

# Invitation for Application

Lower Yarra River

On-water, Food and Beverage Trial

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# The Opportunity

## Schedule

Applications open  
**14 August 2017**

Applications close  
**30 August 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

Melbourne’s lifeblood, the Yarra River welcomes close to 40 million visitors to its banks each year. As a part of a commercial review, Parks Victoria is inviting businesses to apply for an on-water food and beverage trial, available in three locations.

Parks Victoria is dedicated to strengthening the health, wellbeing, liveability and economy of Victoria. It recognises that the Yarra River plays an important role in creating vibrancy and providing an accessible waterway 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 on-water food and beverage businesses over summer.

**An opportunity to take part in a Parks Victoria food and beverage trial. The summer season initiative is a part of a broader visitor experience review to market test activation activities on the Lower Yarra River.**

Help deliver against the trial goals to profile the Yarra River as a world class waterfront destination offering locals and visitors a quality experience by; providing opportunities to local businesses; enhancing river activation and affording seasonal or pop up operations.

Three seasonal trading sites are available from 15 November 2017 until 26 February 2018. Stationary on-water locations include Sandridge Wharf at Southbank, Flinders Street Landing and the Botanic Gardens Landing.

Existing food and beverage operators on the banks of the Yarra River or businesses with access to an on-water pontoon or barge infrastructure are eligible to apply. Alternatively, you may wish to partner with a food and beverage business on land in the proximity of the desired location to share utility, delivery and service provisions.

Whatever your business model, it should reflect the needs of Yarra River visitors, offer safe operations and protect the waterway environment.

## On-water food and beverage trading features

- Three berthing sites located along the beautiful Yarra River
- Semi-flexible trading operations
- Strong visitation over the 2017/2018 summer
- Site exclusivity within the designated waterway licence area
- Opportunity to cater to summer functions and events

*“This iconic waterway is vital to the city’s identity and offers a place for recreation, meeting, relaxing, touring and celebrating.”*

**City of Melbourne Deputy Lord Mayor, Arron Wood**



over  
**1,200**  
events



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



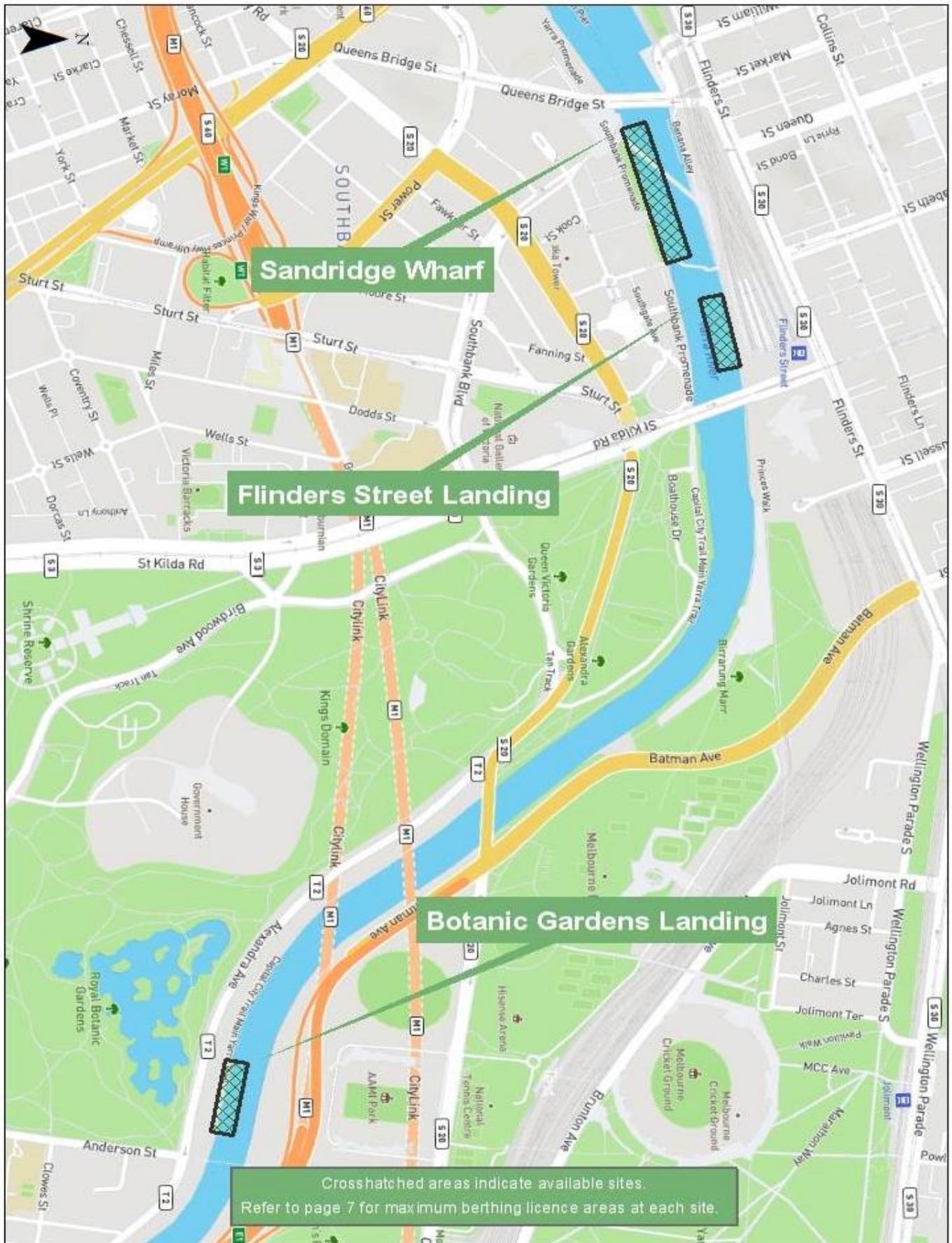
over  
**1,000**  
commercial  
agreements



over  
**28,000**  
assets

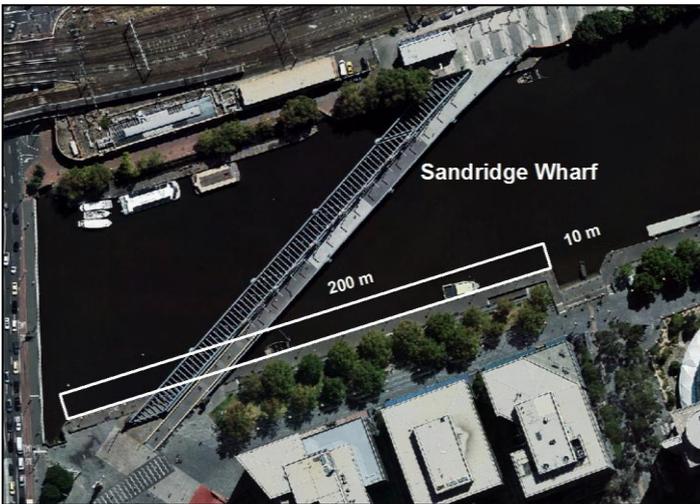


# Yarra River map (not to scale)



# Commercial berthing sites

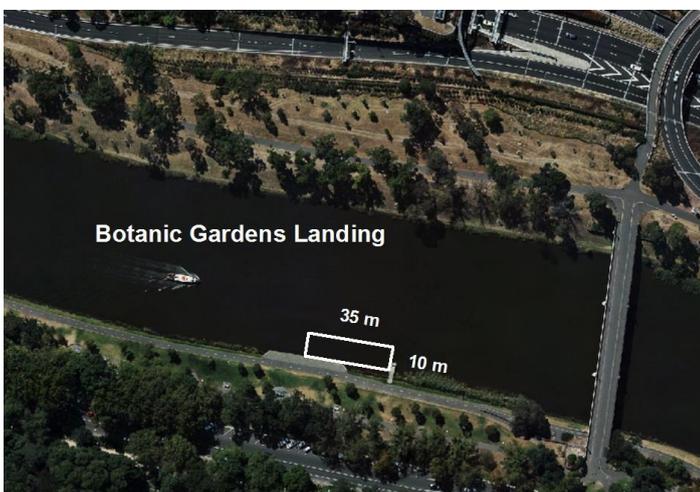
**Site 1: Sandridge Wharf.** Image 1: Licence location. Maximum berthing licence area 50x10m Image 2: Site landing.



**Site 2: Flinders Street Landing.** Image 1: Maximum berthing licence area. Image 2: Site landing. Note: pontoons depicted in the below site landing image will be removed and will not be available to applicants. The gangway will remain.



**Site 3: Botanic Gardens Landing.** Image 1: Maximum berthing licence area. Image 2: Site landing.



# Commercial berthing licence

A summer season opportunity for locals, community and visitors to take in the beauty of precinct parklands, waterside trails, city culture and an urban backdrop - all from the water corridor.

## Licence footprint

1. Sandridge Wharf – maximum licence area 500sqm (50x10m) within 2000sqm at designated location and approximate pontoon depth 500mm.
2. Flinders Street Landing - maximum licence area 500 sqm (50x10m) and approximate pontoon depth 500mm.
3. Botanic Gardens Landing - maximum licence area 350 sqm (35x10m) and approximate pontoon depth 500mm.

## License arrangement and term

Commercial berthing licenses for the operation of an on-water, food and beverage business will be issued by Parks Victoria under the Water Industry Act.

The licence term will be over the peak summer period from 15 November 2017 to 26 February 2018.

Parks Victoria recommends that the proponent conduct their own investigations into other appropriate licensing requirements associated with the business model such as liquor licences, Food Act registration, vessel survey etc.

Each commercial berthing licence area will have a Parks Victoria landing or wharf to affix pontoon infrastructure. Applicants are advised to inspect the current wharf or landing to ensure its appropriateness with the proposed pontoon model before submitting their proposal.

## Zoning and types of activities

The types of activities being sought from the businesses include café, bar, dining, functions or events.

The Yarra River is Unreserved Crown Land and is currently managed under the Water Industry Act.

Given the temporary nature of the trial operations, planning permits will not be required.

## Offers being sought

Both financial and non-financial benefits are being sought from the three successful proponents. In addition to rent paid to Parks Victoria, applicants should highlight how they intend to contribute to the Yarra River precinct and greater community.

Licence Fees:

- Locations 1 and 2: \$119 sqm per annum, pro rata + 5% profit
- Location 3 (Botanic Gardens): \$89 sqm per annum, pro rata + 5% profit

## Licence conditions

Key conditions associated with the commercial berthing licence include:

- It is the Licensees responsibility to organise and provide all infrastructure, utilities and services to the on-water business operation including access and installation.
- It is the Licensees responsibility to ensure that they have all relevant permits and/or certificate's necessary to carry out their business operation.
- A minimum of 12 consecutive operating weeks are required during the licence period including minimum trading hours for Thursday to Sunday and public holidays. Exemptions can apply for the Christmas, New Year period.
- On-water structures must be stationary and remain within the licence footprint. No mobile operations will be accepted.
- Any boats moored to the pontoon structure during the licence period are to be within the licence footprint and offer safe passage onto the pontoon.
- As it is a trial program, Licensees must provide a report at the end of the license period (February 2018) to Parks Victoria with full financial statements and visitor data.
- Certificate of Currency of Public and Products Liability insurance to \$20 million.

A full list of general conditions is outlined in the draft berthing licence, highlighted under 'useful hyperlinks' on the following page. By submitting an application to Parks Victoria, applicants acknowledge and accept all licence conditions.

# Submissions

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

before 4.00pm AEST on 30 August 2017

**Subject:** EOI 201705 Lower Yarra River Food and Beverage Trial

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

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

## Assessment Criteria

Applications will be assessed by a multiple agency Project Assessment Panel, based on the following criteria:

- 1. Proposal Concept – 25%**  
Appropriateness of the on-water structure, activities and services including any innovative features
- 2. Strategic Alignment 20%**  
Demonstrated alignment with Parks Victoria’s vision and the trial goal.
- 3. Business Management and Viability 20%**  
Demonstrated record of providing the same or similar business and high level service offering.
- 4. Visitor Experience 20%**  
Degree to which the offer enhances the Yarra River visitor experience including safety, all abilities access and 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](#)

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

- [Draft Commercial Berthing Licence](#)

## Checklist

### Have you:

- Read this ‘Invitation for Application’ Lower Yarra River 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
- Supporting evidence of applicant business status and pontoon drawings, floorplan or renders.

# 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 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 document, the applicant agrees, without qualifications, to have acknowledged and accepted this disclaimer.

