

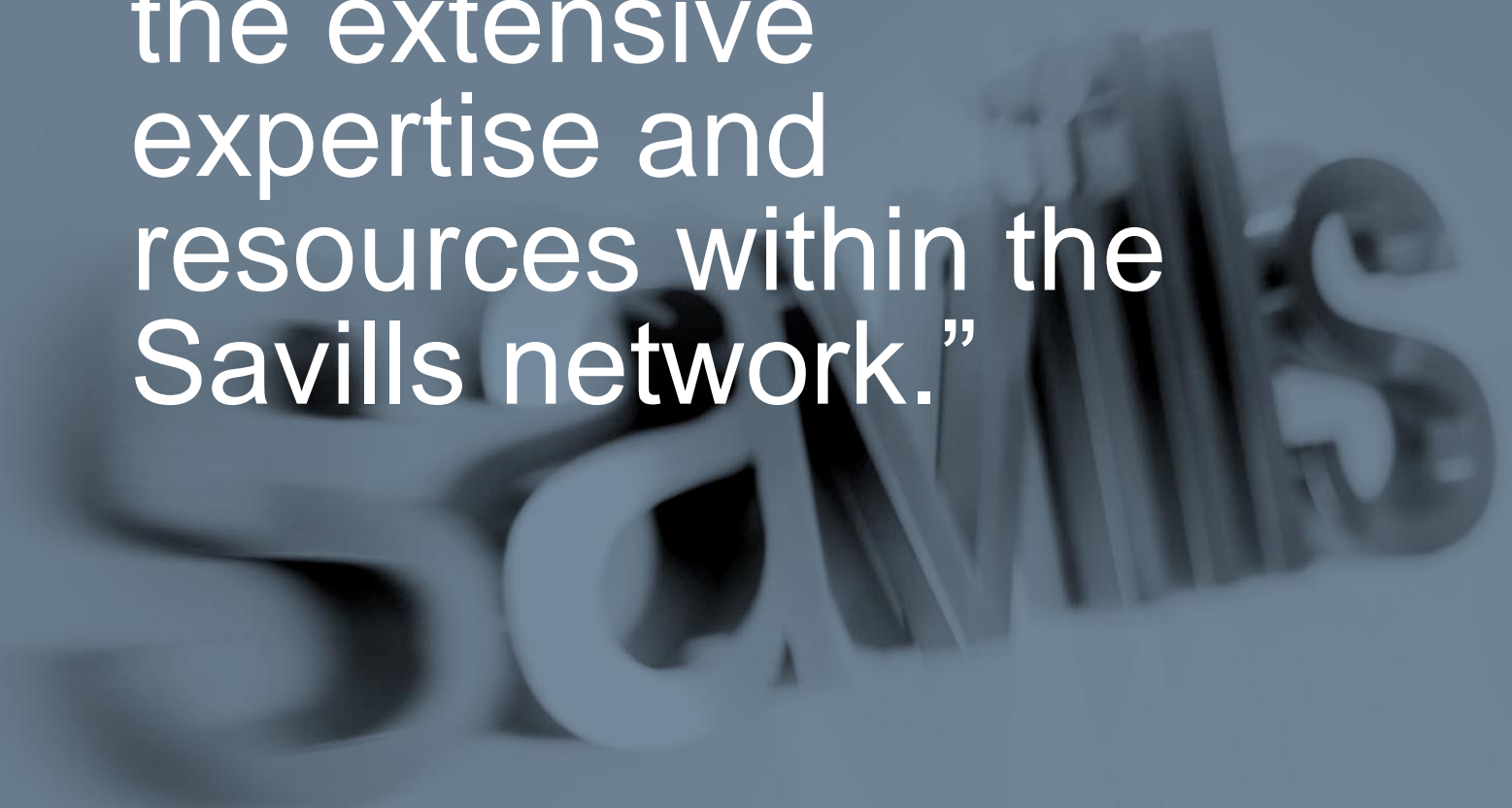
# information memorandum

Signatures Café, Diagonal Road, Marion

Prepared for  
City of Marion Council



“Our mission is to deliver effective, creative and innovative solutions to our clients’ real estate requirements using the extensive expertise and resources within the Savills network.”





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# introduction

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Savills are privileged to invite Expressions of Interest by suitably qualified persons to purchase the business known as Signatures Café which is located at Diagonal Road in the Marion Cultural Centre.

The business is presently operated by the City of Marion.

Due to the significant growth in activities in the area including the opening of the South Australian Aquatic Centre next door, The City of Marion believe it is time to engage the services of a well qualified, specialist operator in food and beverage to provide the service required.

Expression of Interest can be submitted under two options:

## Option 1

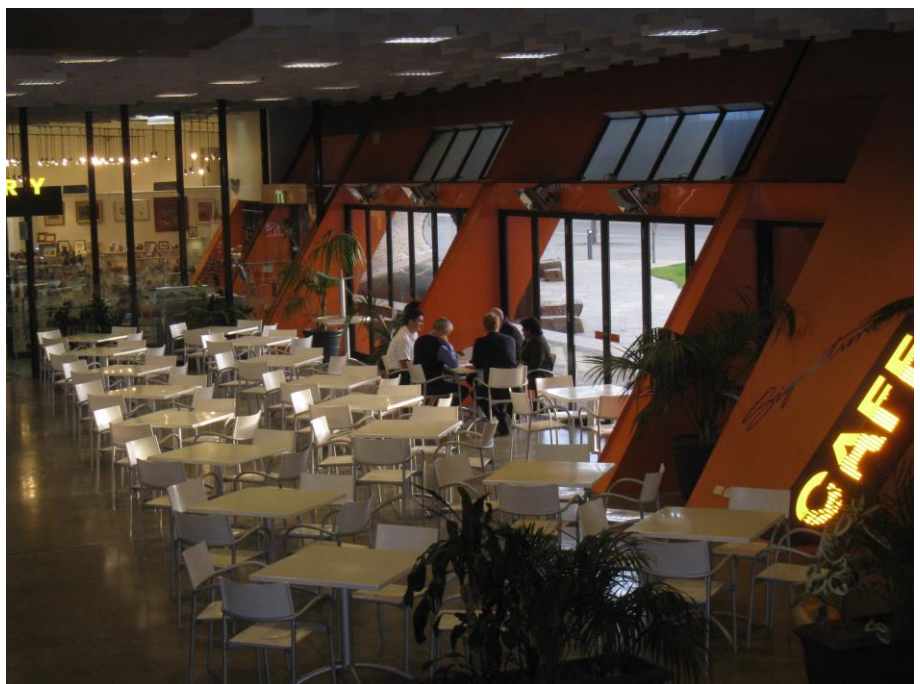
- Offer to purchase existing plant and equipment and enter into a Lease agreement for 5+5 years.

## Option 2

- Take over existing plant and equipment and enter into a fixed term for five years.

Interested parties will have the opportunity to suggest variations.

Formal documentation will be supplied to qualified parties.



# unique business opportunity

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Signatures Café occupies a truly central and important location in the City of Marion. The café is located within the Marion Cultural Centre which is a 10 minute drive from Adelaide's picturesque coastline and only 15 minutes from the Adelaide's CBD. This innovative and flexible centre contains the 280-seat Domain Theatre, a Library, two meeting rooms, and the outstanding Gallery M with its gift shop. The award-winning Centre has been internationally recognised and was one of the 12 Australian buildings selected to feature in the Australian Pavilion at the 2006 Venice Architecture Biennale.

The café operates with 170 licence capacity and occupies 144sqm. The eating area opens out on to an outdoor plaza with a café seating area which is directly opposite the world class State Aquatic Centre Plaza.

The cafe has been consistently serving the needs of:

- The Library patrons
- Gallery patrons
- Domain Theatre and Function Room

With the opening of the new State Aquatic Centre next door, a significant new trading opportunity is available, which increases the trading potential.

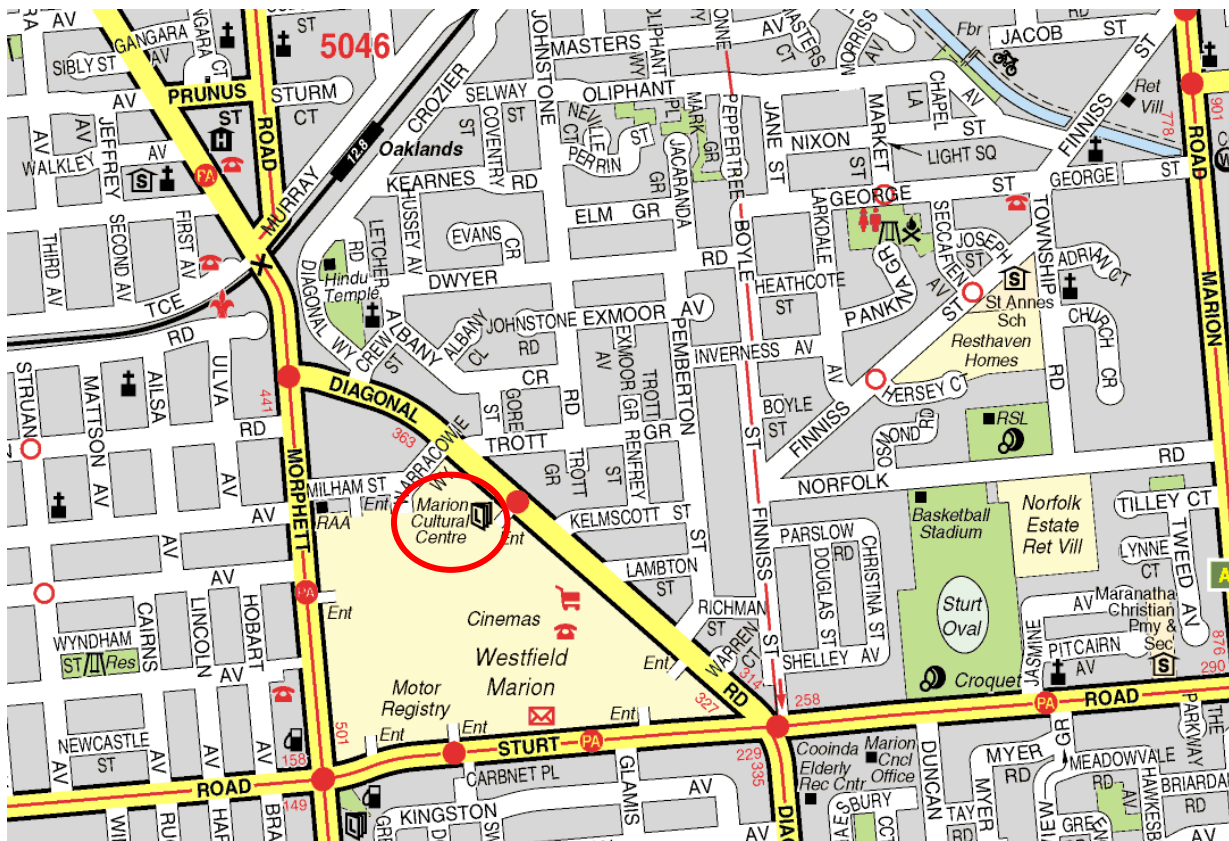
The successful operator can now take over the substantial business currently operating and tap in to the new emerging market.

This opportunity is further enhanced by the endless possibilities to host and procure greater use of the current infrastructure and licensed area including the outdoor piazza area and areas surrounding the precinct.



# location

Located within the Marion Cultural Centre on Diagonal Road, Signatures Café enjoys the direct benefit from the building and now the added benefit of business from the State Aquatic Centre and from Diagonal Road traffic.



# investment opportunities

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Signatures café is located within the vibrant Domain Precinct offering significant investment opportunities.

The Centre is opened across 7 days and attracts over 250,000 visitors per annum.

- On average, with no functions/concerts the Marion Cultural Centre attracts between 900 and 1000 visitors a day
- Hours of operation for most services is 10am-4pm Monday-Saturday and 1pm-4pm Sunday
- The Library is open until 8pm most weeknights
- Domain Theatre has a 280 seat capacity and the conference rooms can hold up to 150 people.
- The Domain Theatre holds approximately four sell-out concerts/functions per month
- Gallery M exhibition openings attract approximately 200 people and occur every 4-6 weeks, mainly on Friday evenings.
- The functions rooms and theatre are booked by both corporate and community groups and average 50 bookings per month

The café is located adjacent to Westfield Marion and directly opposite the new State Aquatic Centre and GP Plus in the Domain Precinct. There are a number of other larger business and government agencies nearby including Centrelink, a large medical clinic and the RAA.

This is a busy precinct both on a daily basis which is then transformed into a major events space with state, national and international events held at the World class swimming stadium.

:

- GP Plus will have 450 visitors and staff on site between 9am and 5pm
- State Aquatic Centre – will reach a peak of 610 patrons and staff at 6pm
- state-wide, national and international events held at the world class swimming centre will have on site up to 5500 spectators and participants.

There are significant opportunities for the successful operator to explore catering opportunities which reach beyond customers of the Cultural Centre, marketing the Café to staff and visitors within the Precinct.

# partnership approach

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City of Marion has a successful history of working with the private sector to ensure the City of Marion is an attractive and enjoyable place to live, work and play. The City of Marion would bring to the relationship a commitment to:

- Being open, ethical and accountable.
- Valuing the customer
- enjoying getting the job done
- Seeking and celebrating achievement.
- Working together in partnership
- Showing leadership
- Respecting the views, opinions and capabilities of others
- Continuing to learn and improve
- Embracing sustainability

Operators within the Precinct work collaboratively together and the successful café operator would be a welcomed partner within the Precinct.



# service creativity

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Quality cafes and restaurants are part of the Adelaide metropolitan lifestyle. They are not only places people enjoy good food, wine and coffee but are also important meeting places which connect people and places. Migrants from all over the world have helped to shape South Australia's vibrant and diverse restaurant culture.

Signatures Café based in a dynamic and busy cultural facility contributes towards building a sense of community and place by providing a quality café environment which is a destination for visitors and residents within the City of Marion

Operators are encouraged to be creative in considering this opportunity.

The City of Marion is interested in considering all initiatives which contribute to a positive, memorable experience and which encompass re-visits to the complex.



# liquor licence

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The current liquor licence will be transferred to the successful tenderer.

It is important to note that the extent of the liquor licence and the scope to serve liquor in the centre is free from competition and also encompasses a vast array of possibilities. This includes the outdoor areas and much of the internal space, and is not restricted to the immediate area close to the current café zone.

Special functions, cocktail evenings, weddings are all business possibilities for the operator to consider.



# plant and equipment

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Signatures Café at present operates with adequate plant and equipment.

The kitchen is a small (46.5sqm) but a well equipped commercial kitchen.

Mobile service is provided to the range of areas currently served, including the theatre.

It is proposed that operators can choose to offer to purchase the current plant and equipment as part of their bid, or pay a higher rental sum and take over the equipment with maintenance obligations.

It is likely that the successful candidate may wish to replace or add to the equipment and ideas in this area should be proposed in detail.



# hours of operation

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The successful operator will be required to agree to open for a mandatory set of times, which will be:

Monday	9:30am – 4:00pm
Tuesday	9:30am – 4:00pm
Wednesday	9:30am – 4:00pm
Thursday	9:30am – 4:00pm
Friday	9:30am – 4:00pm
Saturday	10:00am – 4:00pm
Sunday	1:00pm – 4:00pm
Public Holidays	Closed

The most productive times for the cafe are weekday lunches, with coffee, cake and snacks on offer at other times.

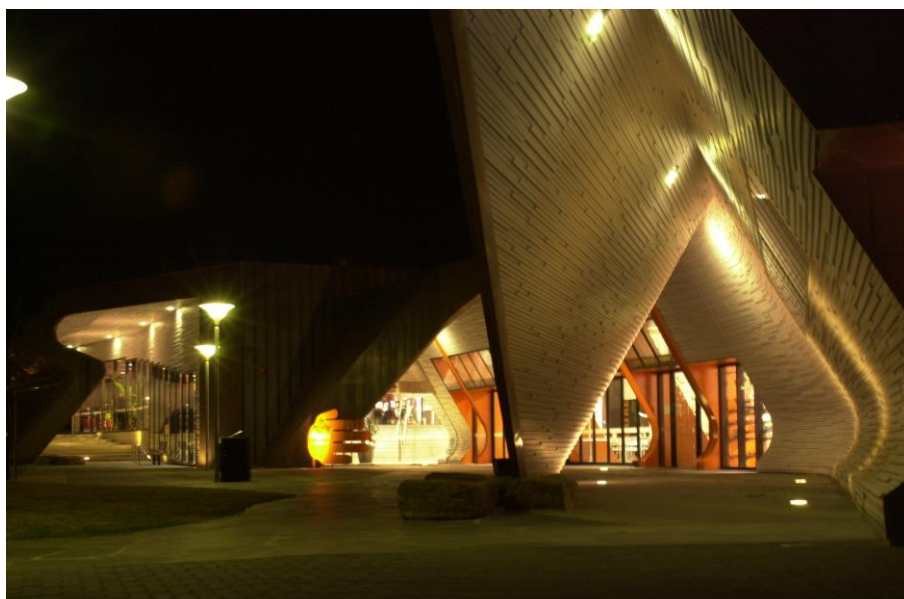
The operator will have the freedom to open outside of these hours at will.

# business calendar

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Due to the City of Marion's extensive use of, in particular, the theatre for meetings and functions, a calendar of events will be set up each year and the Operator and City of Marion representative will brief the Operator to update ongoing calendar dates.

This will not only provide guaranteed business for the Operator to participate in, but also the opportunity for Landlord and Tenant to develop a positive working relationship for the future.





# trading history

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	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Sales	\$260,677	\$280,553	\$268,382	\$282,832

Full financial information is available upon receipt of a signed Confidentiality Deed appended to this report.



# menu & quality service

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The City of Marion is keen to develop a spirit of collaboration with an incoming Operator, but at the same time allow creative freedom in menu planning.

The City of Marion is seeking an operator which will:

- seek to maintain and build a welcoming and vibrant café space
- Will deliver a quality menu which includes healthy options
- strive to deliver quality customer service and build a reputation as a quality destination within the City

The City of Marion is keen for an incoming Operator to embrace healthy eating options as part of menu planning. They are keen to see diversity of flavour and taste, but are realistic in allowing an operator the freedom to respond and service the market with all required food options.





# registration process

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Parties wishing to participate in the Registration of Interest process are first requested to sign a Confidentiality Deed and submit to the agent. Upon receipt, an extensive information pack, in addition to financial records, will be made available.

A registration form will also be provided.

The closing date for Expressions of Interest is set down for

2011

# summary

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Rarely does a cafe of such prominence and opportunity become available for sale.

Please feel free to contact Savills and arrange a formal inspection.



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# appendices

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appendix 1 – form R7

appendix 2 – confidentiality deed