

Expression of Interest

Commercial leasing opportunity

Dwellingup Trails and Visitor Centre

Western Portion – Marinup Street, Dwellingup



Submission Deadline:
5pm (AWST), 2 September 2024



Executive Summary

Nestled in Dwellingup, celebrated as Western Australia's premier small tourism town in 2021 and crowned Australia's top tiny tourism town in 2023, an exciting opportunity awaits a capable and dynamic business. The Shire of Murray invites Expressions of Interest (EOI) for the opportunity to lease the western portion of the Dwellingup Trails and Visitor Centre, the only purpose-built facility of its kind in Western Australia.

Dwellingup is a popular visitor destination renowned for its adventure-based activities, high-quality water and land-based trails and as a place to disconnect. It also hosts the Dwellingup 100 Mountain Bike Classic, one of Australia's most esteemed mountain-biking events. Each year, more than 300,000 people visit Dwellingup, with it estimated that 70% of those visitors engage in trail-related activities.

The Trails and Visitor Centre, which opened in late 2020, is a state-of-the-art facility specialising in quality visitor services. Of the 300,000 annual visitors to Dwellingup, around 60% utilise the Trails and Visitor Centre precinct for various purposes, including gathering, visiting the café, collecting maps, hiring bikes, and using the facilities. In the 2022 financial year, about 175,000 people visited the precinct.

The eastern section of the Centre houses Waypoints Cafe, a trail-friendly food and beverage operation, and Dwellingup Adventures, a retail space offering equipment hire, sales and repair services.

The Shire seeks expressions of interest from qualified and enthusiastic parties capable of providing a distinctive experience that complements the precinct, enhancing the overall appeal of Dwellingup as a thriving visitor destination. This presents a rare and exciting opportunity for an innovative business. The Shire is offering a lease on the western portion of the Centre, which includes up to 150m² of internal space, plus alfresco space and an option to expand into the adjacent green space, providing extra lettable area estimated at approximately up to 450m².

The building lease will be subject to negotiation between the parties. Nothing in this process obligates the Shire to offer or enter into any specific agreement, and the Shire reserves the right to discontinue the EOI process at any time.



Dwellingup

Dwellingup, located in the Shire of Murray, boasts a strategic position just over an hour from the bustling Perth CBD and a mere 40 minutes from Mandurah. Historically a sleepy former timber mill town and a 'secret spot' for nature lovers, Dwellingup has transformed into a dynamic outdoor adventure destination, easily accessible from the metropolitan area.

Over the past half-decade, Dwellingup has seen a significant surge in investment from Federal, State and Local Governments, industry, private enterprises, and the local community. This support has fuelled transformative trail-related infrastructure projects, notably the construction of the Dwellingup Trails and Visitor Centre. The town now also boasts over 80 kilometres of high-quality mountain bike trails accessible from the town centre and a realigned Bibbulmun Track intersecting with the Munda Biddi Trail just outside the Centre. This growth has been complemented by a dynamic destination marketing campaign, inviting visitors to experience the town's adventurous and 'wild @ heart' spirit. Recently, Dwellingup also received Trail Town Accreditation.

Celebrated as Western Australia's premier small tourism town in 2021 and crowned Australia's top tiny tourism town in 2023, Dwellingup presents an exciting opportunity for a capable and innovative business.

Beyond its renowned mountain biking offerings, Dwellingup caters to a diverse array of interests, including walking, running, hiking, water-based activities, camping, high ropes adventures, scenic rides on the

Hotham Valley Tourist Rail, the popular Lane Poole Reserve and opportunities to engage in agri-businesses or indulge in the town's rich arts and cultural experiences.

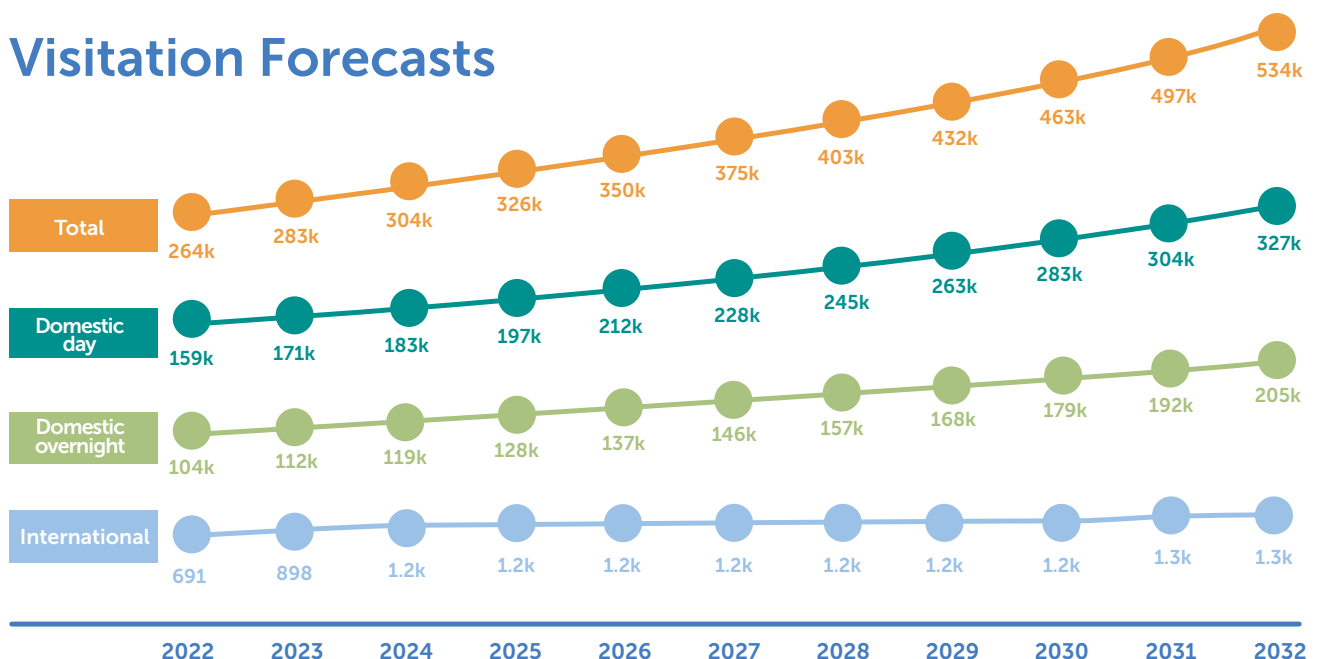
It is estimated that Dwellingup welcomes more than 300,000 annual visitors, with around 70% engaging in trail-related activities. Visitation is forecasted to continue to grow annually.



DWELLINGUP
where trails meet

Dwellingup is a renowned trail town in the State where the iconic Munda Biddi Trail and Bibbulmun Track meet, making the town a popular overnight stop and welcoming place for walkers and riders to rest and recharge before continuing their journey north to the metropolitan area or to the south-west and great southern.

Visitation Forecasts





The Opportunity

The Shire of Murray is seeking proposals from suitably qualified proponents for the western portion of the Dwellingup Trails and Visitor Centre.

This state-of-the-art facility, which opened its doors in late 2020, specialises in comprehensive visitor services.

The eastern section of the Centre houses Waypoints Cafe, a trail-friendly food and beverage operation, and Dwellingup Adventures, a retail space also offering equipment hire and repair services.

Of the estimated **300,000** annual visitors to Dwellingup, it is estimated that **60%** utilise the Visitor and Trails Centre precinct for various purposes such as gathering information, visiting the café, collecting maps, hiring bikes, and using the facilities.

In the 2022 financial year, around **175,000** people visited the precinct.

This presents an incredible opportunity for the right business to operate within a precinct that already attracts a substantial and growing visitor market.

Premises for Lease



Site Details



Location

Marinup Street, Dwellingup



Area

Up to 150m² internal plus alfresco space and an option to expand into the adjacent green space, providing extra lettable area estimated at approximately up to 450m²



Parking

Public Carpark abutting and adjacent to the premises.



Floor Plan

Attached as Annexure A.



Building

Situated at the western end of the Dwellingup Trails and Visitor Centre, within the former visitor centre (predating the construction of the Trails and Visitor Centre). Important architectural features of the former building have been retained as part of the redevelopment in 2020 to ensure Dwellingup's important historic forest town character is celebrated. Features include jarrah floorboards and impressive exposed roof timbers. The space opens out onto a timber decked area overlooking a relaxed grassed area. The rustic charm of the space contrasts with the more contemporary architectural design of the redeveloped Trails and Visitor Centre and its eastern portion.



Proposed Use

Preference is likely to be given to:

- ✓ Proposals that deliver a food and beverage experience that are not in direct competition with other activities at the Trails and Visitor Centre.
- ✓ Activities and/or services which are consistent with Dwellingup being a renowned trails town and/or provide a distinctive experience that complements the Trails and Visitor Centre Precinct, enhancing the overall appeal of Dwellingup as a thriving visitor destination.
- ✓ Consistent and responsive trading hours.

Tenure

The successful proponent will enter into negotiations with the Shire over the terms and conditions of any commercial lease. The period of the lease is expected to be a minimum of five (5) years, however alternative lease periods may be considered.





Expression of Interest

Evaluation Process

The Shire is seeking proposals from suitably qualified proponents for the western portion of the Trails and Visitor Centre.

Operators with a quality proposal and that have the necessary experience and financial resources to commercially activate the tenancy space are encouraged to submit a proposal.

Submissions to this EOI should provide sufficient information and detail against each of the submission requirements.

Submissions will be checked for completeness and compliance and the Shire may seek further information or clarifications with the submission criteria.

Depending on the results of the EOI process, the Shire at its absolute discretion, reserves the right to proceed to a stage-two process and a further criterion requesting a higher level of detail and expanding on the proposal

The Shire in its absolute discretion, before, during or after any negotiation with one or more proponents may decide not to proceed with any of the EOI submissions or proponents.

Submission Criteria

The below criteria will form the basis of assessment and proponents must address each one in their submission.

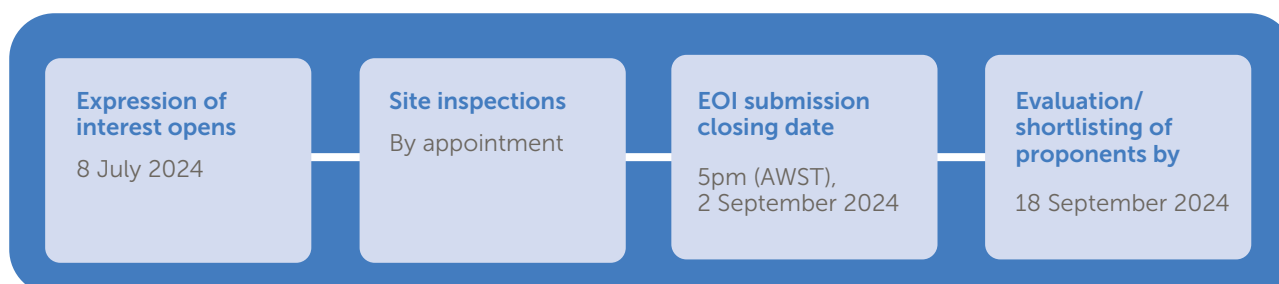
Failure to satisfactorily address or demonstrate claims against all EOI criteria will reduce the competitiveness of the submission and may result in the application being considered non-compliant.

Proponents should assume that the Shire of Murray has no knowledge of you, your organisation, its activities, experience or any other previous work undertaken for any organisation or agency.

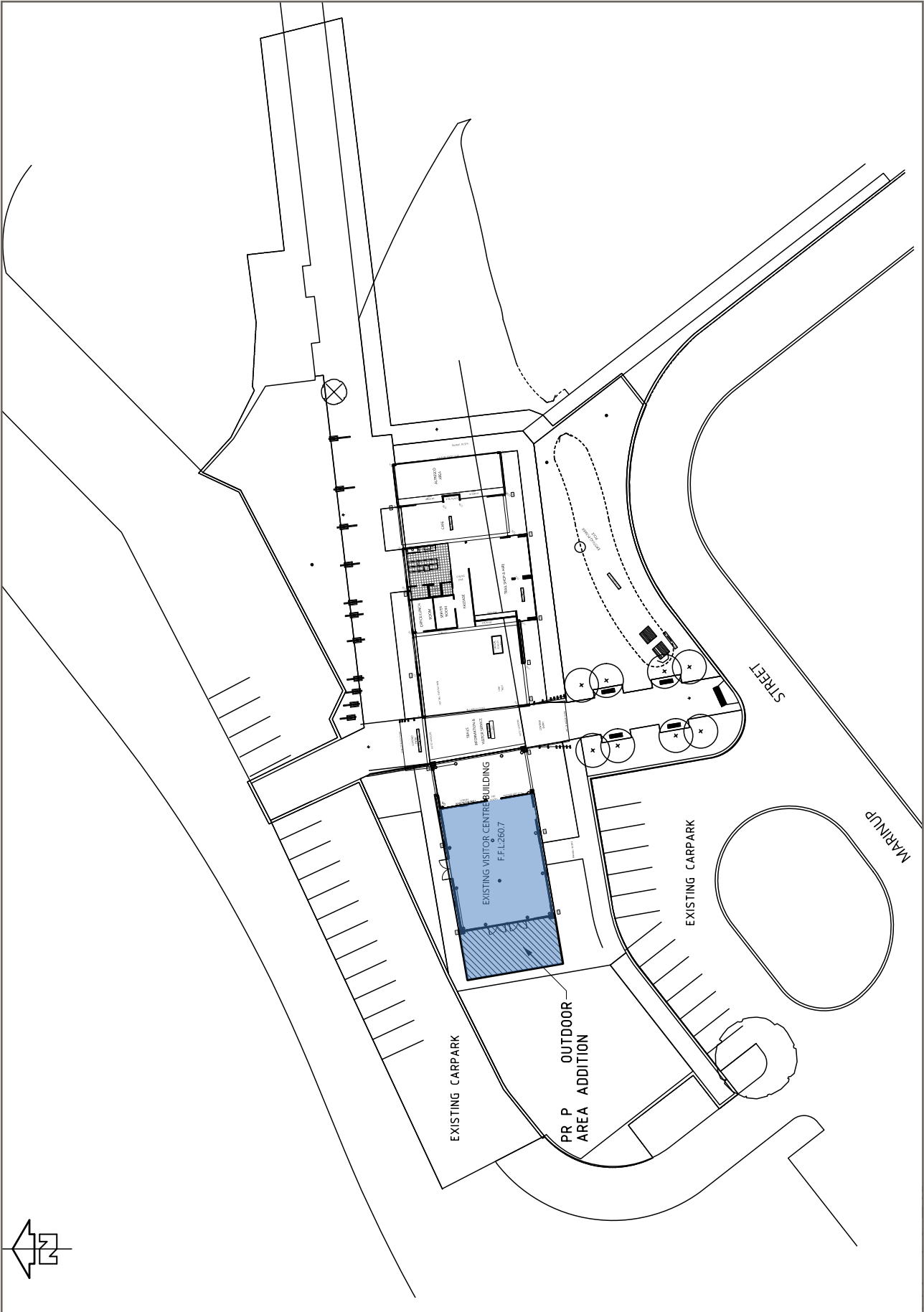
Objective	Attributes	Weighting
1	Business Concept <ul style="list-style-type: none"> ✓ Description of the proposed use/activity. ✓ How the proposal will increase vibrancy, activation and visitation to the site. ✓ Styling, presentation and fit-out and provide an indication of the look and feel of the proposed business. 	35%
2	Business Operations <ul style="list-style-type: none"> ✓ Details of management and operational style. ✓ Outline the goods and services that are proposed. ✓ Outline the proposed days and hours of opening. ✓ Tenure conditions and desired lease term, consideration and space required. 	35%
3	Related Experience and Capacity <ul style="list-style-type: none"> ✓ Demonstrate qualifications and/or experience and financial capacity appropriate to developing and operating the business proposal. 	30%

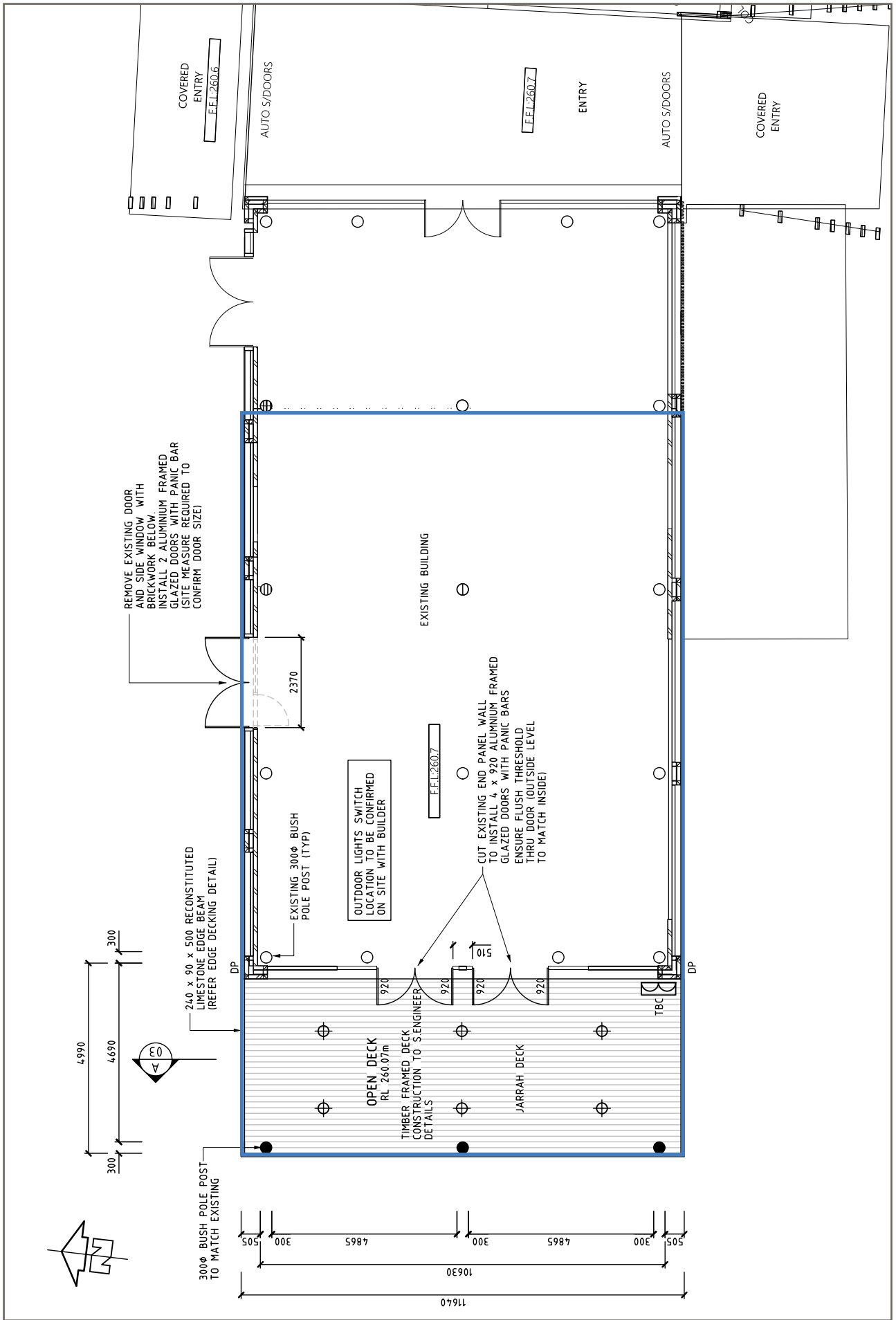
Depending on the results of the EOI process, the Shire, at its absolute discretion, reserves the right to proceed to a stage-two process and a further criterion requesting a higher level of detail and expanding on the proposal. The Shire also reserves the right to not proceed at all with any proposal or proponent.

EOI Program



Annexure A







Contacts

All enquiries regarding the Expression of Interest should be directed to:

Krystal Dawe
Manager Place and Economic Development
Shire of Murray
Tel: (08) 9531 7777 | Mob: 0422 734 962
Email: mailbag@murray.wa.gov.au

Submission Requirements

Submissions are to be lodged with the Shire of Murray by no later than 5pm AWST on 2 September 2024.

Proponent's submissions are to be provided in a suitable electronic package and addressed as follows:

[Confidential – EOI – Dwellingup Trails and Visitor Centre](#)

Attention: Krystal Dawe, Shire of Murray
mailbag@murray.wa.gov.au

Proponents will receive electronic confirmation of their submission. Late or incomplete submissions will not be accepted. Unsuccessful proponents will be advised in writing.



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