

Invitation for Application

Mobile Trading trial
in Parks and Reserves

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The Opportunity

EOI schedule

Applications open

14 August 2017

Applications close

12 September 2017



70

National and state
parks



24

marine parks and
sanctuaries



148

places on the
Victorian Heritage
Register



\$1.4b

in park tourism



445

Licensed Tour
Operators



98.5m

visitors

Invitation to apply

Parks Victoria welcomes more than 98 million visitors to the nation’s most beautiful parks, reserves and waterways each year. Mobile traders now have the opportunity to tap into some of these markets offering seasonal operations to park visitors.

Parks Victoria is dedicated to strengthening the health, wellbeing, liveability and economy of Victoria. It recognises that mobile traders can play an important role in creating vibrancy and providing an accessible service 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 for the provision of goods to park visitors via mobile trading.

12 seasonal mobile trading sites, including 10 summer sites and 2 winter sites are available across the state for periods of up to six months each.

You may decide to apply for one site, or where you have additional mobile trading vehicles, more than one. Whatever your business model, it should reflect the needs of park visitors, offer safe operations, while protecting the natural environment.

Mobile trading features

- 12 mobile trading sites located at 11 of Victoria’s beautiful landscapes
- Flexible trading operations
- Strong visitation during seasonal periods
- Captured target markets
- Site exclusivity within a designated Park area
- Opportunity to supply locally-sourced products

“Mobile trading is a means of expanding Parks Victoria’s offer to park visitors while providing opportunities for small business. The trial will provide a dynamic shift in the potential for short-term, seasonal activation; marrying contemporary visitor needs with suitably aligned parks.”

Matthew Jackson
Chief Executive Officer, Parks Victoria



over
1,200
events



over
99,000
accommodation
bookings p.a.



over
1,000
commercial
agreements



over
28,000
assets



Mobile Trading Sites



Mobile trading permit

Calling all food entrepreneurs, culinary creators, mobile microbusinesses, street eats and coffee aficionados. Get your pulled pork tacos, dumplings, roti rolls, salad and ceviche ready as Parks Victoria is offering 12 sites across the state for local businesses to provide delicious delicacies to park visitors.

Permit information

Mobile trading refers to the sale of goods in parks and reserves from a mobile structure, trailer or vehicle.

Mobile trading permits are issued by Parks Victoria under the National Parks Act and licenses, under the Crown Land (Reserves) Act for the sale of goods. All goods proposed to be sold must directly relate to the needs of park visitors.

Permit term

The trial licence term will be a maximum period of six months; running from November 2017 to April 2018 for summer sites. Winter only sites will be available for three to six months commencing 1 June 2018.

Parks Victoria recommends that proponents conduct their own investigations including a site inspection of the mobile trading location to ensure its appropriateness for their proposed mobile trading business.

Offers being sought

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

- A focus on food and beverage mobile trading businesses
- Providing park visitors with enhanced experiences
- Strategically aligning mobile trading to Parks Victoria's and the Victorian Governments' priorities
- A proven track record of delivering a similar service to a high level
- Consideration of the environment
- Ability to deliver social benefits to the community

Permit conditions

Key conditions associated with the mobile trading permit include:

- All mobile trading utility and service provisions are the responsibility of the mobile trading business and are not provided by Parks Victoria at the Permit area.
- Rubbish bins must be provided and rubbish must be taken away from the park and disposed of accordingly after each day of trade.
- No water, liquid, grease or other waste can be disposed of within the Park.
- The sale of alcohol and cigarettes is strictly prohibited
- A minimum of two menu items and 50% of displayed drinks that meet the 'green' or 'amber' Healthy Choices classification must be provided. Bottled water must also be available.
- Associated with the trial program, Permittees must provide a monthly report to Parks Victoria with gross revenue (including for healthy choice categories), expenses, number of transactions, number of days of operation and post code collation.
- Certificate of Currency of Public and Products Liability insurance to \$20 million.

A full list of conditions is outlined in the Draft Trade Permit (representing general and special National Park Act and Crown Land Reserves Act permit conditions) highlighted under 'useful hyperlinks' on the following page. By submitting an application to Parks Victoria, applicants acknowledge and accept all licence conditions.

Permit fee

Application fee – \$250

Monthly location fee – \$25 - \$100 month

Total fees are outlined on the specific site pages, following.

Permit fees are payable in full at the time a permit is issued and before trading can commence.

Submissions

Applications are to be submitted to mobiletrading@parks.vic.gov.au

before 4.00pm AEST on 12 September 2017

Subject: EOI 201703 Mobile Trading trial 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 Coordinator as it may be detrimental to the integrity of the assessment. All contact must be in writing to mobiletrading@parks.vic.gov.au

Assessment Criteria

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

- 1. Proposal Concept – 25%**
Appropriateness of the mobile trading operation, proposed goods provision and any innovative features
- 2. Strategic Alignment – 20%**
Demonstrated alignment with Parks Victoria's Healthy Parks Healthy People vision, the Victorian Governments' Healthy Choices guidelines and broader social benefits to the community such as employment, all abilities access, local supplier procurement etc.
- 3. Business Management and Viability 15%**
Demonstrated record of providing the same or similar business and high level service offering.
- 4. Visitor Experience 25%**
Degree to which the offer enhances the park's visitor experience including days and times of operation.
- 5. Environmental and Cultural Management 15%**
Degree to which the proposal considers and responds to environmental measures such as noise minimisation, waste disposal, power and litter management.

Useful Resources

- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks Healthy People](#)
- [Victorian Government – Streatrader. Starting your mobile food business](#)

Useful resources also available at parks.vic.gov.au/eoi

- [Victorian Government – Healthy Choices Guidelines](#)
- [Victorian Government – Food checker rating, green amber red](#)
- [Draft Mobile Trading Permit](#)

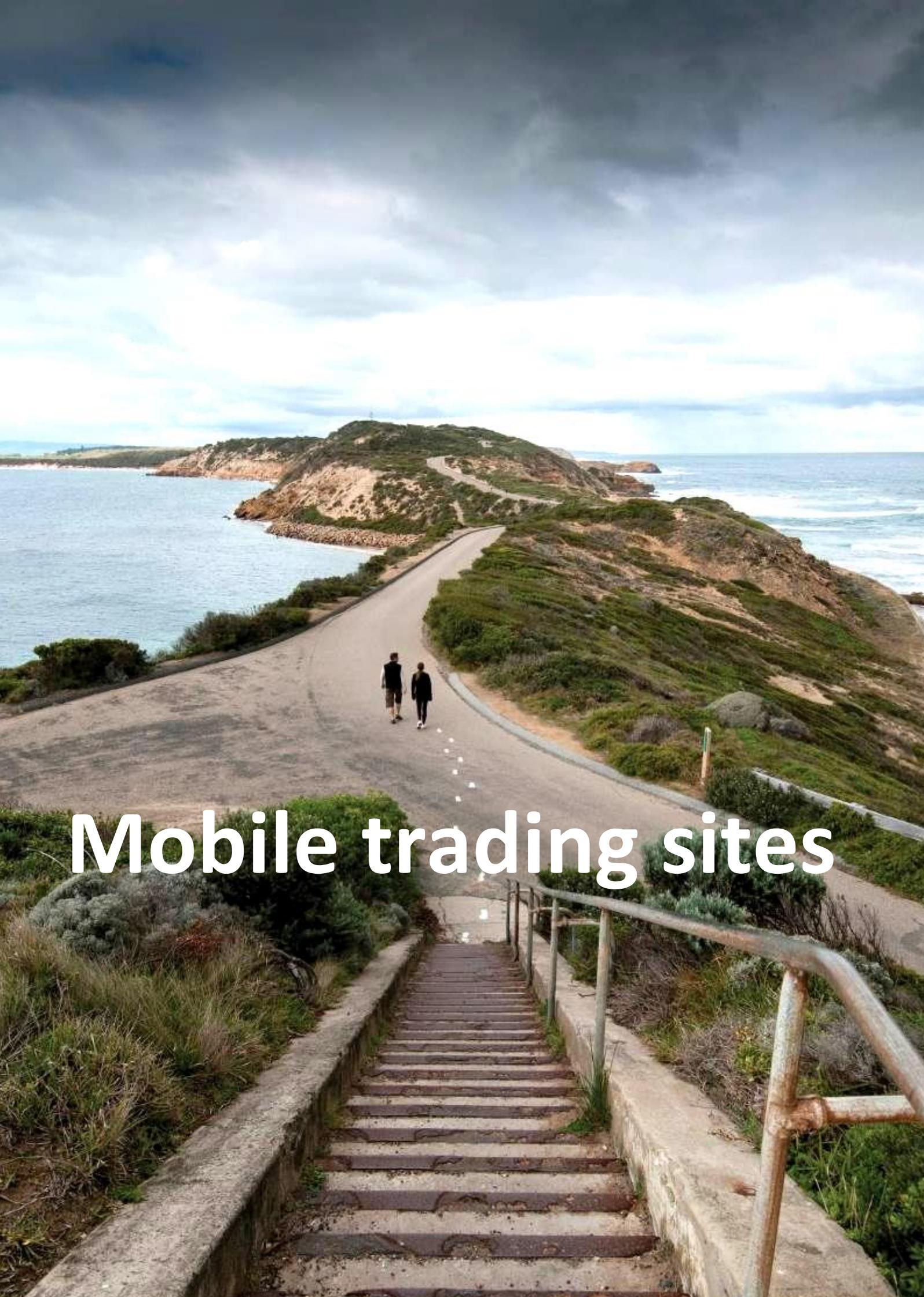
Checklist

Have you:

- Read this Invitation for Application Mobile Trading document
- Conducted further reading, research and investigations, as appropriate

Ensure you submit as a part of your proposal

- Completed and signed application form
- Completed conflict of interest declaration
- Public and Products Liability, Certificate of Currency insurance
- Evidence of applicant business status
- Proposed menu/list of goods offered with pricing
- Current copy of Street Trader Registration Certificate and most recent council inspection report
- Photographs of the truck, van or vehicle from which the mobile trading is proposed to take place



Mobile trading sites

1 – Baw Baw National Park

Mobile trading space

Indicative location

Mount St Gwinear Day Visitor Area – Snow Car Park

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed road. Snow chains must be carried during the declared ski season and fitted when and where directed.

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks, winter weather provisions (i.e. gloves, etc)

Permit period

Winter permit – 1 June 2018 start (3-6 months)

Permit fee

Total = \$325- \$400 (pending permit term)

Park profile

Located at the north-east end of the Baw Baw National Park in the Gippsland high country, Mount St Gwinear is a family friendly snow attraction during the winter months and a beautiful alpine naturist haven in the warmer months.

The park welcomes approximately 130,000 visitors per year.

Address

Mt St Gwinear Road, Baw Baw, VIC, 3833

Nearby facilities

Cross country skiing, heated shelter room, parking assistance (during busy periods), picnic area, snow play, tobogganing, toilets, snowshoeing, walking tracks

Regional highlights

Baw Baw village, Thomson Dam, Walhalla historical town

Park Management Plan

[Greater Alpine National Parks Management Plan](#)

Indicative site map



2 – Lerderderg State Park

Mobile trading space

Indicative location

MacKenzie's Flat picnic area carpark

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to gravel car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$400

Park profile

Part of the Great Dividing Range, the Lerderderg State Park offers a wide variety of vegetation, wildlife and some interesting goldmining relics. The MacKenzies Flat Picnic Area is a popular spot for a picnic and a swim.

The park welcomes approximately 36,000 visitors per year.

Address

Lerderderg Gorge Road, Darley, VIC, 3340

Nearby facilities

4-wheel driving, BBQ, camping, car park, dog walking, fishing, picnic area, swimming, toilets, walking tracks

Regional highlights

Lerderderg River, Lerderderg Gorge, Baccus Marsh Historic Sites

Park Management Plan

[Lerderderg State Park and Werribee Gorge State Park Management Plan](#)

Indicative site map



3 – Maroondah Reservoir Park

Mobile trading space

Indicative location

Maroondah Reservoir Main Carpark

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to gravel car park.

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit –November 2017 to April 2018

Permit fee

Total = \$550

Park profile

Maroondah Reservoir Park features gardens with stands of native and exotic trees, native animals and birds and walking tracks. Its playground, lawns, reservoir and facilities make it a popular picnic destination.

The park welcomes approximately 128,000 visitors per year

Address

Cnr Henderson Loop Rd and Maroondah Rear Access Rd, Healesville, VIC, 3777

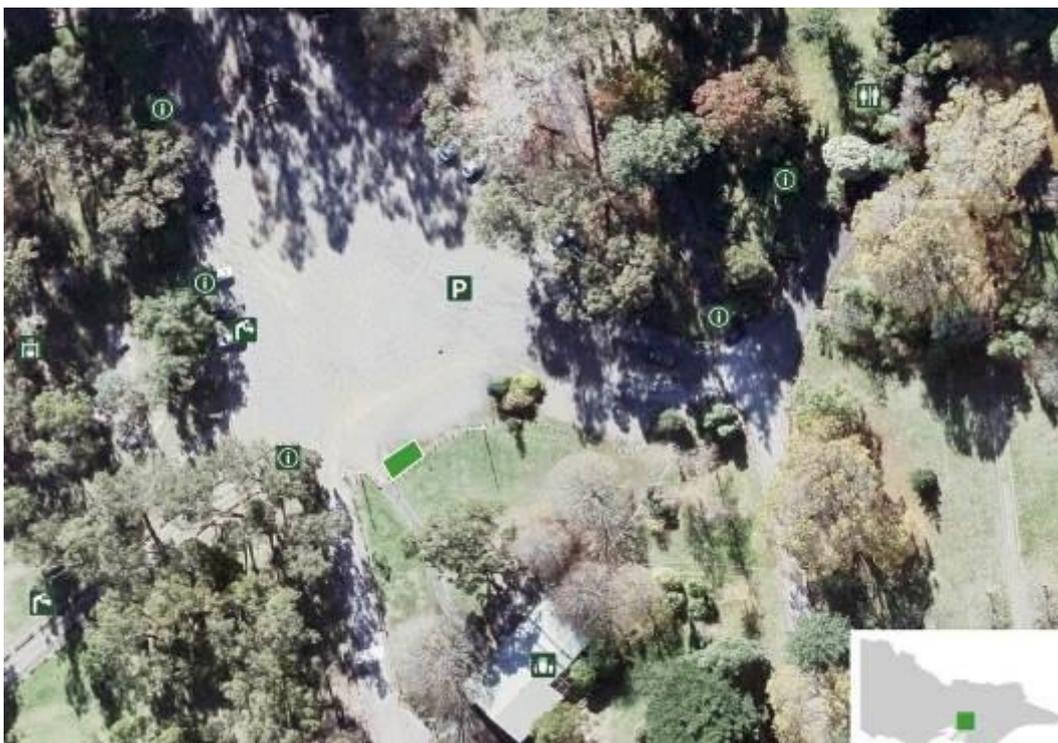
Nearby facilities

BBQ, car park, dog walking, picnic area, playground, sightseeing, toilets, walking tracks

Regional highlights

Healesville Sanctuary Zoo, RACV Healesville Country Club and Golf, Course, Yarra Valley Railway, Yarra Valley wineries

Indicative site map



4 – Olinda Golf Course

Mobile trading space

Indicative location

Olinda Golf Course Car Park

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed road to dirt car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$400

Park profile

This picturesque site is adjacent to the National Rhododendron Gardens and the RJ Hamer Arboretum. The 34-hectare golf course also forms part of the wider Olinda Township and the Dandenong Ranges National Park. The site provides both community and visitors with a range of recreational opportunities.

Address

Olinda-Monbulk Rd, Olinda, VIC, 3788

Nearby facilities

Car park, toilets, walking tracks, picnic area

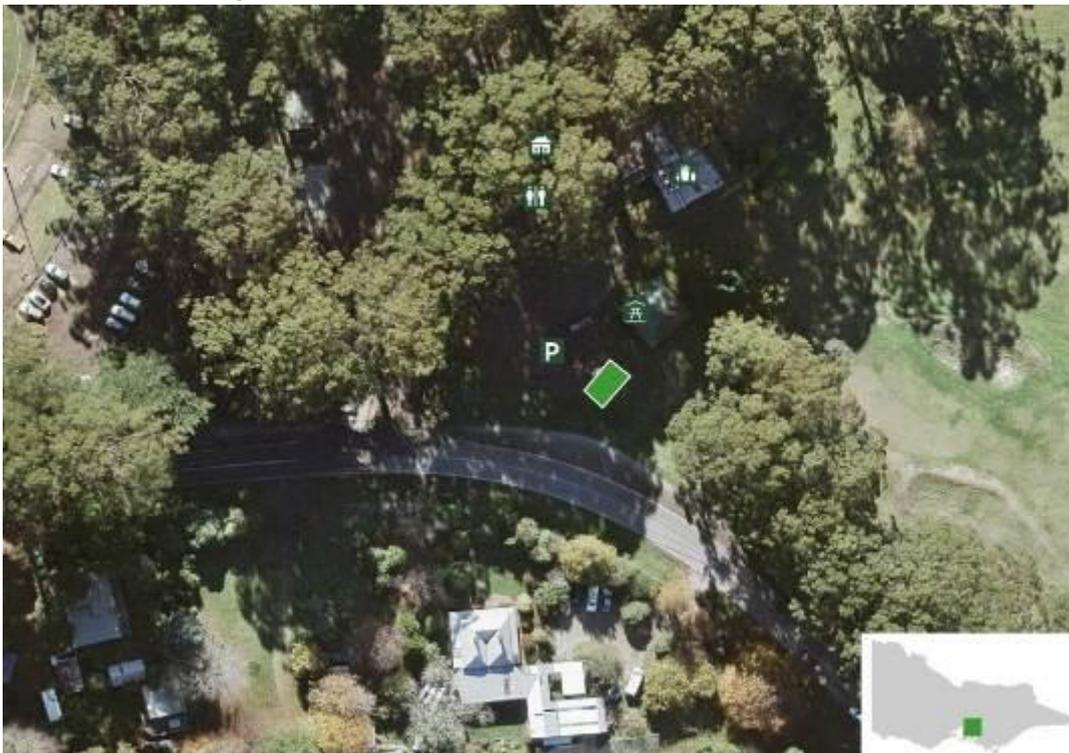
Regional highlights

1000 steps Mt Dandenong trail, Puffing Billy Railway, National Rhododendron Gardens

Park Management Plan

[Dandenong Ranges Gardens Strategic Management Plan](#)

Indicative site map



5 – Point Nepean National Park

Mobile trading space

Indicative location

Quarantine Station Information Centre
(Or Gunners Cottage Car Park – optional secondary site)

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed road area

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$550

Park profile

Established in 1852, the quarantine station contains the oldest barrack-style accommodation built for quarantine purposes in Australia. This historical precinct has almost 50 heritage listed buildings.

The area welcomes approximately 350,000 visitors per year.

Address

Jacksons Rd, Portsea, VIC, 3944

Nearby facilities

Bike tracks, car park, picnic area, sightseeing, toilets, walking tracks

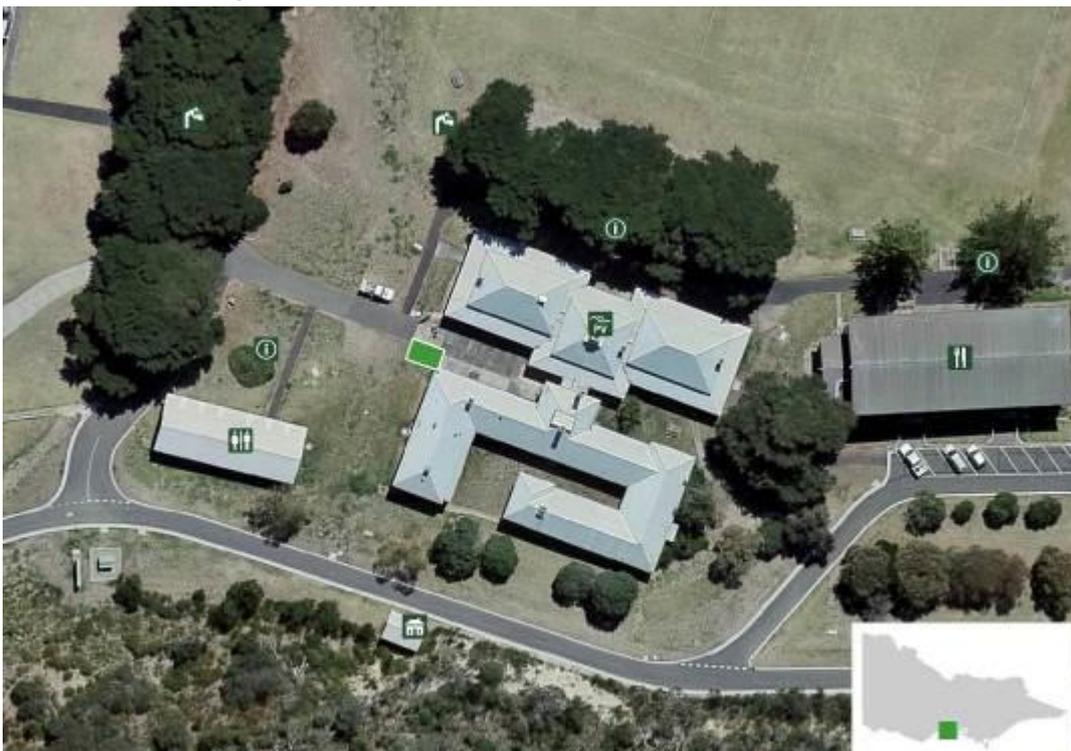
Regional highlights

Cape Schanck Lighthouse, Fort Nepean, Moonah Links Golf Club, Mornington Peninsula and Red Hill wineries, Nepean Historical Society Museum, Peninsula Hot Springs, RACV Cape Schanck Resort and Golf Course, Sorrento beach

Park Management Plan

[Point Nepean National Park and Quarantine Station Management Plan](#)

Indicative site map – Quarantine Station



6 – Silvan Reservoir Park

Mobile trading space

Indicative location

Silvan Reservoir Lower Picnic Ground car park

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$400

Park profile

Set in the foothills of the Dandenong Ranges, Silvan Reservoir Park is an easy drive from Melbourne and ideal for a great day out. It features landscaped picnic areas and open lawns surrounded by an impressive eucalypt forest.

The park welcomes approximately 43,000 visitors per year.

Address

Off Stoneyford Rd, Silvan, VIC, 3795

Nearby facilities

BBQ, car park, dog walking, picnic area, playground, sightseeing, toilets, walking tracks

Regional highlights

1000 steps Mt Dandenong trail, Puffing Billy Railway

Indicative site map



7 – Westerfolds Park

Mobile trading space

Indicative location

Red Gum car park near Ridge picnic area

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$550

Indicative site map



Park profile

Situated beside the Yarra River in Templestowe, Westerfolds Park offers over 120 hectares of parkland perfect for picnicking, cycling, walking and canoeing.

Address

Off Fitzsimons Lane, Templestowe, VIC, 3106

Nearby facilities

BBQ, bike tracks, car park, picnic area, playground, river, toilets, walking tracks

Regional highlights

Diamond Valley Miniature Railway, Montsalvat

Park Management Plan

[Yarra Valley Parklands Management Plan](#)

8 – Westgate Park

Mobile trading space

Indicative location

Westgate Park main car park

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2018

Permit fee

Total = \$550

Park profile

Located along the eastern banks of the Yarra River under the Westgate Bridge, Westgate Park offers a range of attractions and activities close to the city. The park affords spectacular views to the mouth of the Yarra River and the Melbourne city skyline.

The park welcomes approximately 51,000 visitors per year.

Address

Todd Road (near Cook Street/Webb Dock Drive intersection), Port Melbourne VIC 3207

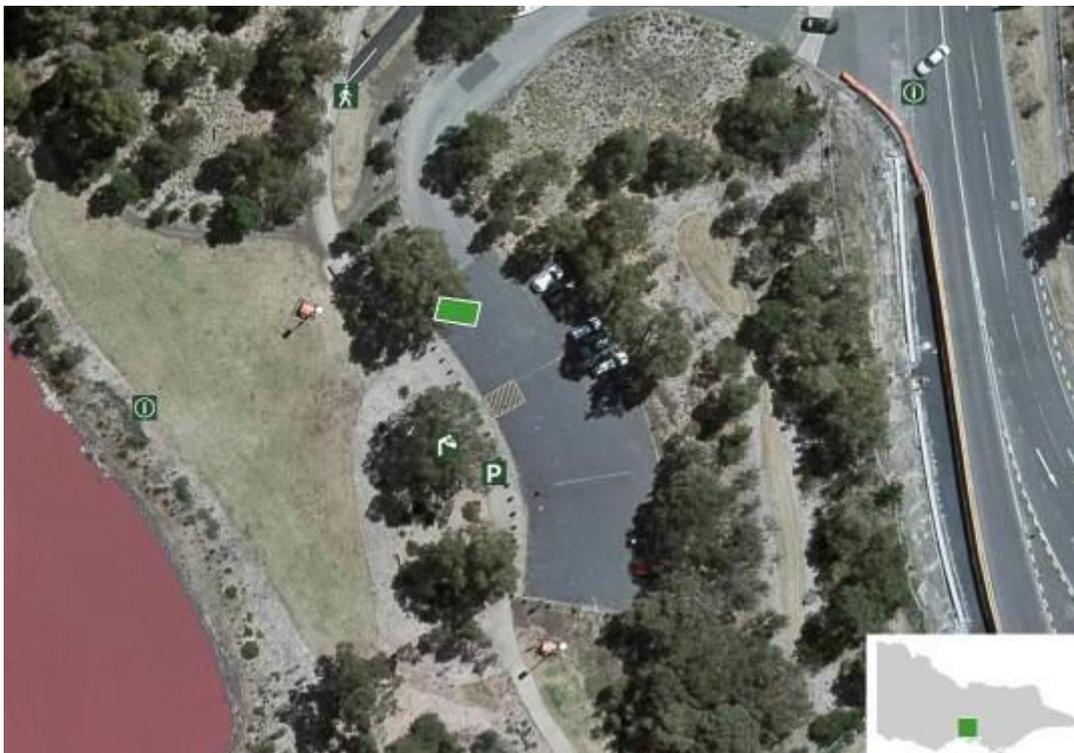
Nearby facilities

BBQ, bike tracks, bird watching, car park, dog walking, picnic area, walking tracks

Regional highlights

Yarra River, Albert Park, Port Melbourne Beach, Princes Pier, Pier 35

Indicative site map



9 – Yan Yean Reservoir Park

Mobile trading space

Indicative location

Yan Yean Reservoir Park Valve Pump picnic area car park

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November to April

Permit fee

Total = \$550

Park profile

The Yan Yean Reservoir is Melbourne's oldest water storage site. The park offers visitors numerous recreational experiences including picnic areas, walking tracks and views of the water. The park welcomes approximately 48,000 visitors per year.

Address

Nr Recreation Rd, Yan Yean, VIC, 3755

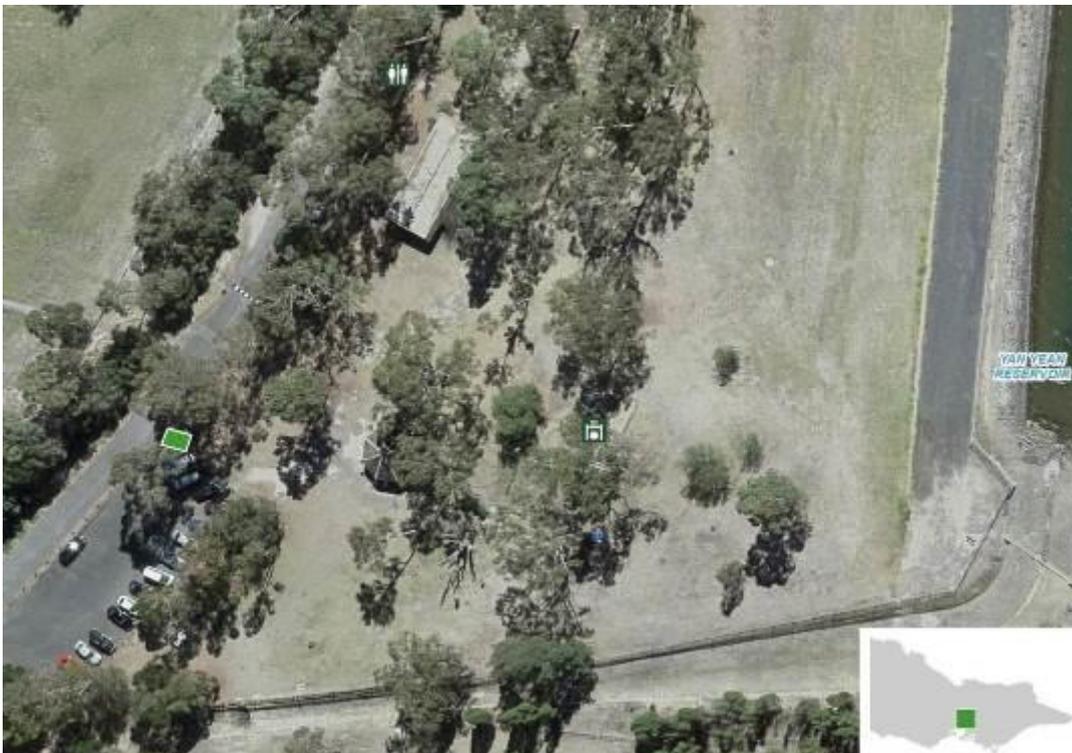
Nearby facilities

BBQ, car park, dog walking, picnic area, playground, toilets

Regional highlights

Funfields Amusement Park, Kinglake National Park

Indicative site map



10 – Yarra Bend Park

Mobile trading space

Indicative location

Yarra Bend Park Bellbird Picnic Area Carpark

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to sealed car park

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November 2017 to April 2017

Permit fee

Total = \$550

Park profile

Yarra Bend Park is the largest area of natural bushland near the heart of Melbourne. Visitors can explore the park by foot, bike or boat. Pleasant picnic areas, including the Bellbird picnic area, make it popular with families.

The park welcomes approximately 1.5 million visitors per year.

Address

Bellbird Road, Kew, VIC, 3101

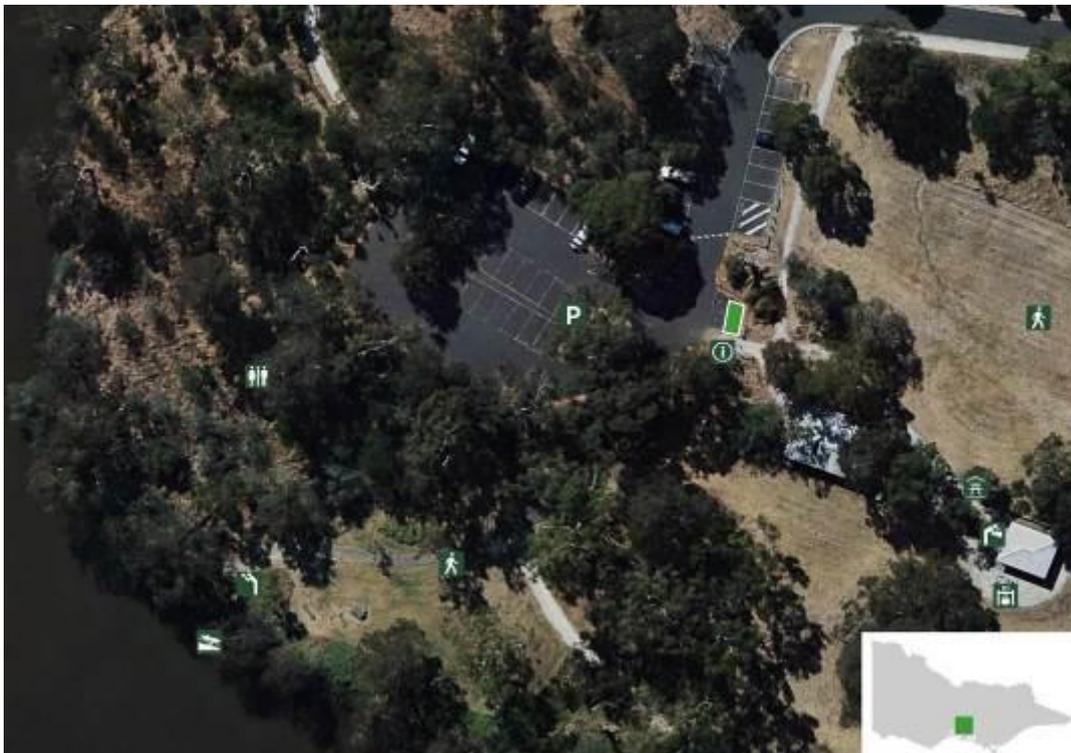
Nearby facilities

Bike tracks, car park, picnic area, river, toilets, walking tracks

Regional highlights

Abbotsford Convent, Collingwood Children's Farm, Dights Falls, Grey Headed Flying Fox Colony, Studley Park Golf Course, Trig Point, Villa Alba Museum, Yarra Bend Golf Course, Yarra River

Indicative site map



11 – Yarra Ranges National Park

Mobile trading space

Indicative location

Winter - Mount Donna Buang 2nd car park (“Snow Carpark”)

Summer - Mount Donna Buang summit or alternative Carpark

Permit area

1 carpark bay for trading vehicle plus 1 carpark bay for additional towing vehicle if applicable

Vehicle access

Sealed roads to gravel car park.

Type of goods to be sold

Hot and cold drinks, hot and cold food/snacks

Permit period

Summer permit – November to April

Winter permit – June to 31 August

Permit fee

Winter Total = \$325 per season

Summer Total = \$400 per season

Park profile

At an elevation of 1245 metres, the Mount Donna Buang summit offers a lookout with panoramic views over Melbourne, the Yarra Valley, Dandenong and Cathedral Ranges, Mount Baw Baw and the Alps. It is also a popular picnic area and starting point for walks on the mountain. In winter the summit area turns to snow play.

The park welcomes approximately 65,000 visitors per year.

Address

Rd 2, Warburton, VIC, 3799

Nearby facilities

BBQ's, bike tracks, car park, fireplaces, lookout, picnic area, toilets, walking tracks

Regional highlights

Healesville Sanctuary Zoo, winery region, fresh produce region, Lillydale Warburton Rail Trail, Dandenong Ranges

Park Management Plan

[Yarra Ranges National Park Management Plan](#)

Indicative site map – 2nd Car Park



Disclaimer

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

This Invitation for Application 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 Invitation for Application 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 Invitation for Application, 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 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 receiving this Invitation for Application, the applicant agrees, without qualifications, to have acknowledged and accepted this disclaimer.