

EXPRESSION OF INTEREST

License – Temporary Sauna

646A Sandy Bay Road, Sandy Bay (Long Beach - South)

Issue Date: 1 August 2025

Closing Date: 5.00pm 12 September 2025



City of HOBART

OPPORTUNITY

The City of Hobart is seeking expressions of interest (EOI) from private businesses for a license to operate a temporary sauna at the Long Beach Reserve (south).

The location will have views and direct access to the beach, as well as access to public bathrooms and car parking.

The license will grant operation between April to October, inclusive.

It is expected that the successful applicant will provide benefits and value to the community, in line with the City's vision and Council strategies, to ensure that the Council's community assets provide the best possible use and value to the Hobart community.

Only one license will be granted. The license will be granted to use the land on an 'as is' basis with the successful applicant being responsible for any installation, statutory approvals (e.g. planning permit), maintenance, and remediation of the site at the conclusion of operations.

Applications will be assessed against the criteria included in the attached Expression of Interest form.

BACKGROUND

The City of Hobart has received numerous enquiries from businesses requesting to operate a sauna on Council land, expressing Long Beach as a primary location of interest. Given the level of interest, it was determined to consider the proposal, investigate potential sites and run an EOI process to identify a suitable operator.

The City of Hobart considers the use of the land for a sauna provides an opportunity to enhance the experience of Long Beach and provide a health and wellbeing benefit to the community. Furthermore, it may improve activation of the area during a quieter period; provide socialisation; complement and embrace the unique environment; and provide an opportunity for an entrepreneurial, small business.

Enquiries have expressed that a key aspect of the sauna is to utilise convenient access to the beach to facilitate a hot/cold therapy, whereby patrons exchange between the sauna and a cold beach swim. Several locations were assessed for their suitability, which informed selection of the subject site.

The use of the land aligns with the *2025 Strategic Framework*, in particular Strategic Objectives 4.2.2: *"Support effective utilisation of city facilities, infrastructure and open spaces"* and 2.3.1 *"Provide and progressively enhance a range of quality places and facilities where people can enjoy education, recreation, socialising, healthy living and other activities and events"*.

For more information visit: [Capital City Strategic Plan 2023 - City of Hobart, Tasmania Australia](https://capitalcitystrategicplan2023-cityofhobart.tasmania.au) (hobartcity.com.au)

THE SUBJECT SITE

The subject site is a small, vacant, grassed area of public open space within the Long Beach Reserve (south). It is bound by Long Beach to the north, private mixed-use development and public open space to the west, Sandy Bay Road to the south and a public car park to the east. It is adjacent to the Surf Lifesaving Club Pavilion and public toilets, as well as the coastal promenade, which provides pedestrian access to the beach. There is an existing ramp to the beach, however it is not DDA compliant.

The subject site is an area of public open space owned by the City of Hobart. It is used for social gathering, passive recreation, leisure and water sports as a laydown area - with usage peaking in the warmer months of the year.

The site has access to nearby car parking to the north and south, including accessible car parks and footpaths.

PLANNING CONSIDERATIONS

The following information has been provided by Councils planning team. It is recommended that applicants seek planning advice prior to submitting their EOI application.

The site is within the Open Space Zone under the Hobart Interim Planning Scheme 2015. A sauna would fall within the Sports and Recreation Use Group, which is a discretionary use in the Open Space Zone. As such, a planning permit is required and must be obtained by the selected licensee prior to occupation of the subject site* (*successful selection in the EOI process does not guarantee or prejudice the granting of a planning permit).

As part of an assessment of the use, the following information would be required:

- the operating hours if it is within 50m of the residential zone on the opposite side of Sandy Bay Road (the permitted hours are 8am-10pm. An application for use outside of those hours may be approved, however the impact on the amenity of the residential zone would need to be assessed and considered.
- If outside of the permitted hours, information in relation to noise (generators, amplified music, etc), lighting and other emissions
- external lighting - type and hours of operation

Assessment of the size and location of the sauna, including:

- height above ground level, length and width
- setbacks from boundaries - the permitted standards are:
 - Front boundary either not less than 5m or not more or less than the maximum and minimum setbacks of the buildings on adjoining properties (whichever is the lesser).
 - Side and rear boundary - n/a because not adjoining a residential zone on the side/rear boundary.
- whether there would be any plumbing etc required
- Whether there would be any outdoor storage areas. The permitted requirement is that outdoor storage areas are not visible from the road or public open space, or if they are, they need to be screened.

An application for a planning permit would require lodgement of:

- Plans of the proposed sauna
- a covering letter providing the additional information above,
- plans and details of any signs including location, dimensions and indicative design
- a copy of the certificate of title (folio text and folio plan)
- the consent of the general manager. This consent can be obtained through the development portal as a GMC application in the planning section of the portal

There is a coastal inundation and coastal erosion area along part of the lot. If the proposed Sauna is located within either area there will need to be additional consideration and information supplied at the planning stage. For ease it is recommended that the proposal be located outside of these areas.

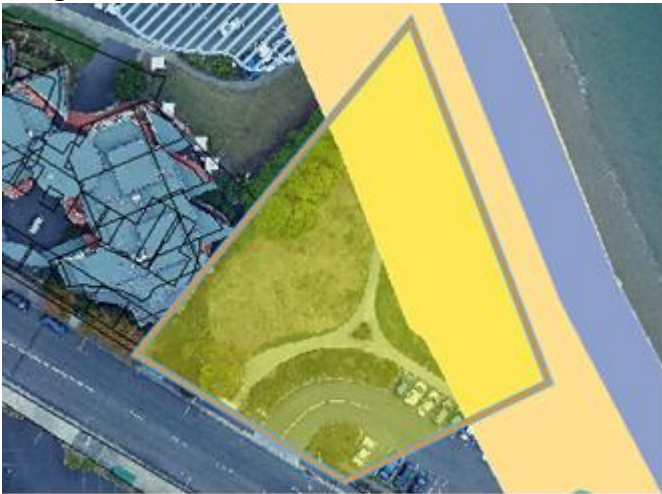
Image 1: Indicative License Location (marked in yellow)



Image 2 & 3: Indicative License Location



Image 4: coastal inundation and coastal erosion area



FEE

The applicant must submit a licence fee offer as part of the submitted application documentation. The Licence fee offer must be independently commercially viable. Additional fees may be applicable if the applicant requires utilities. A bond of \$4,000 will also be payable at the commencement of the licence.

The license is offered for an initial period of one (1) year, with an option for the CEO at their absolute discretion to consider a further two (2) year extension.

The licence proposal must be independently commercially viable.

TIMETABLE

All Expressions of Interest are to be lodged with the City of Hobart by 12 September 2025. The City of Hobart reserves the right not to consider Expressions of Interest lodged after that date.

The Expression of Interest submissions will be assessed by a panel of Council staff. The City of Hobart will advise all persons who have lodged Expressions of Interest whether or not the City

wishes to progress their submission. The City reserves the right to not progress with any of the submissions received. Unsuccessful applicants will have no entitlement to compensation for any costs incurred.

If the City elects to progress with a submission the successful applicant will be notified. The City will negotiate a licence agreement with the successful applicant. It will be a condition precedent of any licence agreement negotiated that prior to occupation of the site commences the applicant first:

- obtains all necessary permits including but not limited to planning permits; and
- obtains all relevant insurance policies including but not limited to Workers Compensation Insurance and Public Liability Insurance with Council listed as an interested party.

MARKETING AND MEDIA

The Expression of Interest will be advertised and promoted through available networks.

PROCESS

This is not a tender process and as such, the rules that apply to tenders do not apply to this Expression of Interest process; nor is this document an offer to enter a contract.

The City of Hobart is free to negotiate on any terms with any person or organisation and is not bound to enter any arrangement with any person or organisation lodging an Expression of Interest. The City may require further information from either a “short list” of proponents or a preferred proponent before proceeding to further negotiations. The City may also decide not to proceed at all.

The City of Hobart believes that the information contained in this document is correct at the time it was prepared. However, applicants are encouraged to make their own enquiries and satisfy themselves as to all issues relevant to an offer.

None of the City’s requirements and none of the responses to this Expression of Interest are binding until a license is signed.

An assessment panel will be formed to consider the Expression of Interest applications received, rated against the specified assessment criteria.

The City cannot guarantee the confidentiality of information provided to Council as part of the Expression of Interest process. Information may need to be disclosed in accordance with the *Right to Information Act 2009* (Tas) and the *Local Government (Meeting Procedures) Regulations 2015* (Tas).

If you would like further information, please contact:

Ruby Wolfe – City Greening Lead

City of Hobart
Phone: 03 6238 2807
Email: ruby.wolfe@hobartcity.com.au

Sean Black – Manager Open Space

City of Hobart
Phone: 03 6238 2185
Email: blacks@hobartcity.com.au

EVALUATION METHOD

The applicant's ability to satisfy the criteria will be assessed on the basis of scores allocated by an assessment panel by consensus in response to questions relating to each criterion and then weighted as detailed above.

The scoring of applications will be based on the degree of achievement by the applicant of the requirements set out in this specification. A maximum score for each criterion will be given if the achievement of the criterion is fully compliant, with no risks and weaknesses.

The score will be reduced proportionate to the extent of non-conformities, discrepancies, errors, omissions and risks for the Council. Scoring will be based on the following allocation:

Score	Description
10	FULL ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
8 – <10	SOUND ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
6 – <8	REASONABLE ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
4 – <6	SATISFACTORY ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
2 – <4	MINIMAL ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
>0 – <2	UNACCEPTABLE ACHIEVEMENT OF THE SPECIFIED REQUIREMENTS FOR THE CRITERION
0	TOTALLY DEFICIENT AND NON-COMPLIANT FOR THE CRITERION

ADDITIONAL CONDITIONS

- The Council does not warrant the accuracy of the content of the EoI or any information provided by or on behalf of it in relation to the EoI. The Council is not liable for any omission in the EoI.
- The Council is not necessarily obliged to consider any submission and may reject all submissions at its discretion.
- Prospective applicants must include in their submission details of any known circumstances that may give rise to an actual, perceived or potential conflict of interest, monetary or otherwise, in responding to this EoI or in the provision of the Council's requirements as specified or otherwise described in the EOI.
- Council will not be liable or in any way responsible for any loss, damage, cost or expense incurred by an applicant in the event that Council exercises any rights referred to in this specification e.g. cancel or suspend this EoI, not accept any EoIs, vary the terms of the EoI

- During the evaluation process, the applicant may be required to provide additional information or clarification. The applicant must comply with any such requests within the timeframe specified.

COMPLETION AND LODGEMENT OF EXPRESSION OF INTEREST

Forward the completed Expression of Interest Form below and any associated proposal information by 12 September 2025, either by email or post to:

coh@hobartcity.com.au ATT Sean Black

Or

Sean Black
City of Hobart
Town Hall, Macquarie Street Hobart
GPO Box 503
Hobart Tasmania 7001

Please mark as confidential.

DETAILS OF EXPRESSION OF INTEREST

Applicant to Complete

APPLICANT DETAILS	
Applicant Name	
Position/Title	
Phone	
Email	
Registered Business Address	
Website (if applicable)	
LEGAL ENTITY DESCRIPTION	
Name of Person, Firm or Company submitting the EOI	
Description of the Legal Entity to conduct business	Sole Trader Private Company Partnership Trust (State name of trust) Other (provide details)
Full name of sole trader; or full names of Directors of Private Company; or full name of Partners; or full names of Trustees of Trust including the names of Directors of a Corporate Trustee	
ABN (if applicable)	
ACN (if applicable)	
Place of Incorporation	
CONFLICT OF INTEREST	

The applicant must disclose details of any known circumstances that may give rise to an actual or potential conflict of interest, monetary or otherwise, in responding to this EoI or in the provision of the Council's requirements.

The applicant declares:

Yes- I do have a conflict of interest	(provide details)
No- I do not have a conflict of interest	
Signature	
Full name of person signing	
Position of person signing	
Date	

DETAILS OF PROPOSED USE

SELECTION CRITERIA

Mandatory Requirements

Business Profile

- i. An outline of the business structure.

Weighted Evaluation Criteria

1. Attractiveness of commercial terms (20%)

- i) Licence fee offer. The licence proposal must be independently commercially viable.
- ii) Whether the business is locally owned and operated (supporting the local economy).
- iii) Any other benefits creating value for money for Council and/or fulfilling a market need.

<p>2. Details of proposal (including concept design, costings, utilities etc.) (40%)</p> <ul style="list-style-type: none"> i) Reasonable and achievable proposal and design. ii) Patronage and operating hours. iii) General operational requirements – e.g. signage, utilities, setup, access, structures, staff, security, and safety measures. iv) Integration with surrounding businesses, facilities and community spaces. v) Demonstrated consideration of demand (including target audience etc). vi) Demonstrated understanding and response to potential site impacts (e.g. waste management, noise, light, air quality/odour, site remediation, parking, traffic/pedestrian management etc.). vii) Disability access. viii) Environmental impact & sustainability practices. ix) Fee proposal for users 	
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<p>3. Commercial experience / viability (20%)</p> <p>i) Evidence of financial solvency</p> <p>ii) Evidence of successful development and operation of similar ventures</p> <p>iii) Evidence of capacity to maintain the premises to an acceptable standard</p>	
<p>4. Risk Management practices (including Work Health and Safety policies) and details of relevant insurance policies (20%).</p>	

SIGNATURE	
Signed	
Date	
Position	
On behalf of (Organisation)	