

cafe & functions

EOI The Opportunity

Brimbank Park Café, Functions and Events

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The Opportunity

Brimbank Park Café, Functions and Events

EOI schedule

EOI Opens
30 April 2018

Site visits
9 May & 16 May 2018

Applications close
22 June 2018

Where the schedule varies to the above, registered applicants will be notified of changed dates.

Bounded by fields of green grasslands, Eucalypt trees and the Maribyrnong River is the well-known Brimbank Park Café, Functions and Events space. An essential social, gathering and dining hub for families, play groups, dog walkers, park visitors, bird watchers, canoeists, cyclists and recreation, business and corporate groups.

Nestled within the affectionately known 'Brimmers' in the Victorian Volcanic Plains Bioregion, the Brimbank Park Café in the Maribyrnong Valley Parklands is a major drawcard for day visitors.

Against a beautiful backdrop, the Park offers a variety of settings to enable park visitors to enjoy and experience nature, while taking part in a diverse range of recreational activities.

An opportunity to offer a contemporary café experience with a function and meeting room for groups, along with indoor and outdoor eating and event spaces.

Based inside the original Brimbank Park Visitors Centre, the Brimbank Café maximises its position and access to patrons by sharing a building with Parks Victoria staff and providing a one-stop-shop for families, groups and childhood centres utilising the enormous regional playground, parklands and public facilities, right on its doorstep.

The café can draw on custom from the local businesses and community groups for meetings and conferences while having the ability to book festivals, functions and events in the lease and licence areas.

Weaving through the valley is a network of trails to explore for cycling, running, orienteering and walking. Along with water-based activities connecting the river and parklands to entertain visitors for hours.

The successful proponent will offer a business model that reflects the needs of visitors and respects the built and natural environment, while maximising the stunning surrounds.

Features

Lease Area

- Café, function and retail space in a shared building with Parks Victoria office and visitor information. (the café is currently closed)
- Indoor café area with capacity for 50 people (with the opportunity to reconfigure the layout)
- Conference, function or meeting room for capacity for 50 people theatre style with projector facilities
- Separate kitchen and preparation area
- Wurundjeri wall carving

Licence Area

- Undercover and open aired outdoor courtyard with capacity for 100 people offering separate outdoor access via the café and the conference room for breakout sessions.
- Lower lawn terrace area bookable for functions and events for over 500 people
- Internal and external access to public toilets including a disabled toilet

Public Spaces

- Award winning Brimbank Park kid's playscape, sculptures and artwork (50 metres from the café)
- Access to beautiful gardens and park areas with BBQ and picnic facilities
- Sealed roads with visitor parking for over 100 vehicles, disabled parking, staff parking and coach parking with turning area.

“A haven for creative play, the Brimbank Park Playscape inspires children of all abilities and families to connect with nature as they explore and socialise in the great outdoors.”

**David Collins, Area Chief Ranger Keilor Plains
Parks Victoria**

Park profile

As one of Melbourne’s most treasured and well-used waterways, the Maribyrnong River weaves its way through the valley and around Brimbank to later join the Yarra River. From humble grazing fields to a purpose-built visitor attraction, the Brimbank Park and surrounding playscape attracts over 350,000 visitors each year.

Location

Just 15 kilometres north-west of Melbourne’s central business district in Keilor East, Brimbank Park is part of the Maribyrnong Valley Parklands.

Bordered on three sides by the Maribyrnong River and a short drive south of the Melbourne airport, the large metropolitan park was opened to the public in 1976.

Built in 1980, the beautiful stone-lined Brimbank Visitor Centre expanded its services to provide café facilities to Park visitors.

Brimbank Park is in the Brimbank City Council.

Access



- **By road** - access to the site by car, bus or coach is via Keilor Park Drive, off the Western Ring Road onto Brimbank Road and Park Drive.
- **By public transport** – a bus service is available via the Sunshine public transport hub along Keilor Park Drive, dropping visitors at the park entrance.
- **By bike** - visitors can arrive via the Maribyrnong River Trail from the Docklands.
- **By foot** – a full network of trails, loop walks and paths wind throughout Brimbank Park, many of them emanating from the surrounding suburbs of Keilor and Kealba.

Visitation

Parks Victoria anticipates that visitation will be greatly influenced by the quality, style, management and marketing of the proposed business including any intended fit outs and enhancements. As such, it is recommended that proponents conduct their own research into visitation levels.

There are four tour operators and activity providers currently licensed to conduct guided tours and activities in the Maribyrnong Valley Parklands (which includes Brimbank Park).

Functions, events and conferences at the Brimbank Park Café precinct would be managed by the proponent. The precinct currently offers Junior Ranger tours, picnic grounds with BBQ facilities, Park walks, Indigenous experiences, a playscape with interpretative installations and other businesses.

The site welcomes tourists, walkers, diners, school groups, licensed tour operators, families, children’s groups, education centres and businesses for meetings. Park entry including to the award-winning playscape is free.

Opening hours

Brimbank Park is open every day including weekends and public holidays from 6.00am. In line with available exterior lighting between the visitor centre and carpark, the Park closes at 8pm during daylight savings times and at 5.30pm when daylight savings is not in place.

Brimbank Park Cafe Precinct



The Region

With significant landscape values, the valley cuts into the overlying volcanic basalt plains with the encircling ridges of the escarpment providing panoramic views both within the Park and to the surrounding region.

History

Brimbank Park resides about 50 metres below the surrounding western plains and was first settled by Europeans in the 1830's, soon after Melbourne was founded. The name is suggested to have originated from farmers moving their sheep and cattle 'around the brim of the bank' of the river.

From the 1880's onwards, dairy farms and apricot trees took advantage of the rich river terraces.

Traditional Owners

Archaeological surveys at Keilor indicate that Aboriginal occupation extends back 40,000 years, making it among the oldest human inhabited sites in Australia.

Home to the Wurundjeri people, the area was a base for social and cultural gatherings with other tribes of the Kulin nation.

Today, Wurundjeri presence is identified on the site within the café space with a traditional owner wall sculpture. Outdoors too, within the playscape, visitors can enjoy traditional owner sculptures, play spaces and installations.

Parks Victoria is committed to working collaboratively and respectfully with Traditional Owners about community and interests including at Brimbank Park.

Heritage

The Maribyrnong Valley including Brimbank Park, is rich in both pre- and post-European history. Evidence of First Nations use of the valley is prominent as is the presence of artefacts throughout.

Post European settlement first occurred in the 1830's. Evidence of farm use still exists today with a homestead and rock fencing still in situ. The main land use included dairy farming and market gardens

Regional Highlights

Attractions

The award winning Brimbank Park Playscape in the park is a haven for creative play that will inspire children and their families to connect with nature as they play, explore and socialise in the outdoors.

The playscape has been designed specifically to create opportunities for children of all abilities, including those in wheelchairs, to join with their families to have fun in the park.

Activities

Visitors to the area enjoy activities and tours such as cycling, walking, orienteering, the playscape, picnicking, bird and wildlife watching.

Events

Local events include school cross countries, club runs and large family and social gatherings.

Biodiversity

The Maribyrnong Valley Parklands (which include Brimbank Park) contains a range of wildlife habitat including a large variety of birds including parrots, galahs, large wetland birds and birds of prey. Brush-tail and ring-tail possums dwell within the large river red gums.



240ha
Indigenous
plants



151
Flora species



128
Fauna species



Brimbank Park

User Visitor Segments



4%

Nature admirers



13%

Trail users



8%

Passive and other users



70%

Urban Socials



5%

Access made easy

Lease / Licence Proposal

Realise the full potential of the Brimbank Café by maximising the precinct's position, buildings and infrastructure, diversity of product offering and visitor markets.

Lease footprint

The lease area is highlighted on page 10 and comprises a café and reception area, a conference room and under eaves outdoor dining area with three- phase power and a septic system.

Applicants can propose an alternate café layout within the lease area, to optimise the functionality of the space.

Licence Footprint

The licence area in the building comprises male, female and disabled public toilets accessed from inside the café area and the outdoor dining areas not included in the lease.

The Licence area also includes a grassed event space highlighted on the precinct map.

The licence will have a concurrent term as the lease.

Zoning and types of activities

The types of activities being sought include dining, café, functions, conferences, meetings, events and retail.

Brimbank Park, is zoned Public Park and Recreation zone (PPRZ) under the Brimbank Planning Scheme.

Applicants must conduct their own investigations into required permissions for their proposal, including planning.

Offers being sought

Both financial and non-financial benefits are being sought from the successful proponent. In addition to rent, applicants should highlight how they intend to contribute to the park and greater community which could include partnerships, job creation, traditional owner engagement, the attraction of new visitor markets, and enhanced visitor experiences.

Lease arrangement and term

A lease of up to 10 years is available.

The lease requires endorsement from the Minister for Energy, Environment and Climate Change, following endorsement by the Parks Victoria Board.

Commencement of the lease is anticipated to be in 2018.

Documentation and Costs

The successful proponent will be required to enter into a lease and licence (see appendix A, including general conditions) which may be amended in Parks Victoria's absolute discretion to address issues specific to the proposed use, the premises and the operation and management of the Brimbank Park Café.

The Brimbank Park Café lease (and licence) will highlight special conditions, including:

- development works, as committed by the proponent
- an asset condition report. Parks Victoria will co-share the cost of an asset condition report (50%) to be completed prior to the lease commencement date.
- the proponent will be required to contribute 50% of the cleaning and maintenance contract costs in the building and courtyard licence area and provide an annual maintenance report.

Proponents will not be granted any rights or interests in the premises or the business other than those conferred under the Lease. For example, the proponent will not own any goodwill in the business beyond the term of the Lease, nor will the proponent have the right to sell the business or retain any intellectual property in the business name, except where expressly permitted by the lease.

Proponents are responsible for all costs associated with making and submitting a proposal including assessments required as a part of the planning and approvals process and proposed developments.

Unless prohibited by law, the Proponent will be required to reimburse Parks Victoria for all costs incurred in the preparation, negotiation and execution of a lease including a document preparation fee of \$2,250 plus GST.

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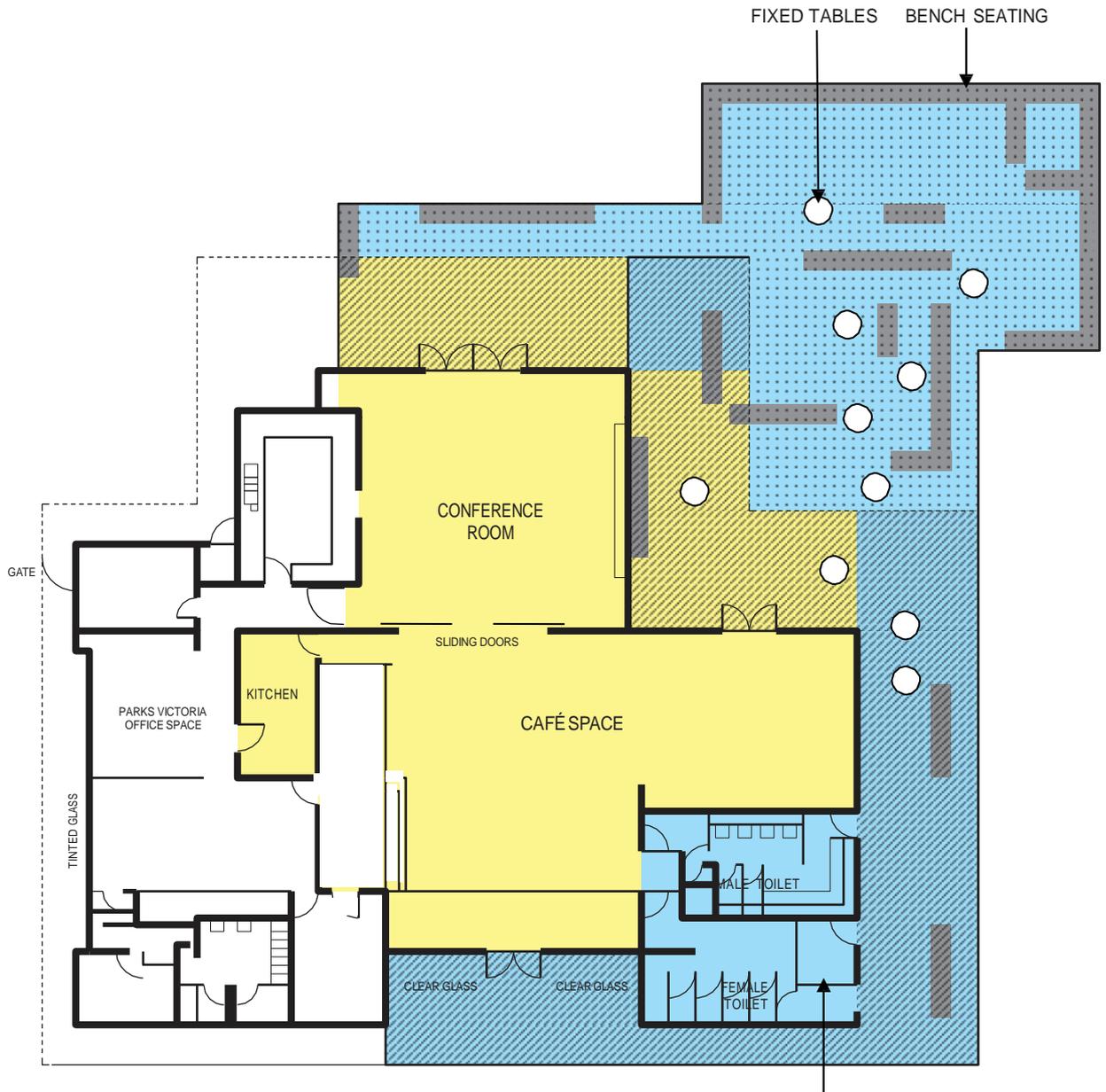
Agency

If proponents are responding through agents, proposals must; note that the agent is acting for, and will be remunerated by the proponent and provide formal written confirmation of authority from the proponent.

Parks Victoria will not deal with or recognise any party other than those who are referred to as the formal authority.

BRIMBANK PARK CAFÉ AND CONFERENCE SPACE

EVENT AREA
(APPROXIMATELY 70 METRES FROM BUILDING)



MAIN ENTRANCE

ACCESSIBLE TOILET



LEASE AREA



LICENCE AREA



PAVED AREA



UNDERCOVER OUTDOOR AREA

Proposal assessment



Evaluation Criteria

Proposals will be assessed by a Parks Victoria Project Assessment Panel in a single-stage process, against key selection criteria in accordance with leasing policy, legislation and management strategies. Applicants should ensure their submission thoroughly addresses and numbers the evaluation criteria as detailed below.

Proposal Concept 15%

Appropriateness of the concept, creativity and any proposed improvements.

- A full proposal description including the proposed activities, days and hours of operation and any innovative features.
- A schedule of all fit-out and development works, clearly noting the cost and the proposed year of completion.
- Drawings or schematic designs to illustrate the scope, design and character of your proposal.

Strategic Alignment 20%

Consistency of the proposal with the vision and management objectives for the site.

- Alignment with the Brimbank Park & Horseshoe Bend Future Directions Plan.
- Alignment with Parks Victoria's corporate goals and vision for Healthy Parks, Healthy People and the Healthy Choices Guidelines.
- Alignment with the requirements of the planning scheme.

Visitor Experience 20%

Contribution the proposal makes to the park visitor experience.

- How the business will enhance the park and the regional visitor experience.
- A marketing plan showing proposed target markets and visitor numbers.
- Demonstrate the extent your proposal will cater for visitors of all abilities.
- Outline intended visitor tracking and reporting to be provided to Parks Victoria.

Environmental and Cultural Management 15%

Heritage, cultural and environmental principles are addressed including management of impacts.

- Outline how the business will promote environmental sustainability.
- Outline opportunities to assist with the provision of information to park visitors.
- Outline your approach to managing the heritage and cultural values of the site.

Business Management and Viability 25%

Experience and credentials in managing a similar business and capacity to deliver the project.

- A business plan including the vision, goals and objectives, operations, structure, key risk assessment, qualifications and experience of personnel and the proposed key performance indicators for annual review by Parks Victoria.
- 5-year financial projections of operations with clear assumptions, including detailed revenue and expense projections and timing of required capital injection.
- Clearly note the estimated working capital requirements for your proposal, and the proposed sources of capital funding.
- The proposed rental return to Parks Victoria (Parks Victoria will engage the Valuer General to assess the proposed rental from the preferred proponent).
- Safety and emergency management considerations that will be built into the business model including compliance.
- Recognition of all likely licensing, accreditation, certifications and insurance requirements and when these will be required.

Lease Departures 5%

Parks Victoria's standard lease and licence agreements are available under 'useful links' on the Brimbank Café EOI homepage. By applying to Parks Victoria, applicants acknowledge and accept all agreement conditions. Please clearly highlight if you are proposing any departures and include supporting documentation where relevant.

Useful Resources

The following hyperlinks and suggested resources are not an exhaustive list. Proponents are advised to conduct their own research into applicable strategies, policies, documentation and aids that inform their proposal submission.

Useful Links

- [Brimbank Park & Horseshoe Bend - Future Directions Plan 2004](#)
- [Leasing Policy for Crown Land in Victoria](#)
- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks, Healthy People](#)
- [Healthy Choices guidelines](#)
- [Healthy Choices checklist](#)

Resources

- Aboriginal Heritage Act 2006
- Victorian Visitor Economy Strategy
- Tourism Research Australia
- Accessible Tourism – Tourism Victoria
- EOI Essentials with Parks Victoria
- Parks Victoria Disability Action Plan 2017-2020

EOI submissions

All EOI proposals are to be submitted to EOI@parks.vic.gov.au before 4pm AEST on 22 June 2018

Subject: EOI 201803 Brimbank Park Cafe

A notification will be sent to applicants registering their intent to submit an application and a notification will be sent by email to applicants upon receipt of the proposal.

Contact

Project Manager: Rob Black

Email EOI@parks.vic.gov.au to book a site inspection, for EOI enquiries and for EOI submissions.

To retain the probity of the EOI process, applicants should not contact any staff other than the Project Manager as it may be detrimental to the integrity of the assessment. All contact with the Project Manager must be in writing to EOI@parks.vic.gov.au.

Expression of interest form

1. Applicant's details

Name of organisation / applicant:

Business Type: e.g. sole trader

ACN/ABN:

Directors / Principals:

Contact Person:

Phone:

Email:

Agent (if applicable):

Name of proposed proponent (if different from applicant):

2. Applicant checklist

Have you:

- Read EOI Essentials
- Read the EOI Opportunity document
- Conducted further reading, research and investigations, as appropriate
- Conducted a site visit

Ensure you submit as a part of your proposal

- Completed and signed expression of interest form
- Your EOI Proposal with supporting evidence.
- Authorised conflict of interest declaration

I hereby submit an Expression of Interest for a lease for the Brimbank Park Cafe.

Signed:

Name:

Date:

Conflict of interest declaration

EOI application for the Brimbank Park Cafe

All applicants are required to complete the following conflict of interest declaration. Where a relationship exists with any Parks Victoria staff member, please outline the details to be kept on record. Where a conflict of interest detrimental to the assessment process has been identified by Parks Victoria, a person may be asked not to participate in the EOI process.

Section 1: Applicant / prospective proponent

Name: _____

Position: _____

Business: _____

Contact: _____

Number: _____

Email: _____

Address: _____

Section 2: Conflict of interest

1. As an applicant in this EOI process I do not have any conflict of interest in this project (including an actual or a perceived conflict of interest).

OR

2. I have identified a perceived or actual conflict of interest with the following persons

The conflict relates to (tick appropriate box/s):

- | | |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Relationship with staff member | <input type="checkbox"/> Conflict of duty e.g. membership of another Public sector or private organisation |
| <input type="checkbox"/> Relationship with family or friends | <input type="checkbox"/> Other (please detail): |
| <input type="checkbox"/> Relationship with external parties' | The conflict is expected to last (tick appropriate box): |
| <input type="checkbox"/> Financial interest | <input type="checkbox"/> 0-12 months <input type="checkbox"/> > 12 months <input type="checkbox"/> Ongoing |
| <input type="checkbox"/> Outside work activities (paid/unpaid) | |

To the best of my knowledge and belief, any actual, perceived or potential conflicts between myself, my business and Parks Victoria and/or the designated EOI Project Manager have been fully disclosed in this declaration form. I acknowledge and agree to comply with any directions from Parks Victoria in respect of any actual, perceived or potential conflict of interest.

Signed Name: _____

Date: _____

Disclaimer

Applicants must make independent enquiries in relation to their application.

This EOI is intended to provide background information.

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

Parks Victoria does not take responsibility for any site 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 EOI, any matter deemed to form part of this EOI, the supporting information or documents referred to in this EOI or any information supplied on behalf of Parks Victoria. All information given to an applicant and ultimately the preferred proponent by Parks Victoria or 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.

By submitting an application, the applicant agrees, without qualifications, to have acknowledged and accepted this disclaimer.

