

RARE OPPORTUNITY

Transforming Guwarri Town Beach Broome

Town Beach Restaurant/Café – Design Build Operate



Expression of Interest





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Expression of Interest (EOI): Town Beach Restaurant/Café – Design, Build, Operate

Deadline: 4.00pm (AWST) Wednesday 28 June, 2023

Address for Delivery: EOI's are to be submitted by email no later than the closing date and time above to:

fred.clohessy@cbre.com

CONTACT:

For more information on this opportunity please contact the CBRE representative below

CBRE

Fred Clohessy, Senior Director, Head of Retail CBRE
Tel: 0408 094 978 Email: fred.clohessy@cbre.com

EOI Number: EOI 23/01

For more information on Broome visit:

[Invest in Broome](#)

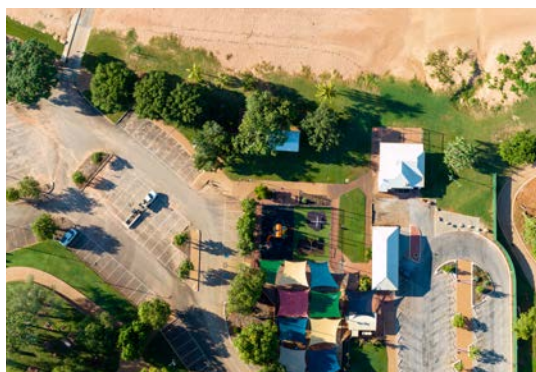
SECTION 1 – EOI REQUIREMENTS

The Opportunity

The Shire of Broome is seeking Proposals for the redevelopment and management of the iconic 'Town Beach Café' in Broome, Western Australia. The site offers absolute beach frontage and presents a premier business opportunity at one of Broome's popular boating and swimming beaches.

The existing café has been operating successfully for 30 years and established a loyal clientele and reputation. The successful Respondents will design, build and operate a new premise. The Shire may offer the successful Respondent a lease of 21 years with a renewal option of 21 years.

The aim is to provide a contemporary building that compliments the natural and built environment of Town Beach, and to deliver a quality year-round family friendly dining and restaurant/café experience that captures Broome's relaxed Kimberley lifestyle.



Broome Western Australia

Broome is a holiday favourite for many West Australians and a major destination for interstate and international visitors. It has a fully equipped International Airport and a deep water port that welcomes cruise vessels. It serves as the gateway for tourists to the Kimberley. Approximately 269,000 people visit Broome each year resulting in 1.9 million visitor nights annually.*

Broome is known for its vast landscape, pristine beaches, fusion of cultures and rich history. Visitors enjoy coastal cruises, 4WD adventures, authentic Indigenous cultural experiences, and regional events. Broome is also a great place to live!



Broome is situated on the end of a peninsula, surrounded by ocean. White sandy beaches with blue ocean waters are on one side and on the other you will find Town Beach, framed by stunning red pindan soils and the crystal waters of Roebuck Bay.



Sub-tropical climate



Thriving arts & culture scene including renowned events, dance and theatre



Pristine wilderness and natural environment, authentic indigenous cultural experiences

Town Beach, Broome

Town Beach is a popular swimming, fishing and boat launching spot with locals and tourists. It is the perfect location to view the monthly Staircase to the Moon phenomenon, which draws up to 10,000 visitors to Town Beach each year on the full moon.

Town Beach is home to the annual 'Shinju Matsuri' (Festival of the Pearl) that boasts a two week-long program of events every August as part of the Regional WA Events series.



Guwarri Town Beach Transformation



PARK & PLAY SPACE (GUWARRI) - \$18M

Children's playground, youth zone, exercise equipment, BBQ facilities and shelters, expansion of the waterpark, a new coastal footpath and new market spaces.

The play space won the 'Great Place' category at the WA Parks & Leisure 2020 Awards of Excellence.



NEW JETTY- \$6M

Over 100m long, the jetty was opened in 2021 and has become a popular family fishing and viewing platform.



DISCOVERY HOLIDAY PARK - \$9M

Park upgrades including 30 new air-conditioned cabins, new camp kitchen and BBQ area, and a lagoon swimming pool with views across Roebuck Bay – total 298 sites. The Park caters to everyone from backpackers to those seeking a bit more luxury.

Town Beach Restaurant/Café Location

The Town Beach Café is ideally located between the Town Beach Foreshore and the Discovery Holiday Park.

The site enjoys direct ocean frontage with uninterrupted views across Roebuck Bay.

The current café is a favourite with locals and tourists while enjoying the waterpark, playground, beach, and reserve. The current Town Beach Café is 200m². It has room for 10 people indoors and 60 seated under the shaded alfresco. It is small, ageing and the demand has outgrown it.

Surrounding the site are 117 car parking bays and 20 boat trailer parking bays that service Town Beach Reserve.

