



**EXPRESSION OF INTEREST  
FOR TRADING PERMIT  
SIRENS AT ST LEONARDS PIER**

**MAY 2023**

**CONTENTS**

- **Section One - Expression of Interest Specifications**
- **Section Two - Applicant Details**
- **Section Three Expression of Interest Application Form**

## **SECTION ONE - SPECIFICATIONS**

### **1. CONTEXT**

Tens of thousands of holiday park campers, day-trippers and tourists visit the northern Bellarine Peninsula during the key holiday period between the Melbourne Cup weekend and Easter with New Year's Eve fireworks, the annual Mussel Festival, Bellarine Sunset Run, Wreck 2 Reef swim and other events attracting a wide range of people.

The St Leonards commercial centre also attracts many thousands of local residents, holiday makers and day trippers.

Located at the Port Phillip Bay end of the commercial centre, the St Leonards Pier also attracts many of these people, many of whom are enjoying a walk along the pier or who come for the excellent fishing.

Situated at the entrance to the pier, Sirens Boathouse is a well-known small building that has enjoyed a variety of uses of the years. In recent times, it has been occupied by a commercial business.

The building has connections to power, water and sullage.

### **2. EXPRESSION OF INTEREST**

Sirens provides an excellent opportunity for a small commercial business owner to run a seasonal operation from the building. It may also be a suitable site from which a community group could run activities.

Expressions of Interest (EOI) are invited from interested parties to apply for a permit to provide either a suitable commercial business or community activity.

### **3. NATURE OF SERVICE**

#### Commercial

The successful permit holder will set up a commercial business that aims to support both local and tourist/holiday maker communities. Business offerings could include hot beverages, take away food, ice creams, cold drinks and beach related items. Consideration will be given to fresh and cooked seafood vendors as well as the sale of fishing related services i.e. bait etc.

The sale of alcohol and tobacco products will not be permitted at any time.

Permanent structures or difficult to move structures (such as renovated cargo containers) will not be permitted.

Temporary outdoor seating/tables may be agreed, subject to negotiation.

#### Community

Bellarine Bayside will consider EOIs from interested parties that clearly demonstrate that the site will be used to deliver a community service that will support local and tourist/holiday maker communities.

### **3. SITE DEFINITION**

The Sirens Boathouse building is situated at the foot of the St Leonards Pier and has dimensions 5.8m x 3.3m (approx. 18m<sup>2</sup>).

**4. TERM OF PERMIT**

The permit will be for a period of three (3) years and will commence on 1 November 2023 unless otherwise approved.

**NOTE: Due to potential future works planned for St Leonards Pier, the permit holder may be required to be flexible in regards to the ability to operate from the site. Negotiation of the permit conditions may be considered in light of this. More detail may be made available to the successful applicant.**

**5. GENERAL OPERATING CONDITIONS**

Prospective operators must agree to:

- Comply with appropriate trading licences and comply with relevant Acts and any other legislation, guidelines or standards in relation to food and beverage preparation, service and vending. Such licences must be made available to staff of BBFCoM. *Note that the City of Greater Geelong will require a permit depending on the nature of the food and drink preparation;*
- Have a current Public Liability Insurance policy in the name of the permit holder/business insuring them for a minimum of \$10,000,000 (ten million dollars throughout the permit period);
- Trade within the boundaries of the building. Agreement to locate tables and seating adjacent to the building may be approved subject to negotiation with Bellarine Bayside;
- Ensure the building and surrounding area is kept in a clean and tidy state during trade and at the day's end. Failure to do so may attract a cleaning fee. Bins must be provided for customers;
- Demonstrate sustainable practices. The use of unsustainable food storage products, such as polystyrene, is not permitted; and
- Not adversely affect surrounding area or users of the pier and adjoining beach and roadway/carparks.

Power and water is provided and the operator will be required to pay for its use. Grey water sullage capacity is also connected.

**6. PERMIT FEES**

Payable one month in advance and then monthly thereafter or by agreement.

**7. CLOSING DATE FOR EXPRESSIONS OF INTEREST**

Expression of Interest submissions will close **COB Monday 5 June**. Late submissions will not be accepted.

**8. HOW TO SUBMIT**

Print and complete Section Two and Section Three of the Expression of Interest and submit:

- via email to [michelle.roy@bellarinebayside.com.au](mailto:michelle.roy@bellarinebayside.com.au) OR
- via post to Michelle Roy, Bellarine Bayside, PO Box 40, Portarlington, 3223.

For any clarifications or further information, please contact, Michelle Roy, Administration Coordinator, on 03 5254 4006 or via email at michelle.roy@bellarinebayside.com.au.

### 9. EVALUATION CRITERIA

Applicants are required to demonstrate their capacity to deliver the required services by providing the information requested in the attached documentation. Where insufficient space is provided, please attach the information as a separate document. Bellarine Bayside reserves the right not to appoint any applicant. Bellarine Bayside reserves the right to seek additional information. All Expressions of Interests will be treated confidentially.

Bellarine Bayside will be evaluating each Expression of Interest on a range of criteria to seek the best value. Weightings of importance to the selection process have been allocated to each criteria.

These criteria and weightings are:

1. Offer of Annual Permit Fee amount - 20%
2. Financial history and capacity to proceed – 20%
3. Business history of proposed operation – 20%
4. Proposed offerings to customers including range of services, days and hours of operation and pricing - 30%
5. Previous permit performance – 10%

*All the above criteria shall be evaluated and combined to identify the best value offer. All information received shall be treated in strict confidence.*



**SECTION TWO – APPLICANT AND BUSINESS DETAILS**

**BELLARINE BAYSIDE FORESHORE COMMITTEE OF MANAGEMENT**

**Expression of Interest**

**Sirens Boat House, St Leonards**

I, (name of individual or company representative).....

on behalf of (company name if applicable).....

of (address).....

.....Postcode.....

telephone number .....

mobile number .....

email .....

ABN: .....

hereby express interest to perform the services required in accordance with the specifications provided

Signature of Applicant: .....

Date

**1. BUSINESS DETAILS**

Please describe the variety/range of products you propose to sell. Please attached copies of your brochures/menus.

**2. USE OF PREMISES DETAILS**

- a. Please provide a description (and layout plan) of what is proposed within the building and surrounding area.
- b. Please advise if you require water and/or sullage.

**3. FOOD ACT 1984 REGISTRATION**

Health requirements may vary depending on your proposal.

Applicants are required to consult and obtain approval from the City of Greater Geelong (CoGG) to ascertain what requirements will apply in relation to food legislation. CoGG's Environmental Health Unit is contactable on 03 5272 5272 or by email [contactus@geelongcity.vic.gov.au](mailto:contactus@geelongcity.vic.gov.au).

Please attach a copy of your current business registration/s with this application.

**4. PUBLIC LIABILITY INSURANCE (PLI)**

\$10,000,000 minimum PLI is required and clearly indemnifies Bellarine Bayside against any claims whatsoever for the duration of the permit AND noting Bellarine Bayside as an interested party on your Certificate.

Please attach a copy of your current PLI with this application. *Note: an invoice is not proof of insurance. A Certificate of Currency is required.*

**SECTION THREE – EXPRESSION OF INTEREST APPLICATION FORM**

1. PROPOSED OFFERINGS TO CUSTOMERS INCLUDING RANGE OF SERVICES, DAYS AND HOURS OF OPERATION AND PRICING

2. BUSINESS HISTORY OF PROPOSED OPERATION



**3. FINANCIAL HISTORY AND CAPACITY TO PROCEED**

**4. OFFER OF ANNUAL PERMIT FEE AMOUNT**

**Should your application be successful, please indicate the fee you would be prepared to pay to secure a permit.**

**5. PREVIOUS PERMIT PERFORMANCE**