

Expressions of Interest - Café Licence

Wathaurong Booln Booln Cultural Centre



Background

Wathaurong Booln Booln Cultural Centre (Booln Booln) (pronounced Bool-en Bool-en) in Waddawurrung language means Lyrebird, the speaker of all languages, symbolic of our many mobs, one community coming together.

Wathaurong has been working through preparation and planning for a phased re-opening of Booln Booln for our region, ensuring we get the right operating model in place, as well as ensuring the facilities are ready for re-opening.

We are excited to announce we are now seeking a tenant to establish and operate the café at Booln Booln.

We are looking for a high-quality operator with the vision, knowledge and demonstrated experience to deliver a simple, tasty and efficient food and beverage experience for visitors to Booln Booln.

Café Location and Description

The café is located at 410 Surfcoast Highway, Geelong, Victoria 3217 offering an approximate internal space of 480sq meters and external space of 48sq meters within our broader café/commercial kitchen area, which will be utilised by Booln Booln for catering purposes.

The space is available under a licence and features:

- Standalone kitchen/prep space with servery window;
- Ample space for seating including dining tables and chairs both inside and outside with an approximate 60-person seating capacity;
- Key features including commercial coffee machine, basic kitchen facilities & equipment available); and
- Accessibility from busy main road and known location in community.

The available space comes largely as a basic home style kitchen set up. EOI submissions should be based on the applicant installing their own commercial equipment and fitting out the space as they see fit to deliver their proposed service. This should be detailed in the [EOI application](#).

Refer to supporting documentation for further information.

Licence Details (subject to Head Lessor consent)

- The licence term is for an initial 12 months with option to extend a further 12 months and will also be subject to the requirements set out and negotiated under a licence agreement. The licence will include general conditions and set out Booln Booln policies and procedures that the licensee will be bound by. The agreement may be amended to address items specific to the successful applicant's proposed use, the premises and the operation and management of the café.
- A rental amount for the first year will be nominal to cover a proportionate amount of overall outgoings and has been considered to support the licensee to establish the

WATHAURONG BOOLN BOOLN CULTURAL CENTRE

ABN 28 680 481 798

410 SURF COAST HIGHWAY, CHARLEMONT, 3217

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space. The rent amount will be renegotiated after an initial 12-month period. As a guide, it is estimated that the commencing annual rent will be in the range of \$10,000 - \$15,000 noting that any proposed developments or fit out requirements will be taken into account to inform the final commercial terms.

- The building is connected to mains water, sewer, gas and electricity. All service and utility costs are inclusive in the rental amount including utilities and rates. Additional costs for maintenance and repairs to the space will be negotiated on an as needs basis.
- Possible earliest agreement commencement date is 24 March 2025.

Tenant Requirements

- Demonstrated minimum 2 years' experience managing and operating a café or hospitality business and provide evidence of financial resources and business experience.
- Must work in collaboration with Manager, Booln Booln for example working collaboratively to resolve complaints and feedback which must be resolved in a timely and professional manner.
- Sale of your own stock will be negotiated with Manager, Booln Booln to ensure no conflict with onsite retail space.
- Adhere to policies and procedures of Booln Booln.

Submission Requirements & Selection Process

- All applicants must complete the online application form available here [Expressions of Interest - Café Licence](#). Applicants may also submit additional attachments (e.g. PDF documents) to support their proposal, such as business plans, financial statements, insurances, references etc.
- Applicants are required to demonstrate their capacity to deliver the required services by providing the information requested in the application form.
- EOI process will open on Wednesday 19 February 2025 open for 3 weeks closing on Wednesday 12 March 2025.
- Assessment and notification to applicant by Wednesday 19 March 2025.
- Subject to Head-Lessor consent, negotiate and finalise licence agreements by the end of March 2025.
- Submissions should be sent to ammie.howell@wathaurongcc.org.au
- Wathaurong Booln Booln Cultural Centre will evaluate EOI submissions on a range of criteria to seek the best value. Criteria is as follows:
 - **Service offering**– brand identity, product and service offering, relationships or partnerships, renovations or modifications, look and feel;
 - **Business management and viability**– demonstrated experience and credentials, business growth, value or invested for any proposed development, proposed licence term;
 - **Sustainability, culture and community**– outline of commitment to sustainability in waste management, water etc. understanding of Wathaurong's history, cultural and community values and how you propose to maintain/compliment;
 - **Strategic alignment**– how your café aligns with Booln Booln, contributes to Wathaurong and broader community, how you will attract visitors and support their overall experience.

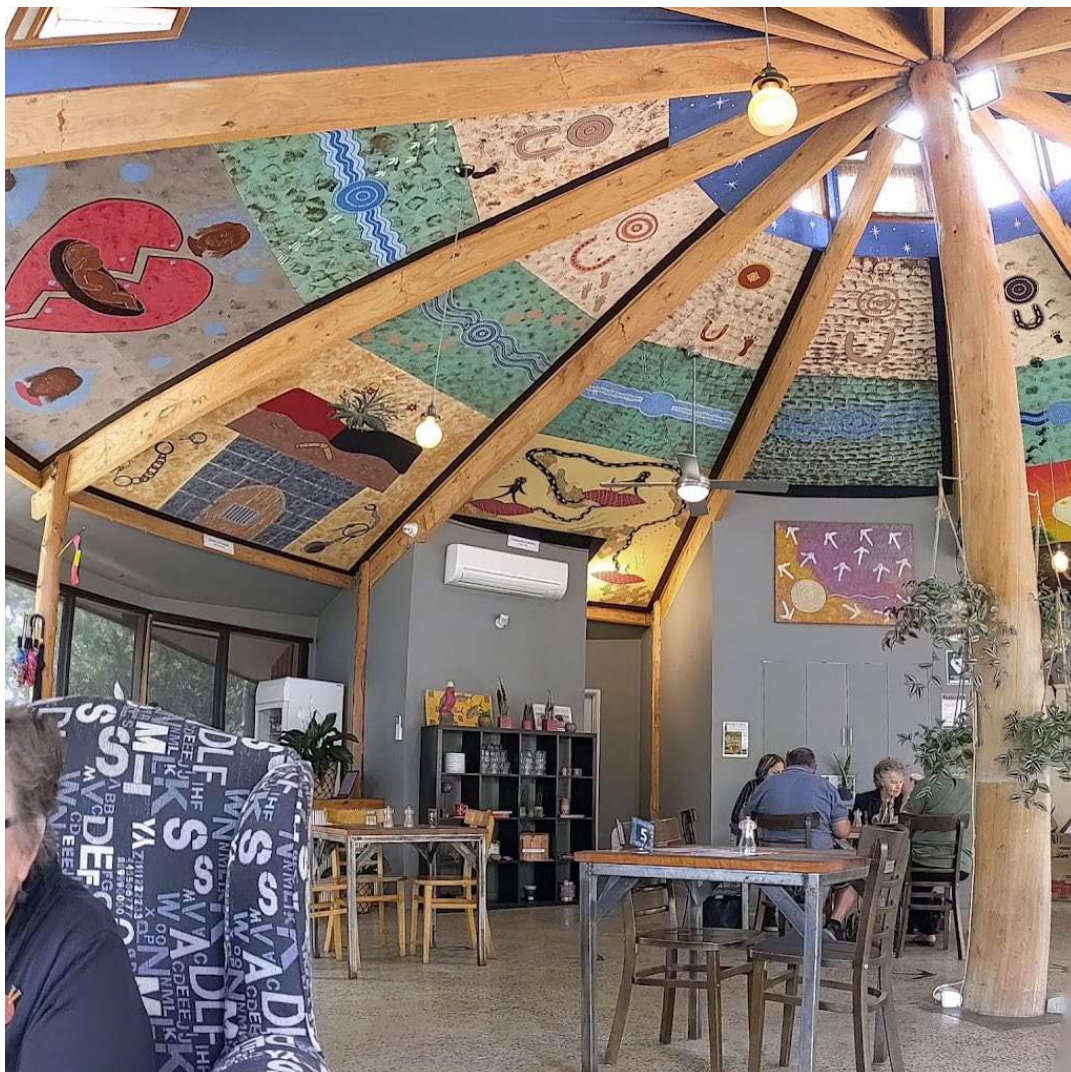
Contact Information

- Further enquiries or site inspections should be directed to Manager, Booln Booln by email ammie.howell@wathaurongcc.org.au or phone on 0448 053 620.



Supporting documentation

Internal café space



External café space



Floor plan

