



EOI The Opportunity

Yarra Bend Park restaurant venue
and Studley Park Golf Course

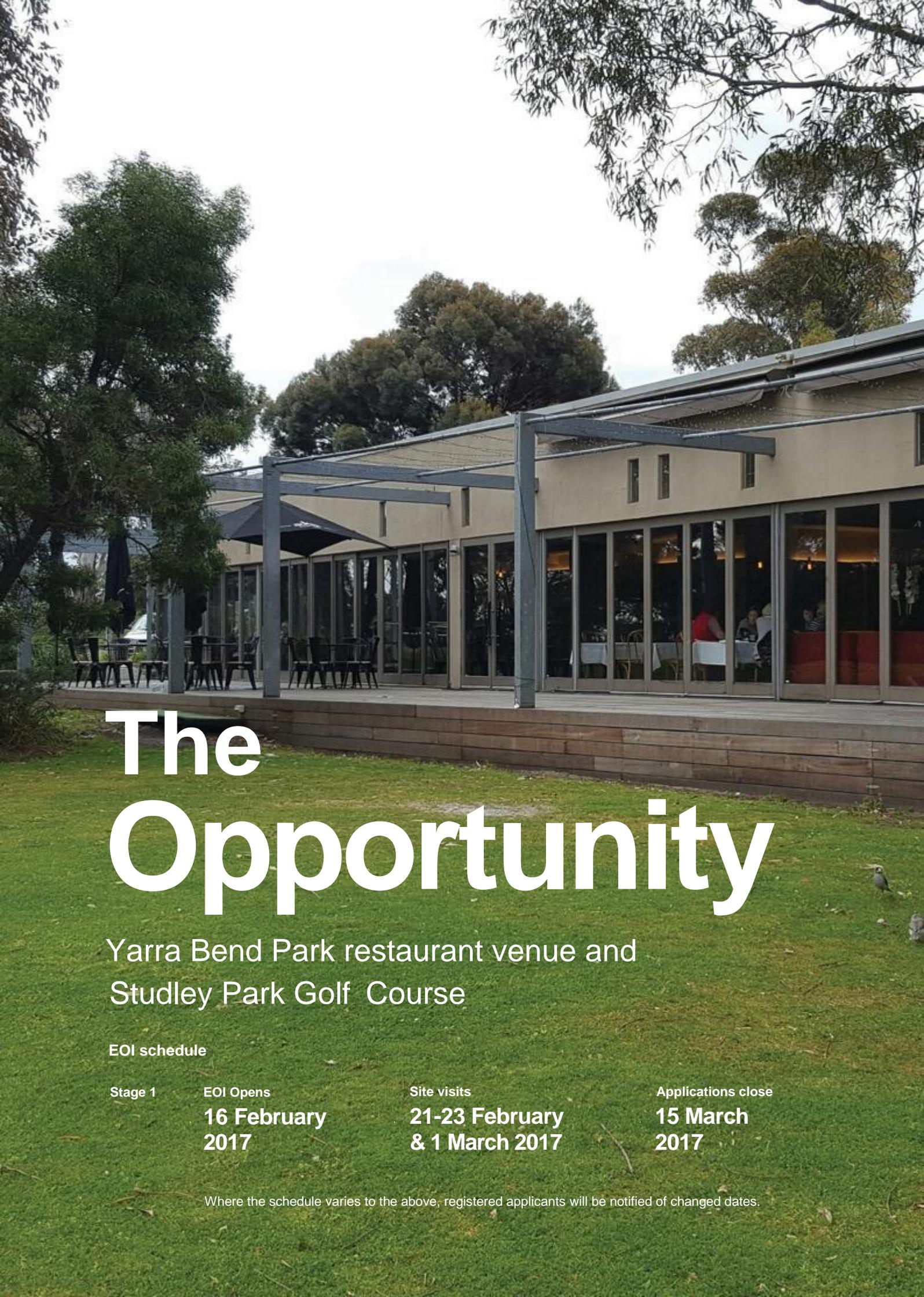


Healthy Parks
Healthy People



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The Opportunity

Yarra Bend Park restaurant venue and
Studley Park Golf Course

EOI schedule

Stage 1

EOI Opens

**16 February
2017**

Site visits

**21-23 February
& 1 March 2017**

Applications close

**15 March
2017**

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

In a beautiful bushland setting in Kew, just minutes from Melbourne's central business district, the Yarra Bend Park restaurant venue with function centre gazes over the greens of Studley Park Golf Course and spectacular city beyond.

Take advantage of the opportunity to secure a lease for up to 21 years for this exceptional estate.

Lined by the Yarra River, the picturesque Yarra Boulevard and cycling and walking trails on three sides, Studley Park Golf Course is a meandering nine hole, par 3 course offering golfers a relaxing opportunity to tee-off.

With a sense of tranquility to befit the functions, events and wedding market, yet within close proximity to large residential and visitor target markets, the entire site including the restaurant venue and par-3 golf course is topped and tailed with green space afforded by Andrews Reserve, Dickinson Reserve and Rylah Oval.

Connect the strong synergies that exist to package the restaurant, function centre and golf course together or as head lessee for the site, your business model may reflect a preference to sublet a component of the Estate.

Alternatively, you may see the development potential of the building and wish to create a business that reflects the needs of the visitor market while maximising the stunning surrounds.

Features

- 680 sq m (approx) building
- 180 seat restaurant, function centre and conference facility, 40 seat café and separate bar, outdoor deck. Capacity for 400 guests cocktail style.
- Flexible open plan layout
- Cycle bar (for lockup)
- Incredible city views
- Floor to ceiling sliding glass doors for natural light
- Full kitchen facilities including cool rooms, preparation room and food storage
- Office area
- Carpark for approximately 44 cars
- 9-hole, par 3 golf course
- Visitor amenities block and storage area
- Wheelchair accessible ramps and amenities

“Some of the best views offered by any Golf Course in Melbourne.”

Brendan Sullivan, Area Chief Ranger, Lower Yarra Dandenong Valley Parklands, Parks Victoria

Park profile

The restaurant venue and Studley Park Golf Course reside in a rich bushland oasis with contrasting riverine and landscaped grounds, located in the densely populated inner suburbs of Melbourne.

Location

The restaurant with function centre and Studley Park Golf Course are located in Kew alongside the Yarra River, 4km north east from Melbourne central business district.

The site is part of the greater Yarra Bend Park, the largest area of natural vegetation near the city of Melbourne. Mixed with a wonderful landscape of steep, wild river escarpments, open woodlands, formal parklands and golf courses, Yarra Bend has 16km of river frontage.

The suburb of Kew falls within the Boroondara City Council. Yarra City Council sits adjacent to the site in Abbotsford on the opposite side of the Yarra River.

Nearby Facilities

- Cycling and walking trails
- Yarra River footbridge
- Playgrounds and viewing areas
- Picnic table facilities and park furniture
- Sealed roads to main carparks

Access



The restaurant venue has wide street frontage leading into two carparks either side of the main entrance and a semi circular driveway to the front door.

- **By road** - access to the venue by private car is directly off Studley Park Road onto Walmer Street, approximately 4km from the city centre. By bus, there are regular services from Melbourne CBD, Templestowe, Bulleen and other destinations directly to Walmer Street and Studley Park Road.
- **By bike** - visitors can arrive via the Main Yarra Trail or Yarra Boulevard that frame the perimeter of Studley Park Golf Course onto Walmer Street.
- **By foot** - the Main Yarra Trail and Andrews Reserve Trail weave alongside the Yarra River and Studley Park Golf Course

Visitation

Parks Victoria anticipate 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 currently eight Licensed Tour Operators conducting commercial activities and tours within the greater Yarra Bend Park. This includes one fitness operator, four hot air ballooning operators and three kayaking companies servicing the Yarra River and Yarra Bend Park.

The site currently welcomes golfers (approximately 6000 games a year), diners, walkers, coffee lovers, cyclists, bridal parties and function and event visitors.

Biodiversity

Yarra Bend Park contains some of the last stands of original bushland in inner Melbourne and is home to many species of birds, bats and other mammals, reptiles, insects and fish.



100ha
Indigenous
plants



117
Flora species



193
Fauna species

Regular fauna include platypus, rainbow lorikeets, red-rumped parrots and yellow-tailed black cockatoos, brush-tail and ringtail possums. The Park is also home to a colony of federally and state listed vulnerable grey-headed flying foxes. The population is nomadic and migratory and puts on a good wildlife event during the evening fly out.

The restaurant & Studley Park Golf Course



- | | | | | |
|----------------|----------------|--------------|---------------|------------|
| Parking | Restaurant | Playground | Walking track | Lease area |
| Information | BBQ - Electric | Waterfall | Shared track | Park |
| Toilets | Lookout | Canoe launch | Unsealed road | Waterbody |
| Sheltered area | Canoeing | | Sealed road | Building |
| Picnic area | | | Main road | Carpark |



The Region

The restaurant venue and Studley Park Golf Course are nestled in the greater 265 hectare Yarra Bend Park, receiving 1.5 million visitors per annum.

History

Yarra Bend Park and Studley Park were reserved in 1877 with both park areas and several reserves combining in 1929 to create one large park. During the 1930's additions included picnic and sporting grounds, toilet facilities and public golf courses.

The Yarra Boulevard was constructed during the 1930's depression and resulted in greater public use of the new park. In 1997, Parks Victoria was appointed manager of the park by the Yarra Bend Trust (established in the 1930's). The park is now managed by Parks Victoria under the *Crown Land (Reserves) Act 1978*. Prior to being a golf course, the site used to be a fish hatchery.

The winding river valley is the major focus of the park, supporting valuable flora and fauna corridors between the Yarra River and Merri Creek Valley.

The park's Indigenous and post settlement history overlays its environmental and recreational values enhancing the importance of the area to both the local and regional population.

Regional Highlights

The region offers a wealth of activities to compliment the product offerings at the restaurant and Studley Park Golf Course where Melbournians and tourists alike can explore a range of experiences from peace and quiet amidst a tranquil river environment to busy picnic settings, active sports and events.

- **Attractions**

Key visitor sites include the Yarra River, Abbotsford Convent, the Yarra Bend Golf Course, Dights Falls, Trig Point, Villa Alba Museum, lookouts, Collingwood Children's Farm and Studley Park Boathouse.

- **Activities**

Visitors to the area enjoy walking, cycling, picnics, canoeing, boating, birdwatching, fishing, kayaking, golfing, hot air ballooning, recreation activities at 38 sports grounds and 102 playgrounds and enjoying over 200 gardens.

- **Events**

Local major events include Summertime Cinema, Kew Festival, Summer Music, Boroondara Eisteddfod and many community and art festivals

Management Plans and Strategies

Parks Victoria is developing a management plan for Yarra Bend Park to guide future management of one of Melbourne's iconic destinations on the banks of the Yarra River. Due for release in 2017 the draft management plan will build on, review and update the 1999 Yarra Bend Park Strategy Plan, the 2009 Yarra Bend Park Dog Friendly Park: Plan & Guidelines, the 2009 Yarra Bend Park Sport and Recreation Facilities Plan and the Yarra Bend Park Action Plan 2013.

For the purposes of applicant submissions and in the absence of the draft management plan being available for public consultation, please make reference in your submissions to the 1999 Yarra Bend Park Strategy Plan.

Applicants may also wish to view the recently launched Boroondara City Council Economic Development and Tourism Strategy 2016 – 2021.



Yarra Bend Park User Visitor Segments



50%
trail users



37%
Urban socials



4%
Passive and
other users



2%
Activity
centrics



2%
Access made
easy

Please note that survey results are not specific to the restaurant venue or Studley Park Golf Course and are indicative user groups for the greater Yarra Bend Park.

Lease / licence proposal

Connect the strong synergies that exist to package the restaurant venue and golf course together, sublet a component of the estate or you may see the development potential and wish to create a business that reflects the growing needs of the visitor market.

Lease / licence footprint

The lettable area comprises the Yarra Bend Park restaurant venue, adjacent car park, public visitor amenity and storage block (currently shared with Parks Victoria by licence) and the 9-hole par 3 Studley Park Golf Course.

Zoning and types of activities

The types of activities being sought from the estates include dining, functions, conferences, events, golf and retail. Parks Victoria is open to applications, which propose alternative sets of uses.

Any estate development proposed by the applicant for the estates should be highlighted in the EOI proposal and scoped in line with the management plan, zoning and land reservation.

Yarra Bend Park is reserved for public park and recreation purposes and managed under the *Crown Land (Reserves) Act 1978*. Any proposals need to demonstrate consistency with this reservation.

The Council Planning Zone is PPRZ (public park and recreation zone) with two planning overlays including Design and Development Overlay and Environmental Significance Overlay.

Parks Victoria recommends that the proponent conduct their own investigations into appropriate Council planning permits and associated parameters on their proposed business model, where applicable.

Offers being sought

Both financial and non-financial benefits are being sought from the successful proponent. In addition to rent paid to Parks Victoria, applicants should highlight how they intend to contribute to the park and greater community which could include partnerships, jobs creation, traditional owner participation and the attraction of new visitor markets or an enhanced visitor experience.

Lease arrangement and term

The lease term will be for a maximum period of up to 21 years in line with the *Crown Land (Reserves) Act 1978*. Commencement of the lease term is after 31st December 2017 on expiry of the existing lease.

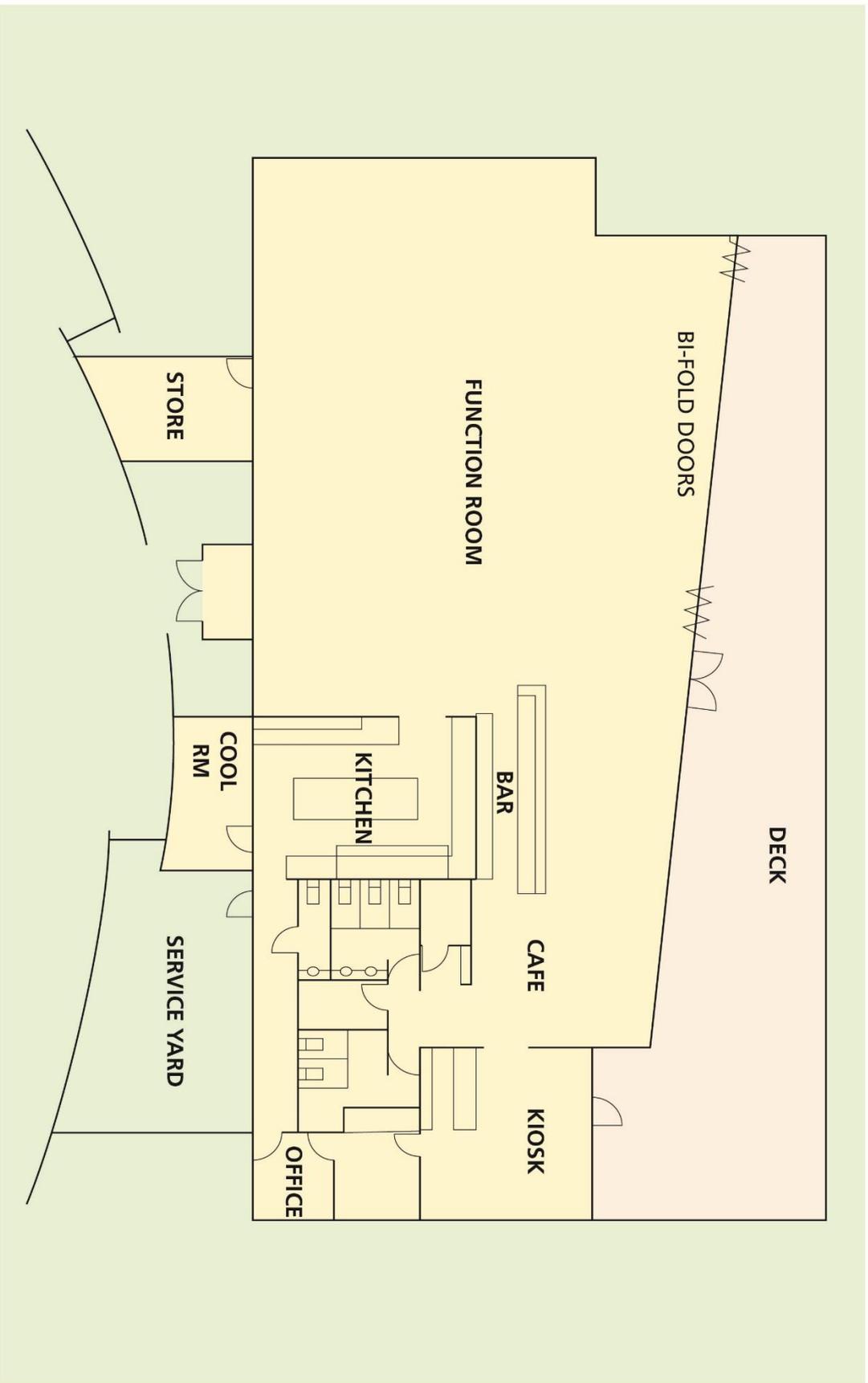
The lease will be issued by Parks Victoria and subject to Ministerial and/or Parliamentary approval.

Lease changes

Any proposed changes to the key commercial terms described including length of lease term or footprint should be outlined in the applicants' proposal, stating the reasons why.

The restaurant

Building Footprint





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.

The assessment panel will be evaluating stage 1 proposals based on the following criteria:

1. **Proposal Concept** including appropriateness of the concept, creativity, public access and proposed development(s). 25%
2. **Strategic Alignment.** Consistency of the proposal with the vision and management objectives for the site including Park Management Plan, Park Victoria's vision and corporate goals and other strategies including policies, as relevant. 20%
3. **Business Management and Viability** including prior experience and credentials in managing a similar business or service and capacity to deliver the project. 25%



4. **Visitor Experience** including the level of service, range of activities and contribution the proposal makes to the park visitor experience. 15%
5. **Environmental and Cultural Management.** Heritage, cultural and environmental principles are addressed including impacts. 15%

Refer to the Proposal Business Case guide on page 17 for an outline of what to include in an applicant proposal.

Useful Hyperlinks

- [Leasing Policy for Crown Land in Victoria 2010](#)
- [Parks Victoria – Shaping our Future](#)
- [Yarra Bend Park Plans - including Yarra Bend Park Strategy Plan 1999](#)
- [Victorian Visitor Economy Strategy](#)
- [Parks Victoria – Studley Park Golf Course](#)
- [Boroondara Economic Development Tourism Strategy 2016-2021](#)

Contact and expressing interest

EOI Submissions

All EOI proposals are to be submitted to EOI@parks.vic.gov.au before 4pm on 15 March 2017

Subject: EOI 44405 Restaurant and Studley Park Golf Course

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

Contact

Project Manager: Rob Black

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

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

Expression of interest form

1. Applicant's details

Name of organisation / applicant:

.....

Business Type: eg. 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. Refer to the following Proposal Business Case guide.
- Authorised conflict of interest declaration

I hereby submit an Expression of Interest for a lease for the Yarra Bend Park restaurant venue and Studley Park Golf Course.

Signed:

.....

Name:

.....

Date:

.....

Conflict of interest declaration

EOI application for the Yarra Bend Park restaurant venue and Studley Park Golf Course

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

A. 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

B. 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:

.....

Proposal business case guide

The following outline offers applicants a summary of what information to include in the Stage 1 proposal submission. For evaluation purposes, please number the five proposal components as detailed below.

1. Proposal Concept

- Proposal description including proposed activities and innovative features.
- Any Estate modifications proposed including improvements, intended development(s) and proposed infrastructure and equipment requirements.
- Preferred lease footprint(s) and lease term being sought, stating reasons why.

2. Strategic Alignment

- Alignment to Parks Victoria's corporate goals and vision for Healthy Parks, Healthy People
- Alignment with the Park Management Plan and any other strategies, as relevant
- Alignment with the current planning scheme, zoning and land reservation.

3. Business Management and Viability

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

4. 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 accessibility (including mobility needs), range of activities, customer service principles and proposed hours of operation.

5. Environmental and Cultural Management

- The approach to managing heritage and cultural values of the site, where applicable.
- Management of environmental impacts associated with the business including any proposed developments.

