



Expression of Interest January 2022

Unique Commercial Opportunity

e-Scooter's – City of Busselton

Submission Deadline 27 January 2022

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1. Introduction

The City of Busselton is calling for Expressions of Interest (EOI) from business owners to establish and operate a successful e-Scooter business within the City of Busselton. This opportunity is perfect for the right business to establish themselves in a destination highly sought after by tourists and residents alike.

The City seeks to attract a commercial operator to activate the City's Foreshores and Central Business Districts, whilst also providing new and diverse business ventures to be enjoyed by the local community and visitors to the region. This is in line with the City's Strategic Community Plan 2021-2031 and Economic Development Strategy 2016-2026.

This EOI invites operators to submit proposals consistent with the City's objective to attract commercial operators to activate areas of the City and provide new business ventures that are unique and sustainable to the community and environment. Prospective businesses will need to consider site locations and what infrastructure services will be required, to run successfully.

The City accepts the Western Australian Road Traffic Code 2000 definition of a 'scooter'. 'Scooter' means a device that has; "2 or more wheels and a footboard supported by those wheels, is steered by handlebars, is designed to be used by a single person, and is propelled by any one or more of the following- gravity, the user pushing a foot against the ground or an electric motor or motors" (WA Road Traffic Code 2000).

As per Section Four of this document, approval to operate on City of Busselton managed land may be subject to Department of Planning, Lands and Heritage approval.

Submitted proposals will include information relating to the business offering, relevant experience, operational capacity and preferred location to deliver the City of Busselton's objectives as well as detailing the economic benefits to the City and wider region, such as jobs creation.

An agreement may be offered to a successful proponent on terms and conditions negotiated by the City of Busselton through a commercial process, however the City is not obliged to enter into an agreement with any party and may choose not to proceed with the EOI at any point.

All decisions resulting from the process will be made at the discretion of the Chief Executive of the City of Busselton.

1.1 Busselton

Busselton is located approximately 230km from Perth, on the picturesque Geographe Bay; a protected marine habitat and water playground of the South West of Australia and is the gateway to the internationally renowned Busselton Margaret River wine region. The region has a Mediterranean style climate, with pleasant summer months and mild winter rainfall and has one of the fastest growing population's outside the Perth metropolitan region. Bordered by the Indian Ocean, the region's coastline features some of the best surfing beaches in the country, towering forests and established wine regions.



Figure 1 Busselton Foreshore provides an array of land and water activities to visitors and residents

The region boasts a range of world class wineries and restaurants, and a thriving arts community. Other attractions include national parks, beaches, micro-breweries and eco-tourism sites that have credited the South West region as the most popular tourist destinations outside Perth in Western Australia. The City of Busselton includes the town sites of Busselton, Vasse, Dunsborough, Yallingup, Eagle Bay and Port Geographe, each offering their own character and attractive lifestyle choices. As a prime tree/sea change destination in WA, its resident population of around 40,333 people is experiencing significant growth. The City forecasts its population to reach 55,000 persons residing in the district by 2026.

The City of Busselton's annual average number of visitor nights for the period 2017-2019 was approximately 2.8 million per annum with an average annual spend of \$479million.

Overnight visitors to the South West Region were approximately 3.269million per annum with visitation predominantly from within Western Australia, a factor that has contributed greatly to the resilience of the local economy to the Covid-19 pandemic and associated tourism related shocks.

2. Locations:

2.1 Busselton

2.1.1 The Busselton Foreshore

The Busselton Foreshore has a high level of appeal for both visitors and local residents. It has long been a recreational playground for families enjoying the pristine beaches of Geographe Bay, picnics and walks and is a popular location for events, focused around the iconic Busselton Jetty.



Figure 2 The Foreshore is a regional playground bounded by parks and visitor amenities including a new skate park

The Busselton foreshore includes 38.5 hectares of land and is characterised by grassed recreation reserves, a number of commercial lease sites of varying function, and low coastal vegetation. The Busselton Foreshore runs along a large expanse of beautiful coastline, extending from Port Geographe Marina to King Street near the Busselton Yacht Club. Allowing the opportunity for e-Scooter and pedestrians to explore the whole coastline.

The Busselton Foreshore includes the following precincts:

- Hotel/Short-stay Accommodation precinct – *Hilton Garden View Hotel under construction*
- Youth and Community Activities precinct
 - Skate Park
 - Youth and Community Activities Building (YCAB) incorporating the Busselton Surf Lifesaving Club
 - Jetty Train Toddlers Play Space
- Central Core Activities Precinct
 - Railway House (Visitor and Interpretative Centre)
 - Equinox Café
 - Former Goose Beach Bar and Kitchen (to be reconstructed in 2022)
 - Shelter Brewing Co - Family Restaurant / Microbrewery
 - Award winning Sea Play on the Bay - adventure playground
 - Landscaping, amphitheatre and car parking
- Barnard Park Active Sporting Precinct
 - Barnard Park Active Sporting Precinct Regional Playing fields
 - Barnard Park Community Sporting Club Complex
 - Tennis Complex

The Busselton Foreshore Master Plan (2016) is shown in Figure 8, with a full copy available at www.busselton.wa.gov.au



Figure 3 The revitalised foreshore west of the Jetty has created an attractive promenade including landscaped gardens and stairways to the beach

2.1.2 Busselton Central Business District

The Busselton Central Business District (CBD) is a thriving hub of commercial businesses and activity. The main street centres down Queen Street, running from the Vasse River, north towards the iconic Busselton Jetty, and out towards the tranquil Geographe Bay.

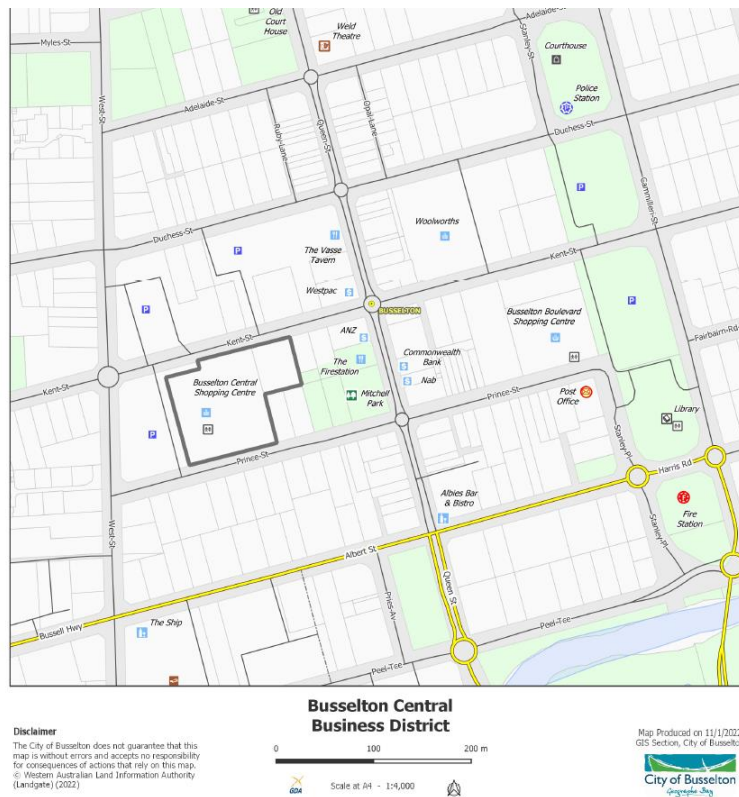


Figure 4 The Busselton CBD offers a wide variety of activities and retail opportunities

The CBD is at the heart of the town and alongside retail stores, pubs, cafes and restaurants, is the recently renovated Mitchel Park at the junction of Queen and Prince Street. Also located in the CBD is Busselton Central, Fig Tree Lane and supermarkets. Busselton Central is a shopping centre that is continuing to grow, including a supermarket, retail stores, cafes and restaurants. Busselton Central redevelopment has commenced and will include additional food and dining outlets (including a tavern) and retail stores, alongside a five-screen Cinema, expected to be completed by the end of 2022.

Fig Tree Lane is located in Prince Street and runs through to Kent Street. The Lane is full of boutique and specialty shops, cafes and beauty services. The Fig Tree is located via the Kent Street entrance and includes shady seating and dining areas under the trees branches. Located down Prince Street is the Busselton Boulevard shopping centre which includes a supermarket, cafes, butcher, bakery, newsagency, and Chemist and retail stores.

The City has completed a number of enhancements to Queen Street since 2012 which has included the 'cultural precinct' that strategically links the CBD with the foreshore. The cultural precinct contains various artistic functions and is the location for the new Performing Arts and Convention Centre to be constructed in 2022 that will serve as a venue for concerts, conferences and conventions. As an entry point to the CBD and foreshore, the cultural precinct is central to the promotion of a blended commercial and recreational/cultural experience.



Figure 5 Entrance to Fig Tree Lane from Prince Street



Figure 6 Lots of cafes and specialty stores are available within the CBD

2.1.3 West Street Shopping Precinct

The West Street Shopping Precinct includes a number of large shopping chains, such as Aldi and K-Mart, and now Origins Markets, located less than 2km from the Busselton Central Business District. Also located in the West Street Shopping Precinct are various medical, retail and Café outlets. The area appeals to both tourists and residents alike with its mix of shopping chains, local giftware's and health services. The Origins Markets are a new development in the City that provides opportunities for local businesses and artists to showcase their products. Filled with curated artwork, fine wines, a playground and food hall, the Origin Markets has been pinned to be a popular destination for tourists and locals alike.

The Shopping Precinct is within great proximity to the Central Business District, Light Industrial Area and other local businesses.



West Street Shopping Precinct Location

Disclaimer

The City of Busselton does not guarantee that this map is without errors and accepts no responsibility for consequences of actions that rely on this map. © Western Australian Land Information Authority (Landgate) (2022)

0 100 200 m



Scale at A4 - 1:4,000



Map Produced on 11/1/2022
GIS Section, City of Busselton



Figure 7 West Street Shopping Precinct Location

A map detailing the area from the Busselton Foreshore to West Street can be seen in Appendix 3.

2.2 Dunsborough

2.2.1 Dunsborough Foreshore

Dunsborough is an attractive seaside town located 254 kilometres south of Perth and approximately 25 km from the Busselton Central Business District. The town's resident population is around 5,320 people and has experienced rapid growth due to its attractiveness as a place to live and its proximity between Busselton and the spectacular natural environment around Cape Naturaliste and Yallingup. A dual use path links the Dunsborough and Busselton Foreshores, providing an additional attraction for local and visiting cyclists/e-Scooter users.



Figure 8 Dunsborough Foreshore features spectacular beach views, parks and footpaths

Secluded coves, coastal walking trails, swimming and surfing beaches are all located within a short drive from the town centre, making Dunsborough foreshore one of the most popular family holiday destinations in Western Australia. Nearby beaches include Meelup, Eagle Bay, Bunker Bay and Yallingup.

Visitors to the Dunsborough region enjoy the following outdoor activities:

- Walking, cycling and exercising
- Fishing
- Boating
- Dog exercise
- Water sports
- Swimming
- Beach activities
- Playgrounds and picnics

2.2.2 Dunsborough Central Business District

The Dunsborough Central Business District (CBD) is home to a growing community of local businesses and a hub of activity. The CBD runs along Naturaliste Terrace towards 'Old Dunsborough', and Dunn Bay Road leading to Geographe Bay Road and the foreshore. Alongside this, is the newly redeveloped Hannay Lane. Central to the area is the Lions Park surrounded by towering trees and grassed seating

areas. Along Dunn Bay road is local retail, artisan and specialty boutiques, as well as, the gallery of internationally renowned photographer Christian Fletcher.



Figure 9 Dunsborough CBD runs along Naturaliste Terrace and Dunn Bay Road

Other businesses that feature include, restaurants, cafes, bakeries, fashion retail, jewellery and supermarkets. The popularity of Dunsborough to both tourists and residents means the City has plans in place to continue its development and enhancement. Including expanding the CBD, increased activation of key areas and encouraging performers to busk in public spaces within the CBD.



Figure 10 Hannay Lane, Dunsborough



Figure 11 Lions Park, Dunsborough

2.2.3 Naturaliste Community Centre and Sporting Ovals

The Naturaliste Community Centre (NCC) is a multi-purpose facility developed in 2002. The Centre provides a community meeting place for the residents of the Naturaliste area that fosters, promotes and co-ordinates social and recreational activities, services and events. Located within the building is an indoor sports stadium, spin bike studio, two multi-purpose activity rooms, and commercial kitchen, meeting room and crèche facilities. The Centre also accommodates the Dunsborough Library, Child Health Clinic and Department of Communities.

Outside the NCC is the location of various sporting ovals, often used for community sport such as, AFL and soccer. Alongside the ovals are basketball courts, Dunsborough Skate Park and a children's

playground. The NCC comes off the iconic Caves Road and is less than 2km from the bustling Dunsborough CBD and the pristine waters of Dunsborough Beach and Centennial Park.



Figure 12 Naturaliste Community Centre, Dunsborough

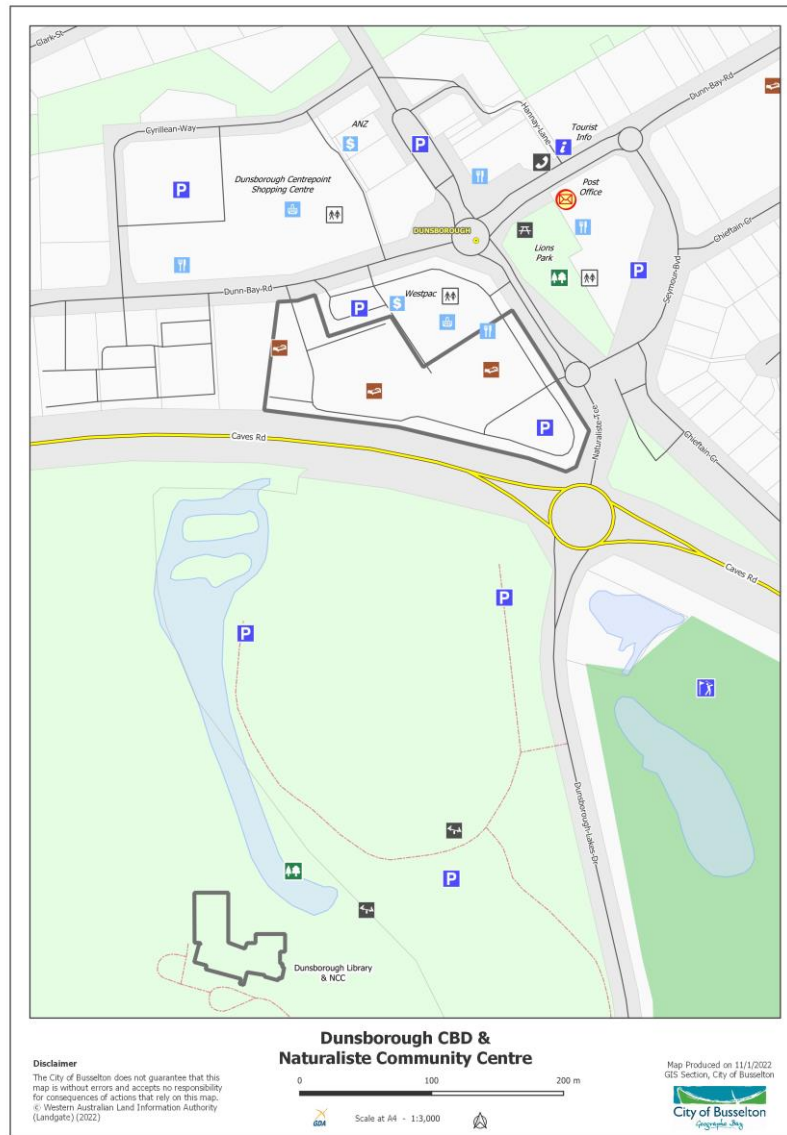


Figure 13 Dunsborough CBD and NCC

A map detailing the area from the Dunsborough Foreshore to the NCC is available in Appendix 4.

3. Seasonality of Operation

The City of Busselton economy benefits from a large influx of tourists for much of the year with the majority visiting in between December and June. Outside public holiday periods, weekends are a busy time with many people enjoying the leisure of spending time at the beach and in nearby parks. Proponents should take into consideration the beachside location, passing trade from walkers and cyclists and seasonal fluctuations when tailoring their proposed business plan in their EOI submission. The City has an objective for the business to activate town centres, foreshores and outside areas, however recognises the scale and hours of operation may contract during winter months or when there are fewer tourists in the area.

Applications should therefore describe how they propose to operate considering the:

- Duration of operation throughout the year;
- Winter reduced service; and/or,

- Winter closure and/or removal of any infrastructure/equipment for 'wintering' period.

4. Land Considerations

Where proponents are proposing to use Crown land under management order with the City of Busselton, the City may need to seek approvals from the Department of Planning, Lands and Heritage under S18 of the Land Administration Act.

Where proponents are intending to use private land, land owners may need to seek advice on whether further planning and building approvals are required from the City of Busselton.

5. Evaluation Process and Timeline

The City of Busselton is seeking proposals for a suitably qualified business to establish and operate an e-Scooter service for the community. Proponents are to provide sufficient information against each of the requirements detailed in the Proponents Response Form (Annexure A) using the same headings and in the same order as listed, to demonstrate their ability to satisfy all of the assessment criteria.

Submissions will be checked for completeness and compliance and may be rejected if considered not complete with the submission requirements.

The City of Busselton 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.

INDICATIVE TIME-FRAME FOR SELECTION PROCESS

Expressions of Interest (2 weeks)

Expressions of Interest opens: 13 January 2022

Expressions of Interest closes: 27 January 2022

Evaluation / short listing of Proponents: 3 February 2022

DPLH approvals: Depending on specific locations.

Enter into an agreement with selected proponent: TBC

At the close of the advertising period, all applications will be assessed by a panel of City of Busselton Officers from the Economic Development, Legal and Property, and Development Services business units. Applications will be assessed against the criteria as presented within the application process. The panel will then meet to discuss the applications and provide a recommendation to the Chief Executive Officer (CEO).

6. Submission Requirements

The submission should provide sufficient information to enable a panel to assess the proposal against the relevant criteria. EOI submissions require applicants to complete the following:

1. A written submission addressing each one of the Expression of Interest Assessment Criteria (see below);
2. Any references the proponent may wish to provide.

The total length of submissions addressing Expression of Interest Assessment Criteria, is not to exceed 8 double sided A4 pages (16 pages in total).

7. Expression of Interest Criteria

The City of Busselton seeks suitably qualified business owners /operators to establish a new e-Scooter business, subject to final approvals.

LOCATION (weighting 35%)	1	Does the business add to/enhance the leisure and tourism offering for the City of Busselton?	1 – limited offering / little enhancement 10 – broad / widespread offering / significant enhancement to City
	2	Does the business compete with, replicate or complement existing nearby businesses?	1 – replicates and/or directly competes with existing offerings 10 – compatible and/or complimentary to existing offerings
	3	Detail the location(s) where the product will operate from/ be available? What are the space requirement of the business?	1 – large space/impact on site 10 – minimal space/impact on site
	4	Could the business create impacts such as vehicle congestion and/or pedestrian / traffic safety in the area?	1 – significant impact anticipated 10 – no impact anticipated
	5	Could the business negatively affect the environment and/or amenity of the area? Such as, but not limited to: noise, visual, anti-social behaviour, environmental degradation etc?	1 – significant impact anticipated 10 – no impact anticipated
BUSINESS (weighting 30%)	6	Is the business an existing business? Detail where the business is already operating and the experience with setting up/operating the business.	1 - A new business with no previous experience 5- An existing business with limited experience 10- A well-established business, operator has extensive previous experience.
	7	What are the businesses intended trading times/period? (Is the business impacted by weather and is the offering seasonal?)	1 – occasional weekends/weekdays 5 – core trading period, October - April 10 – All year round
	8	Show how the business will increase local economic activity and improve amenity.	1 – new business 5 – business operating limited trading times of the year 10 – established and well operating business
	9	Does the business meet relevant regulations/standards, for example, , local and state laws, insurances, safety management, risk management, etc.	1 – none 10 – substantial

PRODUCT (weighting 35%)	10	Does the business appeal to the general public?	1 – appealable to limited demographic 10 – appealable to the majority of the general public
	11	How will the product be maintained to ensure safety and reliability?	1 -Limited or adhoc maintenance 5 - regular scheduled maintenance 10 – maintenance available 7 days / week
	12	Outline the safety measures the business will employ, including safety information/supply of safety equipment/use, for users and the community?	1-Limited or no safety measures in place 5- Some safety measures 10- comprehensive safety plan, including supply of equipment and safety briefings
	13	Explain how the business will handle bookings, pick-up and return of e-Scooters?	1- Limited explanation detail provided 5 – May need some questions/clarifications, some concerns 10- Detailed description and limited concerns.
100%			

7.1 Lodgement of Submissions

Expressions of Interest submissions are to be lodged as at the following address:

Chief Executive Officer
City of Busselton
2 Southern Drive
Busselton, Western Australia 6280

Submissions may also be emailed to: city@busselton.wa.gov.au

CLOSING DATE: 5pm (WST) on 27 January 2022

Due to the comparative nature of the EoI process non-conforming/alternate submissions are not encouraged however may be considered at the absolute discretion of the City of Busselton where this does not jeopardise the fairness of the process or compliant submissions.

7.2 Enquiries

Jennifer May
Manager Economic and Business Development
City of Busselton
Tel: +61 8 9781 0444
Email: economicdevelopment@busselton.wa.gov.au

8. Negotiating with Preferred Proponent

The City of Busselton, upon selection of preferred proponent(s) from the Expressions of Interest process will negotiate in good faith with the preferred proponent(s), with a view to entering into a binding agreement to operate at the approved location for a fixed term. The negotiations will be conducted on the basis that the contract to be entered into, will be with the preferred proponent(s) and that it will incorporate the fees payable under the terms of the agreement and will also reflect the proposal(s) submitted by the preferred proponent(s).

In the event that the City of Busselton and the preferred proponent(s) are unable to agree to reach a binding agreement, then the City may negotiate with another party or elect not to proceed with offering the agreement. It will be a requirement of the final form of the contract that the proponent(s) must trade as agreed within the agreement.

9. Attachments (Recommended Reading)

Prospective proponents are encouraged to review the following documents to guide and inform the preparation of submissions.

Site Specific information: These attachments are available at www.busselton.wa.gov.au

1. Busselton Foreshore Master Plan and Development Guide Plan (2016)

General Information

1. City of Busselton Economic and Demographic Profile (2016):
<http://www.busselton.wa.gov.au/Developing-Busselton/Economic-Development>
2. Western Australia Tomorrow – Population Forecasts for Busselton Local Government Area; Department of Planning (2016 -2031): [Western Australia Tomorrow population forecasts \(www.wa.gov.au\)](http://www.wa.gov.au)
3. City of Busselton Overnight Visitor Fact Sheet 2017-2019; Tourism Western Australia [LGA Visitor Factsheet 2019 - City of Busselton.pdf \(tourism.wa.gov.au\)](http://tourism.wa.gov.au)
4. South West Development Commission [Retail & Commerce - South West Development Commission \(swdc.wa.gov.au\)](http://swdc.wa.gov.au)



Figure 14 Busselton Cultural Precinct

8. Annexure A: Proponent Details

Annexure A must be completed by the Proponent. A copy of this form is available to download at www.busselton.wa.gov.au.

Identity of the Proponent

Name of Organisation (s):	
ACN/ABN:	
Business Address:	
Postal Address:	

Contact Details

Name of Principal Contact Person:	
Position:	
Telephone:	
Email:	

Consortium Details

Complete this section if the Proponent is a consortium. Provide details of intended roles and responsibilities of each of the consortium members and the intended legal and financial relationship between the members as follows:

Roles and Responsibilities of Members:
Legal relationship of Members:

Agreement to Terms and General Conditions

By lodging the EoI Submission the Proponent agrees to be bound by the City of Busselton's Terms and General Conditions set out in the document (if Proponent is a consortium, all consortium members to separately sign)

Signed for and on behalf of:

Signature:	
Name:	
Organisation	
Position:	
Date:	

Other Parties (add details as required):

Signed for and on behalf of:

Signature:	
Name:	
Organisation:	
Position:	
Date:	

Signed for and on behalf of:

Signature:	
Name:	
Organisation:	
Position:	
Date:	

Appendix 1: General Conditions for Expressions of Interest

Acceptance and Rejection of Eol

The City of Busselton (the City) may in its sole discretion accept any Eol, either wholly or in part, or decide not to accept any Eol (or part of an Eol) at all.

Following the evaluation of the Eols the City may, in its sole discretion, or before, during or after negotiation with one or more Proponent, choose not to enter into any further negotiation or contract relating to the Eol and/or occupancy agreement.

Disclosure of Eol Evidence

The Proponents acknowledge and accept that the City may be required by law (under the Freedom of Information Act 1992, in terms of a court order or otherwise) to disclose documents and/or other information which form part of, or are in relation to, the Eol and or this Eol process.

The Proponent shall treat the information in this Eol and any/all information provided by the City or its nominated agents, in relation thereto as confidential and communicate it only to the people directly involved in the preparation of its Eol.

Information relating to the examination, clarification, evaluation and comparison of the proposal submitted in response to this Eol is confidential to the City and will not be disclosed to Proponents or any other persons not officially concerned with such process.

Eol Validity period

All Eols will remain valid and open for acceptance for a minimum period of ninety (90) days from the Deadline unless extended on mutual agreement between the City and the Proponent in writing.

No Contract

This Eol may result in negotiations for the award of a Contract, but is in itself not an offer open for acceptance by Proponents by submitting an Eol.

Conditions Binding

Eols will be deemed to have been made on the basis of and to incorporate (and Proponents shall be bound to) all the terms and conditions of this Eol.

Proponents to Inform Themselves

Proponents will be deemed to have:

- Examined the Eol and any other information available in writing to Proponents for the purpose of submitting an Eol;
- Examined and to be aware of all the risks; contingencies, and other circumstances having an effect on their Eol, which is obtainable by the making of reasonable enquires;
- Acknowledged that the City may enter into negotiations with one or more Proponents and that negotiations are to be carried out in good faith; and
- Satisfied themselves they have a full set of the Eol documents and all relevant attachments and acknowledge the background reports referred to in Section 8 (Attachments/Recommended Reading) of this Eol document.

The City has used reasonable efforts in compiling this Eol. It will not be liable to Proponents for any inaccuracy or omission in this Eol or any additional information which may be provided or withheld.

Alterations

The Proponent must not alter or add to the EoI or any part thereof, unless specifically required by this EoI.

Risk Assessment

The Proponent, by submitting an EoI, irrevocably authorises the City to contact and have access to and give consideration to:

- Any referees nominated by the Proponent;
- Any information provided by the Proponent on behalf of their nominated bank, financial institution or accountant;

Ownership of Documentation

All documents, materials, articles and information submitted by the Proponent as part of or in support of an EoI will become upon submission of the EoI the absolute property of City and will not be returned to the Proponent PROVIDED that the Proponent is entitled to retain any copyright and other intellectual property rights therein, unless otherwise provided by the EoI.

Canvassing of Councillors

If a Proponent, whether personally or by an agent, canvasses any of the City's Councillors with a view to influencing the acceptance of any EoI regardless of such canvassing having any influence on the acceptance of any EoI, the City may at its absolute discretion omit such Proponents EoI from consideration.

Changes To/Withdrawal of EoI

The City reserves the right to:

- notify the Proponents in writing before the Deadline of any changes to this EoI which may in the discretion of the City be necessitated by any matter of significance;
- extend the deadline for submissions; or
- cancel, amend, re-issue or withdraw all or part of this EoI and/or process under it at any stage prior to entering into a Contract, without incurring any liability

No Right to Claim

Except as expressly and specifically permitted in this EoI, no Proponent shall have any claim for compensation of any kind whatsoever, as a result of participating in or responding to this EoI and/or participating or not participating in any further negotiations resulting from this EoI. By submitting an EoI, each Proponent shall be deemed to have agreed that it has no right to claims.

Appendix 2: Busselton Foreshore Master Plan

(Adopted 8 June 2011 and updated/reaffirmed 25 February 2015)

Vision for the Development

The Council of the City of Busselton holds a vision for the Busselton Foreshore Development to become “Busselton’s Playground” - it will be a unique water’s edge playground to be enjoyed by all.

A Balanced Approach: The Foreshore will be developed in a manner that respects Busselton’s identity and heritage whilst providing economic, social, environmental and cultural benefits to the City and the South West region.

Protecting Your Environment

As with any new development, a sustainable approach will be encouraged:

- We will encourage a sustainable approach to urban design;
- We will balance development and open space;
- We will encourage the use of sustainable building methods and techniques;
- We will identify and develop strategies for coastal erosion/impacts;
- We will optimise the interaction with the water and foreshore;
- We will conserve and enhance the growth of native flora species;
- We will conserve and enhance the population growth of native fauna; and,
- We will seek to attract and develop sustainable commercial developments which are sympathetic to the aesthetics of the foreshore

Viability for the Community

The City of Busselton is committed to facilitating commercial development in the area that is self-sustainable and contributes towards the ongoing operations of the Foreshore whilst ensuring the vision and principles that Council have expressed are met:

- We will proactively seek Government support for the development;
- We will seek a partnership with levels of Government to fulfil the Foreshore development;
- We will seek to develop economically viable lease areas which deliver sustainable revenue;
- We will ensure all development on the Foreshore is complimentary and sympathetic to existing infrastructure;
- We will ensure commercial developments benefit the community and business; and,
- We will ensure an allocation of funds from the leased sites developed on the foreshore are used to fund the maintenance and upkeep of the foreshore

Economic Benefits

The City of Busselton recognises the significant economic opportunities associated with the development of the Busselton Foreshore:

- We will promote the Busselton Foreshore as a destination for visitors, nationally and internationally;
- We will investigate and pursue business opportunities;
- We will attract commercial developments that are conducive to the growth and development of existing businesses;
- We will ensure the future development actively encourages and facilitates the further development and attraction of events to the region; and,
- We will encourage the training of youth in both the development and the operation of the Foreshore

Social Benefits

The City of Busselton seeks to develop the Busselton Foreshore to be a water front playground which is enjoyed by all:

- We will seek to provide a space accessible to all;
- We will seek to develop a place for locals to own and visitors to frequently enjoy;
- We will seek to optimise the use and enjoyment of different places through quality experience and access; and,
- We will ensure the integration of the Busselton Cultural Precinct and the Foreshore, maximising cultural experiences

Governance

The Busselton Foreshore Redevelopment will be managed by the City of Busselton in a manner that gives the highest regard to relevant regulations and safety, is responsible and progressive:

- We will have the highest regard for Urban design, Engineering and Place making regulations and standards;
- We will continuously improve and review where necessary management principles and practices; and,
- We will manage the development to maximise benefits to the community

Community Involvement

The City of Busselton recognises it is managing the Busselton Foreshore Development on behalf of its community and will therefore involve the community in decision-making:

- We will be consultative, informative and responsive;

- We will regularly report on development activities supporting the highest levels of transparency and visibility; and,
- We will support a community consultation program which engages and seeks advice from members of the community;

We will ensure to develop a space that is owned by the community.

Appendix 3: Busselton Foreshore to West Street Map



Busselton CBD

Disclaimer
 The City of Busselton does not guarantee that this map is without errors and accepts no responsibility for consequences of actions that rely on this map.
 © Western Australian Land Information Authority (Landgate) (2022)

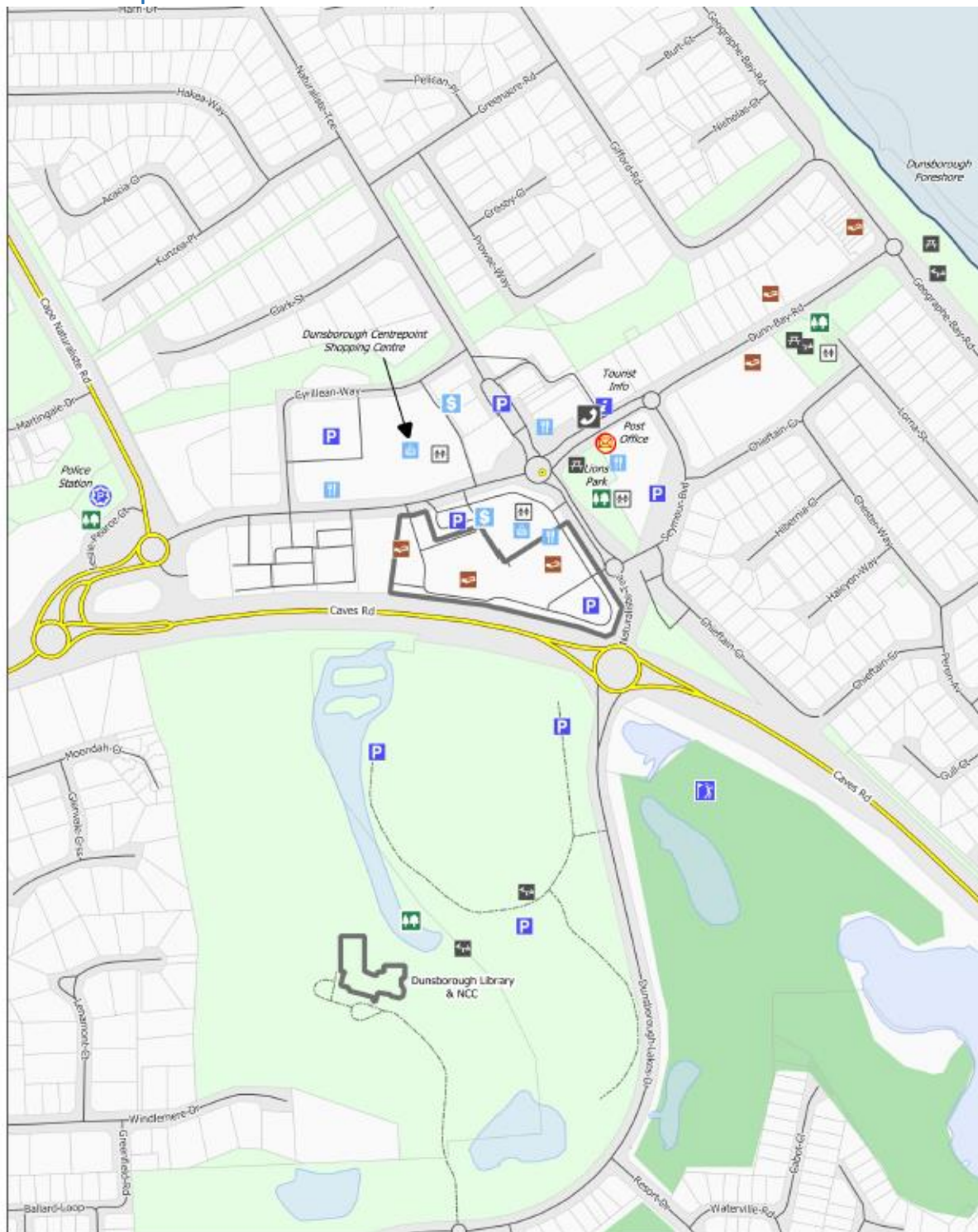


Scale at A4 - 1:6,500

Map Produced on 11/1/2022
 GIS Section, City of Busselton



Appendix 4: Dunsborough Foreshore to Naturaliste Community Centre Map



Dunsborough CBD

Disclaimer

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