

Beresford Foreshore – Mobile Vendor

Submission Closing Date: 5 March 2024



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Introduction

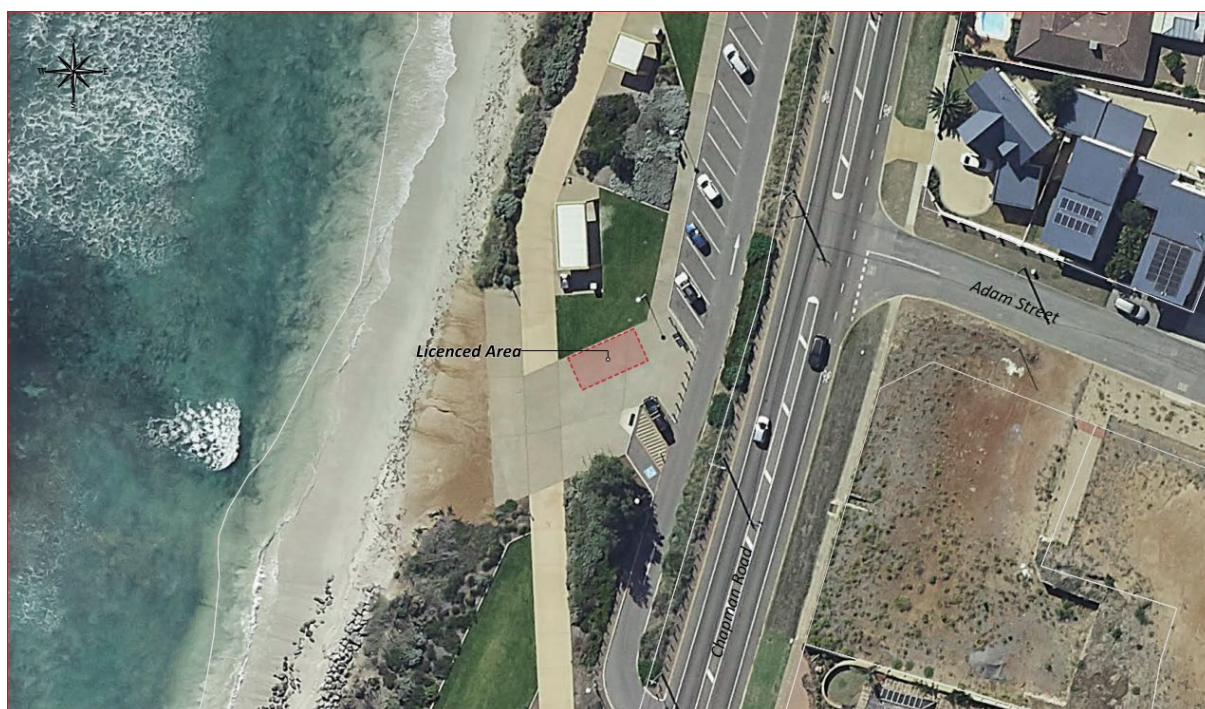
The City of Greater Geraldton invites proposals from interested parties to operate mobile commercial activities/services, to enhance the community and visitor experience on the Beresford Foreshore. On offer is a stunning location that showcases a treasured community asset, and a primary playground that is people focussed. This setting provides the opportunity to promote business's including, but not limited to, health and wellbeing, recreation, art/culture, or food and drinks.

Location and Services

The City of Greater Geraldton (the City) welcomes innovative and forward-thinking proposals to activate this prime location on the Beresford Foreshore. The site is an area adjacent to Adam Street and has been selected by the City due to its strategic position. A map identifying the location can be found in Appendix A – Commercial Activity Site Location.

The City may consider submissions identifying 'new' sites; however, these may be subject to further advertising and expression of interest (EOI) processes at the absolute discretion of the City.

The site does not have power or water services.



Key Dates and Delivery Methods

Closing Date and Lodgement of Submissions

Submissions are to be received by **close of business on 5 March 2024** and should be marked attention Coordinator Land and Leasing and lodged using any of the following methods:

Hand Deliver	The City of Greater Geraldton 63 Cathedral Avenue Geraldton WA 6530
Post	The City of Greater Geraldton Po Box 101 Geraldton WA 6531
Email	council@cgg.wa.gov.au

Submission Requirements and Conditions

Proponents are required to complete and sign the application form. The submission should include responses to the questions in part 2 of the application form, with sufficient information to enable a panel to evaluate the proposal against the criteria.

Submissions can include attachments to support the proposal, though as a minimum, must include the following:

- 1. Completed and signed Commercial Activity Application Form - Mobile Vendor.**
- 2. A written submission addressing the evaluation criteria.**

Time Frame

Indicative time frame for the application and evaluation process:

- Expressions of Interest invitation open (4 weeks): 6 February 2024
- Expressions of Interest invitation closes: 5 March 2024
- Evaluation / Short listing of Proponents: 6 – 12 March 2024

Evaluation Process

At the close of the invitation period, all submissions will be checked for completeness and the City may seek clarifications or further information during the evaluation process.

A panel of City Officers from operational areas will evaluate the submissions against the evaluation criteria and then meet to discuss their scores. All submissions will be presented to Council with a recommendation for the preferred candidate.

The City in its absolute discretion, may at any time, decide not to proceed with any of the submissions.

Note: Approval from both the City and Minister for Lands is required prior to entering a licence agreement.

Contact Person

If you have any questions about completing this Application Form, please contact Gabrielle Wilkinson – Coordinator Land and Leasing by email leasing@cgg.wa.gov.au or phone (08) 9956 6629.

EOI Beresford Foreshore Mobile Vendor Application Form

Part 1: PROPONENT DETAILS		
1. Contact details of proponent		
Contact person _____	Title/Position _____	
Address _____		
Telephone _____	Mobile _____	
Email _____	Website _____	
2. Is the proponent:		
<input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Other – please specify _____		
3. What is the proponent's:		
ABN _____	ACN _____	
4. What is the business name:		
5. Please provide details of any directors, partners, etc. (If more space is required, attach a separate list.)		
Full Name	Address	Title or Position
6. Any other important details:		

Part 2: EVALUATION CRITERIA

Concept Details

Please provide an overview of your mobile business concept. The inclusion of concept drawings, maps, photos, or examples of similar ventures as an attachment is encouraged. Include information on:

1. The business concept and description of the type of service / activity / product or menu items offered. How does it align with the recreational or tourism orientation of the site.
2. Does the service / activity / product provide a point of difference to what is normally available at or near the site.
3. Food Vendors ONLY: Does the menu offering include healthy food / drink options.

Site Requirements

Please provide details on the site requirements, noting that water and power is not available.

1. What length of time is proposed (licence term).
2. Is the business fully self-contained i.e. waste, water, and power.
3. Details of proposed vehicle and dimensions, including the footprint (area) of the vehicle i.e. how much space will be required.
4. Set-up and operation i.e. will any additional equipment be required on site.

Service Details

Please provide details on your ability to deliver the service. Include information on:

1. Details of the business's intended trading period i.e. hours of operation, seasonality.
2. Is the business currently operating successfully either as a mobile or permanent establishment.
3. Is there sufficient provision for waste management and removal from the trading site each day.
4. Food Vendors ONLY: Does the business currently hold a Food Business Registration from the City of Greater Geraldton.

Experience and Capability

Please provide details on your ability to deliver the concept. Include information on:

1. Details of experience and financial capability in delivering similar or relevant ventures.
2. Are any qualifications, licenses/registrations required and obtained where necessary.
3. Proposed product quality and customer service history and experience.

Sustainability

Please provide an overview of the sustainability of the proposal from an environmental, cultural, and economic perspective. Outline:

1. How the business will minimise environmental impacts, i.e. water, recycling, noise pollution.
2. How the business will respect the cultural values of the location.
3. How the business will be economically sustainable in the long term i.e. will you be able to operate for the full term of the licence.

Part 3 SUPPORTING DOCUMENTS/ATTACHMENTS

List any attachments, supporting diagrams, photos, or concept documents to be considered as part of the evaluation.

Part 4 ACKNOWLEDGEMENT

I acknowledge I have read the EOI information and have understood the requirements.

The EOI Application Form and attachments are to be lodged by 5 March 2024.

An acknowledgement of lodgment will be issued. Failure to receive a receipt should be considered as a failure to lodge the proposal and proponents are advised to contact Gabrielle Wilkinson by email leasing@cgg.wa.gov.au or phone (08) 9956 6629 if this occurs.

Signature:

Name:

Business:

Position:

Date: