



REGISTRATION OF INTEREST

SUMMER ACTIVATION 2020/21 SEASON
Victoria Quay Waterfront, Fremantle

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FREMANTLE

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INTRODUCTION

Fremantle Ports is a government trading enterprise established under the Port Authorities Act 1999 to manage the Port of Fremantle. It performs its functions and carries on its business under that act and the associated Port Authorities Regulations 2001. Fremantle Ports is required to perform its functions in accordance with prudent commercial principles and to endeavor to make a profit.

Fremantle Ports is governed by a board of directors. The board is mandated with the performance of the functions, the determination of policies and the control of the affairs of Fremantle Ports.

Fremantle Ports operates through two harbours. The Inner Harbour and the Outer Harbour.

The Victoria Quay Waterfront has key assets including the WA Maritime Museum, ferry landing, A, B, C, D and E Sheds as well as the Fremantle Port administration.

Our Vision **To be Australia's best maritime gateway**



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SECTION 01

Registration of Interest

Fremantle Ports is seeking Registration of Interest (ROI) from promoters, event companies, entertainment or community groups to activate B Shed and/or components of the Victoria Quay Waterfront for this Summer 2020/2021.

Fremantle Ports' assessment panel will review each submission based on the suitability of their proposed event(s)/activation.

To enable a thorough assessment to be made, it is essential that respondents provide as much information as possible on their proposed event(s)/activation, and their capability to delivery such events to a high standard.

Respondents must ensure that ROIs are able to be assessed on a stand-alone basis, and should not rely on information previously supplied to Fremantle Ports for any other submissions.

This ROI document has not been prepared as a legal document, however, it is the intention that this will form part of a hire agreement for the overall event delivery.

The Respondent acknowledges that Fremantle Ports is under no obligation, whatsoever, to accept any ROIs submitted during the ROI process. If, for whatever reason, Fremantle Ports does not accept any ROIs submitted then the respondent shall not have any claim against Fremantle Ports for any costs, losses or damages that the Respondent may have incurred in preparing and/or submitting their ROI.



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SECTION 02

General information

The ROI submission should clearly identify the submitting organisation(s), and any other information included as part of the ROI.

The ROI submission should provide the name and contact information of one key person with whom Fremantle Ports' representative(s) can liaise with, regarding the submission, site visit or hire agreement meeting if required.

Fremantle Ports will be seeking an outcome that best aligns with its overall objectives, and this may result in multiple proponents being asked to deliver their activation concept(s) at B Shed, or in external spaces within the Victoria Quay Waterfront over the course of the summer months.

Unsuccessful respondents will be advised in writing.



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SECTION 03

Place Activation – Victoria Quay

During the summer of 2018/19, and 2019/20, Fremantle Ports delivered a focussed Place Activation Program of events and activities that brought Victoria Quay to life. This was delivered under the brand campaign Quay to Summer.

The program included children's school holiday activities, markets, food events, movies and a pop-up bar. It was supported by a marketing campaign and improved wayfinding, as well as developing stronger partnerships across the precinct to support place activation. The objectives of the Quay to Summer program were to:

- Establish Victoria Quay as a destination and demonstrate the potential of its unique spaces
- Connect Victoria Quay and central Fremantle via wayfinding and signage, and encouraging exploration
- Attract new audiences through diversifying activities and spaces
- Build the Victoria Quay brand
- Implement a partnership approach with Victoria Quay tenants and businesses as well as the wider Fremantle community

Another exciting activation for Victoria Quay is the transformation of A Shed into a family-friendly microbrewery by Gage Roads Brewing Co. This will include a restaurant and bar attached to the brewery, plus alfresco seating and a children's play area. Construction begins in October, with the venue expected to open in summer 2021/22.



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SECTION04

About B Shed

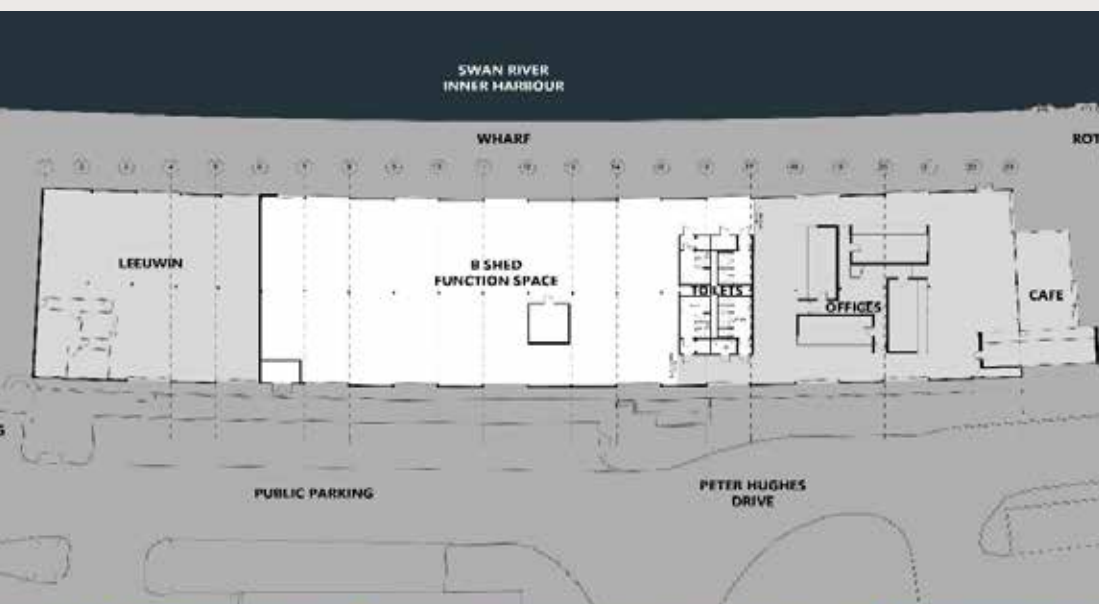
B Shed is one of Fremantle Ports' most unique assets, strategically located at the centre of Victoria Quay, and highly visible from both Cliff Street and the waterways of the harbour.

Built in 1926 as a general cargo shed, B Shed was refurbished in 2010, gaining a State Heritage Award in 2011. The fit out features a contemporary architectural addition in the form of a café and office/tenantable spaces. Currently, B shed has a café and two ticketing offices for the two Rottnest ferry operators, Rottnest Express and Sealink.

As a result, B Shed experiences considerable visitation, particularly during the summer months when ferries operate for morning till night.

The refurbishment also involved the restoration of the central space, which is now made available for event hire. This event space offers over 850m² of interior space, with a wharf side area of 150m² accessible through the heritage doors. The space benefits from drive-in access, 14 toilets, and proximity to over 500 paid car parking bays as well as the Fremantle train and bus station. B Shed is a unique space, unrivalled within the Perth event space market in its proximity to the water and heritage aesthetic.

Currently, the event space can be hired for corporate functions, galas, dinners, product launches, trade shows and exhibitions, fashion festivals and various other events. Recent events and activations hosted in the B Shed, as part of the Quay to Summer program, included a pop-up plant sale, a pop-up bar, South Metro TAFE graduate fashion show and a Maritime Movie festival.



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SECTION 05

Current Opportunity - Summer Activation 2020/21

Fremantle Ports is now developing the activation calendar for the 2020/21 summer period, and is seeking Registrations of Interest for the activation of waterfront areas in the Victoria Quay precinct.

Whilst this may be mainly based around the use of the B Shed, as the dominant interior space available, activation ideas within the surrounding outdoor areas will also be welcomed.

This collection of unique spaces within working waterfront port, provides a rare opportunity to explore activations and events that the public may not have seen before.

Registrations of Interest are sought from organisations able to meet the objectives outlined, including but not limited to:

- Self-funding events
- Commercial event organisers and promoters including activities such as:
 - o Market operators / coordinators
 - o Pop up retail business including stallholder collectives
- Children's activity providers
 - o Education and special interest-based organisations (for example, fishing, arts, creative and play based experiences)
 - o School holiday activity providers
- Arts, cultural and community organisations
- Commercial and corporate sector
 - o For the purposes of hiring B Shed as an event venue for commercial and corporate activity



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SECTION05

Current Opportunity - Summer Activation 2020/21

Fremantle Ports invites Registrations of Interest for activation which will add to the existing attractions, events and tourism experiences that Victoria Quay offers. We are seeking innovative, vibrant proposals to activate this area in line with our activation objectives.

For summer 2020/21 Fremantle Ports are looking for activation proposals which may include high quality food and beverage offerings (with consideration given to the existing café tenancy and their offer), children's events and workshops, music events, and movies.

Proposals must consider the activation of B Shed in a relaxed, all ages, friendly approach. Proposals may be one off events, a series of events, or an ongoing program or pop up. Activation concept(s) which take inspiration from the port and waterfront location are encouraged but this is not a requirement.

This includes proposals for 'pop up' bars, food vendors, fashion, arts and entertainment events, or other proposals, with a priority for activations with a family friendly approach.



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SECTION 06

What are we looking for?

- An organisation that can demonstrate an understanding of Fremantle Ports' direction for the Quay to Summer activation program.
- A high-level outline of the respondent's proposal for the summer activation, including concept description, proposed duration and dates, predicted attendance and demonstration of how this aligns with Fremantle Ports' activation program objectives.
- Details on proposed methods of attracting patronage/audience, which may include marketing, media, PR and social media.
- Demonstrated understanding of necessary permits and licenses required to deliver the activation(s).
- A group that can demonstrate experience in events or activities, which may include food and beverage events, live music, arts and/or entertainment programs.
- Experience with complex sites and venues and ability to submit all required documents including but not limited to risk matrix, run sheet, site plan and understanding of working in high profile public environments.



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SECTION 07

How to Submit

Please submit your ROIs electronically to

bshedevents@fremantleports.com.au

by

Monday 14th September 2020 to be considered for the
Summer 2020/21 activation program.

Further information:

Name: Teresa Searle

Position: Waterfront Project Officer

Phone: (08) 9430 3555



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