



REGISTRATION OF INTEREST

B Shed Hire

Summer Activation 2019/20 season
Victoria Quay Waterfront, Fremantle



Table of contents

Introduction

About Fremantle Ports.....	
Section 1 - Registration of Interest.....	
Section 2 - General Information	
Section 3 - About B Shed	
Section 4 - Opportunity - Summer Activation 2019/20	
Section 5 - What we are looking for	
Section 6 - What's next?.....	



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 appointed by the Western Australian Minister for Transport. 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 is bound by the trainline to the south, and east to Queen Victoria Street and the traffic bridge. Key assets include the WA Maritime Museum, the Passenger Terminal, ferry terminals, A, B, C, D and E Sheds as well as the Fremantle Port administration and operations facilities. Fremantle Ports is responsible for the operation of the working port, alongside the management of the assets, which includes leasing, programming and activations.

Our Vision

To be Australia's best maritime gateway

Section 1

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 Victoria Quay this Summer.

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

To enable a proper assessment to be made, it is essential that respondents provide **as much information as possible on their proposed event(s)** 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 registration of interest document has not been prepared as a legal document, however, it is the intention that this will form a part basis of a hire agreement for 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.



Section 2

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 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 Victoria Quay over the course of the summer months.

Unsuccessful respondents will be advised in writing.



Section 3 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, the café is leased to Express Lane Café, with the tenancies leased to the two Rottnest ferry operators, Rottnest Express and Sealink, as their ticket offices. 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 pop-up plant sale, pop-up bar and Maritime Movie nights .

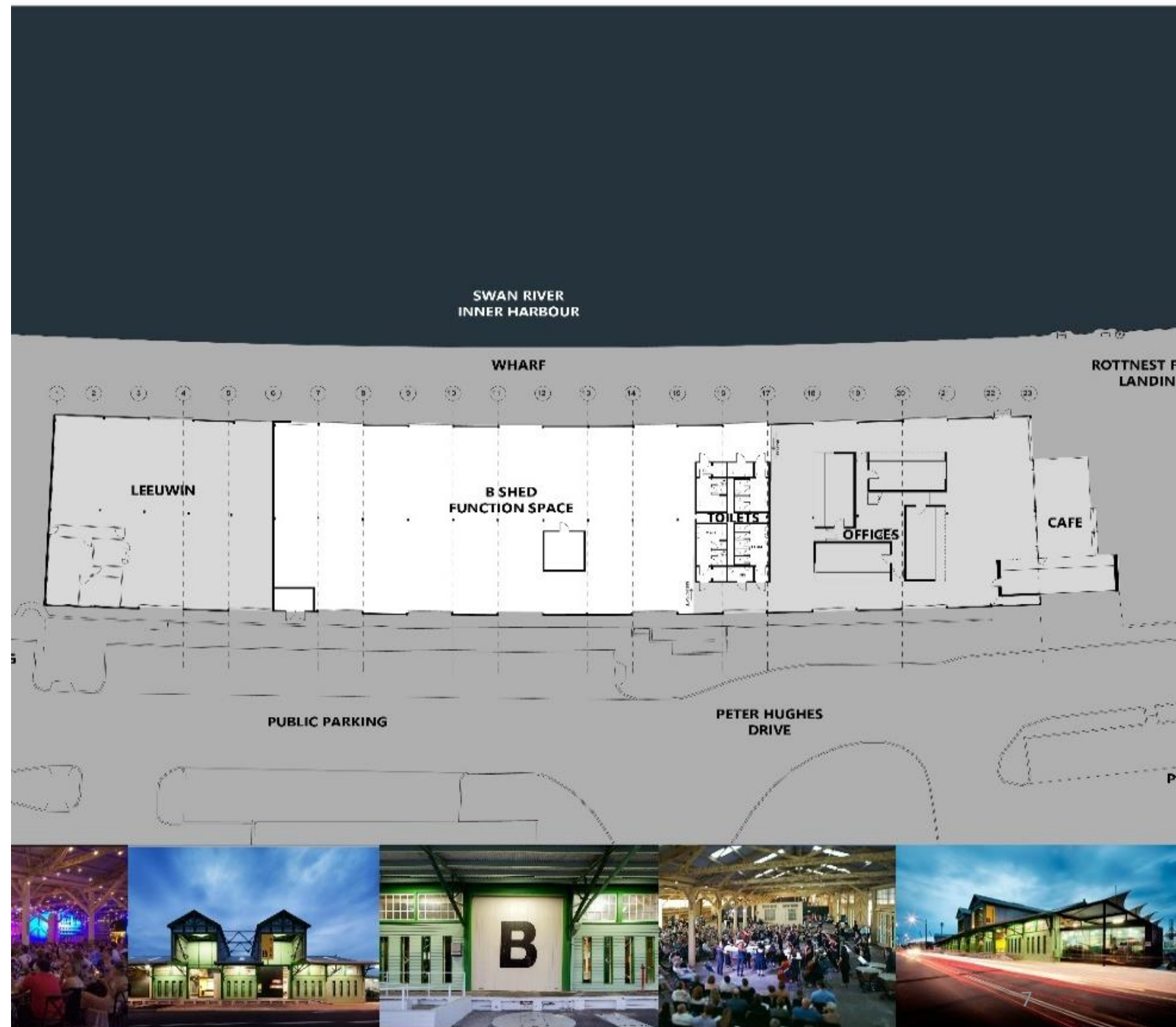
Place Activation – Victoria Quay

During the summer of 2018/19, Fremantle Ports delivered a focussed place activation program of events and activities that brought Victoria Quay to life, under the brand *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 where 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



Section 4
Opportunity
Summer
Activation
2019/20



Current opportunity

Fremantle Ports is now developing the activation calendar for the 2019/2020 summer period and is seeking registrations of interest for the activation of B Shed. Registrations of interest are sought from organisations able to meet the objectives outlined, including but not limited to:

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

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 2019/2020 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.



Section 5

What we are looking for

- An organisation that can demonstrate an understanding of Fremantle Ports' direction for the 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 by not limited to risk matrix, run sheet, site plan and understanding of working in high profile public environments.





Section 6

What's next?

Please submit your ROIs electronically to
bshedevents@fremantleports.com.au
Summer 2019/20 activation program.

Further information:

Name: Teresa Searle

Position: Waterfront Project Officer

Phone: (08) 9430 3555