



## **Jewel Cave Cafe Overview and Tender Process**

*This document serves as introduction and summary for the Jewel Cave Cafe, and in no way is meant to be a standalone document; it is to be accompanied by both the tender document, lease and detail drawings which specify all items and conditions of the tender.*

### **Executive Summary**

The Augusta Margaret River Tourism Association Inc. (AMRTA) is a not for profit, self-funded incorporated Association. Established 50 years ago and remains one of the only Tourism Associations in Australia to be self funding. The AMRTA has an elected committee of Management of 9 and has over 480 members, who comprise a wide range of businesses that support the tourism industry within the region.

The AMRTA currently employs 59 permanent fulltime and part time employees, which makes us the second largest employer in the Augusta Margaret River Region and has an annual turnover of close to \$9 million.

The AMRTA operates 7 sites, including the iconic Lake, Mammoth and Jewel Caves and Cape Leeuwin Lighthouse and the Margaret River Visitor Centre ,Augusta and Perth Visitor Centre

### **OUR VISION**

To create a world renowned tourism destination

### **OUR MISSION**

To promote the Margaret River region and provide visitors with unique experiences whilst investing in our people, community and environment

## **Jewel Cave Cafe**

Jewel Cave is located in the South West corner of Western Australia, 270km south of the capital city Perth and 7km north of the township of Augusta – Location 4174. The precinct is crown land that has been vested with the AMRTA for “Protection and Preservation of Caves and flora for the Health and Pleasure Resort”. The location is situated in the stunning Leeuwin Naturaliste ridge, surrounded by spectacular “A” class National Park and is currently undergoing a major \$3 million upgrade to protect the environmental values of the site and add value to the current visitor experience. As a result of this major Preservation and Redevelopment Project an opportunity has been developed for a new onsite café “Jewel Cave Café”.

The new building onsite is roughly broken into 3 major areas, these include,

1. Cave Ticket Sales / Retail Area - operated by the AMRTA,
2. Interpretation Area - managed by the AMRTA,
3. Café operated by the leasee, includes stunning verandah looking out into the beautiful Karri forest
4. The Building includes some shared space, areas include public toilets, staff toilets and common floor areas for traffic flow

The Jewel Cave Café is being let for tender and the successful applicant must be able to demonstrate

- Commitment to the environment and tourism
- Demonstrate sound business, commercial expertise and innovation including a successful track record and extensive experience in the hospitality/restaurant industry
- Dedication to deliver a world class experience in line with the AMRTA’s strategic Vision

### **Details of the café and lease (further detail available in the tender document and lease)**

1. The Jewel Cave site currently receives 39,573 visitors annually, this is envisaged to grow as the new building, lighting, café and interpretive information will provide a new experience at the site.
2. The Jewel cave is situated in the stunning national park with the 60 seat (standing 150) café looking out through the beautiful Karri forest.
3. Level 1 Café, full cooking on site. The kitchen and cafe is to be fitted out by the successful tenderer including furnishings for the café as agreed with the landlord
4. Open 9am to 5pm daily with the opportunity to run after hours events
5. Total leased area is 174m<sup>2</sup> including - 30m<sup>2</sup> kitchen, storeroom/office and cool room and café area is 120m<sup>2</sup> and 24m<sup>2</sup> – courtyard/ bin and compressors
6. The lease is for 5years + 4years

7. Planned opening for mid December 2010, the successful tenant will be able to access the building prior to this date for set up and fit out as arranged with the AMRTA

### **Tender Process**

The cafe tender will be advertised state wide and locally, the process is anticipated to take between 6-8 weeks with the successful applicant planned to take over the premises mid December 2010. The lease will be managed by the AMRTA's appointed leasing agent.

Key Milestones for the Tender are:

1. Tender will **open Wednesday 25<sup>th</sup> August 2010**
2. The Property may be **inspected** by appointment on **Wednesday 8<sup>th</sup> September** between 11.00am and 4.00pm with a representative of the Association's Agent. Please register your interest by contacting: [jaymehatcher@margaretriver.com](mailto:jaymehatcher@margaretriver.com)
3. Tender **closing date Wednesday 22<sup>nd</sup> September, 4.00pm**

The Tender Documents should be forwarded to:  
Augusta-Margaret River Tourism Association (Inc)  
100 Bussell Highway  
MARGARET RIVER WA 6285  
Attention: Jayme Hatcher  
Email: [jaymehatcher@margaretriver.com](mailto:jaymehatcher@margaretriver.com)  
Ph: 08 9757 7411, Mobile: 0427 417 411

4. Following closing of the tender, applicants may be interviewed. If you are invited for an interview you will be required to bring to the interview:
  - Your Business plan
  - Sample menu
  - Be able to demonstrate experience in the hospitality/cafe/restaurant industry
5. December 2010, lease to take possession of premises, prior access will be available for fit out and furnishing of cafe and kitchen.

**All documents can be downloaded from <http://www.margaretriver.com/pages/jewel-cave-cafe-tender/>**