



Expression Of Interest (EOI)

Food and Beverage Operator – Marapikurrinya Park Pop-up Incubator

EOI Deadline: 17 November 2024 at 5pm AWST

Mandatory Site Inspection: 5 November 2024

Submission by: to be submitted to ecodev@porthedland.wa.gov.au 17 November 2024

Contact Details: Jason Laverdure, via ecodev@porthedland.wa.gov.au

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1 Conditions of Responding

1.1 Introduction

The Town of Port Hedland is seeking Expressions of Interest (EOI) from suitably experienced food and beverage vendors who are ready for a new challenge to operate from the incubator pop-up at Marapikurrinya Park.

Through the EOI process, the Town is seeking interest from eligible Respondents to:

- Provide high quality and creative food and beverage offering in the specified location at Marapikurrinya Park, Port Hedland.
- Provide a high level of service to the community
- Introduce a creative and unique offer taking inspiration from the area and market demands.
- 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.

1.2 Definitions

Below is a summary of important terms used in this EOI:

Attachments: The documents you attach as part of your Submission.

Deadline: The Deadline shown on the front cover of this Expression of Interest for lodgement of your Submission.)

Expression of Interest or EOI: This document

Principal: Town of Port Hedland (Town)

Respondent: Individual/s, corporation/s, that intend to submit a response to this EOI

Requirement: Services and/or mandatory information defined by the principal

Selection Criteria: The Criteria used by the Principal in evaluating your Submission.

Specification: Services and/or specific targets defined by the principal

Submission: Completed Expression of Interest, response to Selection Criteria and Attachments.

1.3 EOI Documents

This EOI is comprised of the following parts:

Part 1 – Conditions of Responding (*read and keep this part*)

Part 2 – Statement of requirements (*read and keep this part*)

Part 3 – Respondent's Submission (*complete and return this part*)

Separate Documents

a) *Addenda and any other special correspondence issued to Respondent's by the Principal.*

b) *Any other policy or document referred to but not attached to the Expression of Interest.*

1.4 How to Prepare Your Submission

Carefully read this document and the statement of requirements (part 2)

- Lodge your submission before the deadline, with the following:
 - Signed response form (3.1)
 - Response to qualitative criteria (3.2). Refer to selection criteria (2.2) and specification (2.3) and attached your relevant attachments
 - Lodge your submission before the deadline.

1.5 Contact Persons

Any questions related to the EOI should be asked in writing and sent to ecodev@porthedland.wa.gov.au Responses will be uploaded to the Town of Port Hedland website. Vendors who have registered their interest will

Respondents must not rely on any information provided by any person other than responses received through an addendum from Town of Port Hedland Procurement Team.

1.6 Briefing/Site Inspection

Date: Thursday 7 November 2024

Time: 10:00am – 11:00am

Location: Marapikurrinya Park, Port Hedland

At the discretion of the Town, if a respondent is unable to attend the above site inspection, an alternate site inspection date/time may be arranged by mutual agreement.

1.7 EOI Submission Requirements

For the purposes of this document the term “Submission” means an Expression of Interest for providing operating food and beverage services from the Marapikurrinya Park Pop-up. EOI will be assessed and an invitation to submit a Request for Proposal will be sent to successful applicants.

EOI's are part of a two-stage process. Once an EOI is closed and submissions are evaluated, the principal may proceed to call a restricted request for proposal (RFP). The release of an EOI by the principal does not obligate the principal to release a subsequent RFP.

Eligibility to participate in any subsequent RFP process will be restricted to those respondents who made accepted EOI submissions (pre-qualified shortlisted respondents). Evidence by the submission of a proposal signed by the proposed operator, together with any information submitted pursuant to the RFP document. Submissions will be evaluated using information provided in your EOI and on your response to the Selection Criteria.

The receipt of an EOI submission does not obligate the principal to shortlist any organisation, should the project proceed. Submissions will be considered and evaluated against the selection criteria (2.2), specification (2.3), and qualitative criteria (3.2).

1.8 EOI Evaluation Process

The following evaluation methodology will be used in respect of this EOI:

- a) Submissions are checked for completeness and compliance. Submission that do not contain all information requested (e.g. completed Submission Form and Attachments) may be excluded from evaluation.
- b) Submissions are assessed against the Selection Criteria.
- c) The successful Respondent is the Respondent that scores the highest on the selection criteria.

- d) The successful Respondent is required to enter into a License Agreement with the Town within one month of notification. If the successful Respondent fails to enter into a License Agreement with the Town within this timeframe, the Town reserves the right to deem the Respondent ineligible and award the EOI to the Respondent that scored the next highest against the Selection Criteria.

1.9 Selection Criteria

The selection criteria inform evaluators in determining suitable respondents. Where it is necessary to provide additional information relevant to the selection criteria, please ensure all documents are clearly marked and titled.

All pages within part 3 must be completed and returned to the principal as they form part of your submission.

1.10 Qualitative Criteria

In determining the most advantageous submission, the evaluation panel will score each respondent against the qualitative criteria as detailed within part 3 of this document. Each criterion is weighted to indicate the relative degree of importance that the principal places on the technical aspects of the goods or services.

Note: It is essential that respondents address each qualitative criterion.

Information that you provide addressing each qualitative criterion will be point scored by the evaluation panel. Failure to provide the specified information may result in elimination from the evaluation process or a low score.

1.11 Lodgement of Submissions and Delivery Method

Submission's must be made by the deadline listed on the EOI cover page.

The Town only accepts electronic submissions via email. Submissions via facsimile or post will not be accepted.

The Town's preferred format for the submission is a single PDF file readable by Adobe Acrobat reader or Microsoft Office – 2007 and above applications, with all pages numbered consecutively and an index for referencing.

Any brochures, pamphlets or other supporting documentation shall be included either in the same file or a separate file. If in a separate file; such documentation shall be fully cross referenced to the appropriate section of the submission.

Respondents are responsible for ensuring they have completed the lodgement of their submission documents correctly. Tenderers will receive a successful lodgement email notification to confirm what has been successfully submitted.

In submitting their submissions electronically, respondents represent that they have taken reasonable steps to ensure that the submissions are free of viruses, worms or other disabling features which may affect the principal's computing environment. Submissions found to contain viruses, worms or other disabling features may be excluded from the evaluation process.

1.12 Rejection of Submissions

Submissions will be rejected without consideration of its merits if:

- a) it is submitted after the deadline; or
- b) it is not submitted at the place specified in the EOI.

A submission may also be rejected if it fails to comply with any other requirements of the EOI after the deadline, or in a place other than stipulated in this EOI, will not be accepted for evaluation.

1.13 Acceptance of Submissions

Unless otherwise stated in this EOI, submissions may be for all or part of the requirements and may be accepted by the principal either wholly or in part. The principal is not bound to accept and may reject any or all submissions submitted. The acceptance of a submission does not oblige the principal to proceed to issuing a public tender.

1.14 Disclosure of Information and Documents

Documents and other information relevant to the contract may be disclosed when required by law under the *Freedom of Information Act 1992* or under a court order.

1.15 Submission Validity Period

All submissions will remain valid and open for acceptance for a minimum period of ninety (90) days from the Deadline or for forty-five (45) days from the principal's resolution for determining the Submission, whichever is the later unless extended on mutual agreement between the Principal and the Respondent in writing.

1.16 Respondents to Inform Themselves

Respondents shall be deemed to have:

- a) examined the EOI and any other information available in writing to respondents for the purpose of submitting an EOI
- b) examined all available information relevant to the risks, contingencies and other circumstances influencing their submission
- c) satisfied themselves they have a full EOI submission including all relevant attachments

1.17 Alterations

Respondents must not alter EOI documents unless required by these general conditions. The principal will issue an addendum to all respondents where matters of significance make it necessary to amend EOI documents before the deadline.

1.18 Ownership of Submissions

All documents, materials, articles, and information submitted by the respondent as part or in support of this Submission shall become upon submission the absolute property of the principal and will not be returned to the respondent at conclusion of the submission process PROVIDED that the Respondent shall be entitled to retain copyright and other intellectual property rights therein.

1.19 Canvassing of Officials

If a Respondent, whether personally or by agent, canvasses any of the Principal's officers, contractors, agents, or elected members with view of influencing the acceptance and evaluation of any submissions, then regardless of any influence (real or perceived) the principal may, at its discretion, omit the respondent from this process.

1.20 Identity of the Respondent

The identity of the respondent is fundamental to the principal. The respondent must be the person, persons, corporation, or corporations named as respondent in Part 3.

2 Statement of Requirements

2.1 Background Information

As part of the Town's commitment to support new ideas and opportunities for small and medium sized businesses, the Town is inviting qualified and experienced food vendors to submit an EOI to operate a food and beverage business from the Marapikurrinya Park Pop-up Incubator on a short-term lease.

The Marapikurrinya Park Pop-up Incubator has been designed to offer new food operators a professional-grade environment without the heavy upfront costs typically associated with starting a food business. The incubator is equipped with high-quality appliances and cooking equipment, ensuring that entrepreneurs can enter the market promptly. This approach not only lowers barriers to entry but also accelerates growth by providing the infrastructure and support needed to turn culinary dreams into thriving businesses and test the market with a new offering to the residents and visitors of Port Hedland.

Port Hedland is a dynamic town in Western Australia's north west, located approximately 1,800km north of Perth. We are home to around 17,000 people from diverse cultural backgrounds and cover 11,844 square kilometres of the Pilbara region. The town's roots are derived from mining and shipping, supporting the largest bulk export port in the world with Pilbara Ports Authority and large-scale mining operations with BHP, Fortescue Metals Group, Dampier Salt and Roy Hill.

The Port of Port Hedland is the largest bulk commodities port in the world, achieving record output of 561 million tonnes during the 2021/2022 financial year. Port exports are projected to grow year on year by 2.7%, reaching 700 million tonnes per annum in output by 2026 – 2027. Continued output through the port, along with ongoing economic diversification in the resource sector, renewable energy and agricultural sector is expected to see the Port Hedland community continue to rise in population, reaching 24, 149 by 2041.

2.2 Selection Criteria

Marapikurrinya Park is a major meeting point for locals, as well as a drawcard for domestic and international tourists. Across any day of the week, it attracts groups of families and friends, and those who enjoy being at the forefront of the world's largest bulk export port.

EOI are sought from:

- Operators seeking to test the market in an incubator kitchen for a limited time before moving on to a permanent food outlet.
- Experienced and/or Qualified operators to offer a food and/or beverage operation that will meet the needs of the area's diverse users.
- An operator who can offer a sustainable and commercially viable food vendor operation in the area on the eastern side of the park, in a recently developed shipping container pop-up.
- Operators who offer distinctive food and/or beverages, deliver quality visitor services and experiences, and consider the environmental, cultural and heritage values of the site.

Location of Marapikurrinya Park



2.3 Specification

- The Pop-Up kiosk is approximately 12m x 2.2m x 2.9m (LxWxH) in size and is fully insulated
- The Pop-up looks out into Marapikurrinya Park and is located in close proximity to shade, seating and ablutions.
- The kiosk is fitted out for operation including
 - 2x Server awnings and external counters
 - Plumbing: including tapware, 1 x hand wash basin, double sink bench
 - Electrical: 17 x double 10AMP GPO power outlets, LED lighting and phone / data outlets
 - Large stainless-steel benches
 - Instantaneous gas hot water system
 - Gas points for cookware, 2 x deep fryers, 1 x hot place
 - 1 x large Bain-marie
 - Exhaust range hood
 - Split system air conditioner
 - 1x fridge
 - Dishwasher
- The kiosk is capable of being secured and locked when not in use.
- There is an opportunity for the lessee to affix business signage to the kiosk
- The following services are available:
 - Water – potable and waste
 - Electricity
 - Lighting

The Town will not undertake any modifications to the kiosk or equipment. The lessee may make modifications under the terms and conditions set out in the License Agreement.

Images of the Marapikurrinya Park Pop-up Incubator



PART 2 – READ AND KEEP THIS PART

Images of the Marapikurrinya Park Pop-up Incubator



2.4 Implementation Timetable

Milestone Description	Target Date
EOI released	23 October 2024
Mandatory site inspection	7 November 2024
Closing date for submissions	17 November 2024
EOI Evaluation meeting	19 November 2024
Council Briefing	11 December 2023
Outcome letter sent Applicants	16 December
Signature of License Agreement	January 2025
Term of License Agreement	Minimum of 6 months + 6 Months renewal option.

2.5 Key Objectives and deliverables

Item	Due by/measured by
Objective of the lease/ license	<ul style="list-style-type: none"> • Ensure a quality experience is provided to visitors to the area along with the local community • Encourage an innovative business approach that supports new food business start-ups to use the site and improve the overall amenity of the area • Ensure the services provided are environmentally, socially, culturally, and economically sustainable • Ensure the site is utilised as soon as possible
Area	Deliverables
Service	<ul style="list-style-type: none"> • Operating the space with adequately trained staff Removing waste/garbage at the end of each day. • Maintaining minimum operating hours – see Minimum operating hours (anticipated). • Obtaining relevant food registration and regulatory requirements. • Restoring the kiosk to its original working order at the end of the lease period, including emptying the kiosk of all additional fixtures, fittings and good; and

PART 2 – READ AND KEEP THIS PART

	<ul style="list-style-type: none"> Maintaining public liability insurance to the value of \$20M, with evidence of this required before a permit will be issued
Product	<ul style="list-style-type: none"> Provide a high quality and creative food and beverage offering in the specified location at Marapikurrinya Park Provide a high level of service to the community
Minimum operating hours (anticipated)	<ul style="list-style-type: none"> 1 November to 31 March: Open on weekends at a minimum, including public holidays. 1 April to 31 October: Open as often as reasonably possible, including public holidays. During events, cruise ship days. <p>The kiosk operator is not limited to operating the minimum operating hours. Subject to certain conditions, the Town of Port Hedland would actively encourage longer opening hours. Proponents are required to submit their proposed operating hours in their Proposal Form and consider in their EOI submission additional opening hours. The Town requires the kiosk operator to open during all events in the Portside Precinct and days when cruise ships disembark in Port Hedland outside of the above-mentioned operating periods.</p> <p>*Dates will impact operators depending on start and end of lease period.</p>
License fee	<ul style="list-style-type: none"> Approximately \$6,540 per annum (Pro-rata)

3 Respondent's Submission

3.1 Response Form

The Chief Executive Officer

Town of Port Hedland

PO Box 41

Port Hedland WA 6721

I/We (Registered Entity Name): _____

(BLOCK LETTERS)

of: _____

(REGISTERED STREET ADDRESS)

ABN _____ ACN (if any) _____

Telephone No: _____ Facsimile No: _____

E-mail: _____

In response to: Food and Beverage Operator – Marapikurrinya Park Incubator Pop-up:

I agree that I am bound by and will comply with this EOI and its associated schedules, attachments, all in accordance with the requirements contained in this EOI signed and completed.

I acknowledge that there is no cost payable by the Town of Port Hedland towards the preparation or lodgement of this submission, irrespective of any outcome.

Dated this _____ day of _____ 20____

Signature of authorised signatory of Respondent: _____

Name of authorised signatory (BLOCK LETTERS): _____

Position: _____

Telephone Number: _____

Authorised signatory Postal address: _____

Email Address: _____

3.2 Qualitative Criteria

Qualitative Criteria	Weighting	Provided
A. Experience Respondents must include details of: Details of experience in providing food and beverage services, including: <ul style="list-style-type: none"> • Qualifications and experience • Type of service offered • Location/s • Hours and number of days per week in your current operation (if applicable). 	<30%>	Tick if attached <input type="checkbox"/>
B. Resources C. Respondents must include details of: <ul style="list-style-type: none"> • A business profile that includes details on the size, scale and core operation of the business including key team members. • Readiness to enter the market (hold or ability to obtain relevant permits prior to signing the lease agreement). 	<30%>	Tick if attached <input type="checkbox"/>
D. Quality Respondents must include details of: <ul style="list-style-type: none"> • Proposed menu • Details of how the pop-up will be activated • Details of social media and related advertising or marketing related information • Any customer feedback and review to support your EOI. • Compliance with Town of Port Hedland food health and safety requirements. 	<30%>	Tick if attached <input type="checkbox"/>
E. Uniqueness <ul style="list-style-type: none"> ▪ How is your proposal different from existing offerings? (Unique Selling point). 	<10%>	Tick if attached <input type="checkbox"/>

PART 3 – COMPLETE AND RETURN THIS PART
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- ❖ Web links should not be included in this submission and are not evaluated
- ❖ Respondents should assume the evaluation panel has no previous knowledge of individuals/organisations, services provided, or recent experience
- ❖ Respondents must evidence any claims, statements or examples referenced
- ❖ Respondents must respond to all qualitative criteria.