



Request For Proposal

South Curl Curl Surf Life Saving Club Cafe

1 Introduction

This Request For Proposal (RFP) is part of a market engagement that seeks to appoint a suitably qualified respondent to take over operations of the beach café at South Curl Curl.



South Curl Curl Surf Life Saving Club Incorporated (the Club) is located at the southern end of Curl Curl Beach on Carrington Parade, Curl Curl. The café is an integral part of the Club, is busy year round and has been operating continuously for 20 years.

Over the past five years, from 2019 to 2023, the café has averaged a turnover of \$1,524,000 per annum.

The café is fully equipped and furnished. It offers both indoor and outdoor dining plus take-away food and drinks. Current trading hours are 6:30am – 2:30pm. The Café does not have deep frying capability, nor does it have a liquor license. It should plan to trade at least 360 days each year.

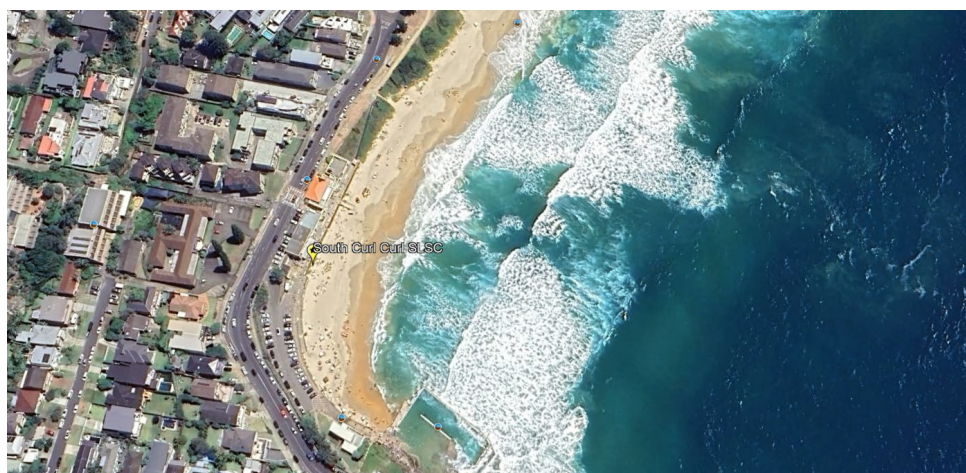


The Club is seeking proposals from parties who believe they have the necessary skills and experience to operate the facility for the benefit of the Surf Club, the local community and visitors to Curl Curl.

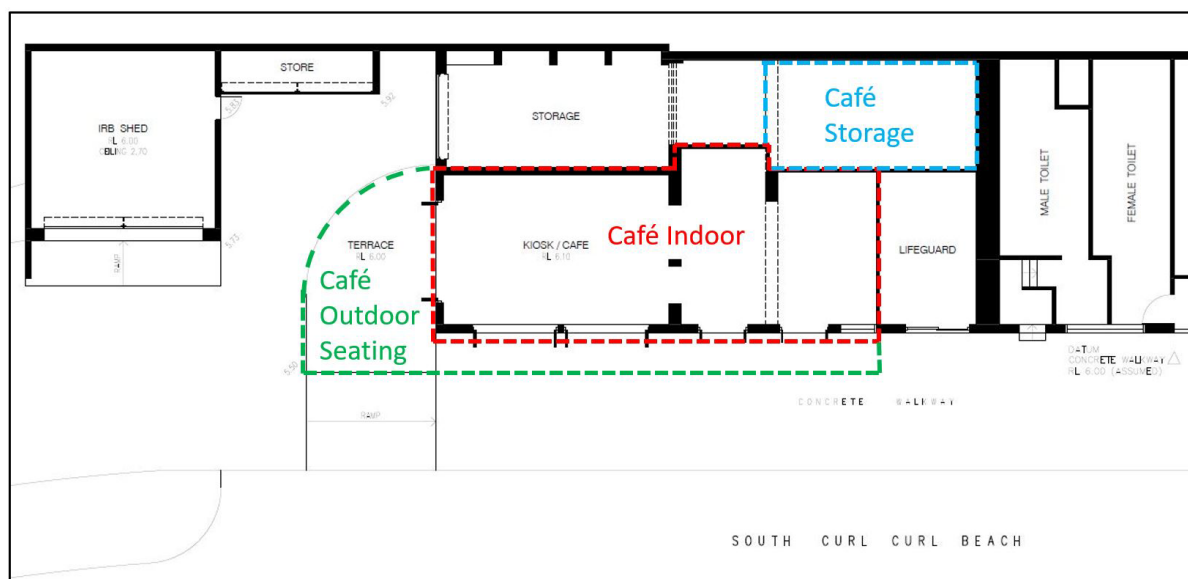
1.1 Site Location and Details

Curl Curl Beach is located between Dee Why Beach and Freshwater Beach on Sydney’s Northern Beaches. Curl Curl is one of Sydney’s best surfing beaches. It faces the east-southeast and averages 1.6 metre waves. The beach is approximately 1.2 kilometres long and is divided into North Curl Curl and South Curl Curl.

The Club premises are located on Crown land and the Surf Club holds a new 20 year lease with Northern Beaches Council.



The floor area of the existing cafe is approximately 70m² internal space (red outline below), plus 20m² rear fridge and storage space (blue outline below), and approximately 67m² outdoor seating (green outline below). Indoor seating is estimated at 28 and outdoor seating at 48.





2 Request For Proposal

The successful applicant shall operate the South Curl Curl SLSC café and provide a contemporary café menu offering competitive pricing and value to customers. The operator shall ensure adequate staffing to maintain a satisfactory level of customer service. The operator shall maintain the café and equipment as a going concern.

The Club is intending to enter a contractual engagement with the successful applicant for a Sublease arrangement.

The operator pays the Club rental for the use of the café, and is responsible for utilities and other normal expenses associated with the café operation.

Utility costs may be calculated and charged by the Club where separate billing is not possible.

The Club currently has some existing café equipment that the new operator would have the option to purchase or rent.

Restrictions under which the café currently operates:

- 1) No table service, only order at counter.
- 2) No deep frying.
- 3) No alcohol license.
- 4) Outside seating clearly delineated with different coloured concrete, walkway to be at least 2.5m wide.
- 5) Signage kept to a minimum, product advertisements on the inside only.
- 6) Hours of operation should be as broad as possible, however no trading after 9PM.
- 7) Product range must be affordable to the general public.
- 8) No private rooms or functions, main purpose is to serve users of the surrounding reserve areas.
- 9) No scope to alter the size of the current facility.

The agreement term is 5 years plus a 3 year option subject to a rent review.

2.1 Response Required

The Club invite you to respond with a proposal to deliver the above services.

It is the intention of the Club to review all responses in a fair and equitable manner. The evaluation criteria will include the following key items:

- Successful track record of café operation
- Suitability of menu



- Ability to provide adequate staffing levels on an ongoing basis
- Opening days and hours
- Rental offer

The response required for this RFP should include a proposal document that details the expected deliverables as well as the items in the table below.

REF. #	ITEM	FORMAT	LENGTH GUIDE
Café RFP 2.2	Organisational Overview	Document	1-2 pages
Café RFP 2.3	Proposal	Document	1-2 pages
Cafe RFP 2.4	Experience and References	Table	1-2 pages
Café RFP 2.5	Insurances	Certificate of Currency	As required
Café RFP 2.6	Pricing Schedule	Table	As required
Café RFP 2.7	Compliance, Non-Compliance & Qualifications	Table	As required

2.2 Organisational Overview

A document describing a brief overview of the proposed organisation, including the background of the organisation, products and services provided, number of employees, years in business, experience with providing the services requested and the attributes that best qualify the organisation to successfully operate the cafe. Specifically identify any aspects which uniquely strengthen the organisation’s ability to provide the services to the South Curl Curl community. Describe how the organisation has the qualifications, capability and capacity to successfully operate the cafe.

2.3 Proposal

Your proposal should include the following elements:

- Details of key team members
- Experience in successful operation of hospitality businesses
- Prospective menu
- Planned opening days and hours
- Rental offer:
- Value – describe how the solution represents value



2.4 Experience and References

Identify a minimum of 2 examples within the last 3 years where the organisation has provided similar products and services, in particular noting any local beach side experience. Name the site/location, provide a brief overview of the services provided, and provide referee name and contact details.

2.5 Insurances

Provide a copy of a certificate of currency from the insurance company (not the broker) for:

- Public and Products Liability
- Professional Indemnity
- Workers Compensation insurance

2.6 Pricing Schedule

Please complete and return the Pricing Schedule.

2.7 Compliance, Non-Compliance & Qualifications

The respondent is required to submit a conforming offer in accordance with this RFP. If the respondent proposes to include any departures from, or qualifications, all such departures and/or qualifications must be fully documented in a return schedule. Any departures and/or qualifications not shown in this schedule will not be considered.

2.8 RFP Timescales

RFP Open: 5th March 2024

RFP Close: 27th March 2024, 5.00pm

RFP Evaluation By: 10th April 2024

RFP Award: 15th April 2024

New Operator Engagement to commence: 1st May 2024

2.9 RFP Rules

All communication must be via the scc_cafe_rfp@southcurlcurlslsc.com.au email address. This includes any further clarifications or requests for information (RFI's). No direct contact is to be made with any South Curl Curl Committee member, employee or contractor. All responses to RFI's will be sent to all parties responding. All submissions have to be received via email **no later than 5.00pm on Wednesday 27th March 2024**.

Further details can be found on the Club website: www.southcurlcurlslsc.com.au

It is encouraged that all interested parties visit the current café to familiarise themselves with the site.