

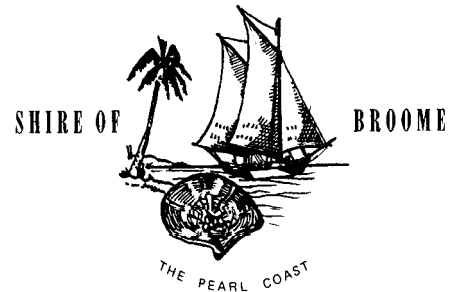
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Media Release



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For immediate release

Cable Beach Camel Tours

Broome Council has accepted the tender and will issue three licenses to operate camels on Cable Beach for the next five years to Red Sun Camels, following a special meeting of Council on 27 June 2006.

Tenders were received from six operators with Red Sun Camels applying for one, two or three licenses bringing the total number of proposals presented to eight

Shire President Graeme Campbell said the Shire's solicitors had vetted the tender process which was adopted from the Western Australian Local Government Model and found that the invitations to tender for commercial and tourism activity on Cable Beach was technically and legally valid.

He added that given the extreme difference between the highest and lowest tenderer, Council resolved at its meeting on 8th June for Shire auditors to undertake an independent confidential assessment. This together with solicitors advice, was taken into account when Councillors made their decision.

The final resolution of Council and the reasoning was as follows:

That the Tender from Red Sun Camels for the three licenses be accepted and that the conditions for the three licenses come back to Council for final approval.

REASON: Council's preferred position would be to retain the nominated tenders as resolved at the previous Special Meeting to consider Tenders received for Camel Licenses. As a result of the process, Council feels compelled to accept the legal and audit advice received, that the Tenders received be weighted under the weighting process, and as a result, the Tender be accepted.

"Red Sun Camels tender contained an offer that will significantly enhance the future management of Cable Beach without financial impact on the ratepayers of Broome," said Cr Campbell.

Cr Campbell also said that there was no doubt that the decision was a difficult one, given that people's livelihoods were involved, but the tender process was strictly adhered to.

Council resolved at its previous meeting on 8 June that while Red Sun Camels (Preference 3), Ships of the Desert and Broome Camel Safaris were the preferred tenders and that the tender documentation and assessment be audited by an independent auditor and be brought back to Council for further consideration.

Tender criteria included price, equipment experience, operational planning and value adding.

Cable Beach Camel Tours, Broome Camel Tours, Red Sun Camels, Ships of the Desert, Christopher Hill, Mark Williams Swindells Camel Adventure Tours submitted tenders. Mark Williams Swindells Camel Adventure Tours, Christopher Hill and Cable Beach Camel Safaris were not assessed as they did not meet the essential criteria for appropriately zoned land.

ENDS

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