



**BUSSELTON JETTY**

Western Australia

**NAMING RIGHTS PARTNERSHIP  
SOLAR-POWERED BUSSELTON JETTY TRAIN  
EXPRESSION OF INTEREST**





**PROJECT TITLE:** Naming Rights Partnership Expression of Interest

**CLOSING DATE:** *Wednesday October 16, 2024*

**CLOSING TIME:** *4pm, Western Australia*

**ISSUED BY:** Busselton Jetty Incorporated



## **PART A**

### **SCHEDULE 1 – PROJECT DEFINITION**

#### **1.0 BACKGROUND**

Busselton Jetty Incorporated (BJI) is a not-for-profit, multi-award-winning association dedicated to managing Busselton Jetty, an iconic ecotourism destination in Western Australia.

BJI operates under the guidance of a volunteer Board composed of eight experienced business professionals and is supported by a Chief Executive Officer who oversees approximately 65 staff members and nearly 100 volunteers known as Jetty Hosts. The organisation boasts a membership base of nearly 1,000 individuals.

BJI plays a pivotal role in environmental stewardship, safeguarding the 300 unique marine species inhabiting the waters beneath the Jetty. This is accomplished through a range of initiatives including pile rehabilitation, marine research, beach and underwater clean-up days, and other conservation programs. Additionally, three percent of BJI's annual profit is allocated to the Busselton Jetty Environment Foundation (BJEF), which is responsible for marine conservation and educational efforts.

Busselton Jetty is honoured to have Professor Lyn Beazley AO, former Chief Scientist of Western Australia, as its patron.

The organisation exemplifies the synergy between tourism and the preservation of government infrastructure. Notably, 25% of BJI's gross revenue is dedicated to the maintenance of the Jetty, a State Government-owned asset, through the Jetty Maintenance Reserve (JMR). Since 2014, BJI has contributed nearly \$9 million to the JMR (excluding figures from 2023/24).

Currently guided by the Strategic Plan 2023-2025, BJI's vision and mission for the coming years are clearly articulated:

**Vision:** Busselton Jetty is a must-see coastal attraction, connecting the community and the environment.

**Mission:** Sustaining the Jetty and its environment for all generations.

The organisation's vision is supported by five strategic pillars:

1. Brand and Attraction Development
2. Environmental Management
3. Organisational Sustainability



4. Technology & Innovation
5. Community Engagement

A unique opportunity presents itself to have your organisation involved in such a well-respected organisation and one of the most recognised locations in the world.

Below is an overview of the naming rights for the Busselton Jetty Solar-powered red train.

### **1.1 BUSSELTON JETTY SOLAR POWERED TRAIN**

In the 2023/24 season, the heritage-listed Busselton Jetty, one of only two Climate Action-certified attractions in Australia, welcomed an impressive 854,626 visitors (both paid and after-hours). As the longest timber-piled jetty in the Southern Hemisphere, stretching 1.841 kilometres, it offers a range of unique attractions including:

- Underwater Observatory: one of six natural aquariums globally, and the only one in Australia. The vibrant marine ecosystem beneath the Jetty and across Geographe Bay has earned recognition from the United Nations, underscoring its ecological importance.
- Marine Discovery Centre: interactive facility offering semi-guided tours, exploring Australia's offshore marine parks from Geographe Marine Park to Perth Canyon.
- Underwater Sculpture Park: the only park of its kind in the South West, featuring 13 sculptures by 11 WA artists.
- Information Centre (iconic Blue Boatshed Buildings), housing the ticketing office, gift shop and snack bar.

Visitors can enrich their experience through sunset tours, underwater dining, mermaid tours, all day walk pass, and a comprehensive events calendar. The Jetty also serves as a premier venue for international events, such as the Busselton Jetty Swim and Ironman competitions.

A key highlight of the Busselton Jetty experience is the Busselton Jetty Train, the only over-the-ocean solar-powered train in Australia. Passengers embark on a 1.7-kilometre journey across the tranquil waters of Geographe Bay, guided by one of our expert Train Drivers. The electric, solar-powered train offers a 45-minute scenic round-trip along one of Western Australia's top tourist attractions. With hourly departures, this ride presents a unique opportunity to immerse in the natural beauty of the area.

It features spacious seating with six comfortable, wheelchair-friendly seats in each carriage. The journey is further enhanced by captivating narrations that bring to life the rich history of this iconic timber-piled jetty, a landmark since 1865.

Key Statistics for Busselton Jetty and the Train 2023-24:



- Total Jetty visitation (paid and after-hours): 854,626 (48% increase over PY)
- Total paid visitation: 374,398 (16% increase over PY)
- Average annual increase in visitors of 23% since 2016 (discounting COVID-19 impacted years)
- Jetty Train Tickets Sold: 93,421 (25% increase over PY), train undertakes over 6,000 trips annually.
- Customer Satisfaction Rating: 90%
- Global Review Index: 93.1% (score represents the online reputation for Busselton Jetty, based on data taken from all major online travel agencies and review sites).

Busselton Jetty and its attractions, including the Train, are consistently promoted both domestically and internationally through various high-profile platforms:

1. **Tourism WA**, e.g., Busselton Jetty is featured in initiatives aimed at attracting national and international visitors to Western Australia. For instance, it was highlighted in the FIFA Women's World Cup Trophy Tour digital campaign.
2. **Tourism Australia**, e.g., The Jetty has been promoted in international publications such as Harmony Magazine in Japan, which boasts a circulation of 200,000 and an advertising value of \$163,435.
3. **BJI's Strategic Marketing Campaigns**, e.g., The Jetty has been prominently showcased in collaborative campaigns, such as a feature with Jetstar/Qantas, generating nearly 160,000 campaign impressions.

## 2.0 DESCRIPTION OF THE OPPORTUNITY

An opportunity exists to secure naming rights and associated exclusive rights benefits for the Busselton Jetty solar-powered Train.

### ***Rights Benefits:***

Benefits will be commensurate with the value of the naming rights sponsorship. Applicants should consider that the base opportunity includes the application of the following exclusive arrangements:

- Naming Rights of the solar-powered 90-seat Busselton Jetty Train.
- An annual corporate train ride (day or night) to invite a maximum of 50 people.
- Inclusion in EDM marketing
- Mention in Media Releases that reference the Jetty Train
- Signage promoting business on site
- Website and social media exposure
- Dedicated partnership manager to develop mutually beneficial messaging



- Access to BJI product tickets (Underwater Observatory etc)
- Access to event tickets and networking opportunities

Additional benefits desired beyond those in the base opportunity can be negotiated and will be considered as additional benefits to which additional costs may apply.

For clarity, the financial offer should be provided in response to the base opportunities outlined. Respondents should also note that costs associated with the establishment of physical and digital assets are the responsibility of the successful partner.

It should be noted that should the Train be unable to operate for reasons such as but not excluded to severe weather, maintenance requirements etc, there is no change to the annual sponsorship amount. Further information on this can be discussed at the negotiation stage.

### 3.0 INDICATIVE TIMELINE

This timeline is subject to change at the discretion of BJI.

	ACTIVITY	ESTIMATED DATE
Stage 1 (EOI)	EOI Launched	Monday September 2, 2024
	Site Visits hosted by Lisa Shreeve (CEO) and Amy Gornall (Operations Manager). Please contact Jess on 08 9754 0900 to arrange a time.	On request
	EOI closing time for response	Wednesday October 16, 2024
	EOI assessment	October 17 to October 31
	Negotiations	November
Award	Contract award	December
	Contract start date	1 January 2025

### 4.0 NAMING RIGHTS ASSESSMENT AND CRITERIA

Decisions on commercial naming rights will be made by the BJI Board after consideration of the offers in their entirety.

Tenders from \$50,000 per year for a minimum of three years, with an extra two-year option will be considered highly. Should a material benefit not be required, a tax deduction could be obtained from annual donations. Alternative or non-conforming tenders offering a point of different or value for money offer may be considered at the discretion of the Board.



In assessing suitability, consideration will be given to:

Part B 3.0 – Selection Process and;

Part B 4.0 – Qualitative Requirements.

Please note in considering your application we will not accept sponsorship requests from organisations associated with:

1. Cigarettes / tobacco
2. Gambling products and services
3. Any form of adult entertainment
4. Alcohol products or fast food
5. Any conflict with the Busseton Jetty and its related brand positioning and values
6. Activities detrimental to the community or environment
7. Activities or issues not considered by the general community to be appropriate
8. Illegal activities or actions that may bring Busseton Jetty into disrepute
9. Political messages or affiliations

We retain the right to refuse sponsorship from any organisation and we reserve the right not to enter into correspondence relating to application outcomes.

## **5.0 CONFLICT OF INTEREST**

The following conflict of interest provisions will apply to the Project, during the EOI stage and during the contract stage, if a contract is awarded:

- a) Applicants must notify BJI promptly upon becoming aware of any conflict of interest arising or that is likely to arise in respect of the Applicant, or the employees, agents, consultants, or consultants, of the Applicant.
- b) If BJI determines that a conflict of interest has arisen, or is likely to arise, in respect of any Applicant, or the employees, agents, consultants or contractors of the Applicant, then the Applicant must take whatever action is required by BJI to resolve or manage that conflict of interest.
- c) If the Applicant is unable or unwilling to resolve or manage a conflict of interest to the reasonable satisfaction of BJI this may exclude the Applicant from the procurement process contemplated by this EOI Invitation and reject the Applicant's Application.



## **PART B**

### **1.0 CONTACT PERSONS**

Different enquiries can be best dealt with by the most appropriate contact, shown below.

#### **ALL ENQUIRIES:**

Name: Lisa Shreeve

Title: CEO

E-mail: [ceo@busseLtonjetty.com.au](mailto:ceo@busseLtonjetty.com.au)

### **2.0 DEFINITIONS**

For the purposes of this document, the following definitions apply:

*Applicant* – An organisation, joint venture, consortium, or any other body responding to this EOI.

*Application* – The submission by an Applicant for this EOI.

*Successful Respondent/s* - The successful Applicant/s for the naming rights post negotiation.

*Customer* - The Customer is the Chief Executive Officer, BusseLton Jetty Incorporated.

*Expression of Interest (EOI)*: - identifies potential companies / groups interested in and is used for determining their suitability for providing Naming of the Jetty Train as a lead into a negotiation process.

### **3.0 SITE BRIEFING**

A non-mandatory site visit to respondents will be available. Please contact Jess on 9754 0900 and press 2 for admin to arrange a suitable time.

### **4.0 SELECTION PROCESS**

Following the evaluation of the responses to the EOI against the Qualitative Requirements listed below, BJI will either:

- Enter direct negotiations with one or more Applicants, or
- Decline all responses should all offers be deemed unsuitable

As part of the negotiation process (should an offer be deemed suitable for negotiation), a set of terms and conditions between the parties will be discussed and agreed, these will form the basis of the agreement between the parties for the Term.





BJI reserves the right not to enter into an agreement following on from a negotiation process should the parties not be able to come to an agreement on terms and conditions for an agreement.

Should BJI not be able to come to a successful agreement through the negotiation process, BJI reserve the right to enter into discussions with other parties outside of the EOI process around Naming Rights.

## **5.0 QUALITATIVE REQUIREMENTS**

The Qualitative Requirements are weighted as follows:

- Financial offer (60%)
- Length of Term (18%)
- Capacity to mobilise (20%)
- Brand reach (2%)

**PART C**

**APPLICANT'S RESPONSE**

EOI Response Instructions

**PART C SHOULD BE COMPLETED BY THE APPLICANT AND FORWARDED TO  
admin@busseltonjetty.com.au**

1	Company name and ABN	
2	Company address	
3	Company website	
4	Primary contact name and contact details	
5	Please provide your financial commitment per annum	
6	Capacity to mobilise – please indicate your capacity to commence before or on 1 January 2025. If this date cannot be met, please provide an indicative commencement date.	

7	Brand reach – please indicate the geographical reach of your business operations and brand.	
8	Commitment to term – please indicate your preferred partnership term inclusive of initial term and options/extensions.	

**PART E – DISCLOSURE AND COMPLIANCE**

Basic Details About Your Organisation		
Organisation Name		
Full Name of Legal Entity		
ABN:		
Address		
Telephone Number		
Website Address (if any)		
Contact Person		
Contact Person's Role		
Email Address		
Is your Organisation? (Please tick <b>one</b> )	<input type="checkbox"/> Sole trader <input type="checkbox"/> Partnership <input type="checkbox"/> Company	<input type="checkbox"/> Trust <input type="checkbox"/> Joint venture, consortium <input type="checkbox"/> Other
What are the main business activities of your organisation?		
How long have you been in business?		

Professional and Business Standing	
Do any of the following apply to your organisation or to (any of) the director(s) / partners / proprietor(s) / core team submitted for this proposal?	
Is in a state of bankruptcy, insolvency, compulsory winding up, receivership, composition with creditors or subject to relevant proceedings?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Has been convicted of a criminal offence related to business or professional conduct?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Has committed an act of grave misconduct in the course of business?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Has not fulfilled obligations related to payment of taxes or has any outstanding tax liabilities?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Is guilty of serious misrepresentation in supplying information?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is not in possession of relevant licenses or membership of an appropriate organisation where required by law?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>If the answer to any of these is Yes please give brief details below, including how your organisation managed these matters.</p>	
<b>Conflict of Interest Declaration</b>	
Do you have any real, potential or perceived conflicts of interest in this Request for Expression of Interest process or any resulting contract?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>If <b>Yes</b>, please provide a brief outline of the nature of the conflict and the arrangements proposed to resolve or manage the conflict.</p>	

<b>Declaration</b>	
<p>I/We declare that to the best of my knowledge the answers submitted in this document are correct. I understand that the information will be used by Busselton Jetty Incorporated's assessment of the contractor's suitability for this project's requirements.</p>	
Name	
Job Title	
Date	
Signature	



## **PART F – SUBMISSION OF APPLICATION**

### **ELECTRONIC LODGEMENT**

The Applicant must submit the Application electronically to:

[ceo@busseLtonjetty.com.au](mailto:ceo@busseLtonjetty.com.au)

#### **Clarifications**

If clarifications are required in any instance, Respondents are required to submit questions to [ceo@busseLtonjetty.com.au](mailto:ceo@busseLtonjetty.com.au) before October 16, 2024.

#### **Application Submission**

Any Application which:

- a) is not submitted before the Closing Time; or
- b) is incomplete at the Closing Time

may be excluded from consideration unless the Applicant can provide conclusive evidence of mishandling of the Application.

The Applicant must ensure that any files uploaded are in the following file format and extensions:

**.doc, .pdf, .docx**

\* Microsoft Compatible

The Application must be received in full by the Customer prior to the Closing Time. The Applicant agrees that:

- a) receipt of the Application will be determined by the date and time shown on the email received by the Customer;
- b) if any files uploaded as part of the Application contains a virus, then, notwithstanding any disclaimer made by the Applicant in respect of viruses, the Applicant must pay to the Customer all costs incurred by the Customer arising from, or in connection with, the virus;
- c) the Customer will not be responsible in any way for any loss, damage, or corruption of the electronic copy of the Application;
- d) if the Application becomes corrupted, illegible, or incomplete as a result of transmission, storage, encryption, or decryption, then the Customer may request the



Applicant to provide another copy of the Application either electronically or in hard copy or both;

- e) if the Customer requests the provision of another copy of the Application, then the Applicant must;
- (i) provide the copy in the form or forms requested within the period specified by the Customer; and
  - (ii) provide a statutory declaration that the copy is a true copy of the Application which was electronically submitted by the Applicant and that no changes to the Application have been made after the initial attempted electronic submission; and

An application is not assignable by the Applicant without the prior written consent of the Customer.

If an Application is submitted by a consortium of two (2) or more persons either by way of joint venture, partnership or otherwise, the Application is binding on those persons jointly and severally.

An Application is, upon submission, the absolute property of the Customer and will not be returned to the Applicant. Nothing in this provision affects the intellectual property rights of the Applicant in the Application, except that the Customer may make such copies of the Application as the Customer requires for the proper evaluation of the Application.