



Barwon  
Coast

# Breamlea General Store

Expression of Interest  
January 2024



This is Wadawurrung Country

We acknowledge the Wadawurrung People as the Traditional Owners of the land, waters, seas and skies of Ocean Grove, Barwon Heads, 13<sup>th</sup> Beach and Breamlea. We honour and say Nyatne to Elders past, present and future whose ancestors, for thousands of years, have cared for his part of Dja (Country). We are committed as an organisation to meaningfully work together with Traditional Owners to make Wadawurrung Culture and Country Strong.



Barwon Coast Committee of Management Inc. (Barwon Coast) is delegated to manage 19km of the coast along Victoria's Bellarine Peninsula. This includes the beaches and foreshores of Ocean Grove, Barwon Heads, 13th Beach and Breamlea. In partnership with Traditional Owners, Barwon Coast's charter is to protect and enhance the natural environment and provide opportunities for residents and visitors to enjoy these areas.

We operate the Barwon Heads Caravan Park, Riverview Family Caravan Park (Ocean Grove), Riverside Camp ground (Ocean Grove) and Breamlea Caravan Park, as well as managing various commercial leases and licences.

All revenue raised is reinvested to care for the natural environment and to provide facilities and infrastructure along the coast for use and enjoyment by all.

Barwon Coast is a State Government body, established under the Crown Land (Reserves) Act 1978 on 1 July 1995.

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## Introduction

Barwon Coast Committee of Management Inc. (Barwon Coast) is seeking Expressions of Interest (EOI) from suitably experienced people/businesses to lease the Breamlea General Store building.

If suitable EOIs are received, Barwon Coast may offer a selective tender to identify a preferred Operator – this would be completed in the first half of 2024.

## Background

Over summer 2023/24 Barwon Coast are undertaking a number of initiatives to help us make a plan for the future of the Breamlea General Store.

Breamlea is an incredibly special coastal village tucked away on the south coast of Victoria. It is a short drive from Torquay, Barwon Heads and Armstrong Creek. Breamlea is known for its beautiful bush setting, stunning beaches, significance to the Wadawurrung and its small, close-knit community.

In April 2022 the management of the Breamlea coastal reserves transferred from the City of Greater Geelong to Barwon Coast Committee of Management Inc. (Barwon Coast). This includes the management of the Breamlea Caravan Park and the on-site Breamlea General Store.

Barwon Coast is committed to working to balance community benefit with responsible management of our resources. Following almost 18 months of operation, Barwon Coast has found our operating model is not financially viable. We believe the store is better suited to an owner/s operator model. We are reviewing options to change the service model; we believe the right operator and business proposition could be more financially sustainable while continuing to provide a valuable service to the local community, campers and visitors.

To ensure we investigate all potential options for the General Store, alongside our consultation to determine community ideas and priorities we will be running this 'Expression of Interest' (EOI) process. This EOI process will provide Barwon Coast with an understanding of the vision, capability and experience of people who are interested in operating the shop.

## Disclaimer

Each applicant must make their own independent assessment and investigations of the matters mentioned in the Expression of Interest. The purpose of this document is to provide applicants with information to assist in the formulation of expressions of interest. Barwon Coast, its employees and consultants make no representation or warranty as to the accuracy, reliability or completeness of the information.

Barwon Coast, its employees and consultants shall have no liability to any applicant or any other person under the law of contract, tort, the principles of restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered as a result of anything contained in this document, any matter deemed to form part of the Information

Pack, any information supplied by or on behalf of the Committee or otherwise in any way from the selection process.

Barwon Coast reserves the right not to appoint any applicant.

## 1. Location and Description of Venue

The Breamlea General Store is situated beside the entrance to the Breamlea Caravan Park, on Crown Land managed by Barwon Coast Committee of Management Inc.

Breamlea is a unique coastal village on the south coast of Victoria, mid-way between Barwon Heads and Torquay. Less than 100 kilometres from Melbourne and 20 kilometres from Geelong it features one of the nearest surf beaches to both cities.

The Breamlea Caravan Park has a mix of twelve-month permit sites, casual sites and accommodation. Over the peak summer season the park accommodates approximately 300 people per night. The caravan park has over 2000 arrivals per year.

The current iteration of the General Store provides food, hot and cold beverages, basic grocery items and a Licenced Post Office service to locals and visitors.

The building contains the main shop, Coolroom, storage room, toilet and two additional storage rooms which are each similar in size to the main shop. The total area of the building is roughly 150SQM.

Please see Appendix A for pictures of the building surrounding area.

## 2. COMMENCEMENT AND TERM

Applicants are to advise their preferred commencement date and term.

It is expected that if a tenant is engaged it would be via a CLRAct 17D Lease and 17B Licence (if an outdoor area is included).

As part of your submission response, please include an estimate of the annual lease fee you would be willing to pay.

### 3. OPERATOR REQUIREMENTS

It is expected that the Operator will be responsible for:

#### **Operating requirements**

- Obtaining all necessary permits, and approvals to ensure the delivery of the service meets all legal obligations, as well as the terms and conditions of the Lease and/or Licence held with Barwon Coast.
- All food health and safety requirements, including obtaining and maintaining the appropriate permits from the City of Greater Geelong for the operation of a food outlet.
- It is likely that the operator would be required to make some improvements if they wish to gain a permit to prepare food onsite. These may include an additional sink, commercial dishwasher and reinstating the grease trap.
- Ensuring that all waste and spillage are correctly handled and disposed of in the appropriate manner, i.e. in the identified waste facilities.

#### **Premises**

- Providing all plant, equipment, tools, materials and labour to carry out their proposed service delivery.
- Maintaining the building inside and out in a clean and tidy condition.
- Securing the building at the end of daily operations and ensuring no keys are misplaced or lost.
- Reporting any damage to Barwon Coast as soon as practical.
- Security hardware is currently installed in the General Store. If the Operator wishes to use this equipment it will be at their discretion and cost.
- Utilities fees including power and water; these accounts will be assigned directly to the Operator if possible, with a reasonable fee oncharged by the landlord if assignment is not possible.
- Removal of waste relating to the General Store.

#### **Insurance**

- Maintaining a Public Liability Insurance Policy which indemnifies Barwon Coast from any claim. The policy must be to a minimum value of \$20,000,000 and remain current for the entire duration of the Lease/Licence.
- Maintain cover for the General Store building and contents (such as a Material Damage policy)
- Insurance certificates of currency for all relevant policies are to be provided to Barwon Coast in a timely manner.

## 4. BARWON COAST REQUIREMENTS

It is expected that Barwon Coast will be responsible for:

- Maintenance of the surrounding area including trimming of trees, shrubs and other vegetation.
- Undertaking regular inspections of the General Store to ensure a satisfactory delivery of services to the standard proposed within the EOI response, and to ensure that the property is being maintained in accordance with the stated terms and conditions of the agreement and this EOI document.
- Provision of water to the premises.

## 5. SERVICE REQUIREMENTS

### **Operating times**

The General Store is currently open from 9am to 2pm Mondays through to Saturdays (9-5pm 7 days / week through the summer school holidays). Applicants are to include in their response their preferred hours of trade. By negotiation, Barwon Coast may require set opening times.

Barwon Coast currently offer a Licenced Post Office service as part of the General Store. This service provides an income of around \$45k per annum but requires the licensee and their employees to complete training (set by Australia Post) and to open for the licenced hours (9am – 2pm Monday to Saturday).

If the Applicant would prefer to not have this responsibility, Barwon Coast or Australia Post may continue to provide this service from another building. The applicant is asked to indicate whether they would like to provide this service as part of their proposed business model.

### **Product Mix**

Barwon Coast will assess each proposal on its' individual merits.

Applicants are asked to outline the product range they propose in their application.

There is no licence to sell alcohol at this location currently; it is unknown whether an Operator would be able to obtain a liquor licence. BCCM will consider an application for a Liquor licence.

### **Signage/premises modifications**

The exterior of the building cannot be modified without Barwon Coast's prior approval. Any external changes, additions, alterations etc contained within the applicants' EOI proposal cannot be assumed to be approved.. Any proposal of this nature should consider the aesthetic and environment in which the building is located.

Any proposed modifications, including fit out to the interior of the building, would be at the cost of the Operator including any associated utility connections alterations.

## 6. EXPRESSION OF INTEREST CONDITIONS

### Contact

Prospective applicants are instructed to contact Barwon Coast with any questions - please contact Robbie Cullen (Barwon Coast Corporate Services Manager) on 0490 861 885 or [robbie@barwoncoast.com.au](mailto:robbie@barwoncoast.com.au).

Questions with a material interest to other applicants will be posted, with their response, on our website.

### Inspection

Interested parties may view the shop front during normal trade hours. The shop may be called on 03 4220 1101 to check trade hours.

Prospective applicants are invited to attend an inspection of the premises at 2:30pm on Wednesday 31<sup>st</sup> January. Please contact Robbie Cullen (see contact details above) to confirm your attendance.

If prospective applicants cannot attend at this time, Barwon Coast will endeavour to make the premises available for inspection at another time, however this cannot be guaranteed.

### Submission

EOIs can be submitted to Barwon Coast via email: [robbie@barwoncoast.com.au](mailto:robbie@barwoncoast.com.au)

EOI responses should be in Microsoft Word or PDF format. The total response should be no more than 20 pages and under 10MB in size.

### EOI Timetable

The EOI has the following timeline. While Barwon Coast will endeavour to meet this, unforeseen circumstances may delay the announcement of the outcome:

Release of EOI	Fri 19 Jan
No Questions passed	Mon 12 Feb
Closing date of EOI responses	Mon 26 Feb
Notify applicants of outcome	March 2024

### Compliance

All forms as provided for within the EOI documents must be completed and submitted for a response to be considered compliant.

Each Applicant will be assumed to be fully aware of the extent of the proposed conditions, condition of the premise and all other information relating to this EOI by the act of submitting an EOI response.

## 7. EVALUATION CRITERIA

Following the Closing Date, Barwon Coast will evaluate the EOIs received against the Evaluation Criteria specified in this Invitation.

An EOI will not be deemed to be unsuccessful until such time as the Applicant is formally notified of that fact by Barwon Coast.

### **Clarification**

If, in the opinion of Barwon Coast, an EOI is unclear in any respect, Barwon Coast may, in its absolute discretion, seek clarification from any or all of the applicants in relation to their EOI. Barwon Coast may use such information in interpreting and evaluating the EOI.

Failure to supply clarification to the satisfaction of Barwon Coast may render the EOI liable to disqualification.

Barwon Coast is under no obligation to seek clarification of anything in an EOI and reserves the right to disregard any clarification that it considers to be unsolicited or otherwise impermissible in accordance with the rules set out in this Part A.

### **Outcome options**

After evaluation of all EOIs, Barwon Coast may, without limiting other options available to it, do any of the following:

- Select a preferred applicant to commence a lease negotiation; or
- decide not to proceed further with the EOI process; or
- Select one or more applicants to complete a more detailed selective tender (which may include an on-site meeting with Barwon Coast evaluation committee member(s);

commence a new process calling for EOIs on a similar or different basis to that outlined in this Invitation.

## Assessment

EOIs will be assessed against the following selection criteria:

Weight Criteria	Detail	Weighting
<b>1. Previous experience operating a similar facility(s)</b>	Applicants need to provide the name of venue, location, type of operation, length of tenure, type of menu. Resume/experience of the person who will manage daily operations of the General Store.	25%
<b>2. Service offering</b>	Proposed products, pricing, proposed trading hours and days. Suitability of the service offering to meet the needs of the local community, caravan park guests and other visitors.	30%
<b>3. Improvements</b>	Proposed improvements to the premises (diagrams etc welcomed).	20%
<b>4. Lease fee proposal</b>	Barwon Coast's primary intention is to simplify its operations and improve the service offering. Applicants are encouraged to propose a fee for the lease of the building. Preferred term of tenure.	25%

Other Criteria	Detail
<b>Financial History and Security</b>	Have you ever been declared as bankrupt, had other notices or encumbrances against you personally or a business you have owned (fully, partly or in partnership)
<b>Conflict of Interest</b>	Provide details of any interests, relationships or clients which may or do give rise to a conflict of interest with respect to this application, and details of any strategy for preventing conflicts of interest.

## 8. NOTIFICATION OF RESULT

Applicants will be advised of the outcome of the EOI process in March 2024 unless unforeseen delays occur.

Unsuccessful applicants will not be offered an interview or review of their submission.

## 9. FURTHER INFORMATION

For further information about this Expression of Interest Process please contact Barwon Coast via email: [robbie@barwoncoast.com.au](mailto:robbie@barwoncoast.com.au)

## Appendix A – Images

Lease area shown in blue. A non-exclusive licence may also be offered for a surrounding outdoor/alfresco area.





## INFORMATION REQUIRED WITH EOI

Barwon Coast respects your privacy. All details provided by the Applicant will remain confidential.

Applicants are required to demonstrate their capacity to deliver the required services by providing the information requested in the template below. Where insufficient space is provided, please attach a separate document as needed.

### APPLICANT DETAILS

Complete where applicable:

<b>Contact Person for EOI:</b>			
<b>Telephone:</b>		<b>Mobile:</b>	
<b>Email:</b>			
<b>Position in Company (if applicable):</b>			
<b>Registered Business Name:</b>			
<b>Registered Business Address:</b>			
<b>ABN:</b>		<b>ACN:</b>	

### BUSINESS IDENTIFICATION

(a) Type of Business – Individual, Partnership, Limited Liability Company, etc:

(b) If a Partnership or Company, please provide names of all Partners or major proprietors/shareholders:

## EXPRESSION OF INTEREST: ASSESSMENT CRITERIA

### 1. Previous experience operating a similar facility(s)

(a) Applicants are requested to provide the name of venue, location, type of operation, length of tenure, description of products offered, role (owner or employee):

(b) Resume/experience of the person who will manage daily operations of the General Store. (Can be attached as separate document):

## 2. Service offering

(a) Proposed menu and pricing:

(b) Proposed trading hours:

(c) Post Office:

Barwon Coast currently offer a Licenced Post Office service as part of the General Store. This service provides an income of around \$45k per annum but requires the licensee and their employees to complete training (set by Australia Post) and to open for the licenced hours (9am – 2pm Monday to Saturday).

If the Applicant would prefer to not have this responsibility, Barwon Coast or Australia Post may continue to provide this service from another building. The applicant is asked to indicate whether they would like to provide this service as part of their proposed business model:

YES / NO (please circle)

### 3. Improvements

Applicants are encouraged to advise of any improvements they would like to make to the premises:

### 4. Lease fee proposal

<b>Proposed Rent (annual)</b>	<b>\$</b>
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Commencement and term:

Applicants are to advise their preferred commencement timing and term of tenure:

**5. Other Information:**

Applicants may submit any other information they consider would support their EOI submission.

## EXPRESSION OF INTEREST: OTHER CRITERIA

### Financial History and Security

- (a) Has any organisation owned and/or managed and/or controlled by you or your business partner(s), in the last five (5) years, been declared bankrupt, insolvent, or entered into receivership, a management agreement, or any scheme or composition pursuant to the Bankruptcy Act or Corporations Law?

YES/NO (if YES, please give details)

- (b) Has your organization or any organization similarly owned and/or managed and/or controlled by you ever failed in the past five (5) years to complete a Contract or licence; had a Contract or licence partially or fully taken over; or had a Contract or licence varied to delete substantial work to overcome poor performance under the Contract?

YES/NO (If YES, please give details)

### Conflict of Interest

Provide details of any interests, relationships or clients which may or do give rise to a conflict of interest with respect to this application or ongoing use of the Licence, and details of any strategy for preventing conflicts of interest:



**Barwon Coast Committee of Management Inc.**

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Barwon Heads VIC 3227

T: 03 5254 1118

E: [office@barwoncoast.com.au](mailto:office@barwoncoast.com.au)

[www.barwoncoast.com.au](http://www.barwoncoast.com.au)

**Social media:**

 [@BarwonCoastVIC](https://www.facebook.com/BarwonCoastVIC)

 [@BarwonCoastVIC](https://twitter.com/BarwonCoastVIC)

 [@BarwonCoast](https://www.linkedin.com/company/BarwonCoast)



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