



# EOI

# The Opportunity

Cape Otway Lightstation



Healthy Parks  
Healthy People®



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# The Opportunity

Cape Otway Lightstation Precinct

**EOI schedule**

Stage 1 EOI Opens

**28 August 2017**

Site visits

**6 & 12 September 2017**

Applications close

**6 October 2017**

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

At the centre of the internationally acclaimed Great Ocean Road touring route and the Great Ocean Walk is the spectacular Cape Otway Lightstation. A hub of activity, the precinct is bursting with relics of a bygone era and cultural significance.

Perched on the top of Cape Otway and enjoying majestic views of the point where Bass Strait and the Southern Ocean meet, the Cape Otway Lightstation offers visitors a fascinating historical and cultural experience.

Visitors can explore multiple heritage buildings, structures and artefacts uncovering times past. Experience lighthouse staff quarters that have been transformed into guest lodgings, Head keepers houses now offering café meals and local indigenous stories that connect you to the ancient and continuing Aboriginal culture.

### A once in a lifetime opportunity to lease an extraordinarily diverse visitor precinct for up to 21 years.

Ideally located in the middle of the iconic Great Ocean Walk and the world famous Great Ocean Road, this extraordinary site offers the opportunity to tap into regional, national and international markets.

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

*“Experience maritime and shipping history, WWII bunkers, the 1859 telegraph station and Aboriginal heritage, in a stunning clifftop setting”*

**Mark Mellington, Area Chief Ranger Colac Otway,  
Parks Victoria**

Cape Otway Lightstation is historically important because the lighthouse is the oldest surviving lighthouse on the Australian mainland.

#### **Victorian Heritage Register**

#### **Features**

- 18 metre Cape Otway lighthouse tower
- Entrance building (currently tourist information, ticketing, souvenir shop and offices)
- Head Keepers' quarters (currently accommodation)
- Assistant Keepers' quarters and visitors flat (currently café, toilets and accommodation)
- Workshop (currently a museum and school groups room)
- Manager House / visitor accommodation (former Garage)
- Radar WWII bunker and lookout
- Telegraph Station (museum) and garage (currently a dinosaur exhibit)
- Indigenous Meeting Hut
- Sculptures
- Historical artefacts, monuments and plaques (including clocks, lamps, optical systems, sideboards, anchors, etc.)
- Sealed car park and public toilet block at entrance
- Sealed roads to the Lightstation and overflow car park (not included in lease area)

# Lightstation precinct profile

From maritime artefacts to WWII bunkers and lighthouse tours; this visitor attraction offers an abundance of experiences surrounded by the serene bushland and rugged coastline of the Great Otway National Park.

## Location

The lightstation precinct is in Cape Otway, 35km west of Apollo Bay, 12km south of the Great Ocean Road, 150km south-west of Geelong and 230km south-west of Melbourne.

The precinct is inside the Great Otway National Park featuring over 100,000ha rugged coastline, sandy beaches, rock platforms and heathland. In the north, the park contains tall forests, fern gullies, magnificent waterfalls and tranquil lakes.

The Cape Otway Lightstation falls within the Colac Otway Shire Council.

currently licensed to conduct guided tours and activities in the Great Otway National Park.

Tours inside the Lighthouse precinct are managed by the Tenant. Currently the precinct offers lighthouse tours, World War II bunkers, maritime and art sculptures, a museum of artefacts and information, Indigenous experiences, a café and overnight accommodation.

The site welcomes tourists, walkers, diners, school groups, licensed tour operators and accommodation guests. Entry fees currently apply to enter the lighthouse precinct.

There is an opportunity for the successful proponent to propose an operating model which varies from the existing operating model.

*"The Visitor Economy is the largest employment sector in our shire with the greatest growth potential. The Colac Otway Shire currently receives 437,000 domestic overnight, 66,000 international overnight and 415,000 domestic day trip visitors per annum."*

**Gary Warrener, Manager Economic Development and Tourism, Colac Otway Shire**

## Access



- **By road** - access to the site by car, bus or coach is via Lighthouse Road, approximately 14km off the Great Ocean Road.
- **By public transport** - no public transport is available directly to the lightstation, however, there is a train service from Melbourne to Geelong and a bus service to Apollo Bay. Private operators can provide transport from Apollo Bay to the lightstation.
- **By bike** - visitors can arrive via Lighthouse Road.
- **By foot** - the Great Ocean Walk track connects with the lighthouse precinct, and there is a Great Ocean Walk "hike-in" camp site at Cape Otway (250m from the lighthouse precinct)

## Visitation

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

There are more than 200 tour operators and activity providers

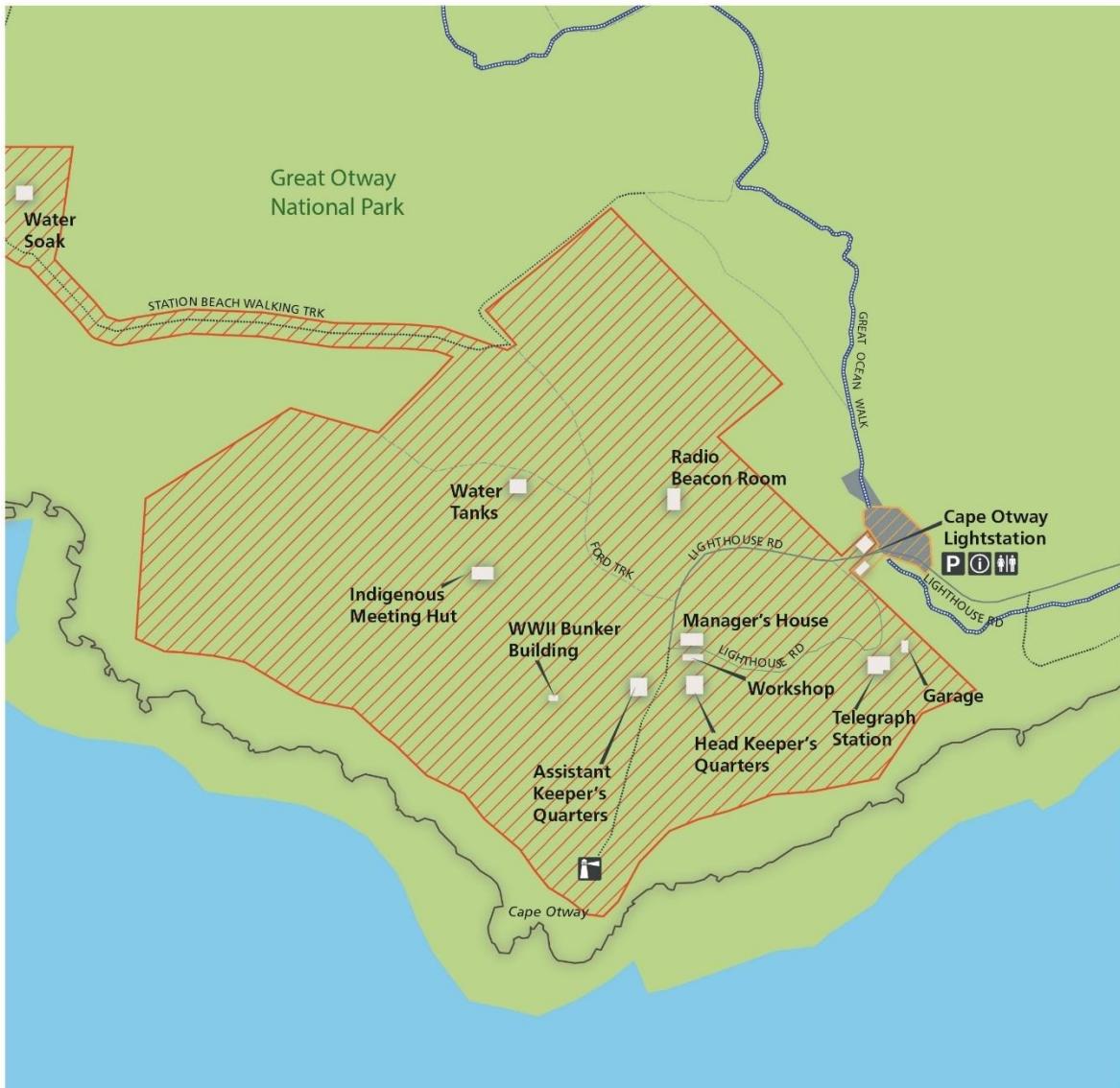
## Heritage

The Cape Otway Lightstation is of historical, architectural, scientific, social and archaeological importance to the State of Victoria. All the land in the lease area and the significant buildings are registered on the Victorian Heritage Register.

Many movable items within the buildings are historic artefacts and furniture which are the property of the Australian Maritime Safety Authority and/or are on loan to Parks Victoria. The successful proponent will be required to manage this collection. A list of the heritage inventory will be provided to the successful proponent at the lease negotiation stage.

# Precinct map

## Precinct Map



P	Parking	..... Walking track	Lease area
⚻	Toilets	- - - Shared track	Licence area
ⓘ	Picnic area	- - - Unsealed road	Park boundary
⚓	Lighthouse	— Sealed road	Building
		—— Great Ocean Walk	Carpark

[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. Cartography by Parks Victoria August 2017.



N

0

200

400

600

800

metres





# The region

Koalas, shipwrecks, waterfalls, beaches, walking trails and more. Rich in its appeal, the Great Otway National Park receives over 2 million visits per annum.

## History

Following numerous tragic shipwrecks on the Bass Strait coast and King Island, a lighthouse was built at Cape Otway - 90 metres above sea level. It was completed in 1848 and decommissioned in 1994. It was the longest continuous operating lighthouse on the Australian mainland.

In 1859, one of the earliest telegraph stations in Australia was added to the facility.

In 1997, the Lightstation was leased by Parks Victoria to a local company to operate tours, experiences and accommodation.

In 2005, the Cape Otway Lightstation precinct was included in the newly created Great Otway National Park, and has since been managed under the National Parks Act 1975 (Vic).

## Traditional Owners

Cape Otway is in Gadubanud country, framed by Barwon River along the north, connecting with the Gellibrand River before heading south toward the sea. The Gadubanud people lived west of Paintkalac Creek along the Otway Ranges. Gadubanud means 'King Parrot Language' and five language groups are recorded in the area. (Clarke 1990, from South Coast Shire, 'Songlines', July 2016).

The Cape Otway Lightstation precinct is an area rich in Aboriginal history including midden sites as well as a continued place for Traditional Owners to maintain connections to their Country. Parks Victoria is committed to working collaboratively and respectfully with Traditional Owners about community and interests.

Parks Victoria supports the creation of partnerships with Traditional Owners around proposed operations and developments at Cape Otway Lightstation. Successful applicants from stage one may be required to include details of discussions with Traditional Owners such as the Eastern Maar Aboriginal Corporation (EMAC) in their stage two submission.

## Regional Highlights

The region offers a wealth of activities to complement the product offerings at the light station.

- **Attractions**

Key visitor sites include Cape Otway National Park, waterfalls, beaches, campgrounds, Otway Forest Park, Great Ocean Road, Great Ocean Walk, 12 Apostles, Conservation Ecology Centre, Otway Fly Treetop Adventures and Otway Harvest Trail.

- **Activities**

Visitors to the area enjoy activities such as camping, fishing, horse riding, touring, bushwalking, picnicking, mountain bike riding, four-wheel driving and whale watching.

- **Events**

Local major events include the International Lighthouse Weekend, Great Ocean Road Marathon, Otway Odyssey Bike Marathon, Birregurra Festival & Art Show, Gellibrand Blues & Blueberries, Apollo Bay Seafood festival, GOW100 Marathon, Otway Oktoberfest, Colac Orchid Club Annual Show, Amy's Gran Fondo, Rip Curl Pro Surfing, Run Forrest, Forrest Soup Festival, markets and many community, music and art festivals.

## Biodiversity

The Great Otway National Park and Otway Forest Park contain a large range of wildlife habitat including 43 endemic species found nowhere else in the world.



104,000ha  
Indigenous  
plants



1273  
Flora  
species



412  
Fauna  
species

Regular fauna includes koalas, king parrots, possums, gliders and yellow-tailed black cockatoos. The beaches are home to the rare Hooded Plover - a small, shy bird that relies on respectful beach users to survive. Vehicles often pull over on the road into the Lightstation precinct to view Koalas.



# Cape Otway User Visitor Segments



**71%**

Nature  
admirers



**10%**

Trail users



**11%**

Passive and  
other users



**4%**

Activity centrics



**4%**

Access made  
easy

Please note that survey results are not specific to the Cape Otway Lightstation precinct and are indicative user groups for the greater Great Otway National Park

# Lease / licence proposal

Realise the full potential of this icon along the Shipwreck Coast 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 6 and encapsulates the Cape Otway Lightstation precinct and buildings including Signal Station, Head Keepers Quarters, Assistant Lightkeepers Quarters, Managers House, Workshop, World War II Bunker, Entrance building, Lighthouse and beacon, Aboriginal meeting hut, sculptures, flagstaff and water tanks.

Lease area services include single phase power with a generator and a septic system and a water soak, which currently supplies water to the water tanks in the lease area. An additional source of water may be required at times. Refer to aerial maps on pages 7 & 8 for footprint details.

The Bureau of Meteorology has a small weather station on the cliff side of the lighthouse requiring access, 24 hours a day.

## Licence Footprint

The sealed car park and the public toilets outside of the lease area will also be managed by the successful proponent under a licence. The licence area is highlighted on page 6 and on the aerial map on pages 7 & 8. The licence will have the concurrent term as the lease, and include cleaning and maintenance obligations. Public access must be maintained to the car park and public toilets.

## Zoning and types of activities

The types of activities sought include sightseeing, accommodation, dining, tours, education, functions, events, conferences and retail, or a combination.

The Cape Otway Lightstation Precinct is zoned Public Conservation and Resource Zone (PCRZ) under the Colac Otway Planning Scheme. The precinct has planning overlays including Bushfire Management Overlay, Erosion Management Overlay, Heritage Overlay, Landscape Overlay as well as being an area of Aboriginal Cultural Heritage Sensitivity. Permits are required under the Heritage Act (1995) for works, alterations and development.

Applicants must conduct their own investigations into required permissions for their proposal, such as planning or heritage permissions.

Any new development proposed by the applicant should be clearly highlighted in the EOI proposal submission.

## 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, jobs creation, traditional owner participation, the attraction of new visitor markets, and enhanced visitor experiences.

## Lease arrangement and term

The maximum lease term available under the National Parks Act Vic (1975) is 21 years.

The lease can be granted by the Minister for Energy, Environment and Climate Change, and is subject to endorsement by the Parks Victoria Board.

The National Parks Act Vic (1975) requires that the Minister consult with the National Parks Advisory Council before granting a lease.

Commencement of the lease is anticipated to be during the first quarter of the 2018/19 financial year.

## Management Plans and Strategies

"Caring for Country - The Otways and You: Great Otway National Park and Otway Forest Park Management Plan (December 2009)", is the relevant Management Plan covering the Cape Otway Lightstation precinct. Applicants should refer in their submissions to the alignment with this plan, and the Cape Otway Lightstation Conservation Management Plan.

While the Cape Otway Lightstation Conservation Management Plan (1994) refers to any newly proposed development being located outside of the lighthouse precinct, the Addendum to the plan (1996) references new built development to be critically considered with the objective of retaining the lighthouse precinct's sense of isolation and under-developed built character.

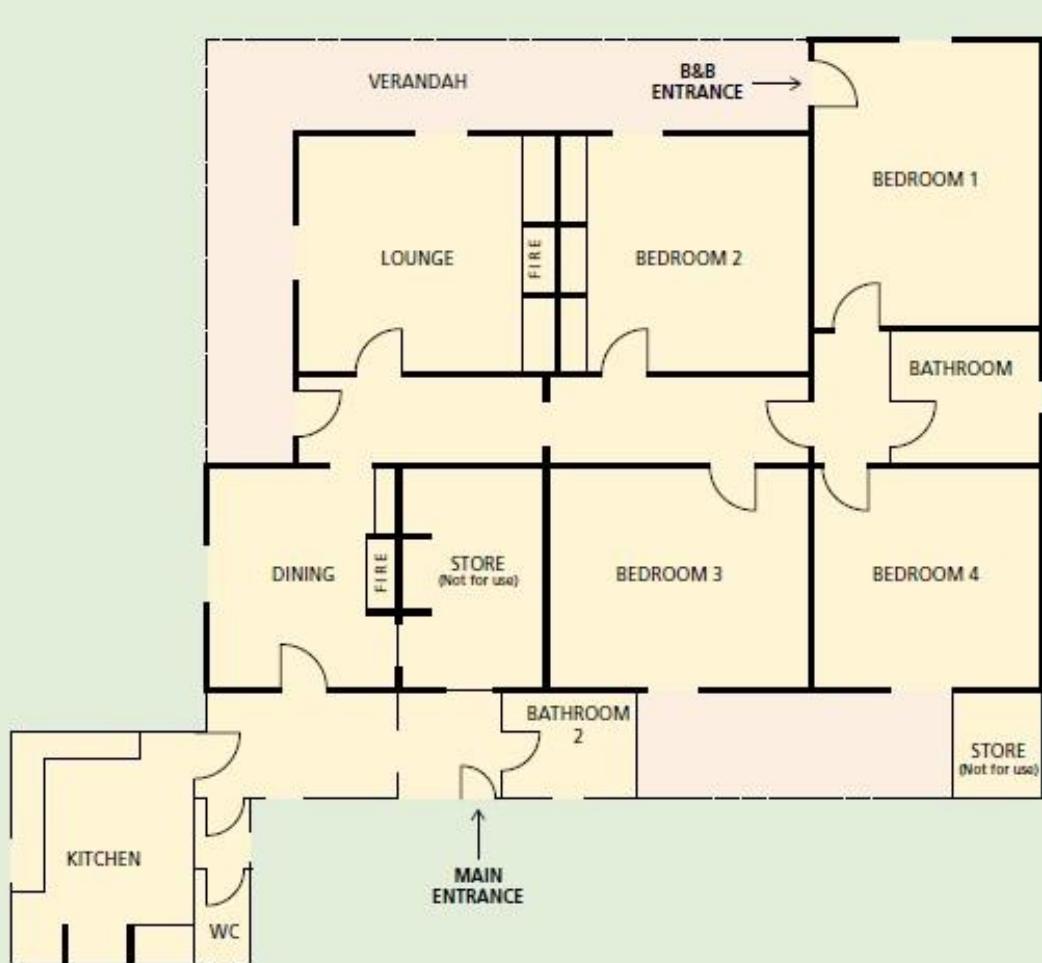
As such, Parks Victoria will consider proposals for the creation of appropriate new infrastructure that, subject to permits from Heritage Victoria and other relevant approval authorities, positively responds to the heritage and landscape values of the site.

A photograph of a white, two-story house with a dark shingled roof. The house features a central entrance with a white door and windows on either side. It is surrounded by mature trees and a well-maintained lawn. The sky is overcast.

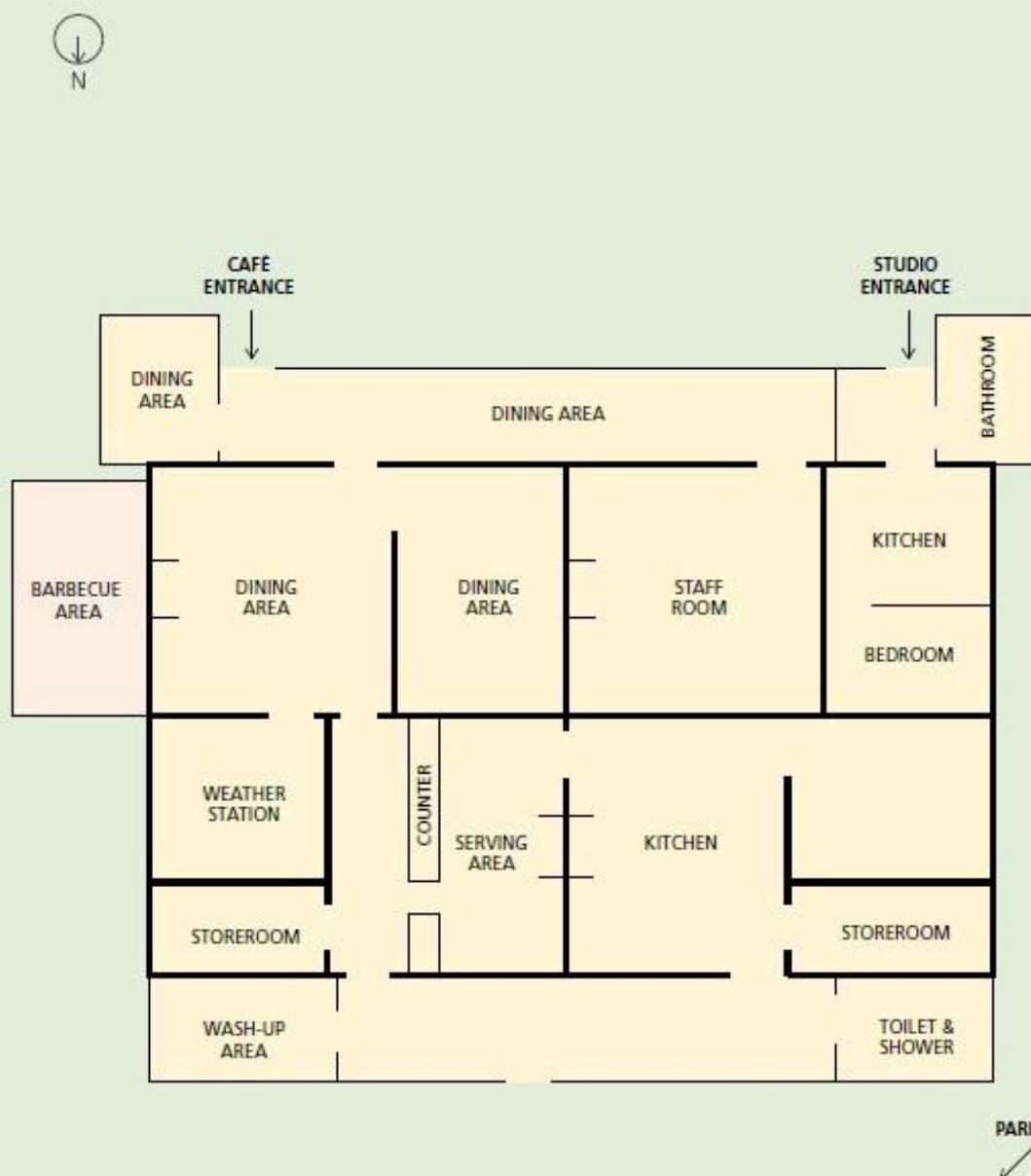
# Building floorplans

## Cape Otway – Head Keeper's Quarters

Building Footprint

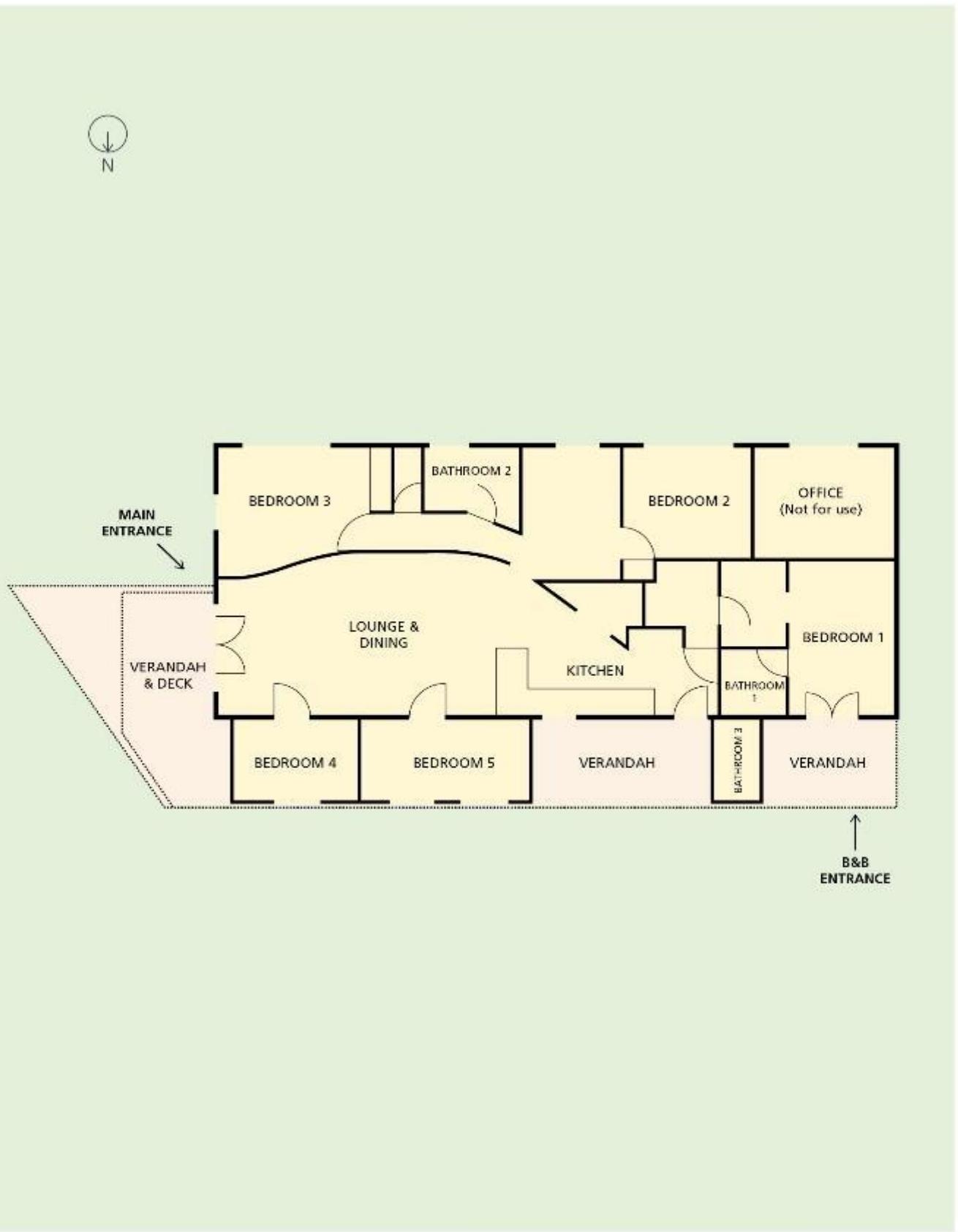


## Cape Otway – Assistant Keeper's Quarters Building Footprint



## Cape Otway – Managers House

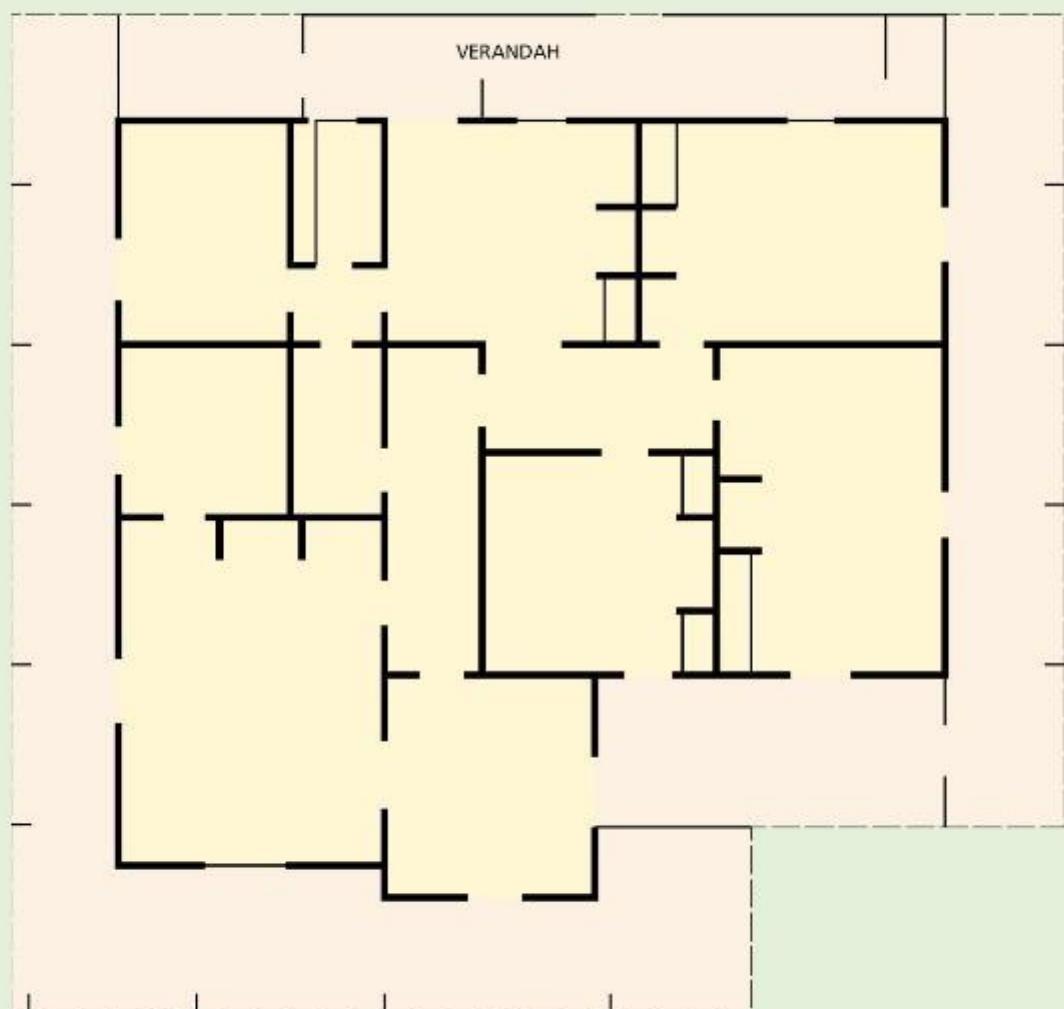
Building Footprint



[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 accepts no liability whatsoever  
which may arise from your relying on this information. Data source: acknowledgement: State Digital Mapbase, The State of Victoria and  
the Department of Environment and Primary Industries. Cartography by Parks Victoria May 2012.

# Cape Otway - Signal Station (Telegraph Station)

Building Footprint

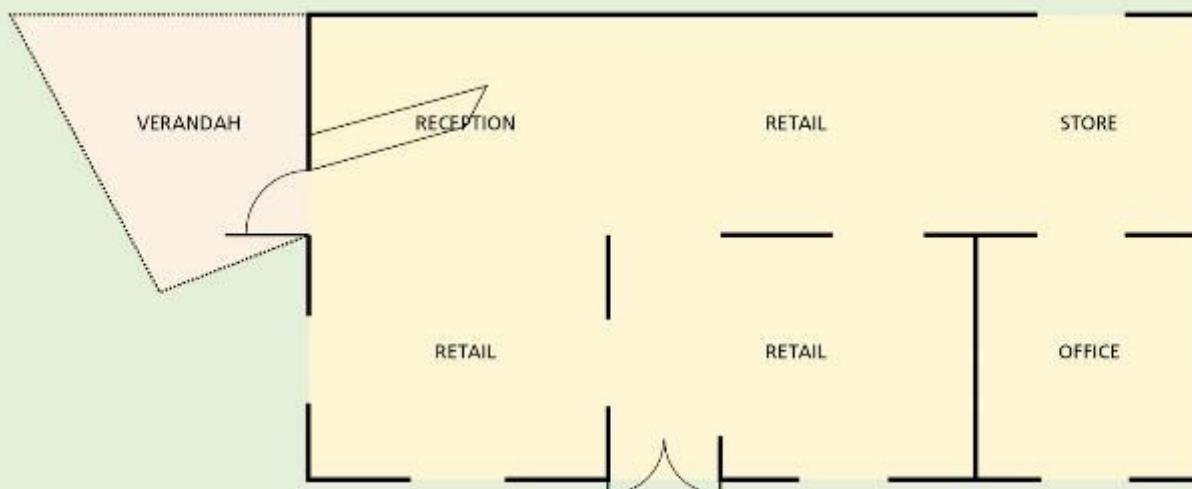


# Cape Otway – Entrance Building

Building Footprint



TIMBER SLEEPER RETAINING WALL



A photograph of a large satellite dish antenna mounted on a dark metal pole. The dish is angled upwards towards the right. The background is a clear blue sky with a few wispy white clouds. The dish has a red and white protective cover.

# Proposal assessment

# Evaluation criteria

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

## 1. **Proposal Concept 20%**

Appropriateness of the concept, creativity and proposed development(s).

- Proposal description including proposed activities and innovative features
- Any proposed modifications including improvements, development(s) and infrastructure and equipment requirements
- Preferred lease footprint(s) and lease term being sought (up to a maximum of 21 years), stating reasons why

## 2. **Strategic Alignment. 20%**

Consistency of the proposal with the vision and management objectives for the site including the Park Management Plan, Conservation Management Plan, Park Victoria's vision and corporate goals and other relevant strategies and policies.

- Alignment with Parks Victoria's corporate goals and vision for Healthy Parks, Healthy People
- Alignment with the Park Management Plan and any other relevant strategies
- Alignment with the requirements of the planning scheme and the National Parks Act Vic (1975)

## 3. **Business Management and Viability 20%**

Prior experience and credentials in managing a similar business or service and capacity to deliver the project

- Operator profile and experience
- Proposed business entity including management structure and ownership
- Proposed business financing

## 4. **Visitor Experience 20%**

The level of service, range of activities and contribution the proposal makes to the park visitor experience.

- How the business will enhance the local and regional visitor experience
- Proposed target markets and visitor numbers
- The proposed level of service the business will offer including:
  - access (including public, visitor and mobility needs)
  - range of activities
  - customer service principles
  - proposed days and hours of operation

## 5. **Environmental and Cultural Management 20%.**

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

- Proposed opportunities for engagement and participation with Traditional Owners
- The approach to sustainably managing heritage and cultural values of the site, including heritage buildings, presentation and interpretation
- Management of environmental impacts associated with the business including any proposed developments

Shortlisted applicants from stage one will be invited to submit a full proposal in stage two of the EOI process. Refer to the EOI Essentials document on the Parks Victoria website for more information.

# 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.

## Hyperlinks

- [Great Otway National Park and Otway Forest Park Management Plan](#)
- [Cape Otway Lightstation Conservation Management Plan 1994 and addendum](#)
- [Tourism Leases in National Parks Guidance Note \(2015\)](#)
- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks, Healthy People](#)

## Resources

- The Otways -Destination Action Plan –2015-2017
- Cape Otway Lightstation – Statement of Significance
- The Great Ocean Walk
- The Shipwreck Coast Master Plan
- Leasing Policy for Crown Land in Victoria 2010
- Eastern Maar Aboriginal Corporation
- The Otways -Destination Action Plan –2015-2017
- Aboriginal Heritage Act 2006
- Victorian Visitor Economy Strategy
- Tourism Research Australia
- Accessible Tourism – Tourism Victoria
- EOI Essentials with Parks Victoria

# EOI submissions

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

before 4pm AEST on 6 October 2017

**Subject:** EOI 201702 Cape Otway Lightstation Precinct

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](mailto: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](mailto: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 tenant (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 Cape Otway Lightstation Precinct.

Signed:

Name:

Date:

# Conflict of interest declaration

## EOI application for the Cape Otway Lightstation Precinct

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 tenant

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):

- Relationship with staff member
- Relationship with family or friends
- Relationship with external parties
- Financial interest
- Outside work activities (paid/unpaid)

- Conflict of duty e.g. membership of another Public sector or private organisation

Other (please detail):

The conflict is expected to last (tick appropriate box):  
 0-12 months     > 12 months     Ongoing

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.

