EXPRESSION OF INTEREST

Eco-tourism Boat Experience Partnership

<table>
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<tr>
<th>Issued:</th>
<th>Wednesday, 19th June 2013</th>
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<tr>
<td>Due:</td>
<td>Not later than 5pm Friday, 12th July 2013</td>
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PART A. GENERAL INFORMATION

A1 INTRODUCTION

Phillip Island Nature Parks (Nature Parks) is seeking Expressions of Interest (EOI) from suitably experienced and capable eco-tourism boat operators interested in submitting a partnership proposal for an immersive nature based eco-tourism experience predominantly around the Summerland Peninsula, Phillip Island.

Phillip Island is a major tourist destination located in Western Port, 120 kilometres south east of Melbourne and receives approximately 3,500,000 visitors annually including 1,000,000 who visit the Nature Parks attractions. Nature based tourism is popular and the opportunity exists for eco-based interpretive water based tours to further promote the Nature Parks, Phillip Island and the Summerland Peninsula.

The Nature Parks is a not-for-profit body created by the State Government of Victoria in 1996 which manages over 1,805 hectares of Crown Land set aside under the Crown Land (Reserves) Act 1978 which includes the Summerland Peninsula’s Penguin Parade and Nobbies Centre assets.

Brief requirements, are as follows:

1. Supply, maintain and operate purpose built nature based eco-tourism boats carrying a maximum of 40-45 passengers, delivering an intimate water-based experience from a suitable jetty on Phillip Island or San Remo to the Summerland Peninsula 7 days a week, running all year round including public holidays;

2. Responsible management, safety, risk and emergency management; undertaken as part of operational procedures.

These requirements are described in more detail in Section A4 of this document.

A2 TENDER PROCESS

Companies who are interested in tendering for this partnership must first complete an Expression of Interest in the format detailed in PART B of this document. Should the Nature Parks receive one or more satisfactory EOIs the Nature Parks intends to finalise and release a subsequent Tender Brief (“the Brief”) for the Eco-Tourism Boat Partnership during July 2013. A shortlist of up to five (5) submitters will be invited to tender in accordance with the Brief.

The EOI will be evaluated against the following criteria to determine the shortlist:

<table>
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<tr>
<th>Evaluation criteria</th>
<th>Weighting</th>
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<tr>
<td>Capability</td>
<td>50%</td>
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<tr>
<td>• Demonstrated relevant experience</td>
<td></td>
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<tr>
<td>• Approach to working with Nature Parks</td>
<td></td>
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<tr>
<td>Capacity</td>
<td>50%</td>
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<td>• Available resources</td>
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</table>

Business viability is also a criterion for shortlisted companies however it is neither scored or weighted but is subject to a risk assessment.

The Brief will be released to the shortlisted companies who have submitted a duly executed EOI which sufficiently expresses the submitter’s appreciation and approach, relevant experience, capacity and a bonafide commitment to tender for the proposed partnership. The Brief will include additional information and further detail on the partnership proposal, including preferred vessel types, estimated visitation data and admissions charges.

Given the unique opportunity, Nature Parks expects that each company and/or individuals receiving a Tender Brief attend a pre-tender briefing session to fully understand the
environment and nature of the partnership.

The Brief will nominate a closing date for tender submissions. The Nature Parks will conduct a merit based assessment of all tender submissions following the closing date. The Nature Parks anticipates that the preferred tenderer will be notified by October 2013 with a view to commence operations within 12 months, subject to necessary approvals.

Summary of the tender selection process is as follows:

1. Public advertisement for EOI (19th June 2013);
2. Submission of EOI (5.00pm on the 12th July 2013);
3. A shortlist of up to five (5) will be invited to tender and are expected to attend a pre-tender information session (July 2013);
4. Submissions in response to Tender Brief (August 2013);
5. Evaluation of tenders and award of preferred partner (October 2013). Successful company and relationship further defined and contractually established.

The Nature Parks Project Manager will facilitate appropriate access to sites and provision of information during site visits however, all costs associated with site visits that are incurred by interested parties (including accommodation and meals) will be met by the interested party.

Interested parties may choose to exit the EOI or subsequent tender process at any time by formally notifying the Nature Parks Project Manager on the contact details provided in Section A7.

A3 DESCRIPTION OF SUMMERLAND PENINSULA

The Summerland Peninsula is located at the most westerly point of Phillip Island, Victoria and within Westernport Bay with Bass Strait to the south, one hour and 45 minute drive from Melbourne. By water it is approximately 15km from Cowes, 25km from Rhyll or 33km from Newhaven/San Remo. Phillip Island is conveniently located in relation to the south-east Melbourne metropolitan area and the Gippsland region accessible by car and serviced by VLine and private coach operators. An airport is located at Cape Woolamai approximately 17 km from the Summerland Peninsula. The airport can accommodate small passenger aircraft.
The Summerland Peninsula is approximately 340 hectares and is closed from dusk to protect the estimated 32,000 Little Penguins. The Penguin Parade and Nobbies annually receive approximately 500,000 and 300,000 visitors respectively, with 55% visiting from international destinations.

The Nature Parks has recently completed its Strategic Plan for 2012-2017 and a detailed Master Plan for the Summerland Peninsula (2012). These plans highlight the opportunity to utilise its natural assets and history to provide interpretative experiences and education from the water including Nature Parks’ conservation and research activities. This includes the estimated 30,000 Australian Fur Seals, Little Penguins, cultural history, Summerland buyback programme, fox eradication and much more.

Visitation to Phillip Island is estimated at 3,500,000 annually. Phillip Island is one of the major tourist areas of Victoria, illustrated by its economic reliance on tourism being the second highest in Australia¹. Phillip Island is a significant, internationally recognised tourism destination which makes a vital contribution to Victoria’s tourism performance. The major tourism attractions in the Phillip Island area include:

- The Phillip Island Nature Parks, incorporating the internationally famous Penguin Parade, Nobbies Centre, Koala Conservation Centre and Churchill Island.
- The Phillip Island Grand Prix Circuit which hosts major international motor sport events, including the Australian Motorcycle Grand Prix.
- The coastal beaches and Western Port Bay for surfing, fishing and boating.

The Nature Parks heavily promotes its assets internationally, reflected in the high level of international patronage. International visitation to the Summerland Peninsula is expected to increase on demand from key growth markets including China and India.

A4 DESCRIPTION OF MINIMUM PARTNERSHIP REQUIREMENTS

The Nature Parks seeks an experienced operator to provide a proposal for an eco-tourism boat experience partnership focusing on the Nature Parks’ environmental, research and education activities within the Summerland Peninsula.

Potential partnership agreements or variations thereof include:

(a) Nature Parks to charter boat trips where the operator supplies a crewed vessel(s) on a fixed rate per trip.

(b) Nature Parks revenue share, with the operator to supply crew and operate the vessel(s)

The Nature Parks is open to alternative partnership models which allow the Nature Parks to leverage its marketing distribution and interpretative content to promote authentic, immersive eco-tourism on Phillip Island and increase length of stay.

It is proposed that the eco-tourism boat experience is branded Nature Parks or co-branded with the successful partner, with sales and marketing conducted internationally and domestically through existing Nature Parks channels and Nature Parks supply ranger(s) for all interpretations.

Operational requirements will be detailed later in the Tender Brief sent to respondents shortlisted from the EOI. These requirements will require detailed responses at that time. They are likely to include:

1. Operation
   (a) Proposed service/service levels to be provided;
   (b) Proposed partnership structure and approach;
   (c) Credentials of suitably qualified employees including captain (must demonstrate experience in operating vessel/s in similar marine environment/s in comparison to Phillip Island and specifically Summerland Peninsula);

   It is estimated that each eco-tour will be two hours in duration with up to four eco-tours daily. Operation will be 365 days per year, with a predetermined alternative tour for days on which the Summerland Peninsula is inaccessible.

2. Equipment supply
   (a) Purpose design boat(s) of up to 40-45 seats, powerful but efficient and highly manoeuvrable of Rigid-hulled Inflatable Boat (RiB) or equivalent design.

   Boats must be built for rough waters and able to hug the dramatic and rough Phillip Island coastline. Designed for comfort, safety, stability and ease of viewing, open to nature, delivering an intimate experience.

   Boats must allow captains to get right up close to the largest Australian Fur Seal colony and basalt landforms including the Nobbies, Seal Rocks and Blow Hole. Each boat must also be equipped with on-board toilet facilities and ability to cater for light refreshments.

   A second comparable boat (or access to an alternative) for continuity of service during maintenance, downtime or peak period demand is mandatory.

   (b) Appropriate safety and visitor comfort equipment;
   (c) Mooring; and
   (d) Maintenance.
3. **Appropriate Licences**
   The operator must supply all appropriate boating and crew licences. The Nature Parks will facilitate the relevant licences and permits to operate the eco-tour.

4. **Partnership Period**
   An initial 5 year period with annual review and options for further multiple year agreements.

5. **Nature Parks Supply**
   Nature Parks is able to supply the following:
   (a) Interpretive content and itinerary development;
   (b) Interpretative education ranger(s); and
   (c) International and domestic promotional marketing and bookings.
   
   **It is anticipated that the Nature Parks will develop the final eco-tour and alternative itinerary including all interpretative content with the successful partner.**

**A5 CONFIDENTIALITY AND OTHER RESTRICTIONS**

The Nature Parks may require persons and organisations wishing to access or obtain a copy of this EOI or subsequent Tender Brief or certain parts of it, or any additional materials to execute a deed of confidentiality (in a form required by, or satisfactory to, the Nature Parks) before or after access is granted.

All persons obtaining or receiving information in connection with the tendering process for the eco-tourism boat experience partnership must keep the contents of any documents and such other information confidential.

All EOI responses shall remain confidential and will become the property of Nature Parks. Submission of an EOI shall constitute and evidence an acknowledgment by the submitter, unless required by law, Nature Parks and the submitter undertakes to treat all information received as part of the tender process as confidential.

**A6 CONFLICTS OF INTEREST**

Submitters are required to disclose any conflicts of interest or potential conflicts of interest with the Nature Parks or any related parties past and present. Disclosures are to be made within the EOI response or at any time during the tender process to the Project Manager in writing.

**A7 FURTHER INFORMATION**

The Project Manager and designated point of contact for further information of a technical or explanatory nature is:
Rob Linford – Projects and Compliance Executive
Phone: +61 3 59 512 898
Email: rlinford@penguins.org.au

No representations or statements made by Nature Parks staff constitute an official expression unless made in writing by the designated Nature Parks Project Manager.

The subsequent Tender Brief will include more detailed information including visitation estimates, preferred boats and likely tour routes.

Any significant additional information concerning this EOI which, as a result of a question, given to one submitter to clarify an issue will be confirmed in writing and copies of the questions
received and the responses provided will be included on the Nature Parks website www.penguins.org.au/about/corporate-affairs/tenders/.

The Nature Parks reserves the right to withdraw or postpone this EOI or subsequent tender process at any time and for any reason which may be undisclosed.

The Nature Parks reserves the right, without further negotiation, to decline to invite any company to tender.
PART B. EXPRESSION OF INTEREST

Expression of Interest must be submitted to the Nature Parks by no later than 5pm 12th July 2013 to enable you to proceed with the tender process. EOI received after the deadline may, at the Nature Parks absolute discretion, be returned unopened to the submitter.

An EOI must be in both hardcopy and electronic (PDF) format.

Electronic (PDF) submissions will be used as record of submission. Email must be titled “Confidential – Eco-tourism Boat Experience Partnership” and sent to rlinford@penguins.org.au by 5pm 12th July 2013. Acknowledgement of receipt will be provided via email.

Five (5) hard copies of the electronic submission must also be marked CONFIDENTIAL and delivered to:

Rob Linford
Projects and Compliance Executive
Phillip Island Nature Parks
PO Box 97
Cowes VIC 3922

FORM OF RESPONSE

EOI should be short and concise, with minimal marketing information. The EOI stage excludes any revenue/cost considerations. EOI responses that do not conform to the required format may be excluded from the selection process.

EOI will need to clearly demonstrate that the submitter has the necessary capacity and capability to meet the needs of the Nature Parks, these criteria will be used to shortlist if required. To establish a consistent basis of comparison, The EOI must be submitted in the following format:

1. A covering letter including the following:

<table>
<thead>
<tr>
<th>Name of Company/Individual</th>
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<tbody>
<tr>
<td>Australian Business Number (ABN)</td>
</tr>
<tr>
<td>Website (if applicable)</td>
</tr>
<tr>
<td>Postal Address</td>
</tr>
<tr>
<td>Phone number</td>
</tr>
<tr>
<td>Mobile</td>
</tr>
<tr>
<td>Email address</td>
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<tr>
<td>Preferred form of contact</td>
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By signing this letter I am formally registering an Expression of Interest in participating in the pre-tender process for the eco-tourism boat experience partnership with the Phillip Island Nature Parks.

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<thead>
<tr>
<th>Signature</th>
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<tbody>
<tr>
<td>Name (please print)</td>
</tr>
<tr>
<td>Date</td>
</tr>
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</table>
2. Detailed statements and responses to the following matters:

<table>
<thead>
<tr>
<th>Detailed statement of approach to working with the Nature Parks including proposed partnership structure (capability)</th>
</tr>
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<tbody>
<tr>
<td>Detailed statement of experience with eco-tourism boating (capability)</td>
</tr>
<tr>
<td>Detailed statement of available resources (capacity)</td>
</tr>
<tr>
<td>Detail of any conflicts of interest, including any partners included in the proposal</td>
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3. If the answer to any of the following questions is “yes”, provide an explanation.

| Are there any significant events, matters or circumstances which have arisen since the end of the last financial year which may significantly affect the operations of the Company? |
| Are there any factors which could adversely impact on the financial ability of the Company to successfully perform the obligations contemplated by this EOI? |
| Are there any bankruptcy actions against a director of the Tenderer, its parent or associated entities, or has there been within the past five years? |
| Is the Company solvent and able to meet its debts as and when they fall due in the normal course of business? |

Submitters are required to provide upon request, in addition to the information required above, all such information as the Nature Parks reasonably requires to satisfy itself that submitters are financially viable and have the financial capability to successfully perform the obligations contemplated by this EOI.