



# MURRAY FUTURE FOOD FACILITY

## EXPRESSION OF INTEREST

Commercial scale food & beverage processing sector opportunities



# Executive Summary

The Shire of Murray owns the Food Innovation Precinct WA (FIPWA), located in the first stage of the Peel Business Park Industrial Estate. The Precinct supports industry innovation, product development and food and beverage manufacturing industries in WA.

The Shire of Murray is calling for Expressions of Interest from parties interested in activating 6,000 sqm (or part thereof) of undeveloped land at the FIPWA. The Expression of Interest process is an opportunity for an industry proponent to partner with the Shire to develop a commercial scale food or beverage processing operation within the FIPWA ecosystem.

The successful respondent(s) will have the opportunity to work with the Shire to collectively develop a viable and informed development plan and business plan for the site over the next 6 to 18 months. The vision for the site is to complement the operations delivered by our existing partners in the Research and Development, Production and Innovation centre facilities at FIPWA.

This EOI process will identify suitable proponents and development concepts aligned with the overall mission of the FIPWA. This will enable the Shire to negotiate and plan its options with suitable industry partners to shape and implement a development opportunity within the FIPWA's ecosystem of innovation within the Peel Business Park.

Responses will be required to articulate the intended delivery model for the proposed activation, including the roles and responsibilities of the proponent, the Shire of Murray or any third parties. A full list information required in submissions is included within this document.



# Introduction

The Food Innovation Precinct of WA is situated on 2.5 ha in the first stage of the Peel Business Park in Nambelup 70km south of Perth. The Peel Business Park is a fully serviced industrial estate with power, water, sewer, gas and telecommunications as well as excellent connectivity to the Kwinana Freeway. The first Stage (17ha) of the estate is fully sold, with current occupants including the DFES Bushfire Centre of Excellence, the FIPWA, a 3.7MW Industrial Scale Solar microgrid which supplies renewable power to the park as well as other Light and General Industries.

The second stage (8 ha) is under development and has received strong market interest only a few of the 11 lots remaining. The Estate is being delivered by the state's Industrial Lands Authority (DevelopmentWA) with the support of the State Government. Longer term, the Peel Business Park will become a significant node for industry and employment across a 1,000 ha area. The future Business Park footprint spans across several landholdings, of which approximately 909 ha has been rezoned for industrial land uses which are yet to be developed by their respective owners.

The Shire of Murray owns 6,000 sqm of undeveloped land at the FIPWA and is calling for expressions of interest to partner with a suitable proponent to activate this site.



# The Food Innovation Precinct WA Ecosystem and Peel Business Park



The Food Innovation Precinct of WA (FIPWA) is a state-of-the-art facility owned by the Shire of Murray supporting industry innovation to drive business growth, develop new products and exports, and transform the agri-food and beverage manufacturing industry in Western Australia. FIPWA provides an ecosystem to support innovation and a one stop shop for industry to undertake research, conceptualise, develop and manufacture new products and access industry support services.

The FIPWA ecosystem is hosted in three bespoke facilities, each offering different work programs delivered by our core anchor partners. [READ MORE >>](#)



## Research & Development Centre

Is managed by Murdoch University. The centre will work with businesses on a range of initiatives across food value chain from production to consumption. The facilities include specialist science laboratories, sensory testing facilities, bench scale production and food product research facilities. The centre also provides teaching spaces suited for industry micro credentials, and for PhD candidates, postdoctoral researchers and students reading for Murdoch University's BSc in Food Science and Nutrition.

[LEARN MORE >>](#)



## Innovation Centre

The Innovation centre is a landing pad for businesses and entrepreneurs, providing a hub of activity where individuals create new business collaborations, ideate on opportunities. The Innovation centre provides amenities for businesses, including co-working spaces, dedicated offices, meeting rooms, conference rooms and function space. The centre connects vital services to food and beverage and agri-technology businesses through its producer and ecosystem builder networks, which ranges from Asia focused export services, market and consumer testing, new agri-technology transfer and application programs, government related services, business planning and financial services.

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## Food & Beverage Production Centre

Is a manufacturing facility. The centre is home to Spinifex Brewing Co. who developed the world's very first craft beer range infused with native Australian botanicals. Spinifex's on-site brewery is equipped with a state of the art 4-vessel, 24 hl brew house, capable of producing a wide range of beverages at up to 1 million litres per annum that are then canned in an American ABE Twin Independent Lane 16-head craft can duo 90 canning line (which is available for 3rd party access).

[LEARN MORE >>](#)



## Food Technology Facility (FTF)

The Food and Beverage Production Centre is also home to the State's first Food Technology Facility (FTF), delivered by WA's Department of Primary Industries and Regional Development, Future Food Systems Cooperative Research Centre and Murdoch University. The FTF will make specialist food manufacturing equipment available to industry across three dedicated production lines. The facility will be available for food companies to develop new products at a small scale. The FTF is intended to facilitate product innovation and development, reducing the hurdles, risk and capital cost involved with scaling existing products and launching new products.

# The Food Innovation Precinct WA Ecosystem and Peel Business Park



Collectively, the FIPWA facilities create an ecosystem and one-stop shop where agrifood businesses can develop new ideas, strengthen existing food and beverage products through research, commercialise products through the manufacturing facility and enhance business models through select service provision at the FIPWA.

**READ MORE** >> *A Transformation in Progress brochure*

The western portion of the FIPWA Land (pictured right) is currently vacant and presents an exciting opportunity for an additional food and beverage manufacturing operations to become part of the FIPWA ecosystem within the Peel Business Park. The Shire's vision is to see this site developed for a commercial scale innovative food or beverage value adding operation which will support processing of WA's primary produce, and grow the cluster of agrifood processors and associated businesses in the Peel Business Park.

This EOI process relates to the remaining 6,000 m<sup>2</sup> of undeveloped land at the FIPWA to the west of the Production and Research Facilities.



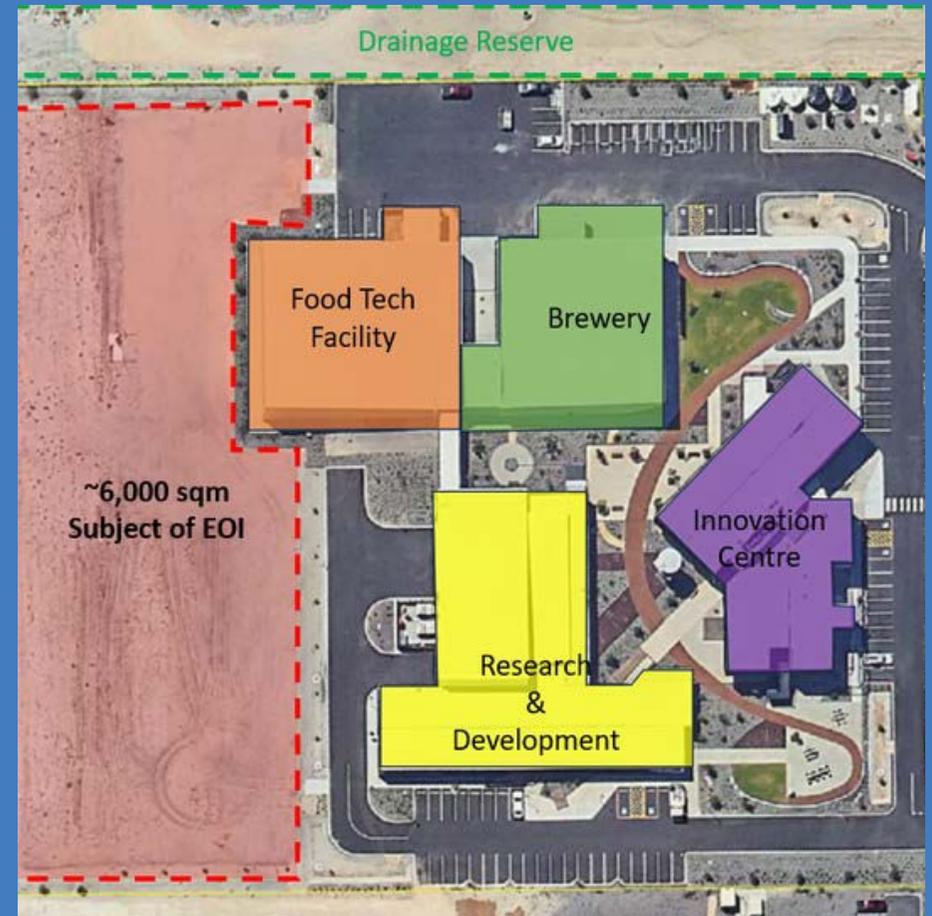
Schematic Reference Map of FIPWA and EOI Subject Site

# The Opportunity

This EOI process is an opportunity for a proponent to partner with the Shire to develop a commercial scale food or beverage processing operation within the FIPWA ecosystem. The EOI process will enable the Shire to narrow down prospective development options for the site, and work with proponents to collectively develop a viable and informed development plan for the site over the next 6 to 18 months. This EOI process will identify suitable proponents and development concepts aligned with the overall mission of the FIPWA. This will enable the Shire to negotiate and plan its options with suitable industry partners to shape and implement a development opportunity at the FIPWA.

The Shire will work with the successful respondent(s) to:

- Undertake detailed site concept planning and master planning
- Validate operational requirements, built form, equipment, physical requirements, and associated services of the development
- Negotiate tenure, leasing options and determine an appropriate approach to development
- Develop a comprehensive business case for the Shire regarding proposed developments at this site.



Schematic Reference Map of FIPWA and EOI Subject Site

# Context and Relationship to FIPWA

The successful proponent will work with the Shire to activate the site within the precinct along with the other Anchor Partners – Murdoch University, Spinifex Brewing Co., and the Future Food Systems CRC.

The successful proposal(s) will build on the ecosystem of innovation currently offered through the FIPWA and help grow Western Australia's food and beverage manufacturing sector. The focus of the FIPWA's current facilities is on supporting small business growth through access to infrastructure, professional services and networks as well as research capabilities to develop and commercialise new products.

Proposals submitted through this process should not be duplicative nor in direct competition with the current ecosystem and would instead present an industry led value contribution to the FIPWA to grow the state's performance in food and beverage manufacturing. The Shire does not require formal partnerships to be in place with existing FIPWA tenancies, however a collaborative and collegiate approach to operations within the precinct is expected.

The Shire envisages the successful proposal to be a commercial scale operation which demonstrates innovation in processing, processes or products.

The Shire's overall vision is for the FIPWA to support the food and beverage industry in a similar fashion to equivalent precincts across the globe, likened to:

## *Waikato Innovation Park*

Waikato Innovation Park is an independent organisation focussed on agri-technology, environment, information technology, added-value food, and supporting unique technology or exports. The park is home to over 60 businesses and is a place for collaboration, research and commercialisation. The park provides connections across New Zealand's industry sectors and technologies while the facilities provide offices, co-working spaces, meeting rooms and conference spaces.

## *CSIRO Food Innovation Centre*

CSIRO's Food Innovation Centre in Werribee makes it easy for food and ingredient companies to access their extensive expertise, technologies and support in innovation, including our \$50m world-class food manufacturing pilot plants. From adopting innovative technologies and improving process efficiency to creating high value products for new markets, the centre partners with industry every day. The Centre's national SME Connect team connects Australian small to medium sized businesses with Australia's research sector, facilitating and enabling innovation-driven partnerships through funding, support and resource.



# Contextual Reference Map of the EOI Subject Site

## LEGEND

-  Peel Business Park
-  DEVELOPMENTWA 120HA AREA
-  STAGE 1





## EOI CONTACTS

All enquiries regarding the Expression of Interest should be directed to:

General Manager of FIPWA  
Email: [info@fipwa.com.au](mailto:info@fipwa.com.au)  
Phone: (08) 9531 7777



## EOI PROCESS AND INDICATIVE TIMING

|   |                  |
|---|------------------|
| EOI is launched   | 15 November 2023 |
| EOI closes  | 2 February 2024  |
| Assessment Period (more info may be requested)  | February 2024    |
| Recommendations to Council  | March 2024       |
| Rejected Responses Notified   | March 2024       |
| Shire negotiates with successful respondent(s) to develop a business plan, development plan and business case | from March 2024  |
| Recommendations to Council  | TBC              |
| Public advertising period and consideration of responses  | 2 weeks          |
| Final Council decision  | Time - TBC       |

# Submission Requirements

The Shire will only accept submissions from a legal entity with an Australian Business Number that can enter a legally binding and enforceable contract with the Shire of Murray.

The Shire will accept submissions electronically by emailing [mailbag@murray.wa.gov.au](mailto:mailbag@murray.wa.gov.au) no later than 15:00 (AWST) on 2 February 2024 with responses to the required questions and criteria. Late or incomplete submissions will not be accepted.

The Shire of Murray will consider the following when assessing the submissions:

- Suitability and readiness of proposed development within the existing FIPWA precinct
- The Financial model to deliver the proposal as well as the commercial viability of the operation
- Alignment to the objectives of the FIPWA, being demonstrating innovation as well as growing F&B manufacturing in WA
- Suitability of proposed operational / delivery model in partnership with the Shire and/or other 3rd parties.

# SITE DETAILS

## LOT/LAND

- The FIPWA is situated on a 2.5 ha landholding, owned by the Shire of Murray (lot on plan P416070 38).
- The subject-site is 6,000 sqm of undeveloped land, located to the west of the lot.
- Subject to design, the Shire believes the subject site could accommodate a 4,000 sqm building envelope.
- Address: 37 Dollyup St, Nambeelup 6207



EOI Subject Site at FIPWA – with approximate dimensions

## ZONING

- The entire site is zoned Industrial under the Peel Region Scheme
- The entire site is zoned as an Industrial development Zone – Nambeelup in the Shire of Murray's Local Planning Scheme #4.
- The entire site is designated as Nambeelup Industrial Zone under the Lot 600 Lakes Road Nambeelup Structure Plan

## ROAD ACCESS + SITE CONTEXT

- Main access via Lakes Road and Dollyup St. (RAV 4 rated road)
- Lot Road Access via the Northern access road to the North of the Production Building, with access shared with Spinifex Brewing Co. and users of the Food Technology Facility.
- Future Road Planned to the western boundary of the lot, per approved subdivision / structure plan for the precinct.
- A Public Open Space / Drainage reserve is situated immediately to the north
- Subject to design, the Site will likely share road access with Spinifex Brewing Co. and users of the Food Technology Facility
- DFES operates the Bushfire Centre of Excellence on the adjacent lot to the south.

## PARKING

- 105 spaces on site across all current FIPWA buildings + 6 ACROD spaces.

# SITE DETAILS

## DEVELOPMENT CONSIDERATIONS

- Local Planning Policy – Peel Business Park Design Guidelines (May 2022)
- Local Planning Policy – General Development Provisions – Building Setbacks, Car Parking Standards (May 2018)
- Shire of Murray Town Planning Scheme #4

## PROPOSED TENURE

- The Shire will consider long term leasehold tenure with options to purchase or extend.
- Depending on the EOI response, the Shire may consider leasing the entire 6,000sqm or separable portions for compatible uses.
- The Shire will be willing to consider a market rate for the land,
- At the time of EOI, the market rate was between \$7.00 - \$9.00 / sqm ground rent, or up to \$250.00 /sqm for a (general) Food Processing Area. A Market analysis will occur prior to any commercial terms being agreed.

## SERVICING

- The lot is serviced with Power, Water, Sewerage, Gas, Telecommunications. Subject to the scale of proposed operations, further discussions with the Shire regarding increasing or augmenting services will likely be required.

## FUNDING

- The Shire will favourably consider EOI submissions that have financial, business and industry engagement plans in place.
- The Shire does not have dedicated funding to develop the site and will work with the successful respondent(s) to pursue a viable financing option which will consider contributions from the Shire, the proponent or accessing any 3rd party funding sources.



# EOI Questions, Requirements and Pro Forma Attachments

## Applicant Details

1. Name of Applicant
2. Position
3. Email
4. Phone Number

## Business Details

5. Company / Organisation (registered business name)
6. Organisation's ABN
7. Company Registration Date
8. Company Website (if applicable)
9. Street address, City, State, Post Code
10. How many people does your company employ?
11. Briefly describe what your Business does (200 words)
12. How many years have you been operating/trading?
13. In what countries do you operate (if outside of Australia)?

## EOI Proposal Details

14. Describe the proposed commercial operation on the 6,000 m<sup>2</sup> (or part thereof) at the FIPWA. How will it complement the FIPWA ecosystem?  
(1000 words, what products, what quantities, what ingredients/processes/equipment, which markets)

15. Detail the physical & service capacity requirements of your operation at this site – in the short term and if you plan on scale up operations in the future.  
(500 words, e.g. what building form/footprint, regulatory requirements / standards, services, access, tenure, buffers – you may wish to attach plans, concept drawings, or other supporting docs).

| Service           | Short Term | Augmented |
|-------------------|------------|-----------|
| Power             |            |           |
| Gas               |            |           |
| Sewerage          |            |           |
| Potable Water     |            |           |
| Non potable water |            |           |
| Other [describe]  |            |           |

16. Please describe any relationships/partnerships between your proposed operation and current FIPWA partners or activities.  
(500 words – Pro forma letter of support must be attached for each)

## EOI Questions, Requirements and Pro Forma Attachments cont..

17. How many people will your operation employ on site?

18. Please detail any environmental pollutants that your operation may create which will impact on other neighbouring operations within the FIPWA or Business Park and outline how you intend to mitigate these.

(500 words – consider things such as odours, noise, contaminants, light pollution, hours of operation.)

### EOI Proposed Delivery approach

When answering – please remember the site is currently vacant, and consider the necessary activities / developments that would be required to for your proposed operation (i.e. from nothing to full operation)

19. Please identify any organisations that will partner with you as well as any key personnel that will be involved.

(300 words)

20. Please outline your preferred approach to delivering the proposal, including timelines, the roles and responsibilities shared between your organisation, the Shire and any 3rd parties.

(750 words – suggest identifying leads / roles in a supplied gantt chart)

21. Please describe your financial model to deliver the capital / construction elements project, including any secured finance or contributions for the initiative as well as your expectations of the Shire.

(750 words – please attach evidence of financing, co-contributions, 2 years of your organisation's financial statements and proposed financing plan in partnership with the Shire)

22. Please describe your intended financial and operational model for the facility following completion.

(750 words – please attach evidence of financing, co-contributions and proposed financing plan in partnership with the Shire)

23. Please upload letters of support from each of your partners or financiers (pro forma template), signed by a CEO or immediate 2ic.

24. In principle, if the Shire considers your submission to be suitable, would you be willing to partner with other suitable respondents to negotiate a co-location opportunity on site? (Yes / No)

### Please provide the following attachments:

- Letter from your organisation's CEO endorsing the submission
- Gantt Chart
- Financial plan for capital construction stages and operational requirements
- Letters of Support (partners / financiers)
- Plans, diagrams or concepts.
- Estimated Budget
- 2 years of financial statements for your organisation

# Disclaimer

The Shire of Murray is not committed contractually to any respondent and has no obligation to select a respondent identified through this EOI process. The Shire reserves the right to:

- Notify respondents in writing before the deadline of any changes to this EOI, which may in the discretion of the Shire be necessitated by any matter of significance
- Extend the deadline for EOI's
- Cancel, amend, re-issue or withdraw all or part of this EOI at any stage without incurring any liability
- Request additional information from the respondents in relation to the content of the EOI response for the purpose of clarifying the response
- Independently negotiate with respondents about any aspect of the proposal
- Decide not to accept any or all responses.

While the information contained in this EOI (including any attachments) has been formulated with all due care, the Shire does not warrant or represent that the information is free from errors or omissions. The respondent assumes all risk associated with the accuracy, completeness, adequacy or correctness of information contained within this EOI.

The Shire and its employees shall have no liability (including liability by reasoning of negligence) for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on the information an whether caused by reason of any error, omission or misinterpretation in the information or otherwise.

## Canvassing of Officials

If a respondent, whether personally or by agent, canvasses any of the Shire's Elected Members or Officers with a view to influencing the acceptance of this EOI regardless of such canvassing having any influence on the acceptance of this EOI, the Shire may at its absolute discretion omit the respondent's EOI from consideration.

## Additional Supporting Information

The following supplementary information is available to provide additional information to support submissions:

- Peel Business Park Satellite imagery and Structure Plan overlain
- Existing FIPWA Facilities survey plan (as constructed)
- Peel Business Park Subdivision plan and Lot staging
- Pro forma letter of support template

[CLICK HERE](#)



**EOI**

Murray Future Food Facility

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