



EOI The Opportunity

Lower Yarra River
Activation Licence

For stationary floating concepts, for a licence of up to three years



Healthy Parks
Healthy People®



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A nighttime photograph of the Melbourne skyline, featuring several prominent skyscrapers and older buildings. The Yarra River flows in the foreground, with a bridge crossing it. The city lights are reflected in the water. The sky is a deep blue, suggesting dusk or dawn.

The Opportunity

Yarra River Activation

EOI schedule

Stage 1 EOI Opens
8 November 2018

Stage 1 Applications Close
4pm, 1 February 2019

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

The Yarra River or ‘Birrarung’ as it is known to the Aboriginal Traditional Owners, is one of Victoria’s most recognised landscapes. Throughout history it has been revered and equally ignored with industry turning its back on the river. Now however, Melbourne strongly embraces the Yarra, recognising its importance in creating a liveable and vibrant city.

Today the Yarra River welcomes millions of visitors to its banks each year. With a growing appreciation of the waterway, has come increased popularity of venues on the river’s edge and the use of the river for commercial operations, cultural and sporting events, sightseeing and a wide range of recreational activities.

Along with a commitment to connect people and parks, conserve Victoria’s special places and provide benefits beyond park boundaries, Parks Victoria is inviting applications for stationary floating concepts on the Lower Yarra River for a minimum of two months to a maximum of three years, including seasonal operations.

Parks Victoria is seeking applications for a mix of contemporary innovative waterside concepts to complement the existing economic, social and environmental fabric of the Yarra River.

The opportunity is open to both commercial and community concepts including floating recreational activities, pop-up style accommodation packages, performance spaces, on-water food and beverage offerings, interpretive services and more.

Successful applicants will bring commercial and/or community activation to the Yarra River, reflecting the needs of a diverse visitor demographic, whilst creating opportunities for innovative activities to enhance the broader visitor experience.

Proposals should offer safe and accessible activities that contribute to, and encourage engagement and appreciation of the river and its banks. Applicants should consider how they can provide new opportunities to connect with public and private spaces, complementing the natural surrounds of the waterway.

Features

- A licence for up to three (3) years
- Exclusive use within the licence area
- Choice of three (3) activation sites
- Potential opportunities for activation at alternative locations, where Parks Victoria is not the applicable adjacent land manager
- Activation site dimensions ranging from 300 sqm. – 840 sqm.
- Easy visitor access to all activation sites
- Prominent locations close to some of Melbourne’s most popular sporting and recreation facilities, retail, food and beverage, events, green space, cultural and tourist destinations
- Access to growing local and visiting populations to support new proposals

“The Yarra is a central feature of one of the world’s most liveable cities – Melbourne. The future development of its facilities, activities and natural values need to support Melbourne’s role as a leading world city.”

Lower Yarra River Management Advisory Committee

Lower Yarra River profile

The Lower Yarra River is one of the major arteries of Melbourne, contributing to the city’s extensive open space network. The river changes character and form as it meanders from Herring Island through the city before spilling out into Port Phillip Bay.

Location

The Lower Yarra River includes the reach of water, river bed, banks and adjacent land between Herring Island and the Bolte Bridge, stretching from Docklands upstream to Burnley.

The river runs adjacent to Melbourne CBD, South Bank, Melbourne and Olympic Parks, the Royal Botanical Gardens and Herring Island.

The Lower Yarra River opportunity area falls within the jurisdiction of three local government areas; City of Melbourne, City of Stonington and City of Yarra.

Access



By road - Complete network of Melbourne roads providing access for visitors at various locations. Car parking is available in the CBD, all within walking distance of the river.

By public transport – Well serviced by Melbourne train (Flinders Street, Southern Cross, Richmond, South Yarra Stations) and tram (St Kilda Rd, Flinders St, Swan St, William St, Spencer St) networks, as well as multiple bus services into the Melbourne CBD

By bike - Extensive bicycle network services the area and it’s surrounds, with the Main Yarra Trail running along both banks of the river.

By foot – Just a short walk from the CBD, all points along the Yarra River are easily accessible by trails, parks, paths and public transport stops.

Visitation

As the population of Melbourne grows, so does the popularity of the waterway and its banks as a destination and a transport and recreation corridor. In recent years, the lower reaches of the river have become recognised as the commercial, residential and recreational hub of the city.

Both the river and the land adjacent, is valued by Melburnians and visitors. Highly regarded for its economic, social, cultural and heritage and environmental values, the Lower Yarra River plays host to many users. From residents to organisations, recreational water users to local community groups, each contribute to the life, use and character of the Lower Yarra precinct.

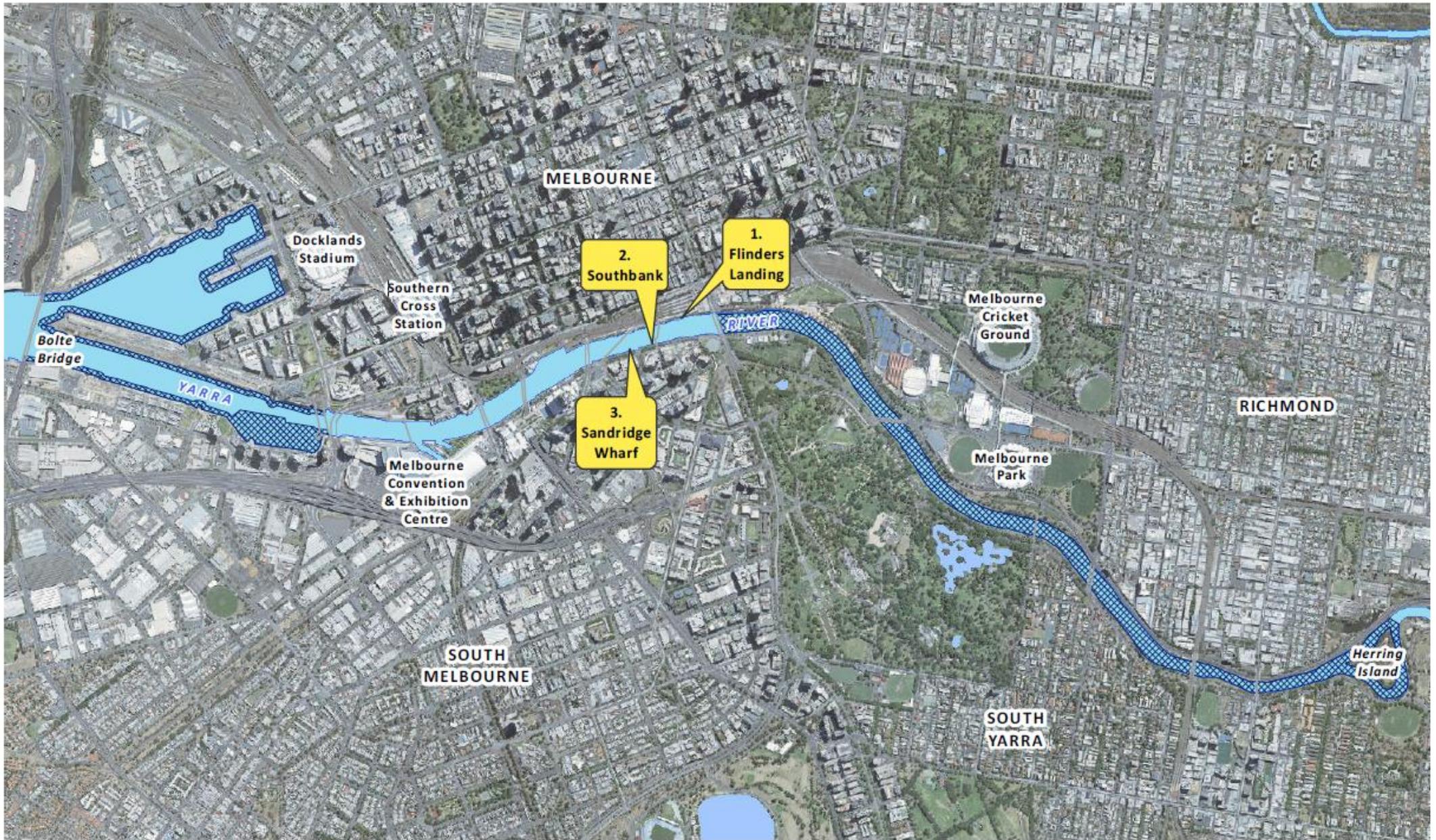
Open 24-hours a day, the river provides visitors with endless opportunities. After the sun sets, bike riders, rowers, picnickers, fishers and runners make way for some of Melbourne’s best restaurants, bars, events and nightlife.

There are approximately 30 tour operators and activity providers currently licensed to conduct guided experiences and activities in and around the Lower Yarra River. These range from licensed vessel activities to recreational activities such as kayaking and outdoor education providers.

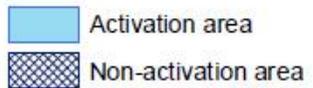
Parks Victoria anticipates that visitation will be greatly influenced by the quality, style, management and operations of the proposed business models, including any intended marketing and customer service principles.

“Ongoing management of the Yarra must encourage high quality visitor products that reflect an engaging mix of on-water experiences, without compromising the river and its surrounds.”

Laura Cavallo, Chief Executive Officer, Destination Melbourne



Lower Yarra River - Activation Site Map



29/10/2018

Coordinate System: GDA 1994 VICGRID94
Projection: Lambert Conformal Conic



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, Land, Water and Planning.

The region

Parks Victoria is dedicated to strengthening the health, wellbeing, liveability and economy of Victoria. It recognises that positive activation of the Yarra is necessary for the inherent social, cultural, heritage, economic and environment values of the river to be realised, protected and enhanced.

With a population of approximately 4.5 million people and a vibrant economy, Melbourne is Australia's second largest city, and has long been regarded as the social, cultural and sporting capital of Australia.

By 2022, it's estimated that over 1 million people will be entering the City of Melbourne each day, with 90% of internal city trips being on foot.

Melbourne's mix of world class restaurants, historical and contemporary cultural and sporting venues, year-round calendar of events and a strong independent arts scene makes the city attractive to a diverse cross section of residents, workers and tourists alike.

Traditional Owners

The Birrarung "river of mists and shadows" and its surrounding Country is considered to be a living and breathing entity by the local Traditional Owners. It forms a central part of their Dreaming and follows a path that has been travelled for many thousands of years by their ancestors.

Present day Traditional Owners have inherent cultural obligations to look after the 'Birrarung', and they expect their inherent cultural obligations to be respectfully considered when planning for its future use and development.

European History

In 1803, Charles Grimes, Acting Surveyor General of New South Wales, led the first party of Europeans up the Yarra River.

With the establishment of Melbourne beside its banks in 1835, the river provided shelter for the first ships, drinking water for the inhabitants, supported food production and industries, transported people and goods and was a place for recreational activities. As Melbourne's development grew, the Yarra continued to play a critical role in shaping the city's identity.

Regional Highlights

- **Attractions**
The Yarra complements and links a network of world class attractions including the CBD, the Melbourne Cricket Ground, the Royal Botanical Gardens, Shrine of Remembrance, National Gallery of Victoria, the Arts Centre, Melbourne Aquarium, Docklands, Southbank, Crown Casino, Melbourne Convention and Exhibition Centre, Birrarung Marr and many more.
- **Activities**
There are countless activities available to Yarra River users, including cycling, rowing, sailing, walking, eating & drinking, relaxing or taking part in one of the many sightseeing tours.
- **Events**
Major events include Melbourne Food & Wine Festival, Moomba, White Night, Melbourne International Comedy Festival, The Australian Tennis Open, regular AFL, NRL, cricket fixtures and more.

Environment

The Yarra River continues to be the lifeblood that flows through Melbourne, providing a habitat for aquatic and terrestrial plant and animal species and a passage for indigenous fish.

On its banks, river red gums and manna gums form the canopy while the understory consists of silver wattles, river bottlebrush, prickly current bush and tree violet.

Management of the Yarra River

Many organisations play a role in the ongoing management of the Yarra River and its surrounds. They will continue to work together to ensure a suitable mix of conservation, recreation and development activities on the river and its banks.

Parks Victoria and the City of Melbourne are the key authorities when permitting commercial operators, event organisers and groups seeking to activate the river in the CBD area.

Parks Victoria has direct responsibility for the management of activities on the water, and is the lead organisation developing and assessing the Activation expression of interest (EOI).

Yarra River Visitor User Segments



**Exercise &
Recreation**
39%



**Food &
Beverage**
25%



Sightseeing
6%



Commuting
8%



Other
22%

Licence proposal

A two-stage EOI opportunity for stationary floating commercial and/or community concepts, to obtain a licence for up to 3-years for exclusive access at various locations along the Yarra River.

Licence Footprint

Three (3) separate licence locations where Parks Victoria is the relevant land manager are being offered as a part of this EOI process.

Each nominated site is a Parks Victoria landing or wharf. Licence area drawings, features, restrictions and images are provided on the following pages.

1. Flinders Landing: 70m x 12m
2. Southbank: 30m x 10m
3. Sandridge Wharf: 60m x 10m

Parks Victoria will not consider any applications for stationary floating concepts between Herring Island and Princes Bridge. In addition, applications will not be accepted for the Docklands and both banks of the river between Charles Grimes Bridge and Bolte Bridge.

In addition to the Parks Victoria nominated sites, applications will also be considered for other sites on the Lower Yarra River, where Parks Victoria is not the adjacent land manager.

All applications submitted for non-Parks Victoria managed sites must clearly define the proposed licence area and demonstrate how they will obtain the necessary consents for access and any required services from the relevant land manager.

All proposals must clearly outline in stage-one of the EOI process if a planning permit will be required, demonstrating how consideration for local planning laws has been incorporated into the proposal.

Proponents are advised to inspect their nominated activation site to ensure its appropriateness for use before submitting their proposal.

Parks Victoria will only consider applications that have either been nominated in this EOI opportunity document, or where another relevant land manager has provided their consent for access.

Licence arrangement and term

Licences to undertake commercial and/or community activities will be issued by Parks Victoria.

Licences will be for a term of a minimum of 2 months, up to 3-years, and will commence toward the end of 2019. All activation licences for stationary floating concepts will be granted under the Water Industry Act (1994).

Applicants are required to conduct their own investigations into all appropriate consents and licensing requirements associated with the business model such as liquor licences, Food Act registration, vessel surveys etc.

Zoning and types of activities

The Yarra River is unreserved Crown Land with several planning zones applicable to the Lower Yarra River area, including planning overlays.

- Yarra River downstream of Herring Island to Princes Bridge is zoned Public Park and Recreation Zone (PPRZ) with parts that are Capital City Zone (CCZ).
- Princes Bridge downstream to Charles Grimes Bridge is zoned CCZ.
- Charles Grimes Bridge downstream to Bolte Bridge is zoned Docklands Zone (DZ).

The types of activities being sought might include, pop-up style accommodation packages, on-water food and beverage offerings performance spaces, interpretive services and more.

Offers being sought

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

To ensure an appropriate mix of engaging commercial and community spaces and concepts, applicants should preference their top two locations in their application form.

Licence Fees

Applicants should clearly indicate their proposed annual rental offer. All fees are payable by the licensee directly to Parks Victoria.

Successful proposals from stage two of the EOI process will have their rental offer benchmarked by the Valuer General Victoria.

Licence Conditions

Key conditions associated with the activation licence include:

- Activities must not unreasonably impede on vessel navigation.
- It is the Licensees responsibility to ensure that they have all relevant permits and/or certificate's necessary to carry out their business operations.
- Any activation proposal for a duration of less than two months is considered an event, and should go through Parks Victoria's [events permitting process](#).
- All floating structures (including moored vessels) must be completely within the licence footprint.
- It is the Licensee's responsibility to offer safe passage for patrons onto the licensed area.
- Applicants that wish to occupy a site seasonally will need to completely remove all infrastructure and equipment during periods of closure.
- All proposed business models must be on water, stationary floating concepts. No mobile operations will be accepted.
- It is the applicant's responsibility to investigate whether they will require a planning permit to conduct their proposed activities, including for the installation of any floating and/or supporting infrastructure.
- Proposal concepts must be sympathetic to the surrounds and environment and may not penetrate the seabed.
- A Certificate of Currency of Public and Products Liability insurance to \$20 million must be maintained.

A full list of general conditions is outlined in the standard licence agreement which can be downloaded following registration via the Tenderlink Portal.

By submitting an application to Parks Victoria, applicants acknowledge and accept all licence conditions or alternatively highlight any departures in the proposal submission. Key conditions associated with each nominated site and proposed use, will be outlined in stage two of the EOI process.

Management plans and strategies

Licences to operate Yarra River activation concepts are for a maximum term of three years, whilst a greater Yarra River Strategy is being developed by Melbourne Water.

Please refer to Useful Resources for further Yarra River details.

The development and release of both the Activation EOI and the Lower Yarra River Commercial Berthing EOI is in accordance with the Minister for Energy, Environment and Climate Change endorsement of the Lower Yarra River Management Advisory Committee (LYRMAC) recommendations. In a report tabled to the Minister, the LYRMAC made recommendations regarding the future allocation of commercial berths and ongoing management of the Lower Yarra River, which have been incorporated into the development of these programs.

Documentation and Costs

Successful proponents will be required to enter into a licence, which may be amended in Parks Victoria's absolute discretion to address issues specific to the proposed use, the licensed area and the operation and management of the proposed activity.

Licensees will not be granted any rights or interests over the licensed area or the business other than those conferred under the licence. For example, the licensee will not own any goodwill in the business beyond the term of the licence, nor will the licensee have the right to sell the business or retain any intellectual property in the business name, except where expressly permitted by the licence.

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 licence including a document preparation fee of \$2,250 plus GST.

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

Flinders Landing



Description

Located on the Northern bank of the river near Flinders Street Station. Flinders Landing includes a raised concrete landing.

The maximum licence area is 12m x 70m.

Access by foot from Flinders Walk with proximity to a shared path.

Available all year. Applicants should be mindful of navigation requirements for other river users including major events.

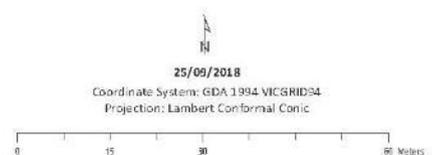


Flinders Landing

 Licence Area



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Southbank



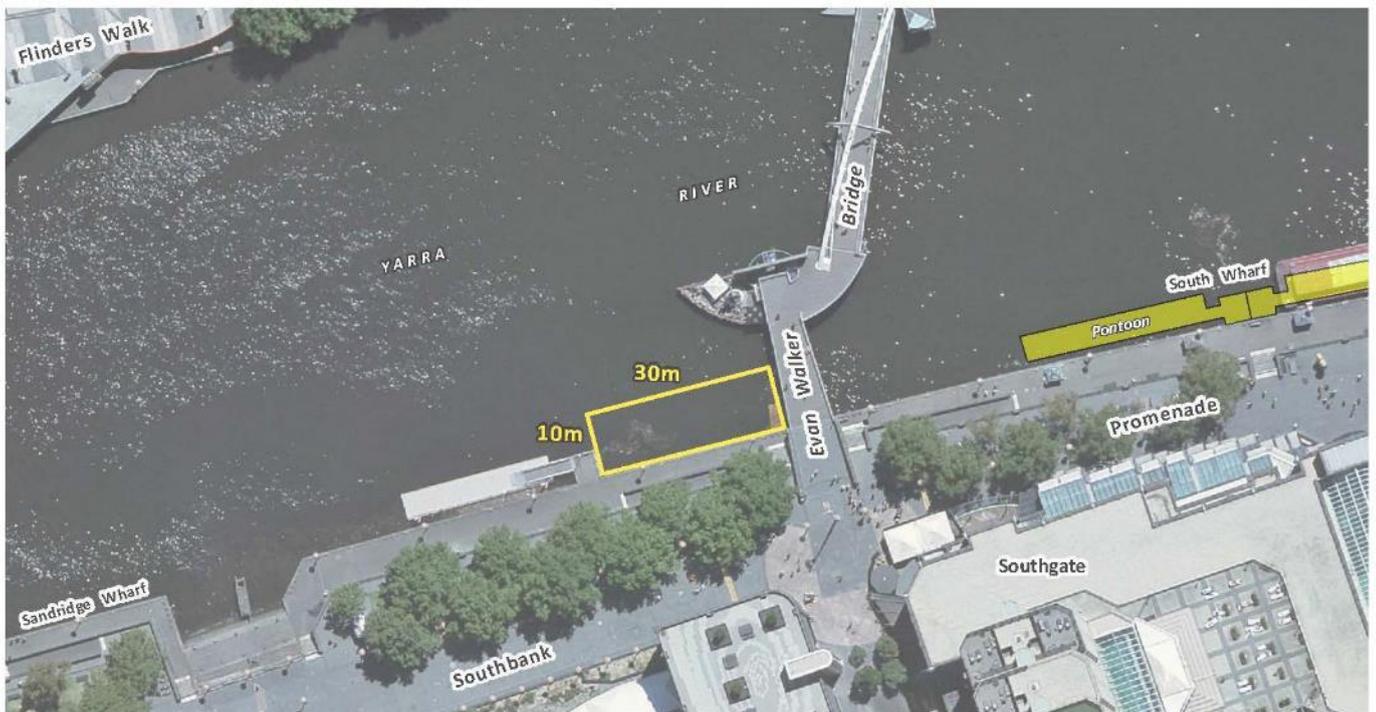
Description

Located on the Southern bank of the river, adjacent to Southbank Floating Landing and Evan Walker Bridge. Southbank is a low concrete landing.

The maximum licence area is 10m x 30m.

Access by foot from Southbank Promenade. Proximity to a shared path.

Available all year. Applicants should be mindful of navigation requirements for other river users, including major events.

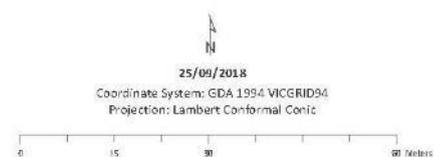


Southbank

 Licence Area



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Sandridge Wharf



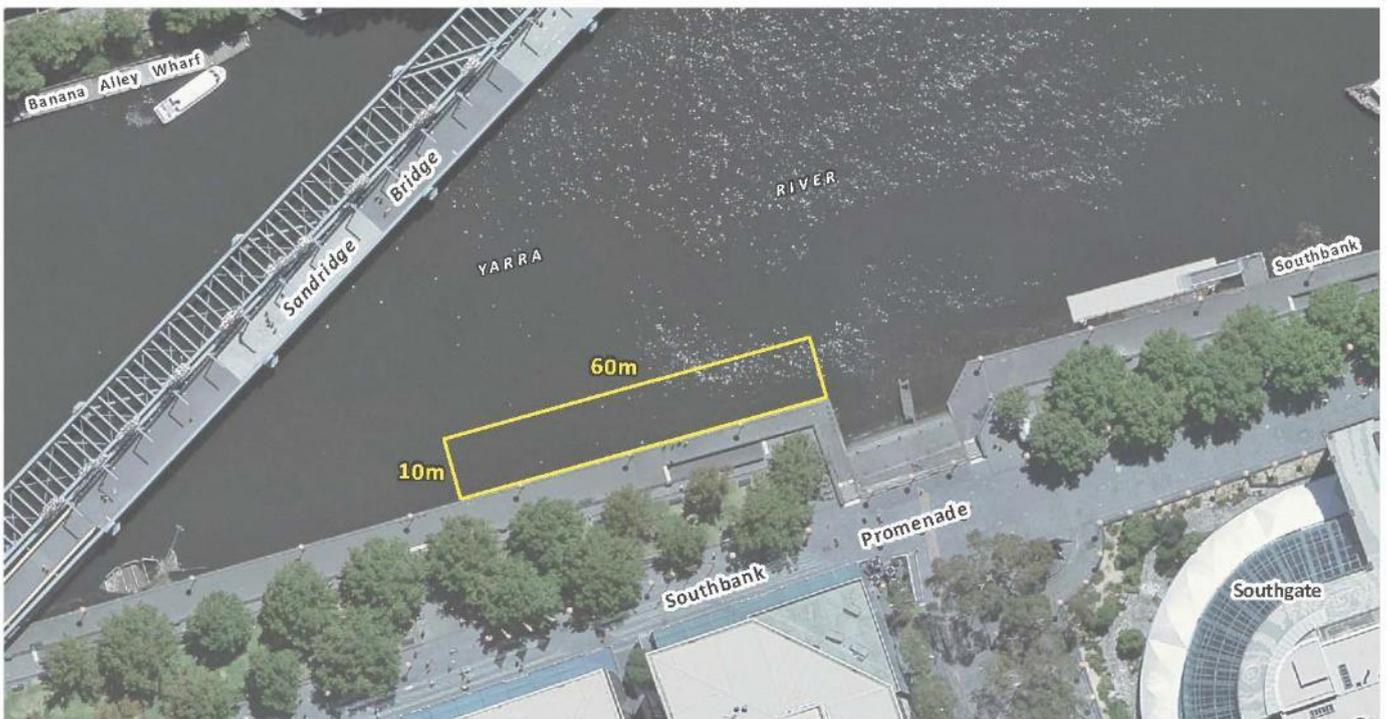
Description

Located on the Southern bank of the river near Sandridge Bridge. Sandridge Wharf is a low concrete landing.

The maximum licence area is 10m x 60m.

Access by foot from Southbank Promenade. Proximity to a shared path.

Available all year. Applicants should be mindful of navigation requirements for other river users including major events.

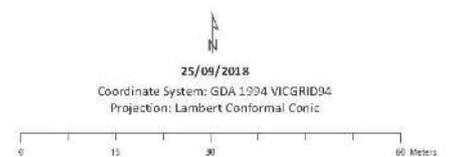


Sandridge Wharf

 Licence Area



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Proposal assessment



Evaluation Criteria

Stage one proposals will be assessed by a multi-agency Assessment Panel, against weighted evaluation criteria in accordance with licensing policy, legislation and management strategies. Applicants should ensure their submission thoroughly addresses and numbers the evaluation criteria as detailed below.

Proposal Concept 25%

Appropriateness of the concept, creativity and any proposed improvements.

- Full proposal description including activities, days, hours and months of operation, utilities/services and access requirements
- Highlight any creative or innovative features
- Specifications of proposed infrastructure (including size, depth, height, weight), development(s) and equipment requirements
- Impacts of your proposal on any existing Yarra River users, e.g. rowers, events, residents and other operators and recreational users (positive and negative)

Strategic Alignment 15%

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

- Alignment with any relevant strategic documents
- Alignment with Parks Victoria's corporate goals and vision for Healthy Parks, Healthy People
- Demonstrate the alignment of your proposal with the requirements of the planning scheme

Business Management and Viability 15%

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

- Operator profile and experience including management structure and ownership
- Proposed financial projections, including revenue, expense and profit projections, investment back into the business and timing of any required capital injection
- Proposed working capital requirements
- List of operational risks associated with the proposal and how they will be addressed

Visitor Experience 25%

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

- How the business will enhance the Yarra River visitor experience
- Proposed target markets and visitor numbers for each of the 3 years (or seasons)
- The proposed level of service the business will offer including
 - social and community benefits
 - seasonality and how the business will address off-peak periods
 - access (including public, visitor and mobility needs)
 - range of activities with pricing
 - customer service principles

Environmental and Cultural Management 20%

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

- Any proposed opportunities for engagement and participation with Traditional Owners, community groups and other key stakeholders
- Outline how the business will demonstrate environmental sustainability including but not limited to waste management strategies and other initiatives
- Outline your approach to promoting and interpreting the heritage and cultural values of the Yarra River
- Management of environmental impacts associated with the business including any proposed developments

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

- [Victorian Visitor Economy Strategy](#)
- [Leasing Policy for Victorian Crown Land 2018](#)
- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks, Healthy People](#)
- [Healthy Choices guidelines](#)
- [Melbourne Water strategy development](#)

Resources

- Yarra River Action Plan
- Yarra River Protection Act 2017
- City of Melbourne Tourism Action Plan 2016-2019
- EOI Essentials with Parks Victoria
- Parks Victoria Disability Action Plan 2017-2020
- Greater Melbourne Destination Management Visitor Plan 2018

EOI submissions

All proposals are to be submitted via the [Tenderlink Portal](#) before **4pm local Melbourne time on Friday 1 February 2019**.

Late proposals will not be accepted, and the portal automatically closes at exactly 4pm.

Subject: EOI 201807 Yarra River Activation

A notification email will be sent upon receipt of the proposal.

Contact

EOI enquiries: For all EOI enquiries, please visit the online forum at www.tenderlink.com/parksvic. Any questions received in relation to the EOI will be compiled into a Questions & Answers (Q&A) document and disseminated to all registered parties via the online forum.

To retain the probity of the EOI process, applicants should not contact any Parks Victoria staff member, except via the online forum noted above.

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. Preferred Yarra River activation location

Please list your top two licence locations and footprint(s), including licence term being sought (up to a maximum of 3 years), noting how these locations contribute to your business model.

Option 1

Option 2

3. 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 that addresses the Evaluation Criteria as stated on page 15, with supporting evidence
- Authorised conflict of interest declaration

I hereby submit an Expression of Interest for a Licence for activation of the Yarra River.

Signed: _____

Name: _____

Date: _____

Conflict of interest declaration

EOI application for Activation of the Yarra River

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 or to do any other thing deemed necessary by Parks Victoria to manage the conflict of interest.

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):

- 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.

Applicants should note that the 2018 State Election will be held on 24 November 2018. The proposed EOI process does not commit the incoming government to the second stage EOI. PV does not take responsibility for any disruption, modification or cancellation of this EOI as a result of a change in government.

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.

