

INFORMATION PACK COMMERCIAL OPPORTUNITY



Food & Beverage Vendor Stanwell Park Beach Cafe





INTRODUCTION

Wollongong City Council is looking for a savvy and knowledgeable food operator who is ready to make a seachange.

We're inviting experienced hospitality professionals to quote for the exciting opportunity to operate the Stanwell Park Beach Café a sought-after beachside spot in Stanwell Park.

This business is in the heart of the beachside community and the successful applicant will cater to those who call the picturesque coastal village home, as well as daytrippers and holidaymakers. Read on to find out more about the process to lodge submissions (Form of Tender) and what formal documentation we need to accompany your submission.

Be sure to meet the requirements as outlined in the attached Invitation to Tender and respond pursuant to the Form of Tender (Tender Documents).

Please note: if there is an inconsistency in detail included in this Information Pack and the Tender Documents, follow the advice within the Tender documents.



ABOUT THE OPPORTUNITY

Images of Stanwell Park have been beamed across the world in many a commercial or Instagram post. It's renowned on the international stage for hang-gilding and paragliding off Bald Hill, and for the views over the Sea Cliff Bridge.

Stanwell Park is home to a passionate community that values its beaches, escarpment and sense of connection to people and place. The village's laid-back lifestyle is important to those who call it home and is similarly sought after by visitors. It's all these factors that ensure this is a great opportunity to make a mark on the local community as well as Wollongong's prospering tourist market.

We're seeking tenders from experienced operators to offer a food and beverage operation that will meet the needs of the Stanwell Park Recreation Area diverse users.

The successful experienced operator will offer a sustainable and commercial viable operation from the purpose-built Café. The premises is within the Stanwell Park Recreation Area and is fully fitted out with a commercial kitchen and appointed appliances, ready for an operator to walk straight in, with little to do. It has a dry store, cool rooms, unisex staff amenities, unisex customer/disability amenities and furniture storeroom. The licensed area also incorporates a covered outdoor seating area with approval for alfresco dining.

The successful Proponent will be ready to swing into action and be prepared to launch the business by mid-May 2025, having already sought the necessary approvals.

VISION STATEMENT

It is proposed that the opportunity will deliver on the following:

- The Stanwell Park Beach Cafe is located in a well renowned and picturesque location with significance to the community and tourists to the area alike.
- The Cafe needs to recognise the balance to be struck between these two stakeholder groups and deliver on an offering that looks to constantly exceed expectations.
- The vision for this site is one of creativity, connection with the local community and striving for the creation of a “destination” to be enjoyed by all visiting this location.

Some “must haves” for the site are listed below:

- A high quality and creative food and beverage offering in the Café within the Stanwell Park Recreation Area
- Obtain and keep current the appropriate liquor licence or BYO approvals to facilitate the responsible sale/and or consumption of alcoholic beverages
- Consider the relevant stakeholders in the area and potential customers to build and deliver on a commercial venture that benefits both the operator and the surrounding community;
- Provide a high level of service to the Stanwell Park community
- Find and implement ways to connect and involve the local Stanwell Park community whilst also providing an attractive offering for visitors.

LEASE/LICENCE OBJECTIVES

The principle objectives of the lease are to:

- Ensure a quality experience is provided to visitors to the area along with the local community
- Encourage an innovative business approach that supports the increasing recreational use of the site and improves the overall amenity of the area
- Ensure the services provided are environmentally, socially, culturally and economically sustainable
- Ensure an appropriate financial return is realised for this public asset.



ABOUT THE SITE

The Stanwell Park Beach Café is within the picturesque Stanwell Park Reserve, nestled between the mountains and the sea. The Recreation Area is a popular destination for families to picnic and offers a playground for children, covered picnic tables, BBQ's with the patrolled Stanwell Park beach just nearby. It is also the landing site for the internationally recognised Stanwell Park Hang Gliding & Paragliding Club and is within close proximity to the northern end of the Seacliff Bridge.

Address:

Stanwell Park Recreation Area, 2A Station Street, Stanwell Park NSW 2508

Legal Description:

Lot 7304 in Crown DP 1142283 known as Stanwell Park Reserve R83095 Land

Classification:

Crown Land, Wollongong City Council as Crown Land Manager

Services Present at location:

Water, electricity & telephone

Public Car Parking:

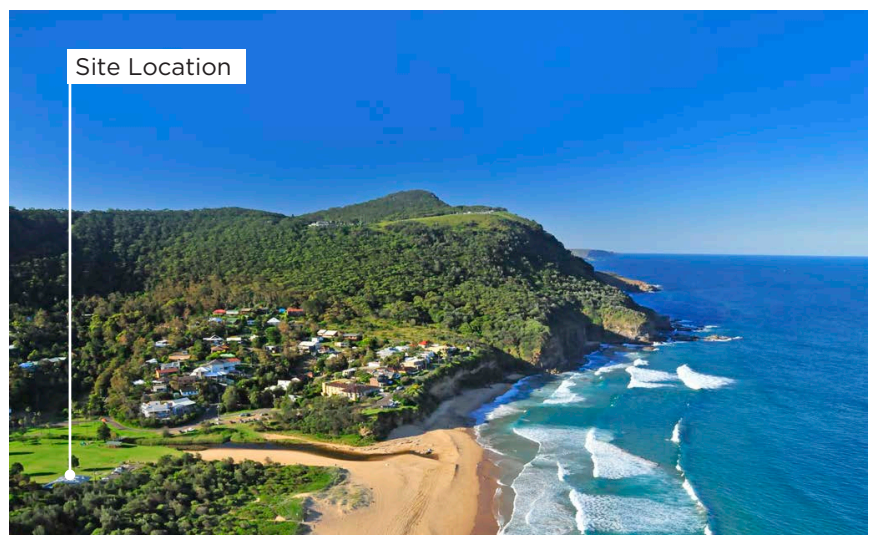
Adjoining Stanwell Park Reserve car park

ABOUT THE AREA

Stanwell Park is at the northern tip of Wollongong's Local Government Area and runs up to the southern end of the Royal National Park. It's less than an hour's drive from Sydney's CBD and is known for its scenic beauty and beachside lifestyle. Wollongong and its diverse suburbs are increasingly viewed as an area where it's easier to strike the right work/life balance, and some view Stanwell Park as the gateway to this lifestyle shift.

Stanwell Park Recreation Reserve is by a patrolled beach and is at the heart of the local community. Wollongong City Council lifeguards as well as volunteers from Surf Life Saving patrol its popular beach, and the reserve offers picnic tables, barbeques and grassed areas for play and relaxation. All this is overlooked by rugged bushland escarpment that's up to 300 metres high.

The area is popular with visitors who visit the recreation area and nearby Bald Hill Lookout to take in the views and the area's history. Bald Hill is where aeronautical pioneer Lawrence Hargrave first flew his box kite 125 years ago. Today, the site that overlooks Stanwell Park, remains a popular launchpad for para gliders and hang gliders.



SUBMISSIONS

THE TECHNICAL DETAIL

Submissions are to be made pursuant to the Invitation to Quote documentation and must be in the form attached to the Invitation to Tender, being the Form of Tender for Lease of Council Premises.

In the Form of Tender (submission) for Lease of Council Premises, you must address each of the Criteria. Please note this Information Pack seeks to provide context to potential respondents.

The attached Invitation to Tender should be used for directions on how to submit submissions and for information about the formal submission process.

CRITERIA IN INVITATION TO ON THE TENDER

The criteria contained within the Invitation to Tender must be addressed in the Form of Tender for Lease of Council Premises.

SUBMITTING YOUR PROPOSAL

All submissions must be transmitted to Wollongong City Council through its eTendering portal at

www.tenderlink.com/wollongong

If you require assistance in submitting your submission you should contact the Tenderlink customer service area on 1800 233 533.

All submissions must be in accordance with Paragraph 5 of the Invitation to Tender.

ATTACHMENTS

1. Invitation to Tender
2. Form of Tender for Lease of Council Premises



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