

JULY 2023

towongshire 

EXPRESSION OF INTEREST

Bellbridge Boathouse

Food and Beverage, Retail, and Watercraft Hire Services

INTRODUCTION

Located in Bellbridge with prime waterfrontage and just minutes away from Albury-Wodonga, an exciting opportunity awaits to be part of the new Bellbridge Boathouse facility, which includes dining and function spaces.

It is expected that the successful operator will provide quality dining and/or retail offerings in line with industry best practice that are responsive to the desires of visitors, whilst also reflecting the community's vision and needs.

Towong Shire Council is seeking expressions of interest (EOI) from experienced artisans, hospitality, retail or tourism operators, who can demonstrate a proven track record in delivering a high standard of service.

EOIs from emerging or start-up business operators will also be considered if the business' vision aligns with the aspirations of the proposed building, and they can clearly demonstrate their capacity to successfully operate the business.

This EOI will be the first stage of a two-stage tender process. The EOI stage will result in a shortlist of operators who will be invited to provide further information as part of the tender process.

For any further enquiries, please contact:

Kerissa Heritage
Economic Development Tourism Officer
kerissa.heritage@towong.vic.gov.au
0428 568 156

AT A GLANCE

Scope

Operation of food and beverage, retail and/or outdoor recreation/tourism services at the proposed Bellbridge Boathouse

Location

Site of existing Hume Boat Club, Lake Road, Bellbridge, VIC

Services Start Date

TBA. Anticipated late 2025 (dependent of funding), upon completion of the Bellbridge Boathouse Construction

Lease Term

To be negotiated (dependent on service offerings)

EOI Submission Method

By email to:
ecodev@towong.vic.gov.au



ABOUT THE BELLBRIDGE BOATHOUSE

In consultation with the Hume Boat Club and Bellbridge community, Towong Shire Council have developed plans to build an iconic tourism destination and multi purpose retail, commercial and community facility.

Overlooking Lake Hume, amidst a beautiful backdrop of rolling hills and the stunning Bethanga Bridge, the Bellbridge Boathouse will be a family friendly destination for the local community and Albury-Wodonga residents to enjoy, as well as a place where they can gather, socialise and dine.

The Bellbridge Boathouse will see the existing Hume Boat Club replaced with a bespoke building featuring:

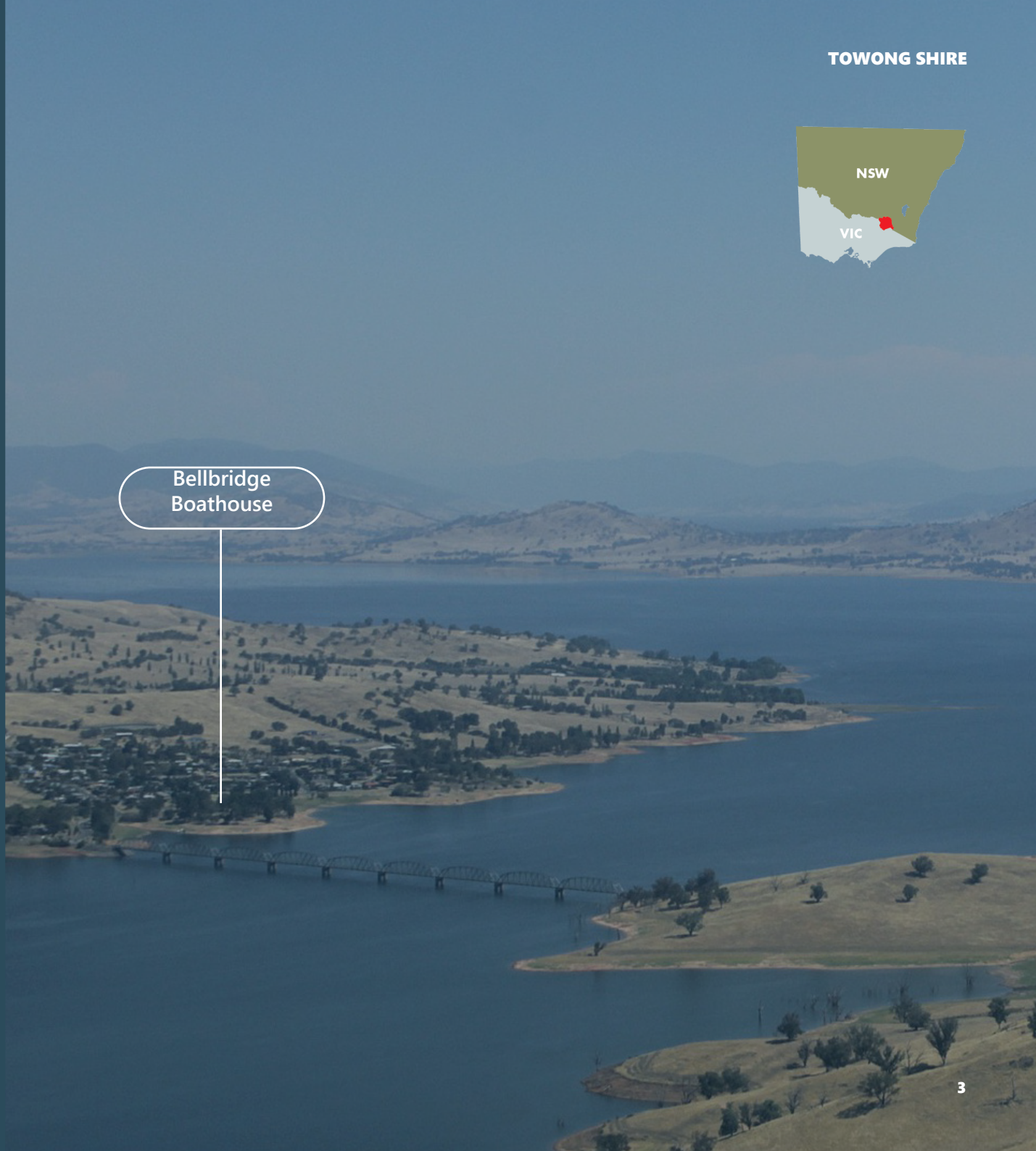
- New Boat Club facilities including a meeting room, internal storage space, kitchette, private amenities and direct access to the foreshore
- A function space (100pax seated) with bar, commercial kitchen, storage, amenities, and majestic views across Lake Hume
- Public, accessible amenities
- An independent café and retail space, and
- Two additional commercial or retail premises.

Public amenities such as picnic facilities, outdoor event spaces, walking trails, carparking and landscaping will complete the tourism precinct that is set to become a Lake Hume iconic landmark.

The Bellbridge Boathouse project is currently in the detailed design stage. A site map and concept plan is shown in the Appendices.



Bellbridge
Boathouse



PROJECT OBJECTIVES

In leasing the spaces, Towong Shire Council aims to fulfil the following objectives:

1. Facilitate high quality food, beverage, retail and recreational offerings at the proposed Bellbridge Boathouse that become destination drivers for Bellbridge and the broader region.
2. Provide hospitality and retail services that improve the liveability of Bellbridge and Towong Shire residents.
3. Activate the site; both indoor and outdoor areas, day-to-night, and year-round but especially during the summer period.
4. Provide amenity improvements to residents within Bellbridge and broader region.
5. Generate revenue streams to support long term viability of the Bellbridge Boathouse.
6. Secure financially reliable and experienced service providers to conduct hospitality, retail and outdoor recreation business from the premises in a safe and sustainable manner.
7. Ensure ecologically sustainable land uses as well as maintaining the wellbeing of the community.

To assist Council in achieving these objectives, the hospitality and retail operators must:

Food and Beverage

- Offer a variety of takeaway food and beverage offerings to the public.
- Offer a range of menus and hamper packages, service styles and price points to reflect the various customer requirements.
- Have the capacity to provide catering services for events with up to 100 guests.
- Provide a full complement of trained staff required to deliver the café services from the facility.

Retail

- Offer a variety of consumer goods to the public.
- Offer a range of price points to reflect the various customer requirements.
- Provide a full complement of trained staff required to deliver services from the facility.

Outdoor Recreation

- Offer a range of services and price points to reflect the various customer requirements.
- Provide an appropriate number of watercraft vessels for hire that meet demand whilst ensuring minimal adverse effects to the environment.
- Provide a full complement of trained staff and licensed instructors required to deliver recreation and safety services.



THE OPPORTUNITY

Council seeks EOIs from suitably qualified hospitality and retail operators, who are interested in managing part, or all, of the potential offerings at the Bellbridge Boathouse.

Premises for Lease

The lettable area comprises the independent cafe and retail space (with access to the larger function space), and two additional commercial spaces:

1. Café and Retail Space: The cafe is approximately 110 sqms total. This includes roughly 14 sqms of kitchen space and 97 sqms of indoor seating space for approximately 45 patrons. The surrounding paved forecourt will provide further capacity for outdoor seating. The cafe space will be fully fitted out with kitchen equipment. For the successful leasee, there will be opportunity to provide input on the final fixtures and fittings according in the second stage of the EOI. The lessee of this space will also be responsible for the hire management and catering of functions proposed in the large function room.

Types of businesses identified as likely to best flourish leasing this space include:

- Café/Restaurant
- Producer (cheesemaker, chocolatier etc.)
- Brewery/Taphouse
- Cellar Door/Wine Bar, or
- Other commercial dining or beverage option.

Function Space Catering: The cafe operator will also be expected to provide the majority of catering services to events held in the function space.

This is likely to include both community and private events. The volume and variety of catering services will be determined by the users of the function space but may include (for example) business lunches, weddings, birthday parties and other community events.

2. Commercial Space 1 & 2: There are two commercial spaces, suitable for retail. Each space is approximately 36 sqms.

Potential applicants are invited to apply for any of the following commercial services to best fit these spaces:

- Seasonal Water-based Equipment Hire (e.g. Canoe, Kayak, or Paddleboat Hire)
- General Store
- Kiosk, or
- Other food/retail service option to cater to locals, the Hume Boat Club, and/or other visitors to the site.

Applicants are also welcome to propose other commercial or retail services that align to the project objectives.

There is strong opportunity to take advantage of the architecture and positioning of the building to package the café and retail spaces together. Alternatively, as sole lessee for the site, your business model may reflect a preference to sublet a component of the facility.

The arrangement of doors and sliding walls allows flexibility of outdoor eating and access based on weather conditions or events occurring on the site.

A concept plan including an indicative site and floor plan is available in Appendix A.

ABOUT THE REGION

With a sense of tranquillity to befit the function, event and wedding markets, and close proximity to large residential and visitor markets, you'll have the perfect opportunity to establish a thriving business and tap into a diverse customer base.

The existing market size for the Bellbridge Boathouse (based on a 90 minutes catchment area), includes over 197,300 residents and 5.2 million visitors per annum.

Bellbridge

The project site is directly adjacent to Bellbridge; a small residential settlement located on the Berringa Peninsula. The steep topography of the town provides views of Lake Hume and means that water levels in the lake are more consistent year-round.

As of 2021, Bellbridge's population sits at 393 but has excellent growth potential. Subject to rezoning, a new residential subdivision will deliver up to 110 new lots in the town and potentially double the current population.

The Boathouse site is used almost daily by Hume Boat Club members for water-based recreation including waterskiing, fishing, boat racing and sailing. As of 2023, the Hume Boat Club currently has over 200 active members.

Centre of the Lake Hume Region

The proposed Bellbridge Boathouse site is positioned central to the Lake Hume region, and Bellbridge is one of two townships in Towong Shire directly located on the banks of the Lake.

Every year, Lake Hume attracts millions of visitors who come to holiday at one of Victoria's most magnificent inland waterways.

Access to Albury-Wodonga

Bethanga Bridge provides ease of access across Lake Hume to the Albury-Wodonga regional centres (approximately 20-minute drivetime).

Both towns have experienced high population growth, with a combined population of over 100,000 residents, and servicing over 1.9 million visitors per annum. When combined, Albury-Wodonga is one of the largest regional centres across Australia, providing residents and visitors with key services, retail and hospitality.

200+

Active Boat Club Members (2023)
Using the site throughout the year

197,300

Residential Catchment Size (2021)
Population within 90 minutes

5.2M

Visitor Catchment Size (2022)
Visitors within 90 minutes

20 mins

Drive to Albury-Wodonga

CONDITIONS & RESPONSIBILITY

The lease terms and conditions are to be negotiated with successful applicant/s, including:

A summary of the proposed lease terms and

- Hours of operation
- Base rental
- Other outgoings (utilities, etc.)
- Length of lease
- Special conditions
- Proof of insurance
- Financial statements proving solvency

conditions is included in Appendix B. These terms will be negotiated with the successful applicant.

EOI PROCESS & TIMEFRAMES

This EOI will be the first stage of a two-stage tender process. The expression of interest stage will result in a shortlist of operators who will be invited to progress further with the tender.

Stage One

EOIs will be received electronically and clearly marked – Title: Lease of Bellbridge Boathouse Commercial Spaces.

Assessment criteria:

- Relevant industry experience with a proven ability to deliver a high-quality customer focused service
- Appropriateness of services offered (including range of items and costings), and
- The respondent's ability to meet project objectives.

Responses must include the following documentation:

- A completed, signed and dated EOI form (Available as Appendix 3)
- The respondent's indicative proposed menu and pricing structure
- The resume of all respondents
- Certificates of Currency
 - Public Liability (\$20 million minimum)
 - WorkCover Insurance for all employees, and
- Any other supporting documentation the respondent feels is relevant to the EOI.

EOIs received after the closing time or by hardcopy, or facsimile will not be considered.

EOIs are to be lodged electronically via email to:

Kerissa Heritage

Economic Development Tourism Officer

kerissa.heritage@towong.vic.gov.au

Please note: All information provided and submitted in this Expression of Interest are non-binding, with lease terms subject to further negotiation.

Council reserves the right not to accept any Expressions of Interest, or part thereof.

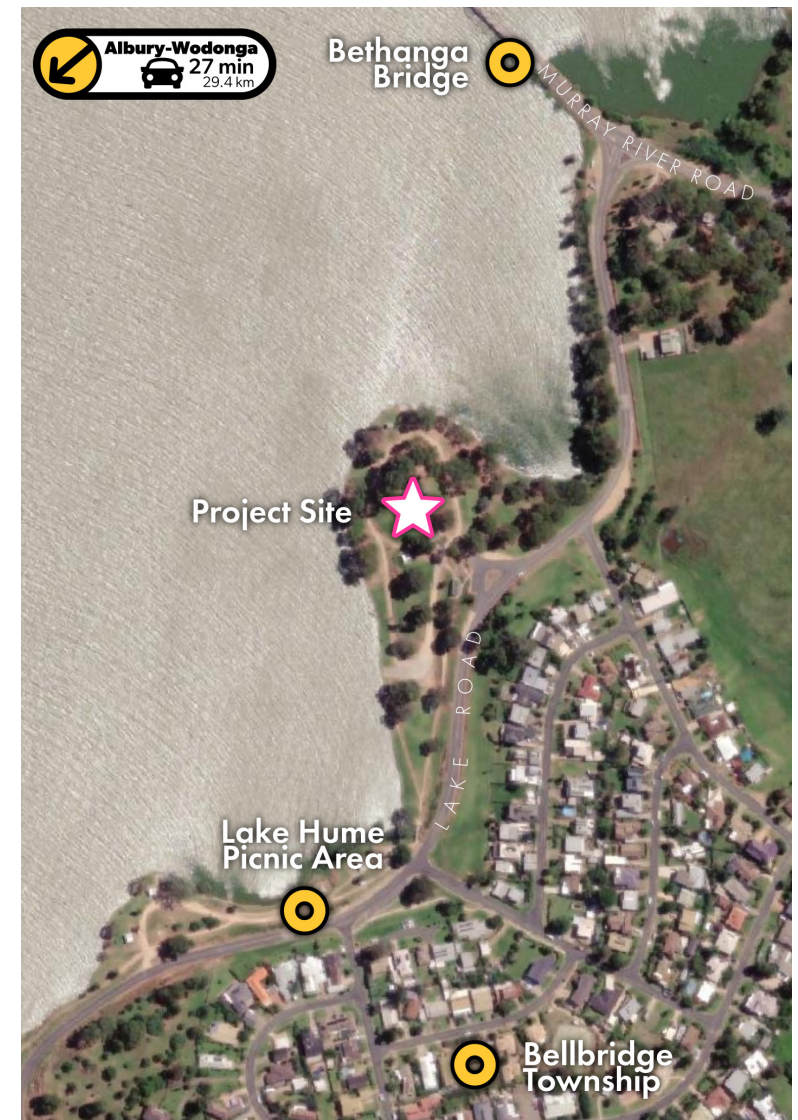
Stage Two

Applications deemed suitable will be contacted to progress to the next stage.

The lease terms and conditions are to be negotiated with successful applicant/s.



Appendices



Expression of Interest Form

Applicants Details

Name of Organisation / Applicant

ACN/ABN

Business Type

Contact Name

Phone

Email

Preferred Lease Premises, Proposed Use & Hours of Service (Tick all that apply)

Cafe / Restaurant Space

Commercial Space 1

Commercial Space 2

Proposed Use:

i.e. Cafe, Pizza Restaurant, Bar

Proposed Use:

i.e. General Store, Gift shop

Proposed Use:

i.e. General Store, Gift shop

Mon - Wed

Thu - Fri

Sat

Sun

Mon - Wed

Thu - Fri

Sat

Sun

Mon - Wed

Thu - Fri

Sat

Sun

Preferred Operator Licence, Proposed Use & Proposed Hours of Service

Proposed Use:

i.e. Kayaking, Paddleboat Hire

Proposed Hours of Service:

Mon - Wed

Thu - Fri

Sat

Sun

Expression of Interest Form

Name of Organisation / Applicant

Please outline the details your proposal.

Outline the details of the proposed cafe, including:

- Proposed or sample menu / item listings and pricing structure;
- Scale and type of service equipment required (this will help inform fit out requirements and negotiations);
- Marketing and business plan;
- (If applicable) COVID Safe Plan, Food Safety Plan and appropriate Food Act Registration;

Previous Experience

Please provide details of previous industry experience which demonstrates your ability to succeed in this venture:

- Trading history and related business and trade experience in the relevant field.
- Please disclose any previous infringements.

References (Name, Company, Phone, Email)

Referee 1

Referee 2

Expression of Interest Form

Name of Organisation / Applicant

Submission Checklist

- Completed, signed and dated Expression of Interest Form
- Proposed or sample menu / item listings and pricing structure
- Resume of all respondents
- Public Liability (\$20 million minimum)
- WorkCover Insurance for all employees
- Any other supporting documents (Please list attached documents or images)

Acknowledgement and Declaration

I/We acknowledge that, by submitting this proposal, we accept and acknowledge that we are bound by the terms and conditions stated in the invitation.

I/We declare that we have no direct or indirect conflict of interest in participating in the development outlined in the invitation.

I/We hereby submit an Expression of Interest for a lease for the Bellbridge Boathouse Venue.

Print Name

Signed

Date