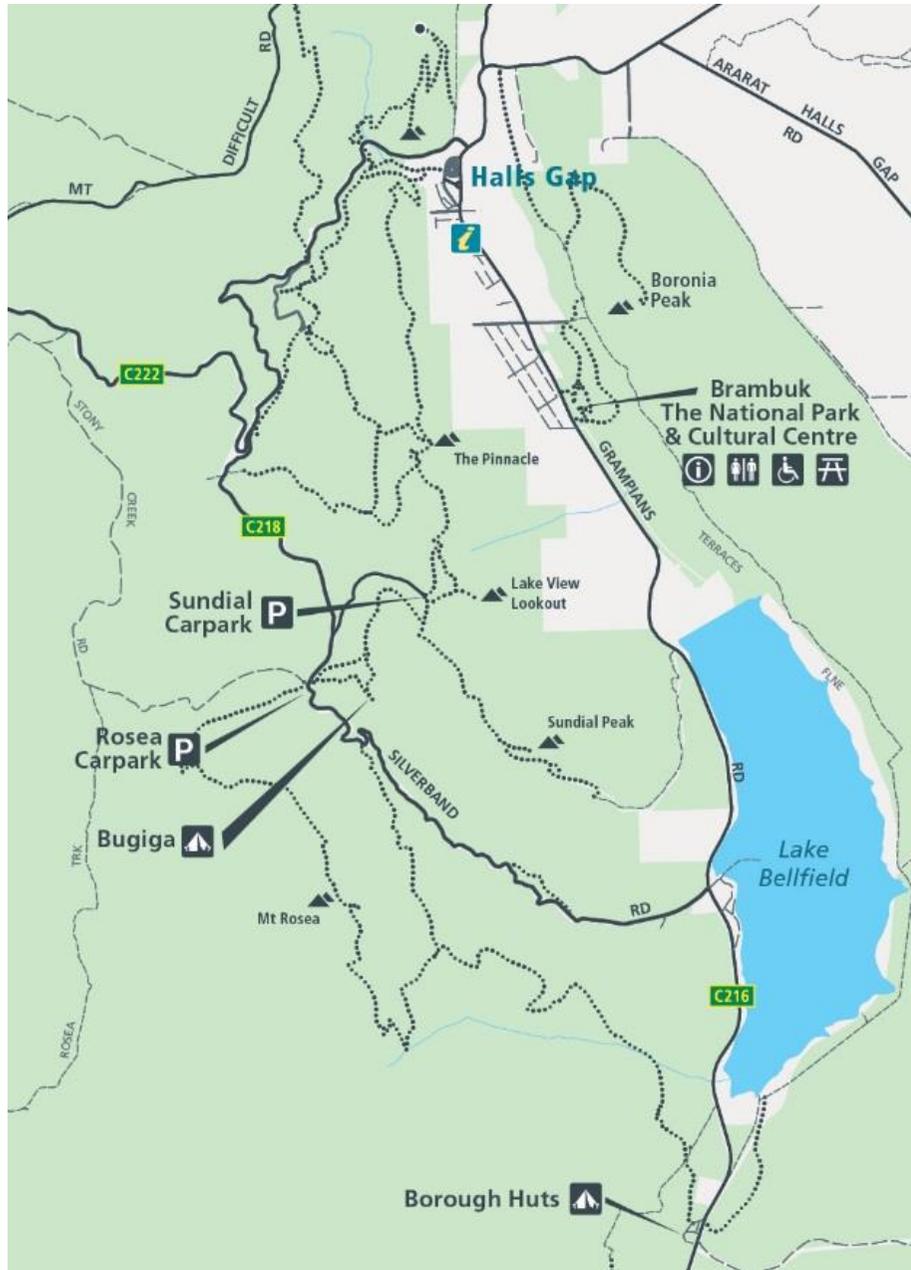
0 5 10 METRES

**Regulatory information**  
Campfires not Permitted (Penalties Apply)  
Dogs not permitted  
Please take your rubbish with you

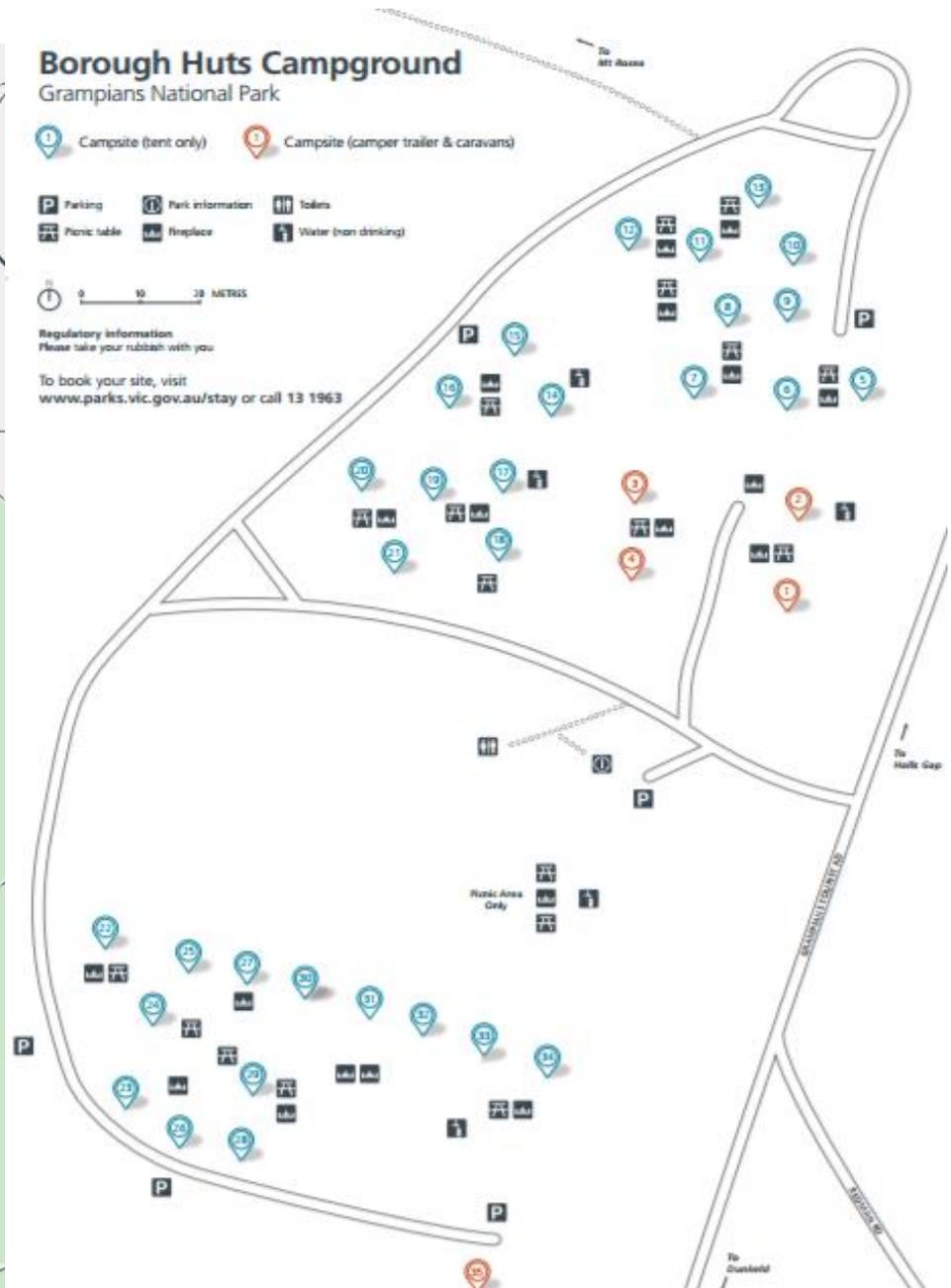
To book your site, visit  
[www.parks.vic.gov.au/stay](http://www.parks.vic.gov.au/stay) or call 13 1963



## Borough Hut Campground Indicative Site Map



## Glamping area – site numbers 22-35



# Lake Catani, Mount Buffalo



## Location

Lake Catani campsite, Mount Buffalo National Park

## Agreement area

Applicants have a choice from two unpowered campsite areas to be set aside for their glamping operations.

**Option 1:** Up to 10 campsites (numbers 2,3,4 and 11-18 are located next to each other) with sites 17 and 18 proposed to be combined and used as one site. Camp pads vary in size with most accommodating 5m x 5m or 6m x 6m tent.

**Option 2:** Eight campsites (numbers 50-59 with number 52 now being a communal shelter). Camp pads vary in size with most accommodating 4m x 4m or 5m x 5m tent.

## Servicing access

Sealed service road via Mount Buffalo Tourist Road onto the unsealed Lakeside Road. Sufficient space for 1 car is available at each glamping site.

## Agreement period

Due to the potential for remnant snow in September, a 6 October – 29 December 2018 agreement period is available to the successful glamping operator. Please note: that the remaining campsites at Lake Catani open on 1 November each year for public use.

## Commercial agreement fee

\$560 management agreement administration fee. 20% commission on the nightly booking/package fee. The Parks Victoria \$52 campsite fee, per night, per site will be waived for the Glamping operator.

## Park profile

Mount Buffalo National Park has sheer cliffs, imposing granite tors, tumbling waterfalls, snow gums and stunning wildflowers. The park features over 90km of walking tracks, panoramic scenery, waterfalls and scope for adventurous pursuits such as rock climbing and hang-gliding.

More specifically, Lake Catani on the Mount Buffalo plateau is surrounded in waterfalls, Snow Gum woodlands and wonderful wildlife.

The park welcomes over 200,000 visitors, 7000 camp bookings and 6,000 event attendees per annum.

## Facilities

Toilets, hot showers, basic laundry facilities and communal stone shelter with tables and fireplaces. There is no drinking water available on site.

Parks Victoria will cover the costs of cleaning of the onsite toilet and shower facilities.

## Regional highlights

Bright, Ovens River, swimming, gourmet eateries and wineries, beautiful scenery, cycling routes.

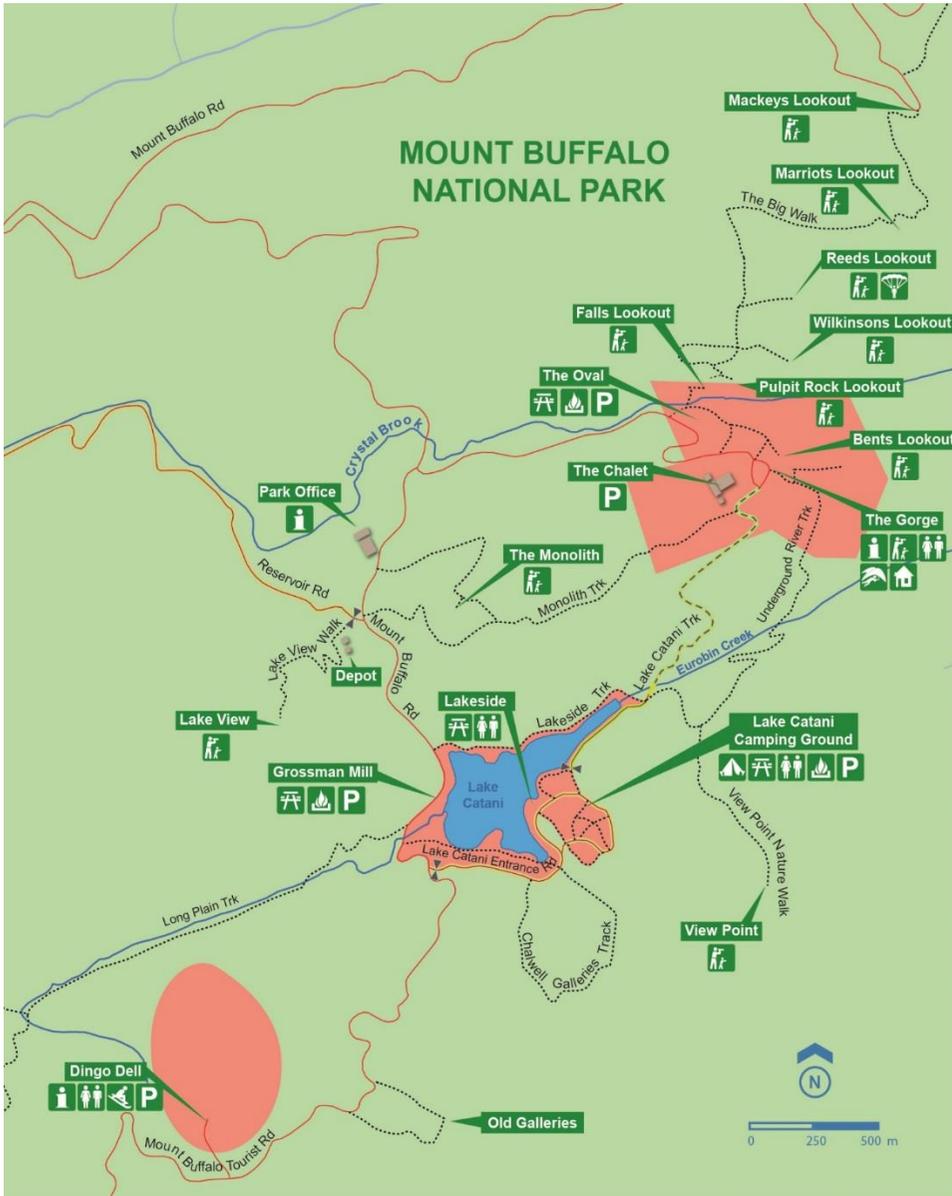
Tour Operator and Activity Provider Licensees provide a range of activities including bicycle touring, bushwalking, heritage tours and canoeing.

## Further park information

[Mount Buffalo National Park information](#)

[Greater Alpine National Parks Management Plan](#)

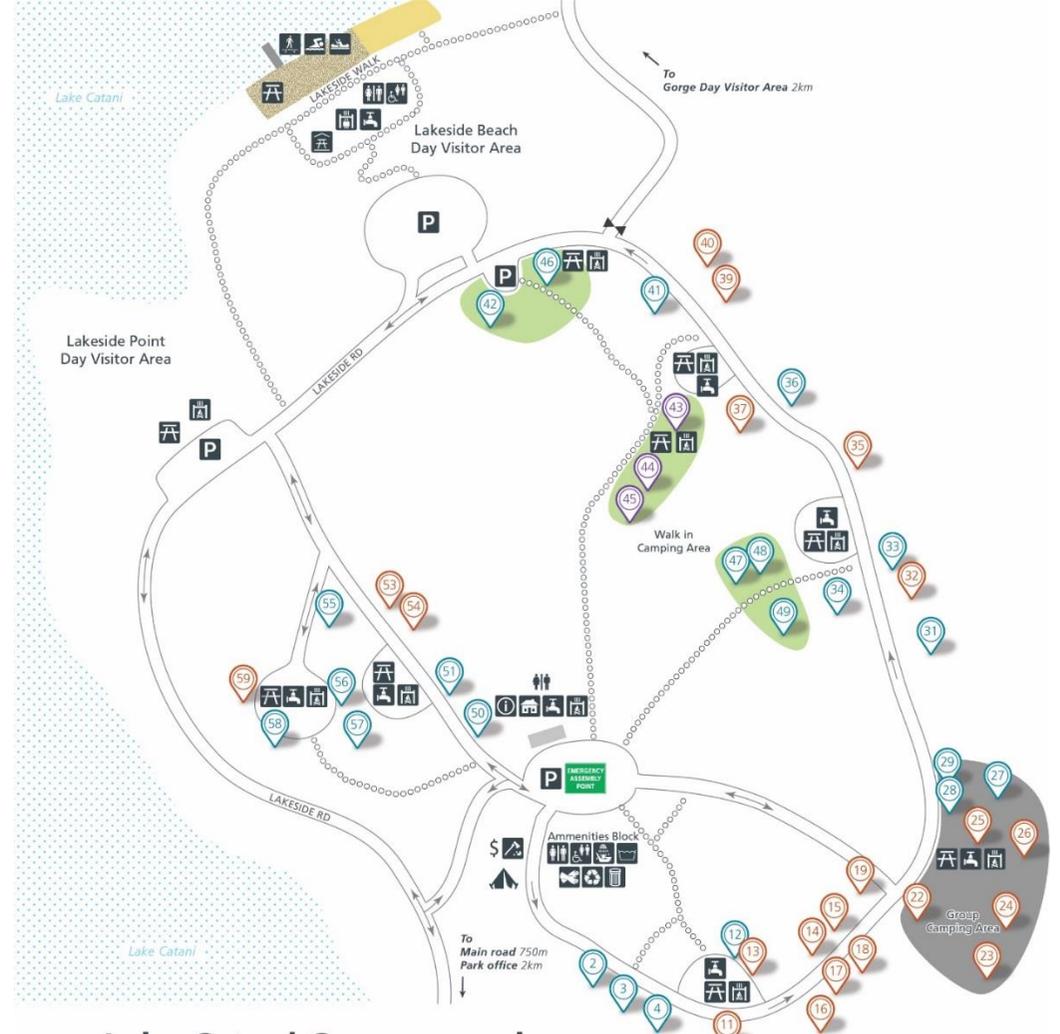
## Lake Catani campground indicative site map



## Glamping area

Option 1 - site numbers 2,3,4,11-18 (with 17 and 18 to be combined as one)

Option 2 – site numbers 50-59 (with 52 now being a communal shelter)



## Lake Catani Campground

Mount Buffalo National Park

1 Tent only   
 1 Tent or Caravan   
 1 Platform- Tent only   
 ▲ Campground Host

Advisory: 1 Suitable for small camper trailers, caravans or motorhomes.

# Devil Cove, Lake Eildon



## Location

Devil Cove camping ground, Lake Eildon National Park

## Agreement area

The entire Devil Cove campground accommodating up to 79 unpowered camp pads will be exclusively offered to the glamping operator. Applicants have a choice of how many glamping sites they will be using from (sites 201-280) with a minimum requirement of five.

Camp pads vary in size with most accommodating 5m x 5m or 6m x 6m tents. [Devil Cove campground map](#) (page 3)

## Servicing access

Sealed service road to the campground via Fraser Park Road. Sufficient space for 1 car is available for each glamping tent site. Gate access will be organised for the glamping operator.

## Agreement period

Spring 2018. Available from 1 September for maximum 12 weeks.

## Commercial agreement fee

\$560 management agreement administration fee. 20% commission on the nightly booking/package fee. The Parks Victoria \$52 campsite fee, per night, per site, will be waived for the Glamping trial.

## Park profile

In the northern foothills of Victoria's Central region, Lake Eildon National Park protects 27,750 ha of rugged hills with open woodlands through to dense forest.

A highlight of any visit is the beautiful Lake Eildon water body and shores. From boating to fishing, nature trails and walks to kayaking.

The park welcomes over 300,000 visitors and 8000 campsite bookings per year.

## Facilities

Toilets and showers (including mobility access facilities), gas BBQ's and fire places, picnic tables and drinking water is available.

Direct canoe or kayak access to the lake is available at Devil Cove with nearby boat ramp access for larger vessels at Candlebark.

Parks Victoria will cover the costs of cleaning of the onsite toilet and shower facilities.

## Regional highlights

Canoeing, boating, fishing, bushwalking, swimming, picnics, cycling, stand-up-paddle boarding and wakeboarding.

Tour Operator and Activity Provider Licensees provide a range of activities including bicycle touring, bushwalking, mountain bike riding and canoe/kayaking.

## Further park information

[Lake Eildon National Park information](#)

[Lake Eildon National Park Management Plan](#)

Devil Cove, Lake Eildon campground indicative site map



Glamping area – entire campground

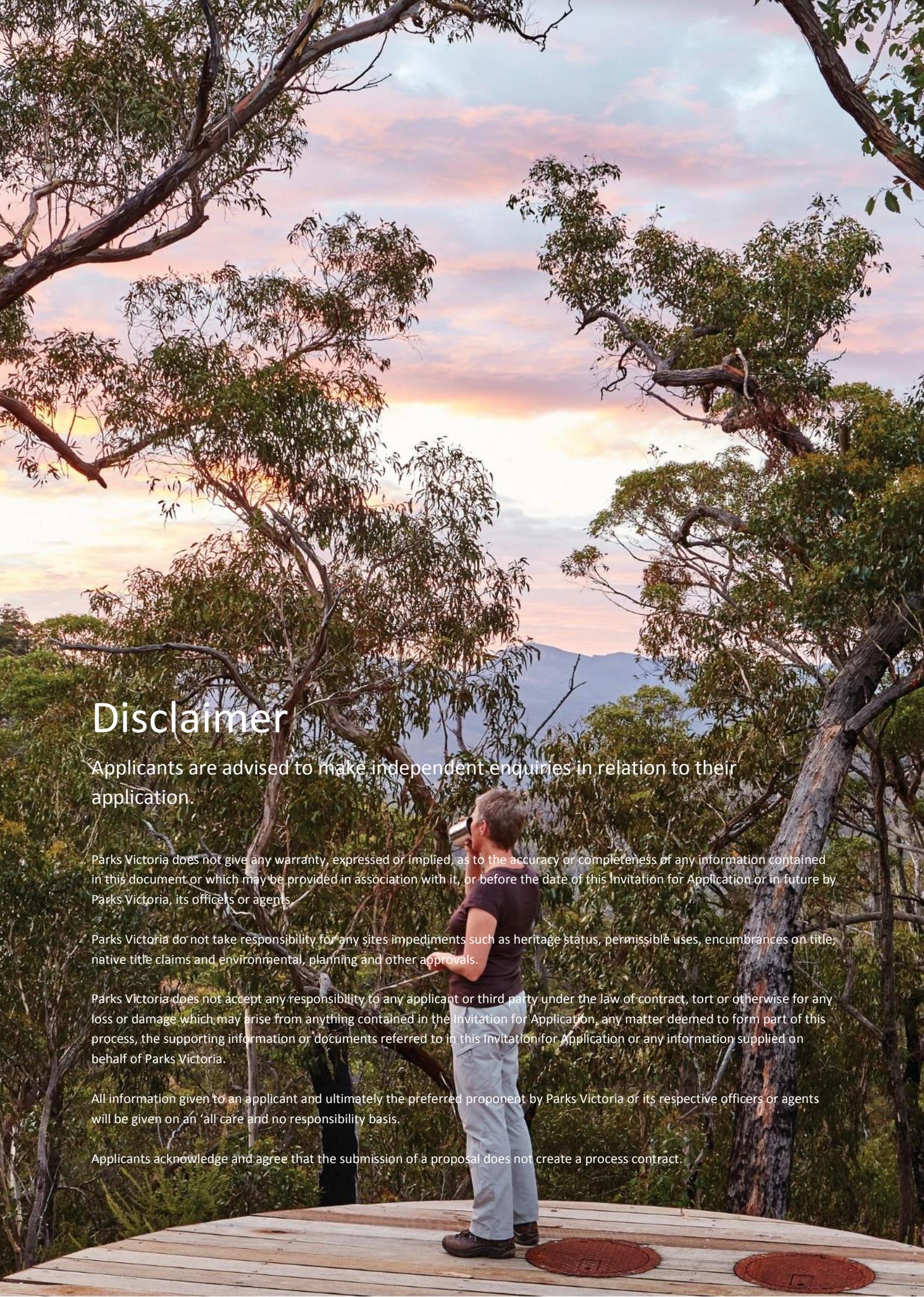
Devil Cove Campground  
Lake Eildon National Park

- Campsite
- Parking
- Toilets
- Picnic table
- Gas Barbecue
- Fireplace
- Shower
- Water (treated)
- Water (untreated)
- Road
- Walking track
- Waterbody

0 20 40 METRES

**Regulatory information**  
Please take your rubbish with you.  
To book your site, visit [www.parks.vic.gov.au/stay](http://www.parks.vic.gov.au/stay) or call 13 1963



A person with short grey hair, wearing a dark t-shirt and light-colored trousers, stands on a circular wooden platform high up in a tree. They are looking out over a vast forest of tall, thin trees towards a mountain range in the distance. The sky is filled with soft, colorful clouds in shades of pink, orange, and blue, suggesting a sunset or sunrise. The overall scene is peaceful and scenic.

# Disclaimer

Applicants are advised to make independent enquiries in relation to their application.

Parks Victoria does not give any warranty, expressed or implied, as to the accuracy or completeness of any information contained in this document or which may be provided in association with it, or before the date of this Invitation for Application or in future by Parks Victoria, its officers or agents.

Parks Victoria do not take responsibility for any sites impediments such as heritage status, permissible uses, encumbrances on title, native title claims and environmental, planning and other approvals.

Parks Victoria does not accept any responsibility to any applicant or third party under the law of contract, tort or otherwise for any loss or damage which may arise from anything contained in the Invitation for Application, any matter deemed to form part of this process, the supporting information or documents referred to in this Invitation for Application or any information supplied on behalf of Parks Victoria.

All information given to an applicant and ultimately the preferred proponent by Parks Victoria of its respective officers or agents will be given on an 'all care and no responsibility basis.

Applicants acknowledge and agree that the submission of a proposal does not create a process contract.