



EOI The Opportunity

Wonthaggi State Coal Mine Cafe

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The image shows the interior of a cafe. In the foreground, there are dark wooden tables and chairs. In the background, there is a bar area with a menu board listing coffee flavors: PEPPERMINT ENGLISH BREAKFAST, MINT EARL GREY, VANILLA IRISH BREAKFAST, GREEN CHOCOLATE VERY BERRY, and CHAI BLACK ROSE. A large cutout of a miner wearing a headlamp and a jacket is positioned on the right side. A speech bubble next to the miner says "Help an Old Miner get back Underground". The walls are decorated with colorful artwork and a bookshelf is visible in the background.

The Opportunity

Lease of the Wonthaggi State Coal Mine Cafe

EOI schedule

**Stage 1 EOI Opens
8 Oct 2018**

**Site Inspections
23 & 30 October 2018**

**Applications close
30 Nov 2018**

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

Just 90 minutes from Melbourne, the Wonthaggi State Coal Mine is the only historic coal mine experience in the Southern Hemisphere, offering interactive fun and interest for the whole family both above and below ground.

Rising from its beginnings as a make shift 'Tent Town', Wonthaggi quickly grew to the thriving area, known today. Operating from 1909 to 1968, the State Coal Mine produced almost 17 million tonnes of coal for Victoria's industries and railways.

Today, Parks Victoria and volunteers help bring the 260-hectare precinct, Coal Mine men, their methods, stories, Pit Ponies and mining conditions to life, during a fascinating Underground Mine Tour.

A unique, heritage tourist attraction, the State Coal Mine is a truly authentic experience where visitors can start and end their day at the Visitors Centre Café.

Visitors are welcomed to the site via the State Coal Mine Visitors Centre. A contemporary space rebuilt in 2010, home to the popular State Coal Mine Café - now available via a lease for up to 10-years.

Maximise the onsite café facilities including fully fitted out indoor and outdoor dining areas, kitchen and retail space. In addition, a dedicated Education Room and modern auditorium cater to presentations and group functions.

Within the precinct, café visitors are also drawn to free entry to all above ground facilities, guided Underground Tours, a Museum and Theatre, heritage trail, historical buildings, sheltered BBQ area, above ground wheelchair access and ample parking.

The successful proponent will develop a business model for the operation of the café that reflects the needs of visitors, works collaboratively with Parks Victoria and the Wonthaggi State Coal Mine friends and volunteer groups, respects the historic built and natural environments, while enhancing the significant Coal Mine precinct and its surrounds.

The opportunity on offer is for a high-quality operator with excellent customer service, open seven days a week, offering meals, catering and food and beverage provision (including healthy options) for visitors, functions, schools and groups.

There is also the potential to cater for groups and events using the theatre and conference room or the precinct grounds and to operate outside of standard hours (daily 10am-4.30pm, closed Christmas Day).

Furthermore, the successful tenant can work collaboratively with Parks Victoria and the State Coal Mine friends and volunteer groups to take bookings for the Underground Mine Tours at an agreed 10% commission.

Features

Café Lease area

- Service area with counter
- Stainless steel commercial kitchen including oven, dishwasher, canopy, refrigerator, freezer and refrigerated and heated cabinets
- Outdoor undercover storage area

Café Licence area

- Table seating for approximately 45 people inside the Visitor Centre reception area (Arrival Hall)
- Café outdoor eating area for approximately 45 people on the deck
- Undercover public toilets including a disabled toilet

Public Spaces

- Car parking for approximately 60 vehicles (there are two parking spaces for café staff behind the café)
- Access to the historic State Coal Mine precinct and park areas with BBQ and picnic tables

“The Wonthaggi State Coal Mine precinct is one of the many great experiences in the Bass Coast Shire, whether you take an underground tour, explore the buildings, grounds and trails, or just kick back in the Visitor Centre Café with a coffee and some food.”

Peter Francis, Manager, Economic Development & Tourism Bass Coast Shire

Park profile

The Wonthaggi State Coal Mine offers a journey back in time to discover what life working in a coal mine was like in the 1900s. Venture underground through the dark network of tunnels to get hands-on at the coal face and learn how Victoria's hard-working men extracted the black gold.

Location

Wonthaggi is 132km southeast of Melbourne, and the State Coal Mine is in Garden Street, off Billson Street.

The State Coal Mine is just a 10-minute drive from Inverloch and a 25-minute drive from Phillip Island.

The coal mining activities are long gone today, but Wonthaggi has reinvented itself as the commercial and retail hub of Bass Coast and South Gippsland. The town brims with a range of shops, eateries, supermarkets, entertainment facilities and accommodation options.

Access



- **By road** - access to the site by car, bus or coach is via the Bass Highway, Bunurong Road or the Korumburra-Wonthaggi Road.
- **By public transport** – A V/Line train service is available from Melbourne to Pakenham, Warragul, and Traralgon stations. A bus service offers transport from Wonthaggi to Traralgon, Cranbourne and Dandenong.
- **By bike** – the Bass Coast Rail Trail is a 23km trail between Wonthaggi and Anderson for walking, cycling or horse riding. The State Coal Mine is only a few minutes ride from the Rail Trail.
- **By foot** – The State Coal Mine is approximately 3 km from the centre of town (a 35-minute walk)

Visitation

Over 50,000 people visited the Wonthaggi State Coal Mine Visitor Centre during the 2017/2018 financial year, with 11,500 taking a guided underground tour in their visit.

Visitors to the site include holiday makers, locals and friends meeting for a coffee, lunch or a barbeque. In addition, local businesses and Parks Victoria staff utilise the café and precinct along with primary and secondary school groups undertaking curriculum based activities.

Community groups with an active role in the State Coal Mine include the Friends of the State Coal Mine, the State Coal Mine Volunteers and the Wonthaggi Theatre group.

Parks Victoria anticipates that the café visitation will be greatly influenced by the quality, style, management and marketing of the proposed business operation. As such, it is recommended that proponents conduct their own research, and consider how they can contribute to increased visitation.

Heritage

The Wonthaggi State Coal Mine is a Historic Reserve listed on Heritage Council Victoria, Victorian Heritage Inventory Register. Of importance are the underground mine areas of the original No. 1 bench, three tunnels and portals, machinery, electricity substation, railway embankment and other onsite outbuildings.

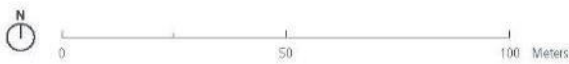
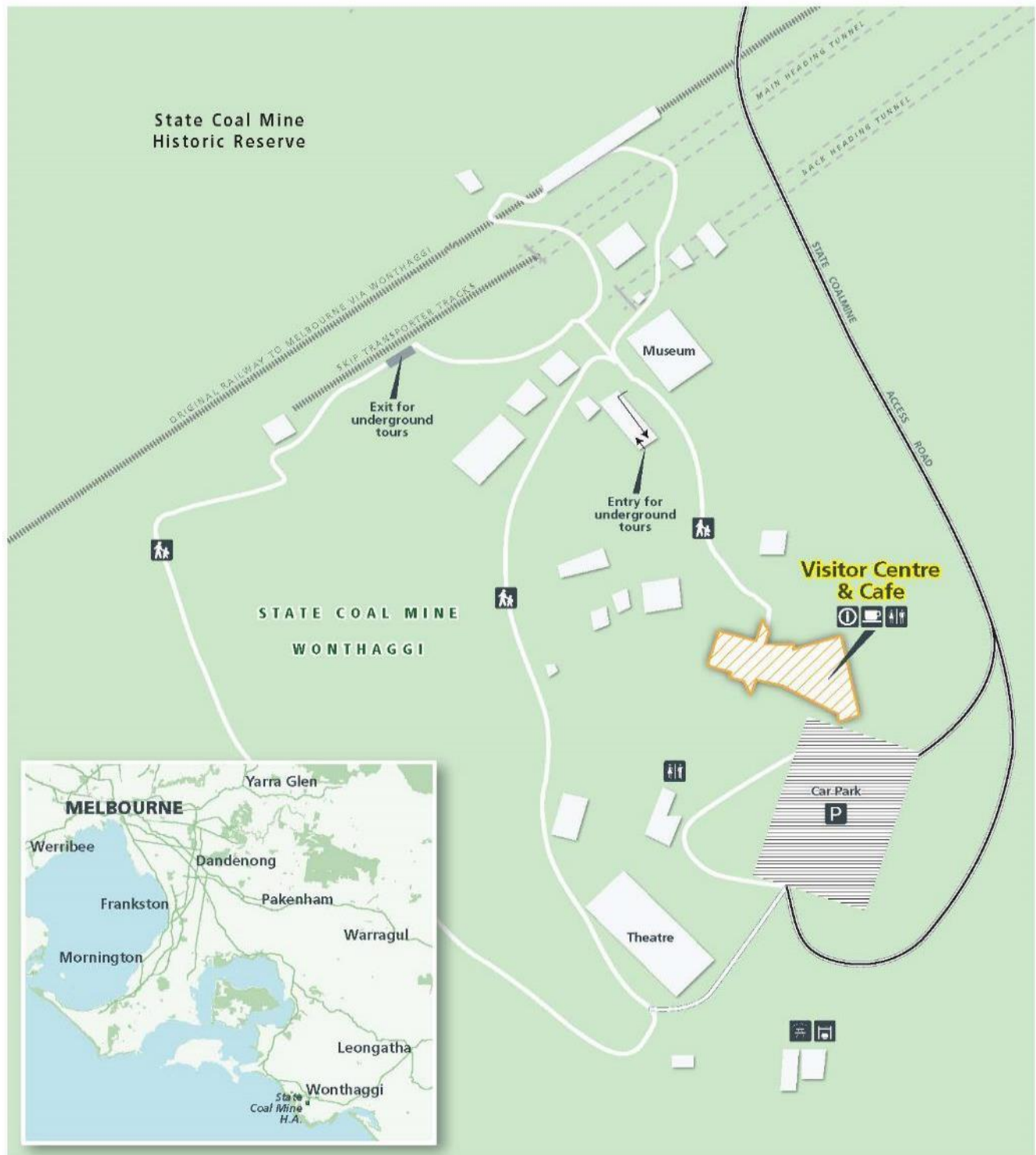
It is historically noteworthy as part of the State's most prominent black coal mine, reflecting Victoria's endeavour to be self-sufficient in the early twentieth century. The area is also of great significance due to its potential to educate and share this important aspect of Victoria's heritage with visitors.

While intrinsically linked to the heritage of the State Coal Mine, the Café resides in a modern and contemporary building.

Precinct map

State Coal Mine Historic Reserve

Wonthaggi



The region

Located between Phillip Island and Inverloch, Wonthaggi is Bass Coast's regional hub, leaving the State Coal Mine Café to be perfectly placed as a part of a Bass Coast or South Gippsland touring itinerary.

History

In the early part of the 20th Century coal was the primary source of energy in Victoria, which was largely supplied from the New South Wales coal fields. In 1909 strikes in New South Wales led to coal shortages in Victoria. As coal supplies dwindled the Victorian government came under pressure to maintain the supply of coal.

The Powlett River Coal Fields were opened in November 1909 to meet this shortage. This area later became known as Wonthaggi's State Coal Mine. The initial accommodation for the miners who flocked to the area to work in the mine was in a well-constructed tent town, but within a year the township of Wonthaggi had been surveyed and cottages for the miners and their families were under construction.

By 1911 the population of Wonthaggi had grown to around 3,200 and the original tent town had prospered into a thriving township.

The Coal Mine operated until 1968, and guided underground tours continue to be popular with visitors to the site.

Such is the love for the State Coal Mine, in 2006 the community and friends of the State Coal Mine secured grant funding for a revamped State Coal Mine experience, which included the new modern Visitor Centre and café

Traditional Owners

Parks Victoria is committed to working collaboratively and respectfully with Traditional Owners about community and interests. As such, Parks Victoria supports the creation of partnerships with Traditional Owners.

Through their cultural traditions, the Boon Wurrung and Bunurong identify the State Coal Mine as their Traditional Country.

Regional Highlights

- **Attractions**
Key visitor sites in the region include Phillip Island and Churchill Island, the Bunurong Coastal Park, The Bass Coast Rail Trail, Wonthaggi Artspace, Rifle Range Wetlands, Tank Hill Reserve, Baxters Wetlands, the Victorian Desalination Plant Ecological Reserve and Wilsons Promontory National Park.
- **Activities**
Visitors to the area enjoy activities and tours such as surfing, swimming at the beach, bushwalking, nature tours, dining, picnicking, cycling, horse riding, sightseeing and touring, mountain biking, spotlight and photography tours.
- **Events**
Local major events include the Australian Motorcycle Grand Prix, Inverloch Historical Exhibition, Film Screening, San Remo Fishing Festival, Phillip Island Pro surfing world championship tour and the Jazz Festival.

The State Coal Mine is voted as the #1 thing to do in Wonthaggi by TripAdvisor.

Biodiversity

The Wonthaggi State Coal Mine precinct contains a range of habitat including:



68
Indigenous plants



70
Flora species



106
Fauna species

While onsite, look out for Cobber, the Wonthaggi State Coal Mine resident Pit Pony!



ROCKSTAR
ENERGY DRINK



Lease / licence proposal

Realise the full potential of the Wonthaggi State Coal Mine Cafe by maximising the precinct's position, buildings and infrastructure, diversity of product offering and visitor markets.

Lease and Licence footprint

The lease area is highlighted on page 10 and comprises the café kitchen, scullery, storage and service area.

The licence area (also page 10) comprises the café seating area in the visitor centre, the outdoor café deck dining area, and the undercover male, female and disabled public toilets accessed from inside the café.

The licence will have the same term as the lease.

Zoning and types of activities

The Wonthaggi State Coal Mine is zoned Public Park and Recreation Zone (PPRZ) under the Bass Coast Planning Scheme.

The precinct is reserved as "Temporary Conservation of an area of Historical Interest", and has planning overlays including an Environmental Significance Overlay, a Heritage Overlay, and a Significant Landscape Overlay. It is within an area of Aboriginal Cultural Heritage Sensitivity.

Any new development(s) proposed by the applicant should be clearly highlighted in the EOI proposal submission.

Offers being sought

Both financial and non-financial benefits are being sought from the successful proponent. In addition to rent, applicants should highlight how they intend to contribute to the park and greater community which could include partnerships, jobs creation, enhanced visitor experiences or the attraction of new target markets, amongst others.

Lease arrangement and term

A lease and licence will be issued under the Crown Land (Reserves) Act 1978, and a term of up to 10 years is available.

The lease and licence can be granted by Parks Victoria under delegation from the Minister for Energy, Environment and Climate Change.

Commencement of both the lease and licence is anticipated to be 1 May 2019.

Documentation and Costs

The successful proponent will enter a lease and licence (see '*useful links*' at the State Coal Mine EOI on www.parks.vic.gov.au/EOI for a standard lease and licence, including general conditions). The agreement(s) may be amended to address items specific to the successful proponent's proposed use, the premises and the operation and management of the Wonthaggi State Coal Mine Café. Examples include:

- any development works, as committed by the proponent
- the provision of an annual maintenance report on the lease area by the proponent
- the proponent taking bookings and charging fees for ticketing the underground coal mine tours, as per an agreed fee schedule, and remitting 90% of the total fees to Parks Victoria monthly in arrears

Proponents will not be granted any rights or interests in the business other than those outlined in the lease. For example, goodwill in the business beyond the term of the lease, the right to sell the business or retain any intellectual property in the business name, except where permitted by the lease.

Applicants are responsible for any costs associated with a proposal including assessments required as a part of the planning and approvals process and proposed developments.

Agency

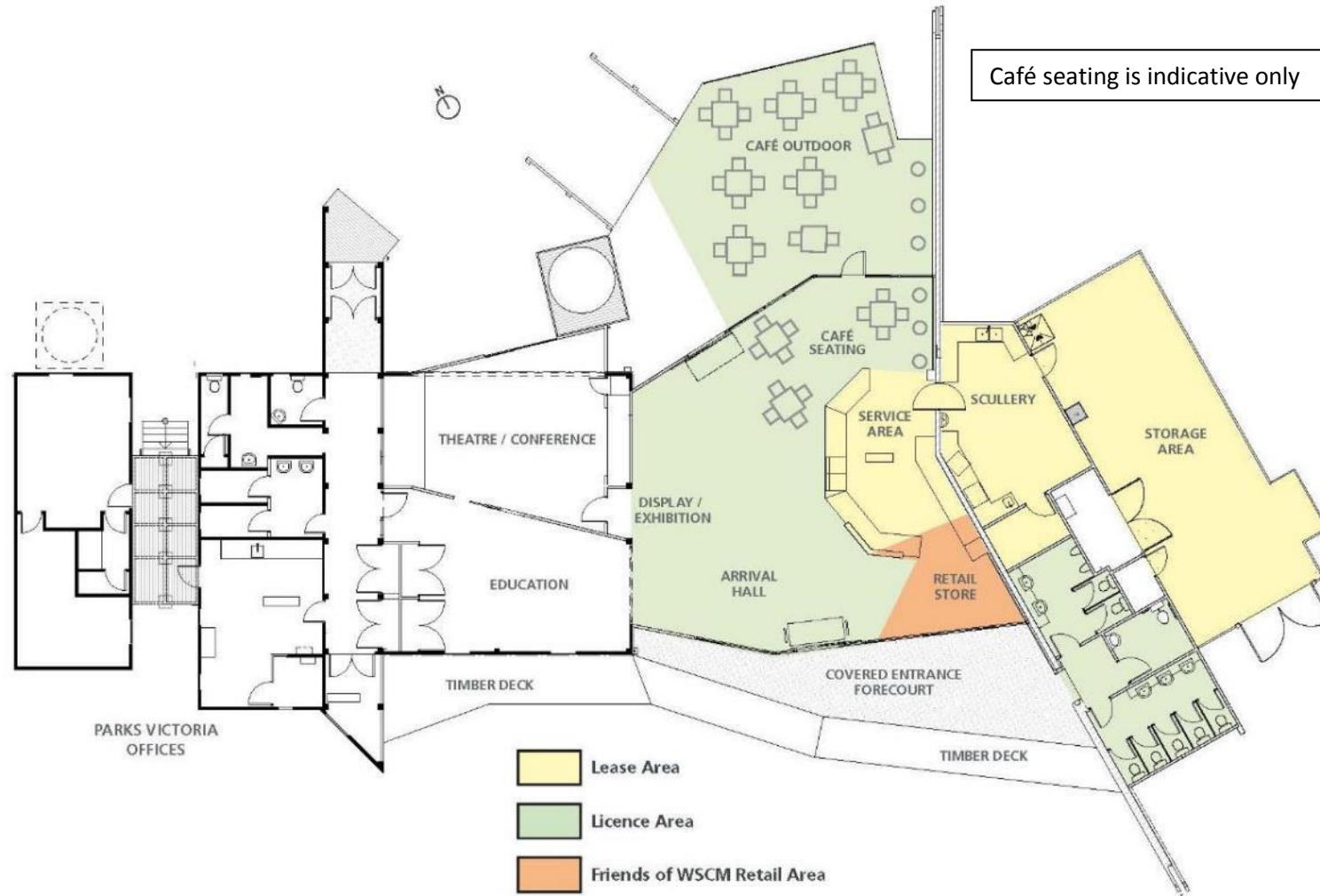
If applicants are responding through agents, proposals must; note that the agent is acting for, and will be remunerated by the proponent and provide formal written confirmation of authority from the proponent.

Parks Victoria will not deal with or recognise any party other than those who are referred to as the formal authority.

Floor Plan

Visitor Centre & Café - Floor Plan

State Coal Mine Wonthaggi





Proposal assessment

Evaluation Criteria

Proposals will be assessed by a Parks Victoria Project Assessment Panel in a single-stage process, against key selection criteria in accordance with leasing policy, legislation and management strategies. Applicants should ensure their submission thoroughly addresses and numbers the evaluation criteria as detailed below.

1. Proposal Concept 15%

- A full proposal description including the proposed activities, days and hours of operation and any innovative features
- Where any fit-out or development works are being proposed, clearly note the cost and year of completion, and include drawings to illustrate the scope, design and character of your proposal

2. Strategic Alignment 20%

- Alignment with Parks Victoria's corporate goals and vision for Healthy Parks, Healthy People and the Healthy Choices Guidelines
- Alignment with planning scheme requirements

3. Business Management & Viability 25%

- Experience and credentials in managing a similar business and capacity to deliver the project
- A business plan including the vision, goals and objectives, operations, structure, key risk assessment, qualifications and experience of personnel and the proposed key performance indicators for annual review by Parks Victoria
- 5-year financial (revenue and expense) projections of operations with clear assumptions, the timing of any capital injection, estimated working capital requirements and the proposed sources of any required capital funding
- The proposed rental return to Parks Victoria. (Noting that Parks Victoria will engage the Valuer General to assess the proposed rental from the preferred proponent)
- Safety and emergency management considerations that will be built into the business model including compliance
- Recognition of all likely licensing, accreditation, certifications and insurance requirements

4. Visitor Experience 20%

- How the business will enhance the park and the regional visitor experience
- A marketing plan showing proposed target markets and visitor numbers
- Demonstrate the extent your proposal will cater for visitors of all abilities
- Outline intended visitor tracking and reporting to be provided to Parks Victoria

5. Environmental & Cultural Management 15%

- Outline how the business will promote environmental sustainability
- Proposed opportunities to assist with the provision of information to park visitors
- Highlight your approach to managing the heritage and cultural values of the site

6. Lease Departures 5%

By submitting a proposal to Parks Victoria, applicants acknowledge and accept all lease and licence agreement conditions. Please clearly highlight in your submission if you are proposing any departures and include supporting documentation where relevant.

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.

Hyperlinks

- [Parks Victoria – Shaping our Future](#)
- [Parks Victoria – Healthy Parks, Healthy People](#)

Resources

- EOI Essentials with Parks Victoria
- Leasing Policy for Victorian Crown Land 2018
- Aboriginal Heritage Act 2006
- Victorian Visitor Economy Strategy
- Tourism Research Australia
- Accessible Tourism – Tourism Victoria
- Bass Coast Economic Development Strategy 2016-2021

EOI submissions

All EOI proposals are to be submitted to EOI@parks.vic.gov.au

before 4pm AEST on 30 November 2018

Subject: EOI 201805 Wonthaggi State Coal Mine Cafe

A notification will be sent to all applicants registering their intent to submit a proposal and 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 arrange 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.

Any questions received in relation to the EOI will be compiled into a Q&A sheet and disseminated to all registered parties with an interest in submitting an application, at the same time.

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 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.
- Authorised conflict of interest declaration

I hereby submit an Expression of Interest for a lease for the State Coal Mine Cafe.

Signed:

.....

Name:

.....

Date:

.....

Conflict of interest declaration

EOI application for the Wonthaggi State Coal Mine Cafe

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

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):

- | | |
|--|--|
| <input type="checkbox"/> Relationship with staff member | <input type="checkbox"/> Conflict of duty e.g. membership of another Public sector or private organisation |
| <input type="checkbox"/> Relationship with family or friends | <input type="checkbox"/> Other (please detail): |
| <input type="checkbox"/> Relationship with external parties | The conflict is expected to last (tick appropriate box): |
| <input type="checkbox"/> Financial interest | <input type="checkbox"/> 0-12 months <input type="checkbox"/> > 12 months <input type="checkbox"/> Ongoing |
| <input type="checkbox"/> Outside work activities (paid/unpaid) | |

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.

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.

