

DISCRETIONARY APPLICATION

For Public Display

Applicant:

M A F & C L Paton

Location:

131 Wayatinah Road, Wayatinah

Proposal:

Food Services (Cafe)

DA Number:

DA 2023 / 00038

Date Advertised:

27 July 2023

Date Representation Period Closes:

10 August 2023

Responsible Officer:

Louisa Brown (Planning Officer)

Viewing Documents:

The relevant documents may be viewed at Council's website www.centralhighlands.tas.gov.au or at Council's Office at 19 Alexander Street, Bothwell during normal office hours.

Representations to:

General Manager
19 Alexander Street
BOTHWELL TAS 7030

Email:

development@centralhighlands.tas.gov.au



Development & Environmental Services
19 Alexander Street
BOTHWELL TAS 7030

Phone: (03) 6259 5503
Fax: (03) 6259 5722

www.centralhighlands.tas.gov.au

OFFICE USE ONLY

Application No.: _____
Property ID No.: 1549564
Date Received: 10/7/2023

Application for Planning Approval Use and Development

Use this form to apply for planning approval in accordance with section 57 and 58 of the *Land Use Planning and Approvals Act 1993*

Applicant / Owner Details:

Applicant Name	Mark & Coral Paton		
Postal Address	131 Wayatinah Road,	Phone No:	03 62893317
	Wayatinah, TAS.	7140	Fax No: N/A
Email address	coral.paton@outlook.com		
Owner/s Name (if not Applicant)	As Above		
Postal Address		Phone No:	
		Fax No:	
Email address:			

Description of proposed use and/or development:

Address of new use and development:	131 Wayatinah Road, Wayatinah, TAS. 7140		
Certificate of Title No:	Volume No: 130236	Lot No: 2	
Description of proposed use or development:	Establishment of coffee and wine bar for guest use. in a converted 20 foot shipping container (fitted out already to comply with NCC A6.6 building standards). Situating on a full concrete slab.		
Current use of land and buildings:	Caravan Park		

ie: New Dwelling / Additions / Demolition
/ Shed / Farm Building / Carport /
Swimming Pool or detail other etc.

Eg. Are there any existing buildings
on this title?
If yes, what is the main building
used as?

Proposed Material	What are the proposed external wall colours	Shale Grey	What is the proposed roof colour	Shale Grey
	What is the proposed new floor area m ² .	13.86 m ²	What is the estimated value of all the new work proposed:	\$ 18,000

Is proposed development to be staged:

Yes ☐

No ☒

Tick ✓

Is the proposed development located on land previously used as a tip site?

Yes ☐

No ☒

Is the place on the Tasmanian Heritage Register?

Yes ☐

No ☒

Have you sought advice from Heritage Tasmania?

Yes ☐

No ☒

Has a Certificate of Exemption been sought for these works?

Yes ☐

No ☒

Signed Declaration

I/we hereby apply for a planning approval to carry out the use or development described in this application and in the accompanying plans and documents, accordingly I declare that:

1. The information given is a true and accurate representation of the proposed development. I understand that the information and materials provided with this development application may be made available to the public. I understand that the Council may make such copies of the information and materials as, in its opinion, are necessary to facilitate a thorough consideration of the Development Application. I have obtained the relevant permission of the copyright owner for the communication and reproduction of the plans accompanying the development application, for the purposes of assessment of that application. I indemnify the Central Highlands Council for any claim or action taken against it in respect of breach of copyright in respect of any of the information or material provided.
2. In relation to this application, I/we agree to allow Council employees or consultants to enter the site in order to assess the application.
3. I am the applicant for the planning permit and I have notified the owner/s of the land in writing of the intention to make this application in accordance with Section 52(1) of the Land Use Planning Approvals Act 1993 (or the land owner has signed this form in the box below in "Land Owner(s) signature);
Applies where the applicant is not the Owner and the land is not Crown land or owned by a council, and is not land administered by the Crown or a council.

Applicant Signature



(if not the Owner)

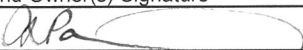
Applicant Name (Please print)

Mark Andrew Paton

Date

10-7-23

Land Owner(s) Signature




Land Owners Name (please print)

Coral Lee Paton

Date

10/7/23

Land Owner(s) Signature



Land Owners Name (please print)

Mark Andrew Paton

Date

10-7-23

Information & Checklist sheet

<p>1. A completed Application for Planning Approval – Use and Development form. <i>Please ensure that the information provides an accurate description of the proposal, has the correct address and contact details and is signed and dated by the applicant.</i></p>	<input checked="" type="checkbox"/>
<p>2. A current copy of the Certificate of Title for all lots involved in the proposal. <i>The title details must include, where available, a copy of the search page, title plan, sealed plan or diagram and any schedule of easements (if any), or other restrictions, including covenants, Council notification or conditions of transfer.</i></p>	<input checked="" type="checkbox"/>
<p>3. Two (2) copies of the following information -</p> <p>a) An analysis of the site and surrounding area setting out accurate descriptions of the following -</p> <ul style="list-style-type: none"> (i) topography and major site features including an indication of the type and extent of native vegetation present, natural drainage lines, water courses and wetlands, trees greater than 5 metres in height in areas of skyline or landscape importance and identification of any natural hazards including flood prone areas, high fire risk areas and land subject to instability; (ii) soil conditions (depth, description of type, land capability etc); (iii) the location and capacity of any existing services or easements on the site or connected to the site; (iv) existing pedestrian and vehicle access to the site; (v) any existing buildings on the site; (vi) adjoining properties and their uses; and (vii) soil and water management plans. <p>b) A site plan for the proposed use or development drawn, unless otherwise approved, at a scale of not less than 1:200 or 1:1000 for sites in excess of 1 hectare, showing -</p> <ul style="list-style-type: none"> (i) a north point; (ii) the boundaries and dimensions of the site; (iii) Australian Height Datum (AHD) levels; (iv) natural drainage lines, watercourses and wetlands; (v) soil depth and type; (vi) the location and capacity of any existing services or easements on the site or connected to the site; (vii) the location of any existing buildings on the site, indicating those to be retained or demolished, and their relationship to buildings on adjacent sites, streets and access ways; (viii) the use of adjoining properties; (ix) shadow diagrams of the proposed buildings where development has the potential to cause overshadowing; (x) the dimensions, layout and surfacing materials of all access roads, turning areas, parking areas and footpaths within and at the site entrance; (xi) any proposed private or public open space or communal space or facilities; (xii) proposed landscaping, indicating vegetation to be removed or retained and species and mature heights of plantings; and (xiii) methods of minimizing erosion and run-off during and after construction and preventing contamination of storm water discharged from the site. <p>c) Plans and elevations of proposed and existing buildings, drawn at a scale of not less than 1:100, showing internal layout and materials to be used on external walls and roofs and the relationship of the elevations to natural ground level, including any proposed cut or fill.</p>	<div> <input type="checkbox"/> </div> <div> <input checked="" type="checkbox"/> </div>
<p>4. A written submission supporting the application that demonstrates compliance with the relevant parts of the Act, State Policies and the Central Highlands Interim Planning Scheme 2015, including for industrial and commercial uses, the hours of operation, number of employees, details of any point source discharges or emissions, traffic volumes generated by the use and a Traffic Impact Statement where the development is likely to create more than 100 vehicle movements per day.</p>	<input checked="" type="checkbox"/>
<p>5. Prescribed fees payable to Council. An invoice for the fees payable will be issued once application has been received.</p>	<input type="checkbox"/>

<p>Information</p> <p>If you provide an email address in this form then the Central Highlands Council ("the Council") will treat the provision of the email address as consent to the Council, pursuant to Section 6 of the Electronic Transactions Act 2000, to using that email address for the purposes of assessing the Application under the Land Use Planning and Approvals Act 1993 ("the Act").</p> <p>If you provide an email address, the Council will not provide hard copy documentation unless specifically requested.</p> <p>It is your responsibility to provide the Council with the correct email address and to check your email for communications from the Council.</p> <p>If you do not wish for the Council to use your email address as the method of contact and for the giving of information, please tick ✓ the box</p>	<input type="checkbox"/>
<p>Heritage Tasmania</p> <p>If the Property is listed on the Tasmanian Heritage Register then the Application will be referred to Heritage Tasmania unless an Exemption Certificate has been provided with this Application. (Phone 1300 850 332 or email enquires@heritage.tas.gov.au)</p>	
<p>TasWater</p> <p>Depending on the works proposed Council may be required to refer the Application to TasWater for assessment (Phone 136992)</p>	
<p>Submission of Application</p> <p>Applications can be submitted in a number of ways as follows:</p> <ul style="list-style-type: none"> • Electronically: Email to development@centralhighlands.tas.gov.au • Post: 19 Alexander Street, BOTHWELL 7030 • In Person: Development & Environmental Services Office, 19 Alexander Street, Bothwell 7030 	

☒[illegible]

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Supporting Information: Use and Development Planning Approval to establish a coffee and wine bar at Wayatinah Lakeside Caravan Park.

A copy of the Certificate of Title is included (**Attachment 1**)

The site plan with setbacks and proposed location of container converted into a coffee and wine bar already on-site is contained within drone and google map photos (**Attachments 2**)

These photos/map (Attachment 2) also shows the location of existing topography and proximity to native vegetation and existing camp kitchen, amenities and carport for weather protection located near the storage container.

Water supply and grey water drainage will be joined to existing plumbing fittings / connections at amenities block and camp kitchen adjacent.

The dimensions and internal layout of the container are contained in **Attachment 3**.

The proposed purpose, justification and operating hours for a coffee and wine bar are contained within the Business Plan (**Attachment 4**). This also covers the staffing (inhouse mainly by park owners) and as the coffee and wine bar are to service existing guests there is no impacts for additional traffic arising from this proposal (it potentially decreases public road usage by patrons of the park).

This proposal is solely for beverage preparation and supply. We will not be preparing or supplying any food items for sale from the coffee and wine bar.

CERTIFICATE OF TITLE

LAND TITLES ACT 1980



TASMANIA

TORRENS TITLE

VOLUME 130236		FOLIO 2
EDITION 3	DATE OF ISSUE 24-May-2021	
Page 1		of 1

I certify that the person described in Schedule 1 is the registered proprietor of an estate in fee simple (or such other estate or interest as is set forth in that Schedule) in the land within described subject to such exceptions, encumbrances, interests and entries specified in Schedule 2 and to any additional entries in the Folio of the Register.

Recorder of Titles

DESCRIPTION OF LAND

Parish of LOUTH, Land District of LINCOLN
 Lot 2 on Sealed Plan 130236
 Derivation : Part of Lot 1 49.22 Ha. vested in the Hydro
 Electric Commission by Proclamation under Section 35 of the
 Hydro Electric Commission Act 1944 gazetted on 9th
 October 1946
 Prior CT 115190/1

SCHEDULE 1

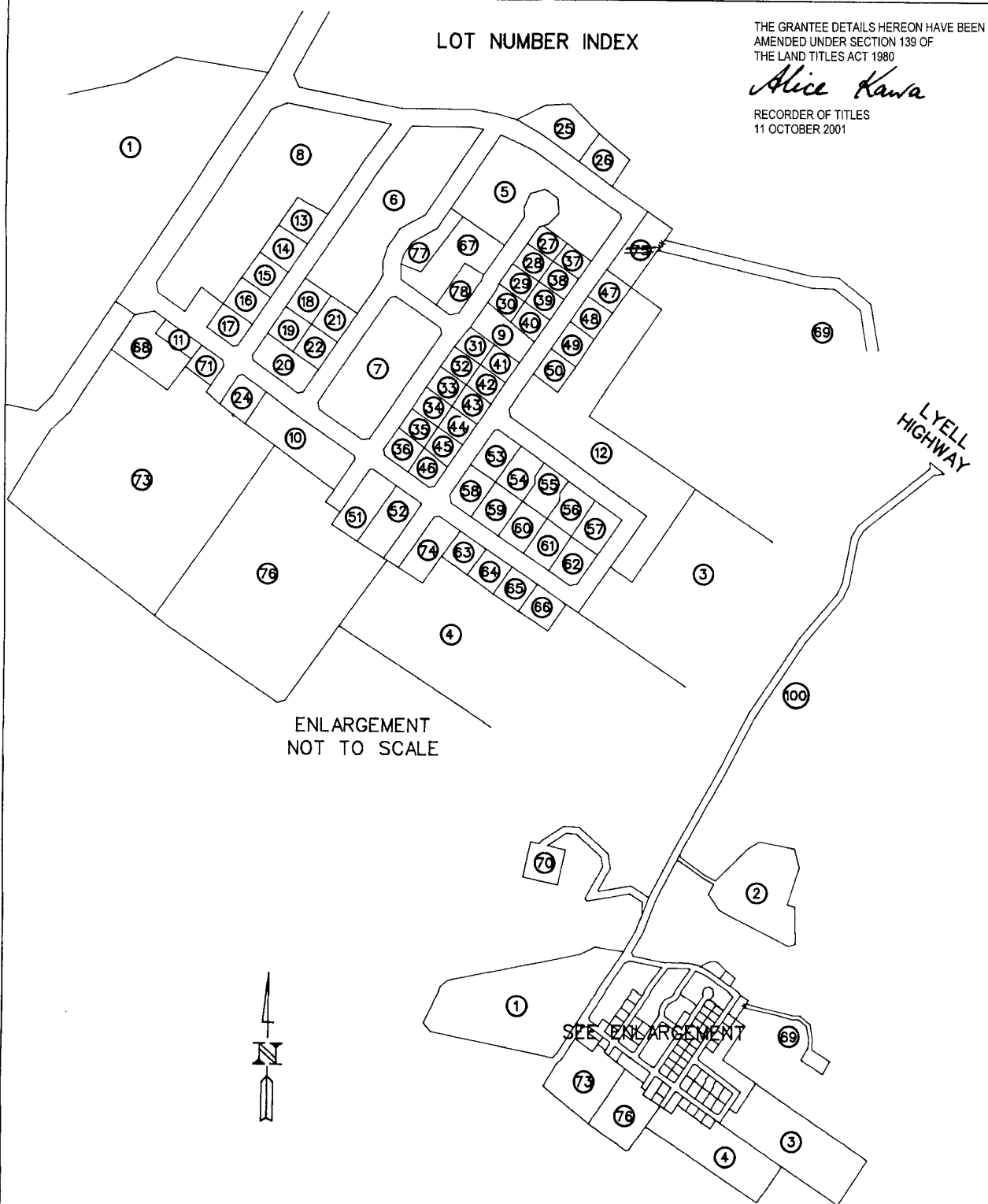
M879610 TRANSFER to CORAL LEE PATON and MARK ANDREW FRANCIS
 PATON Registered 24-May-2021 at 12.02 PM

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
 SP 130236 FENCING COVENANT in Schedule of Easements
 C795442 INSTRUMENT Creating Restrictive Covenants benefitting
 Hydro-Electric Corporation Registered 02-Oct-2007 at
 12.02 PM

<p>OWNER HYDRO ELECTRIC CORPORATION</p> <p>FOLIO REFERENCE C.T 115190/1</p> <p>GRANTEE WHOLE OF LOT 1 (49.22ha) VESTED IN THE H.E.C. BY PROCLAMATION UNDER SEC. 35 OF THE H.E.C. ACT 1944 1929 GAZETTED ON 22ND NOV. 1939 54</p>	<p>PLAN OF SURVEY</p> <p>BY SURVEYOR DAVID A. HURD</p> <p>LOCATION LAND DISTRICT OF LINCOLN PARISH OF LOUTH</p> <p>SCALE 1:10000 LENGTHS IN METRES</p>	<p>REGISTERED NUMBER SP130236</p> <p>APPROVED 31 AUG 1998 EFFECTIVE FROM <i>Mudulkin</i> Recorder of Titles</p>
<p>MAPSHEET MUNICIPAL 4430 CODE No. 105 -20</p>	<p>LAST UPINo.EXT29 -1200-</p>	<p>LAST PLAN No. P. 115190</p>
<p>ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN</p>		

LOT NUMBER INDEX

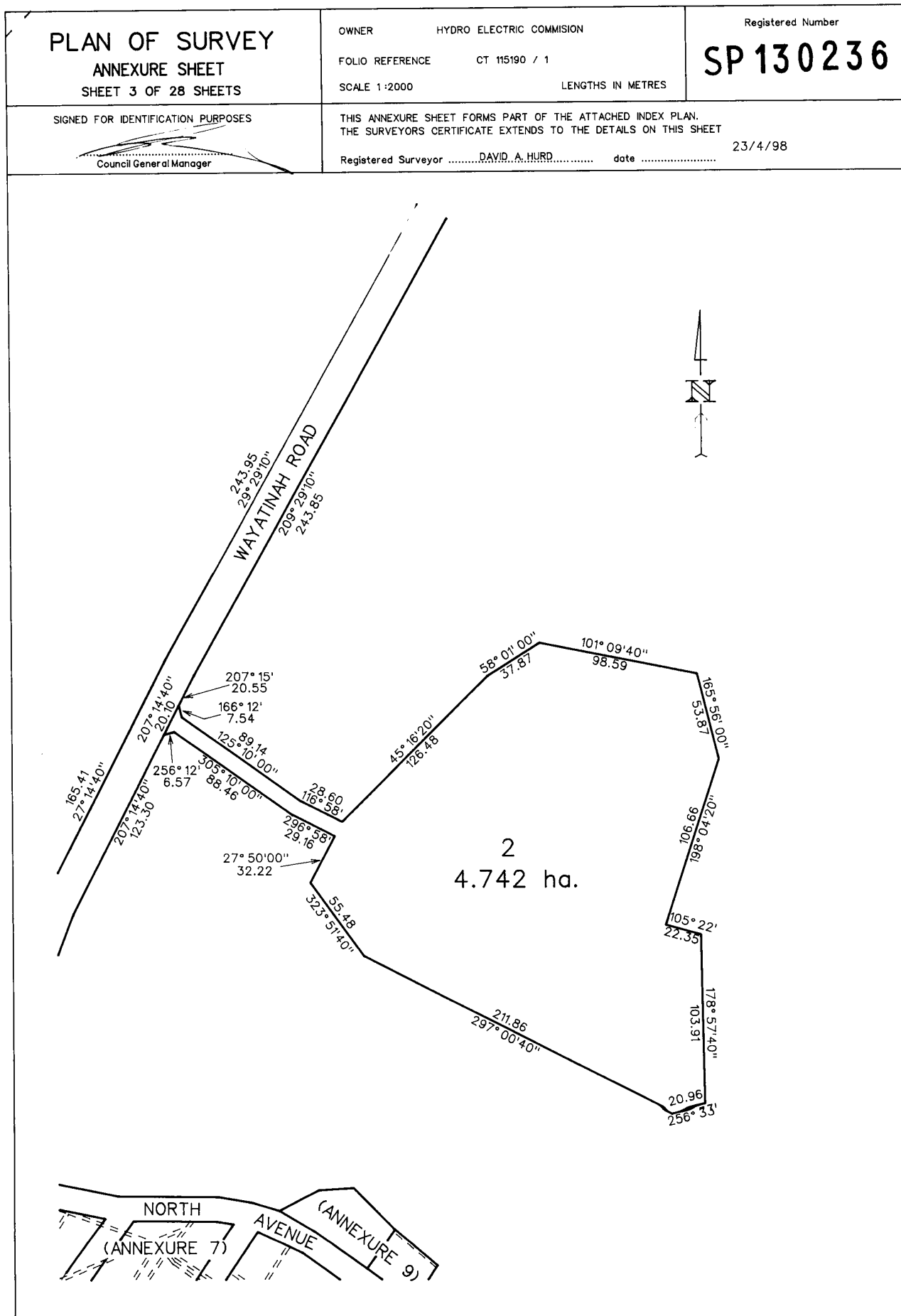


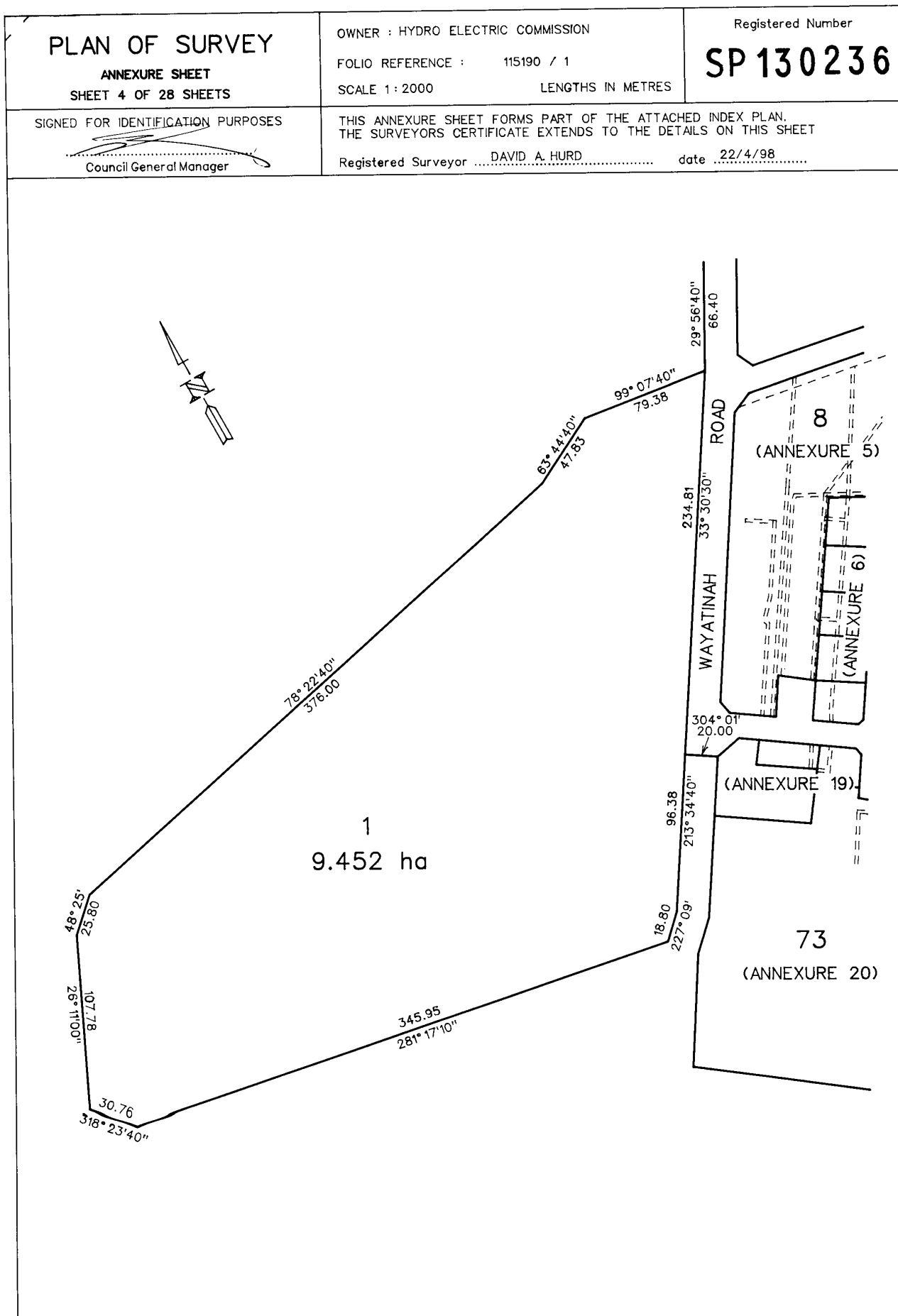
THE GRANTEE DETAILS HEREON HAVE BEEN
AMENDED UNDER SECTION 139 OF
THE LAND TITLES ACT 1980
Alice Kawa
RECORDER OF TITLES
11 OCTOBER 2001

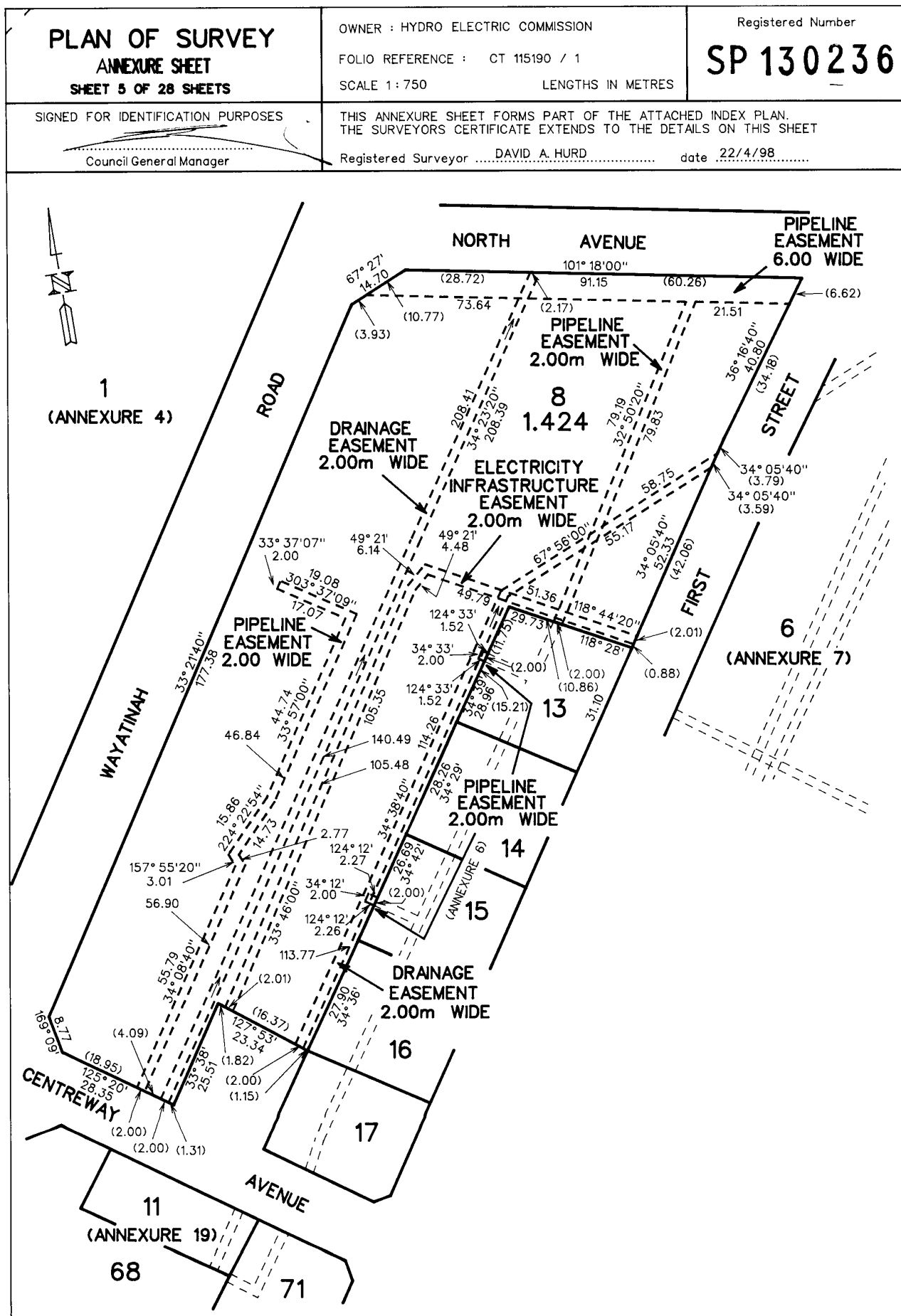
LYELL
HIGHWAY

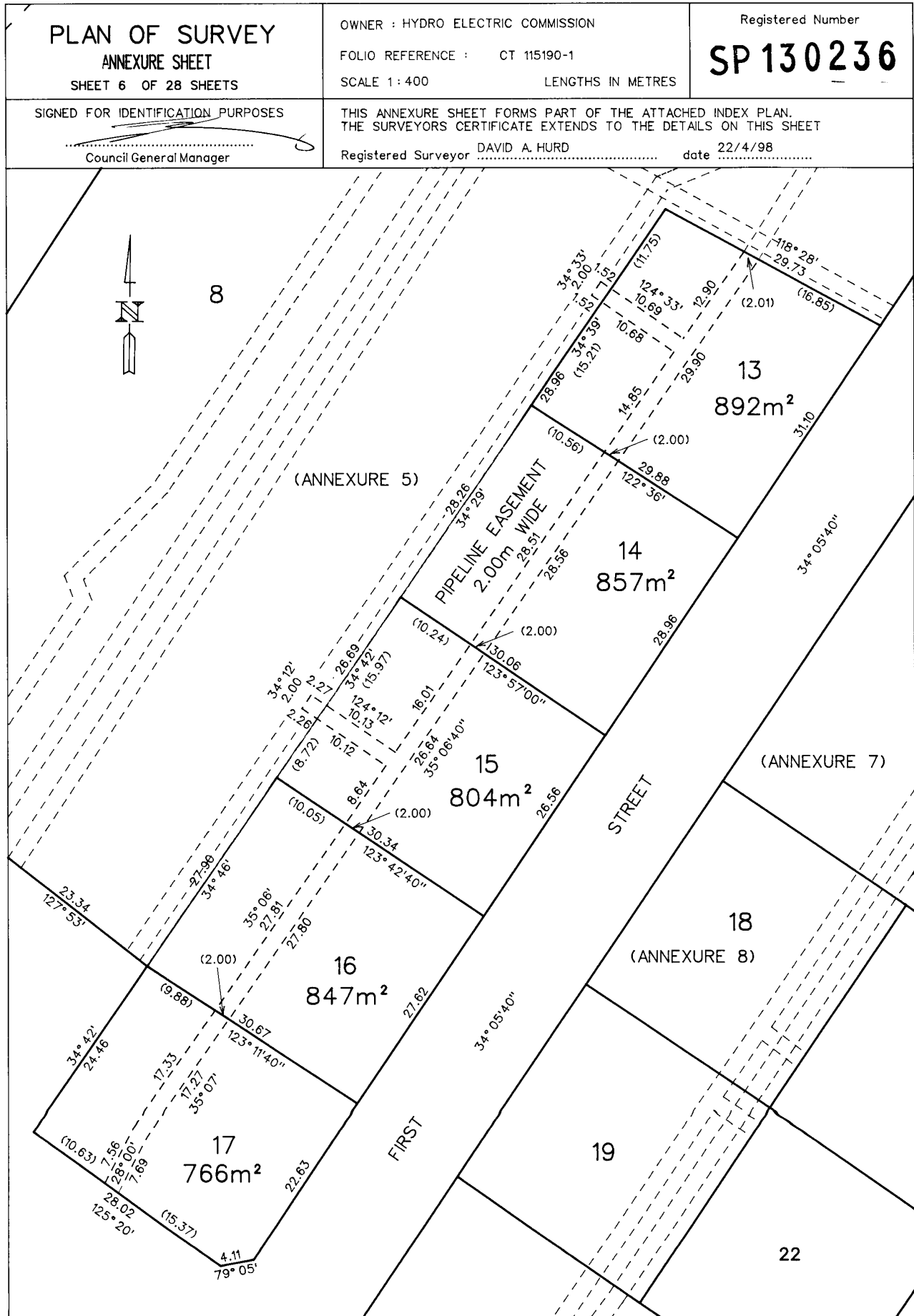
<p style="text-align: center;">PLAN OF SURVEY ANNEXURE SHEET SHEET 1 OF 28 SHEETS</p>	<p>OWNER : HYDRO ELECTRIC COMMISSION</p> <p>FOLIO REFERENCE : CT 115190 / 1</p> <p>SCALE 1:7500 LENGTHS IN METRES</p>	<p style="text-align: right;">Registered Number</p> <p style="text-align: center; font-size: 1.5em;">SP130236</p>
<p>SIGNED FOR IDENTIFICATION PURPOSES</p> <p style="text-align: center;"> Council General Manager </p>	<p>THIS ANNEXURE SHEET FORMS PART OF THE ATTACHED INDEX PLAN. THE SURVEYORS CERTIFICATE EXTENDS TO THE DETAILS ON THIS SHEET</p> <p>Registered Surveyor DAVID A. HURD date 23/4/98</p>	

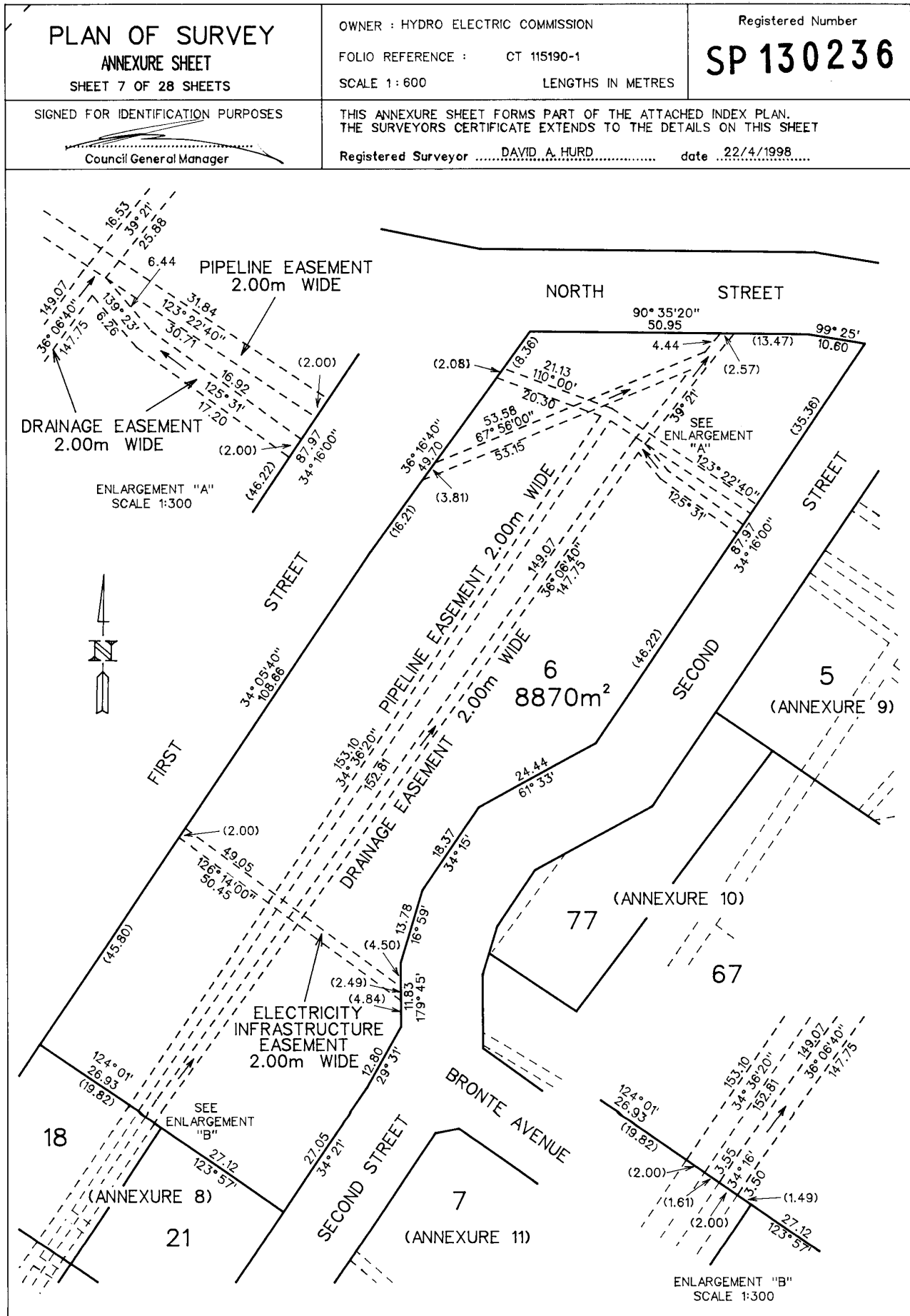
ANNEXURE SHEET INDEX

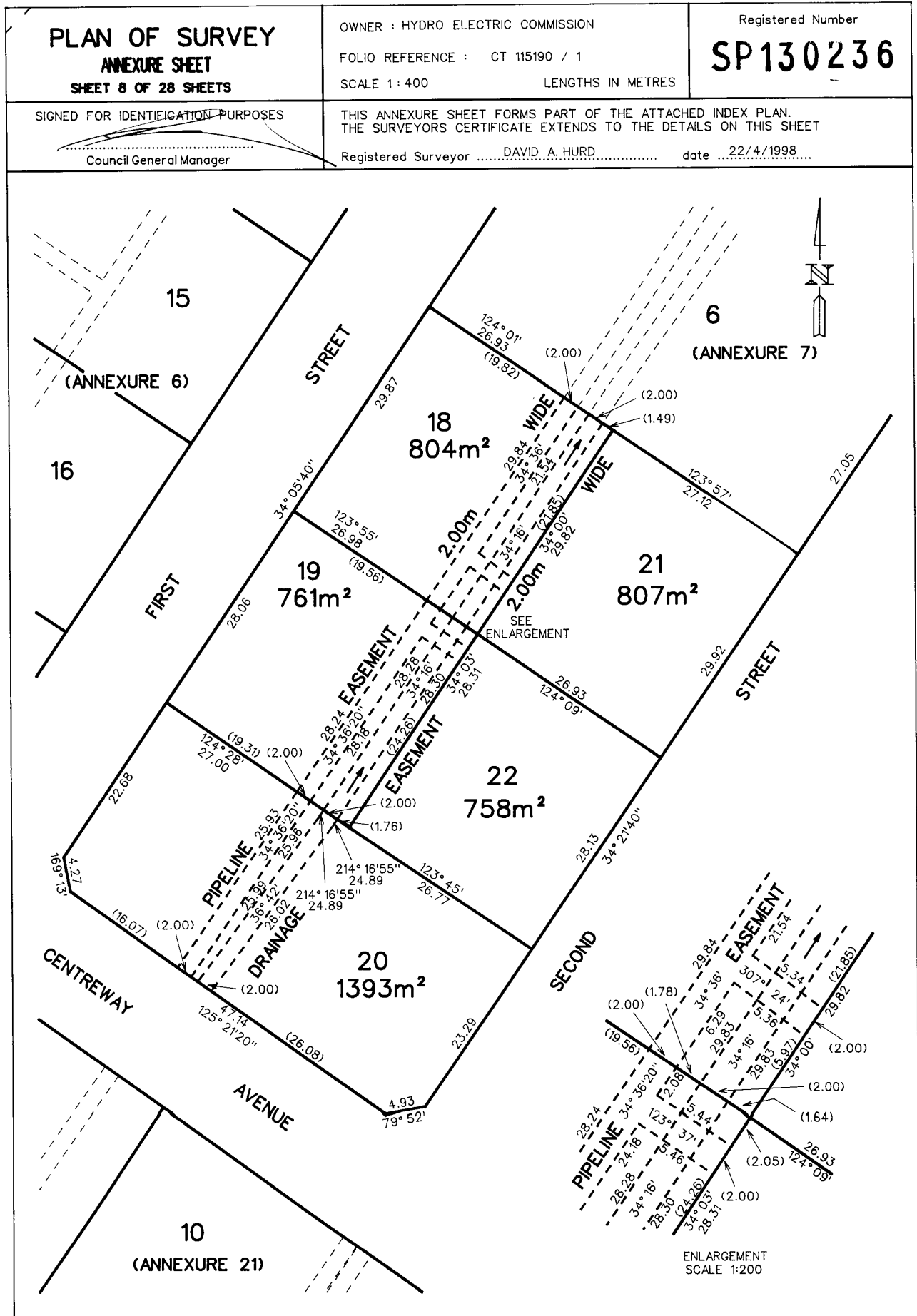


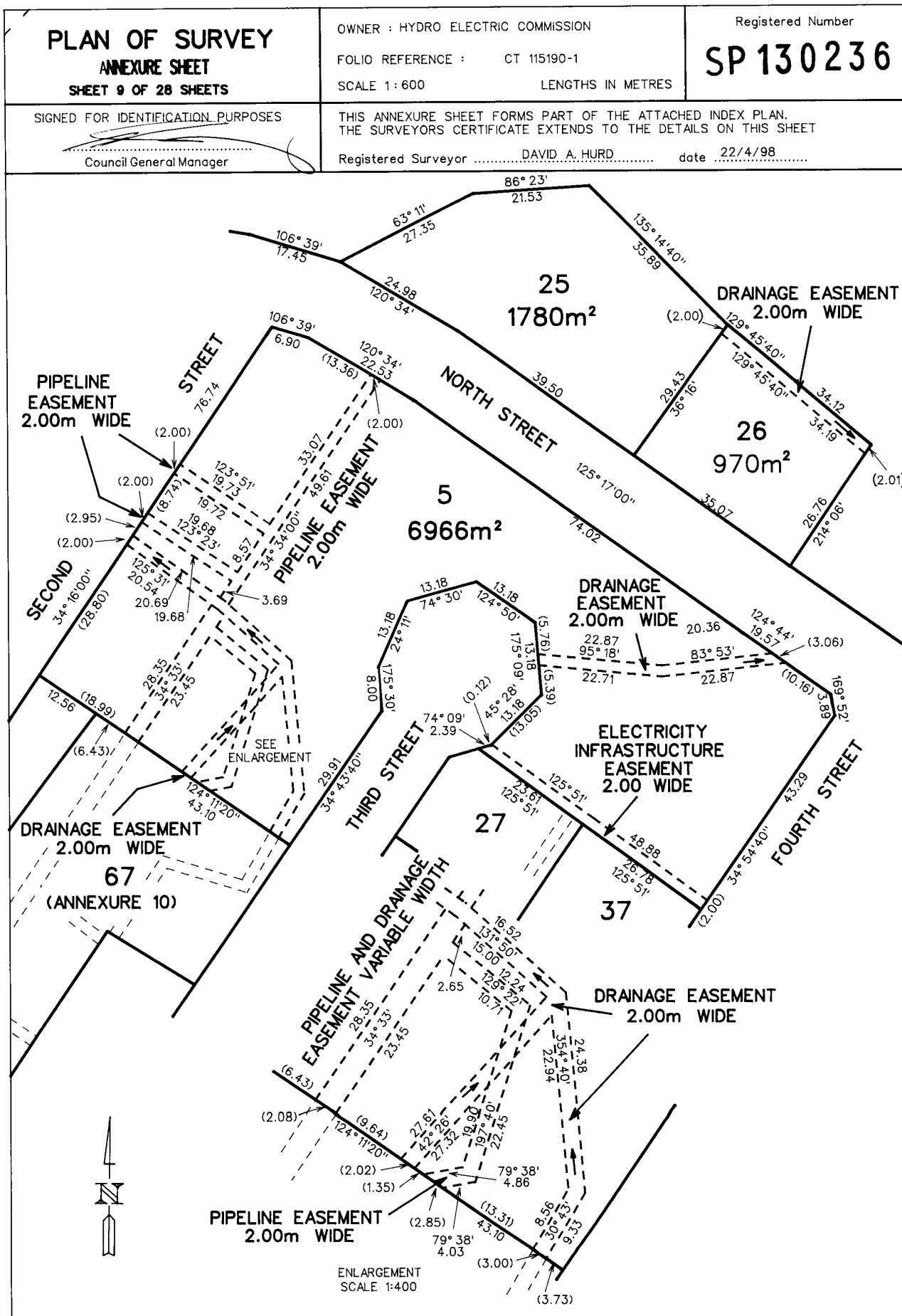


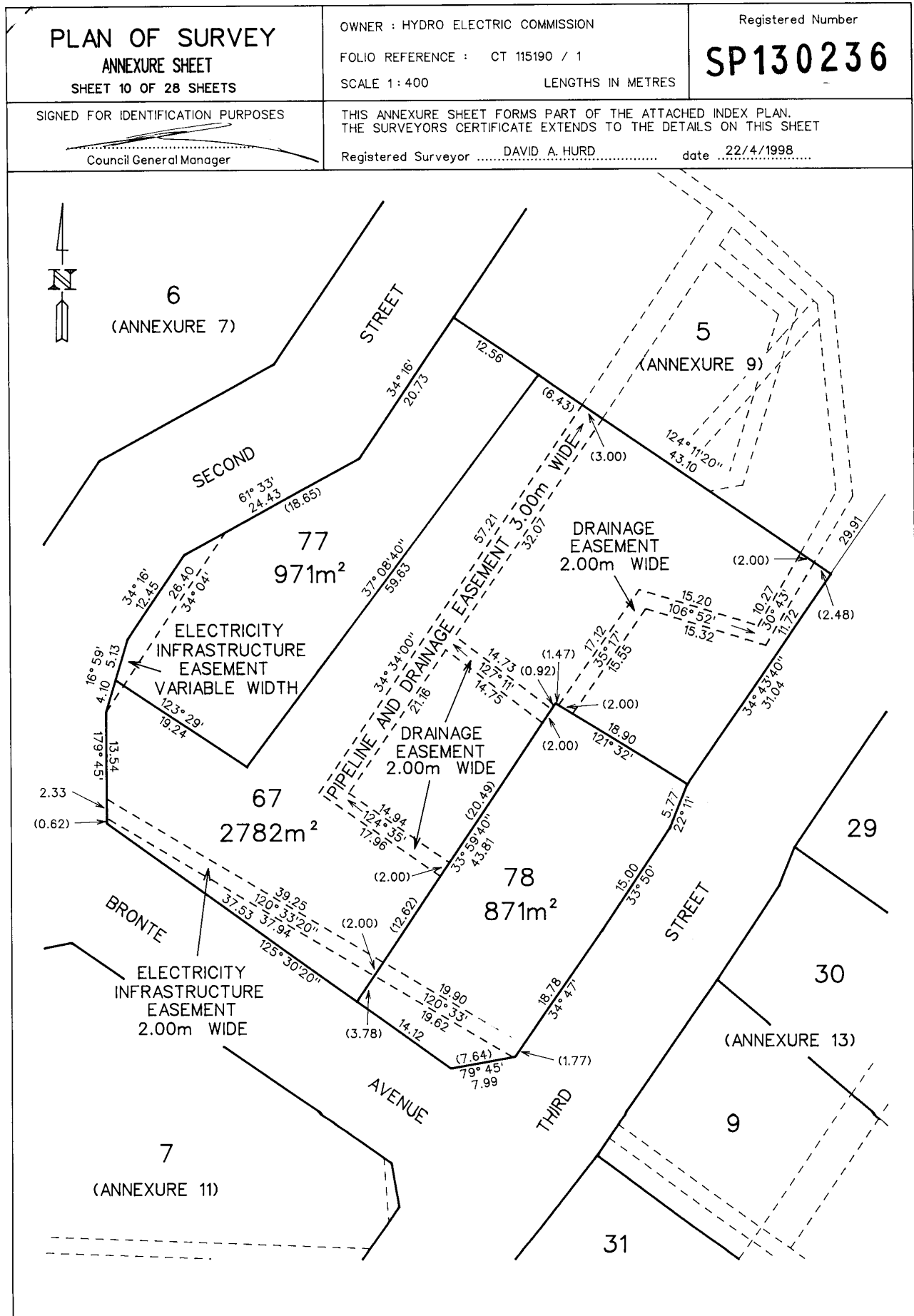


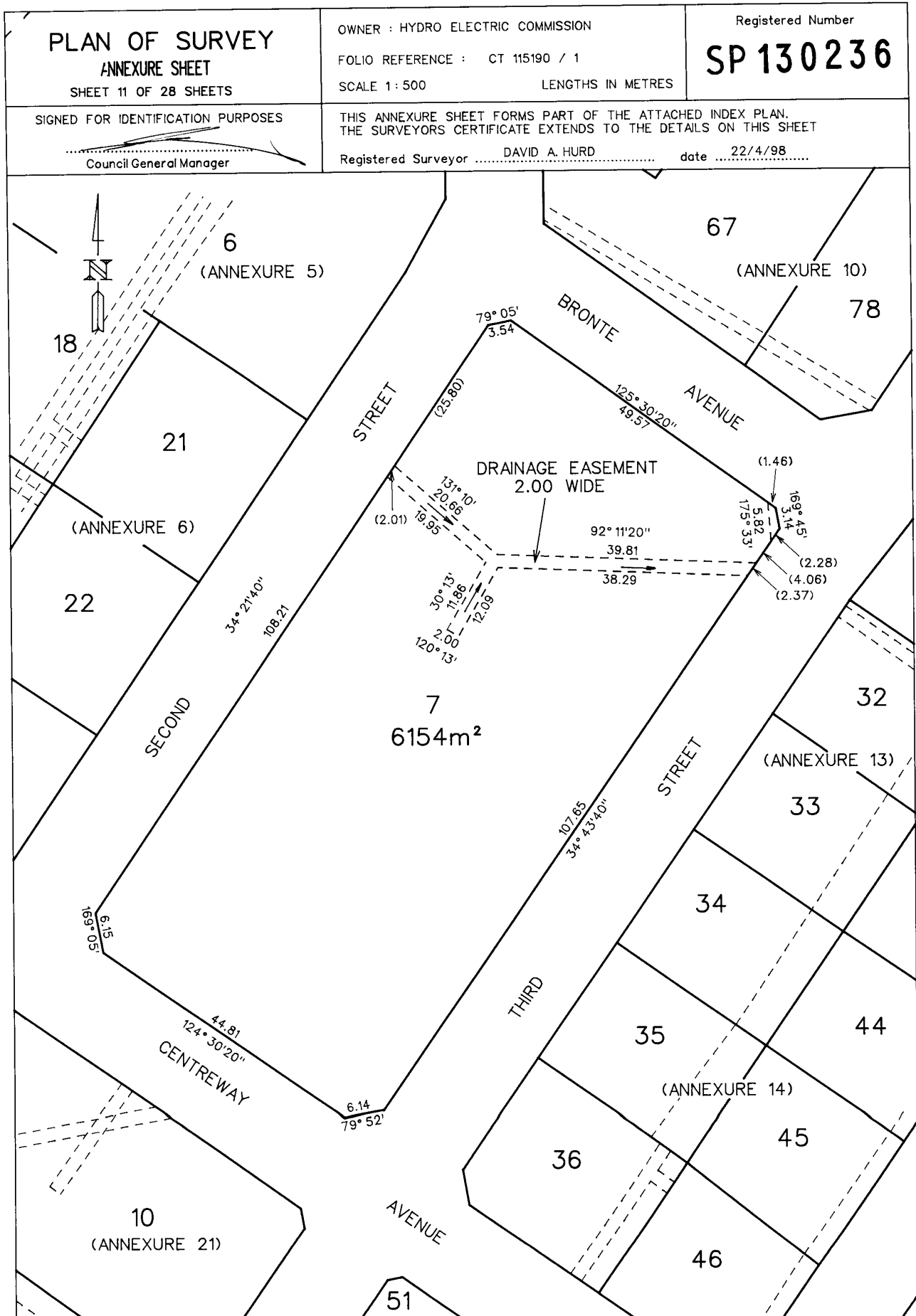


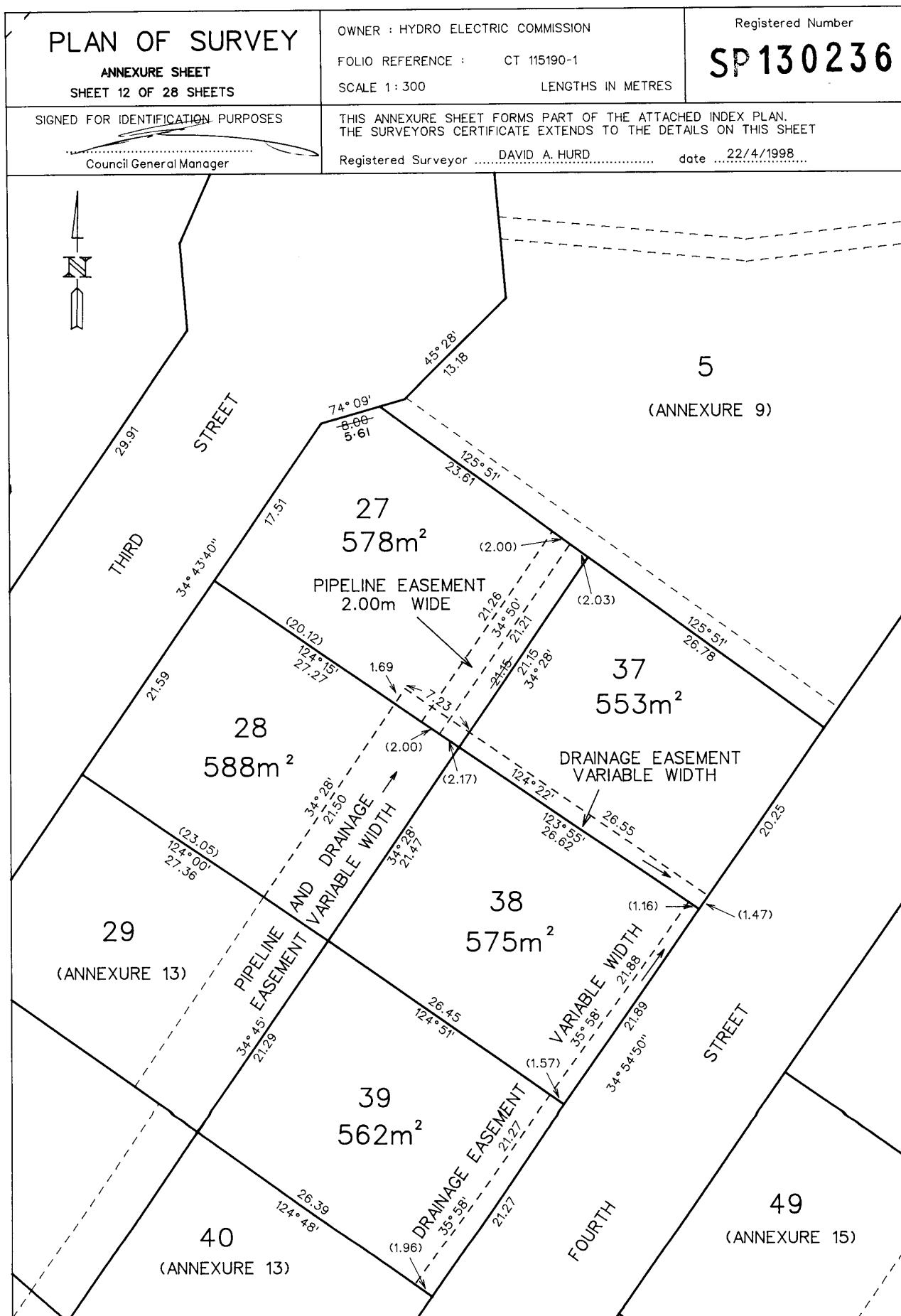


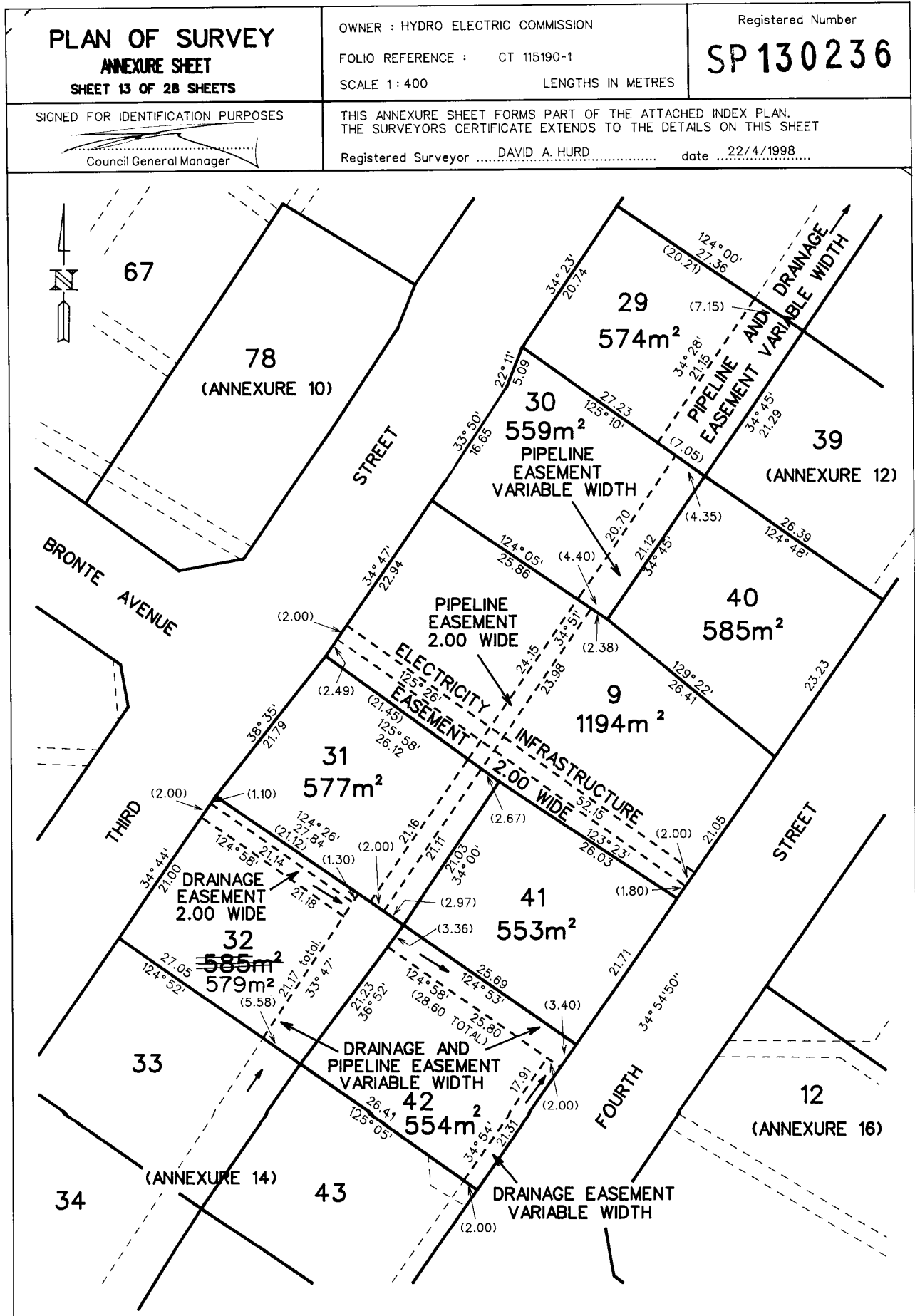


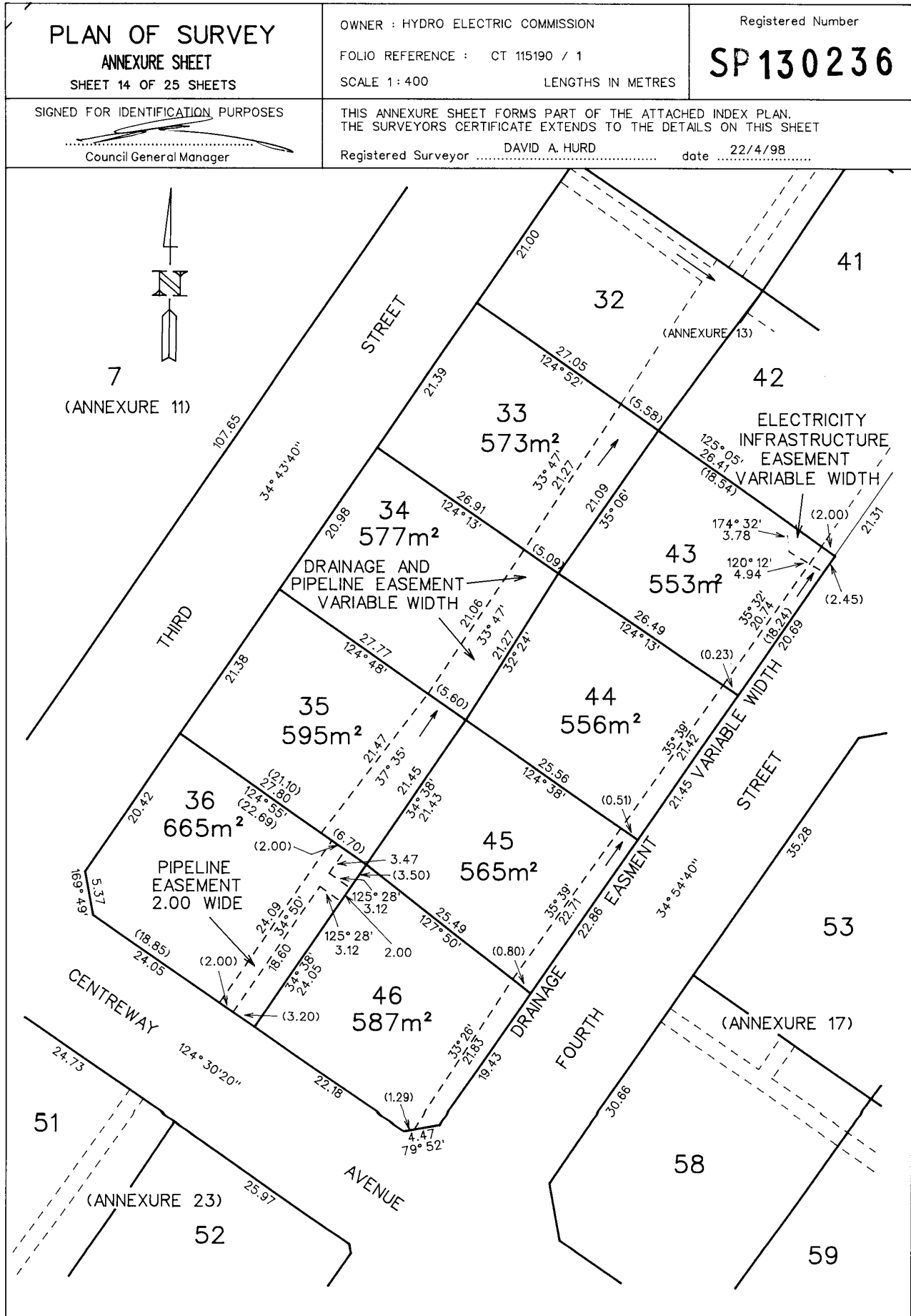


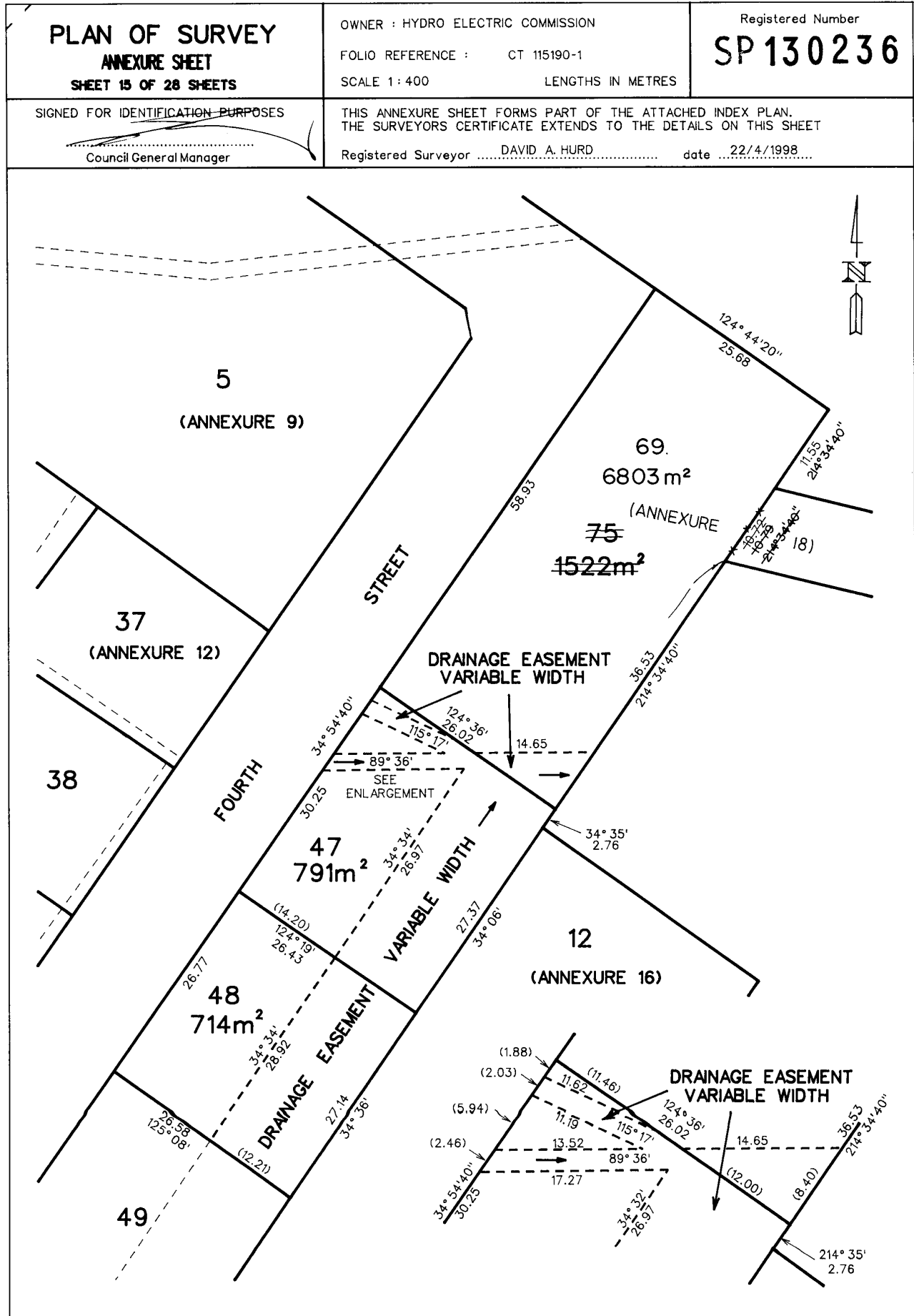


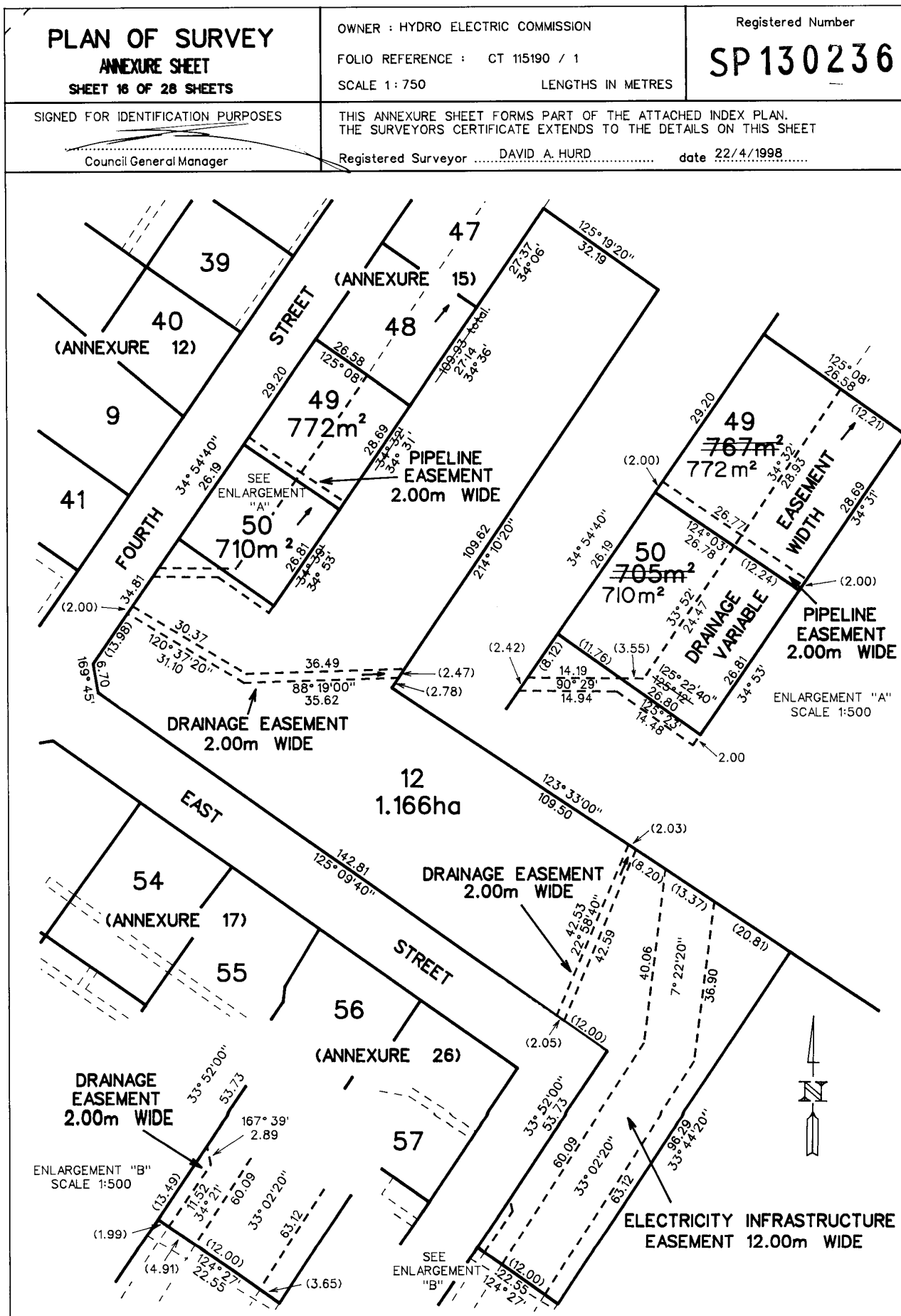


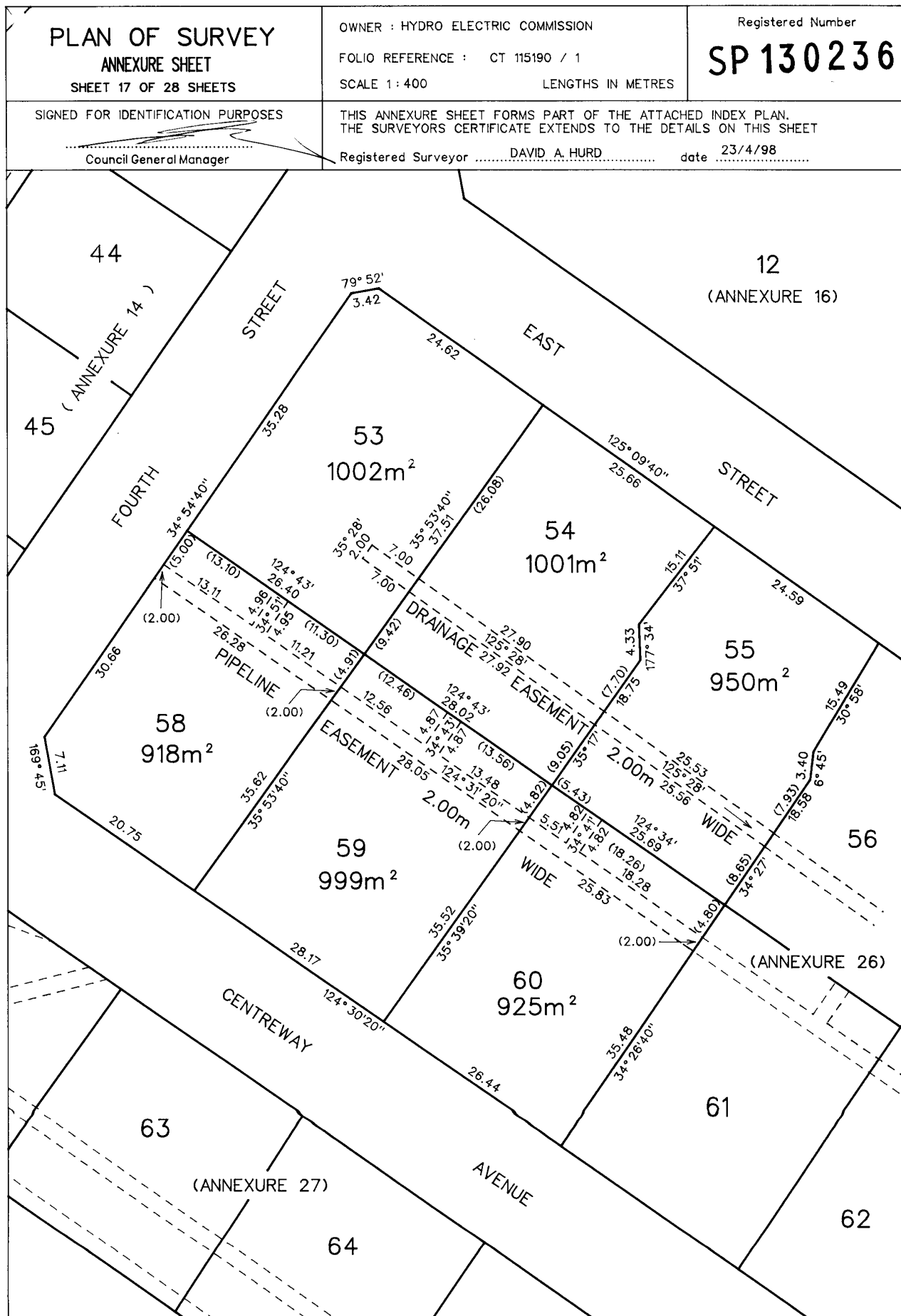


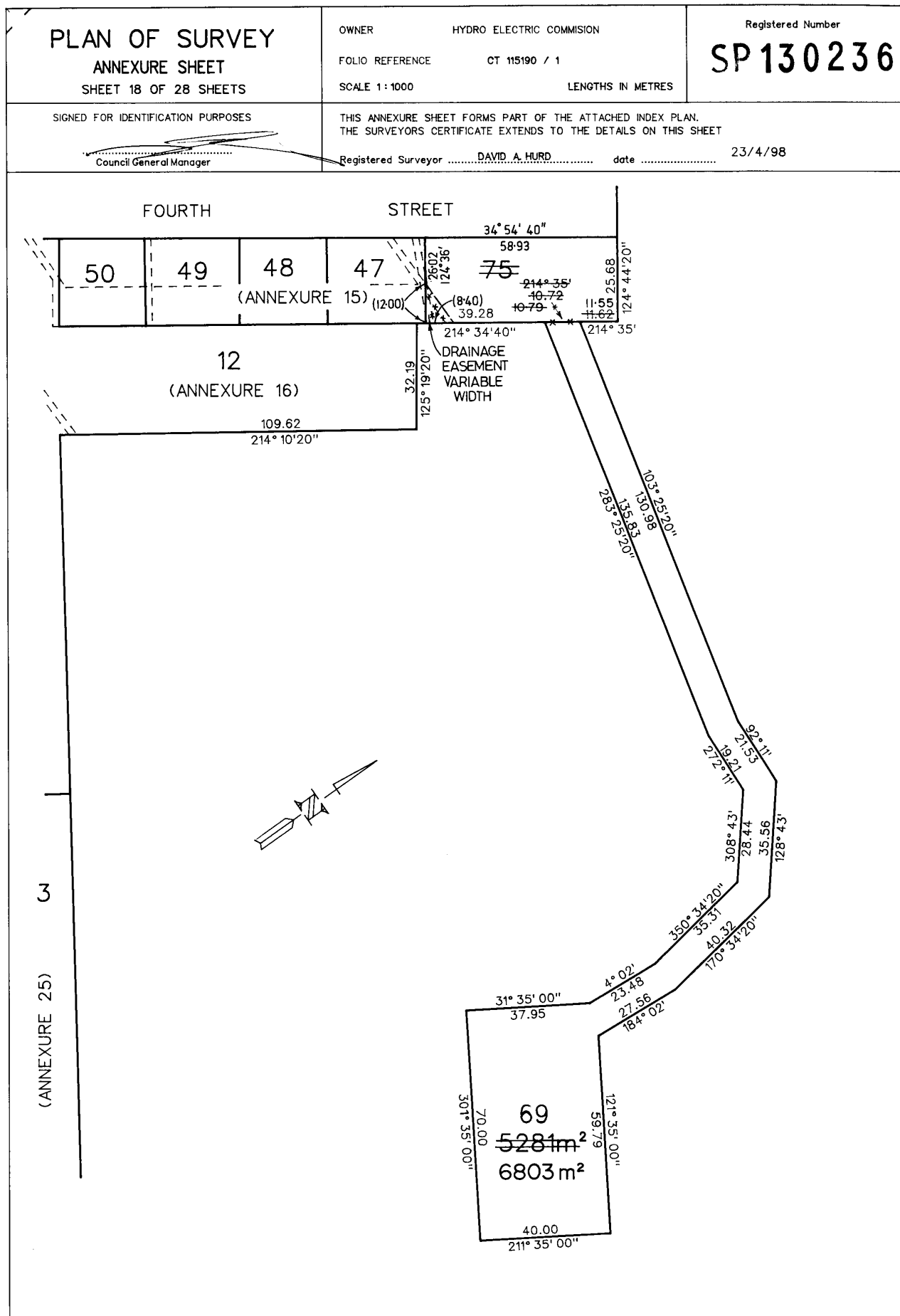


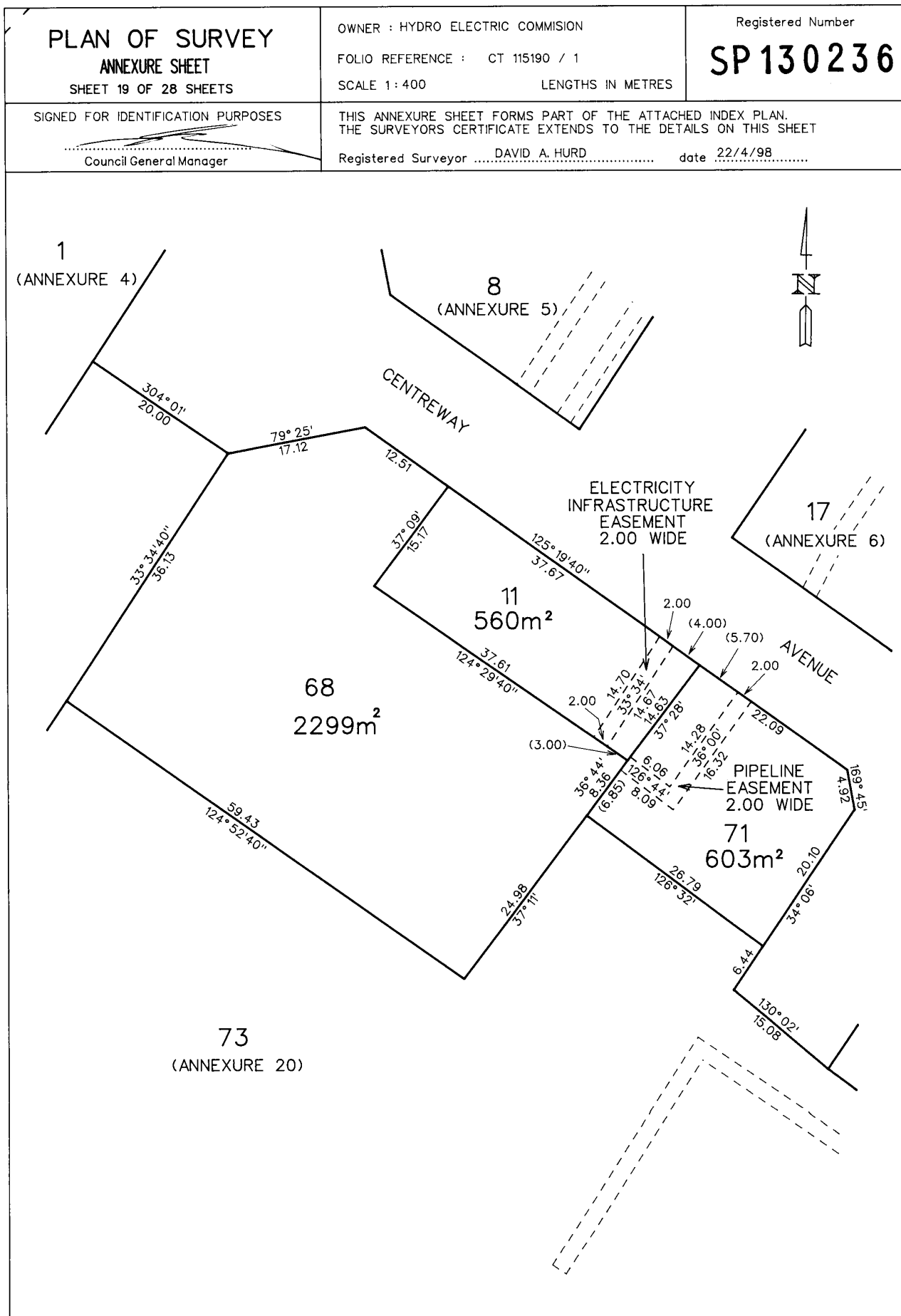


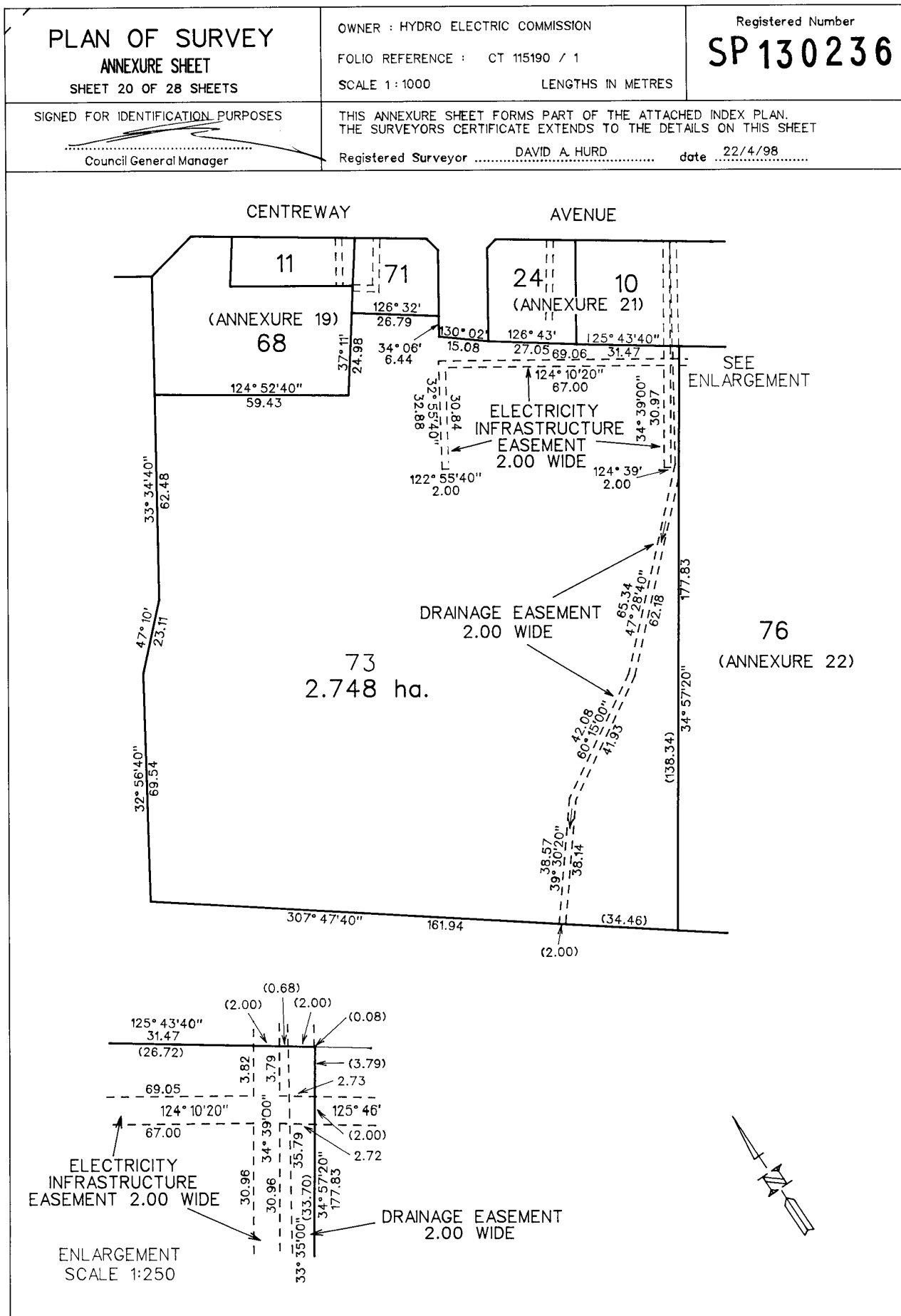


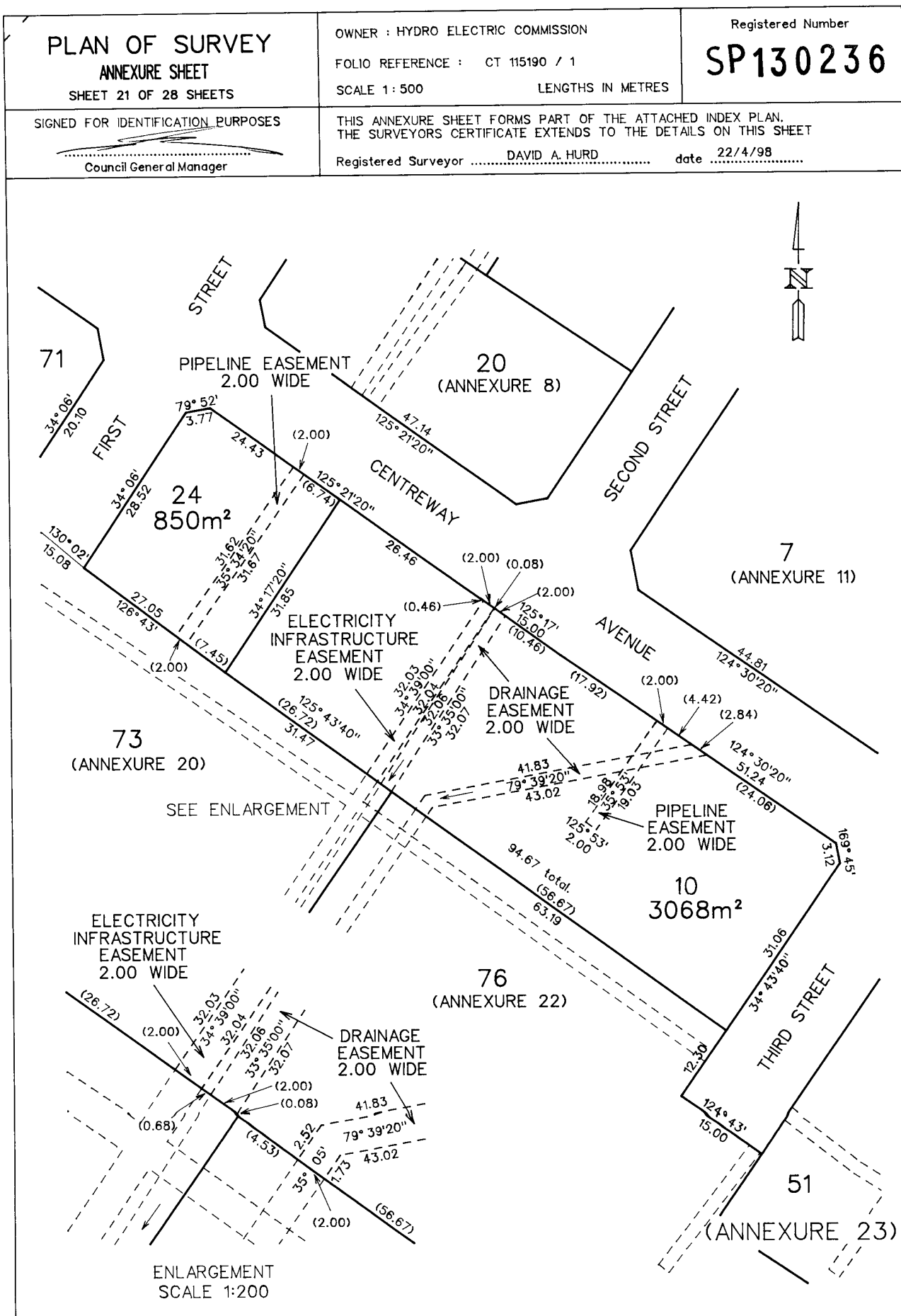


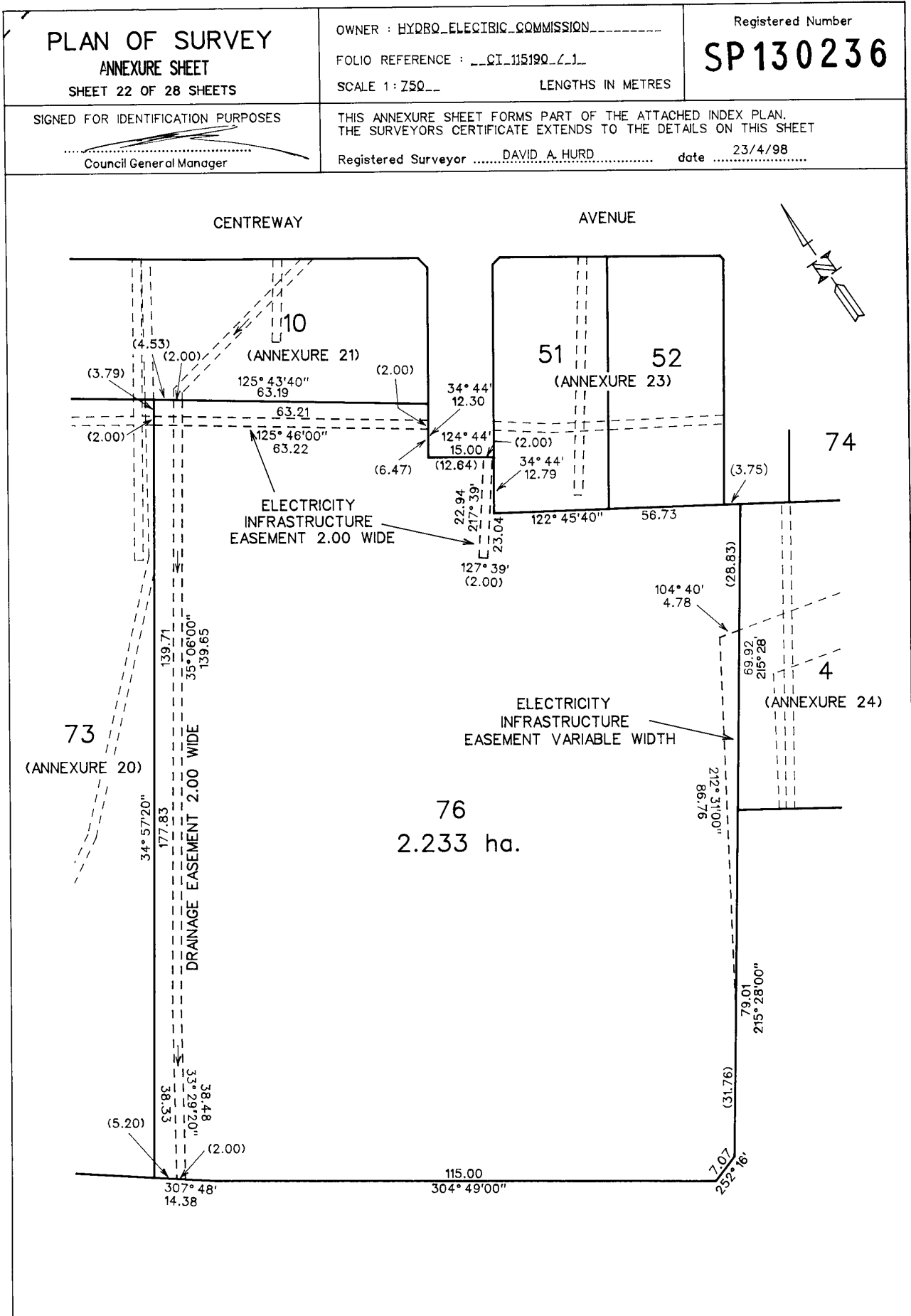


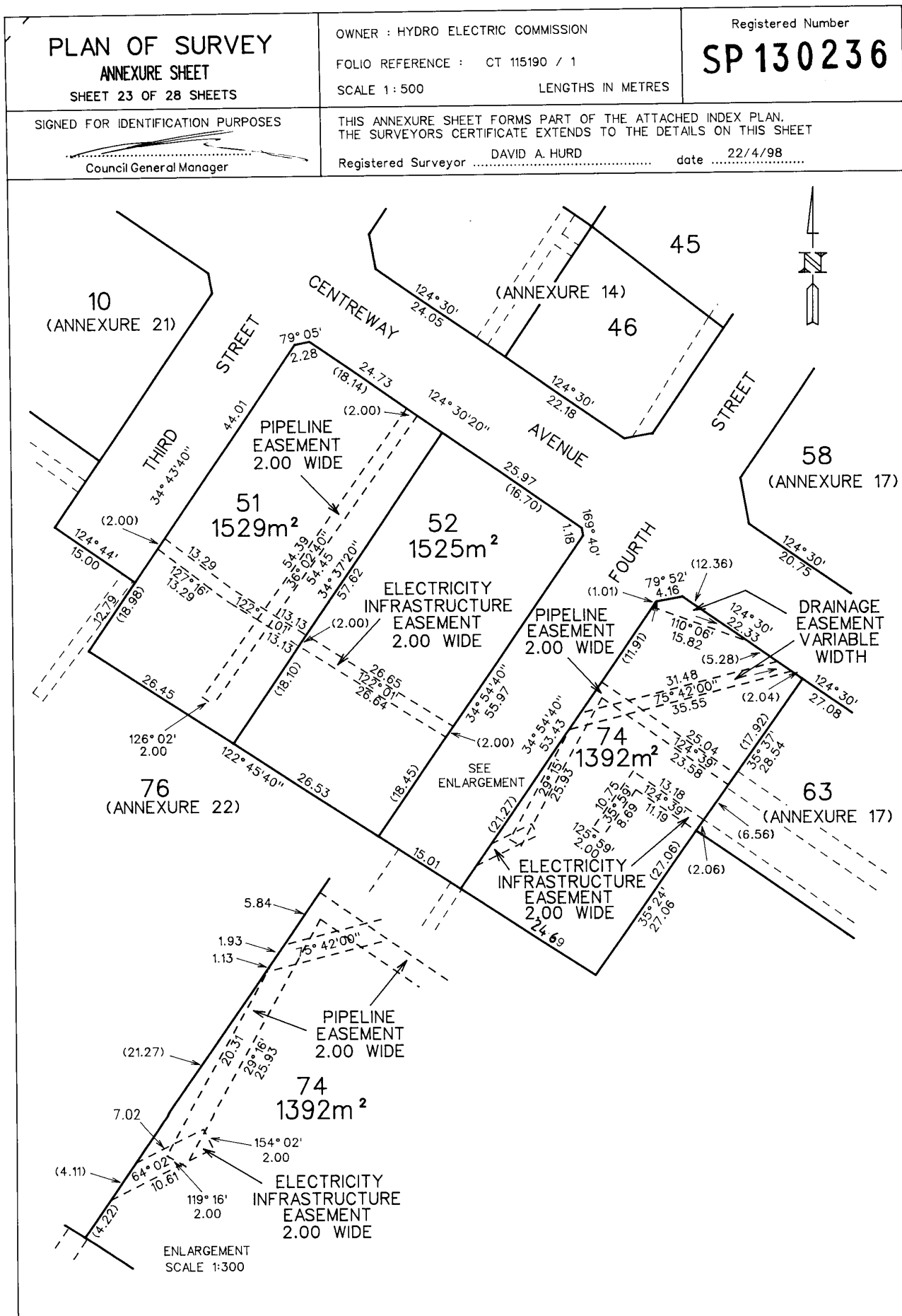


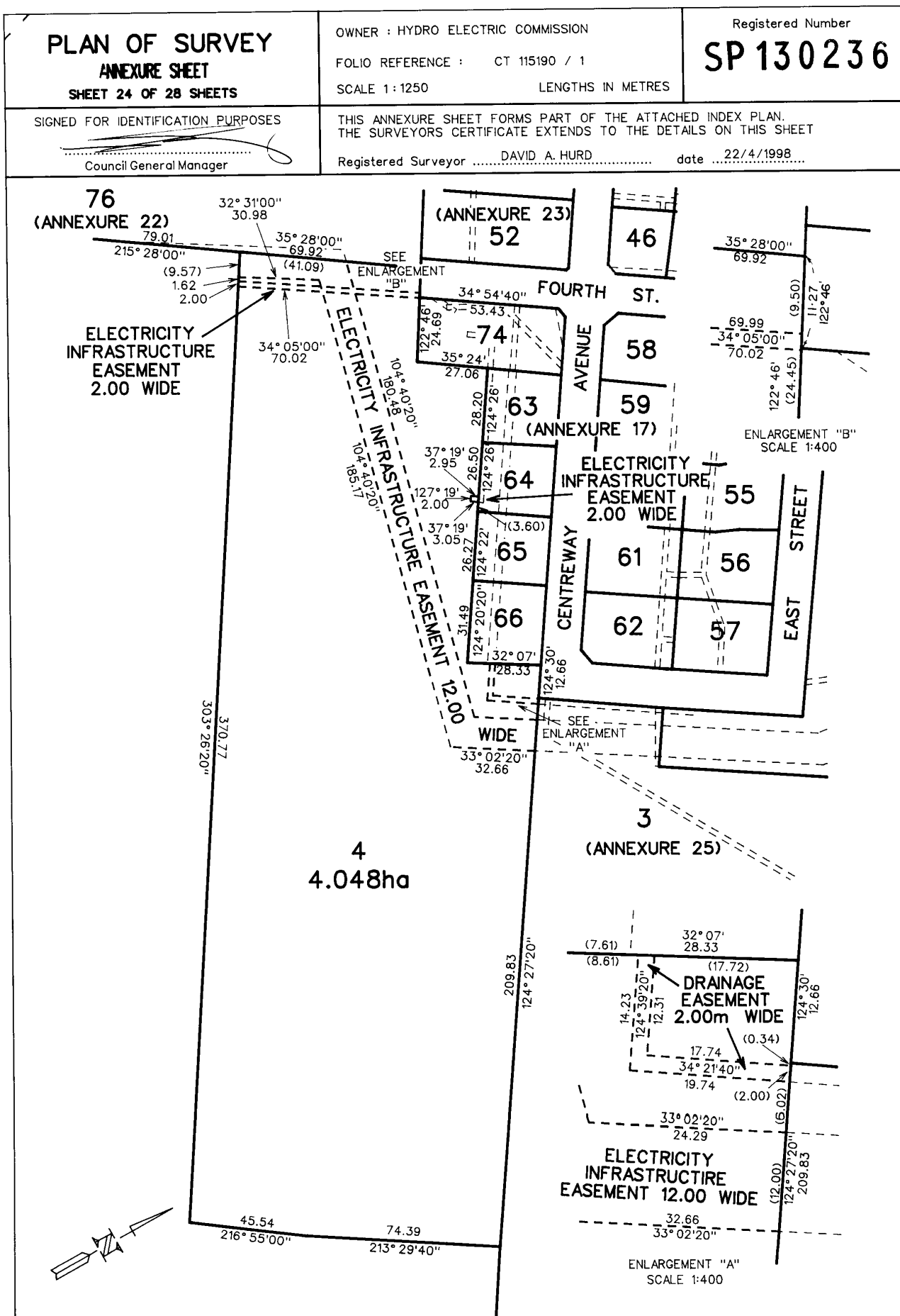


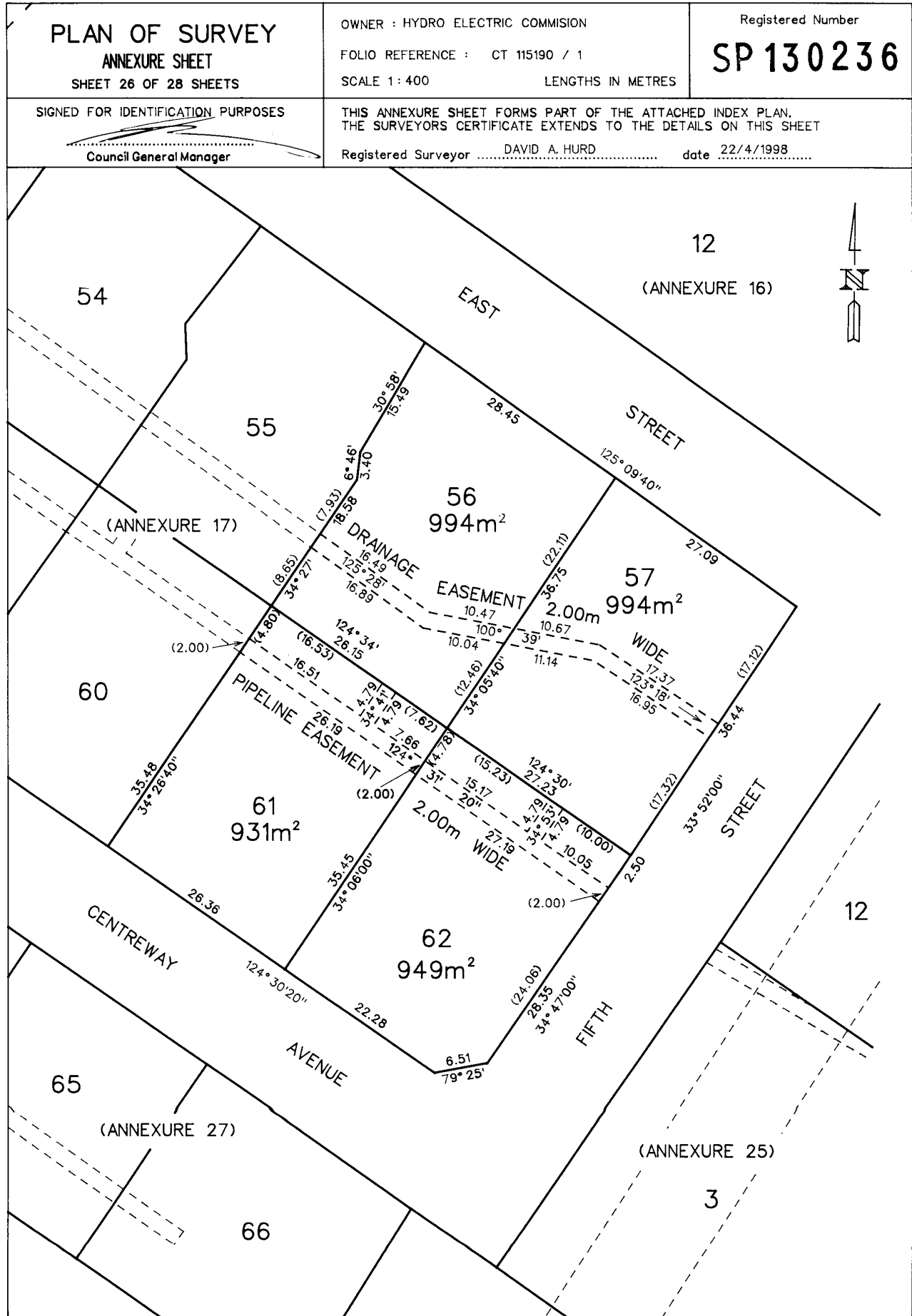


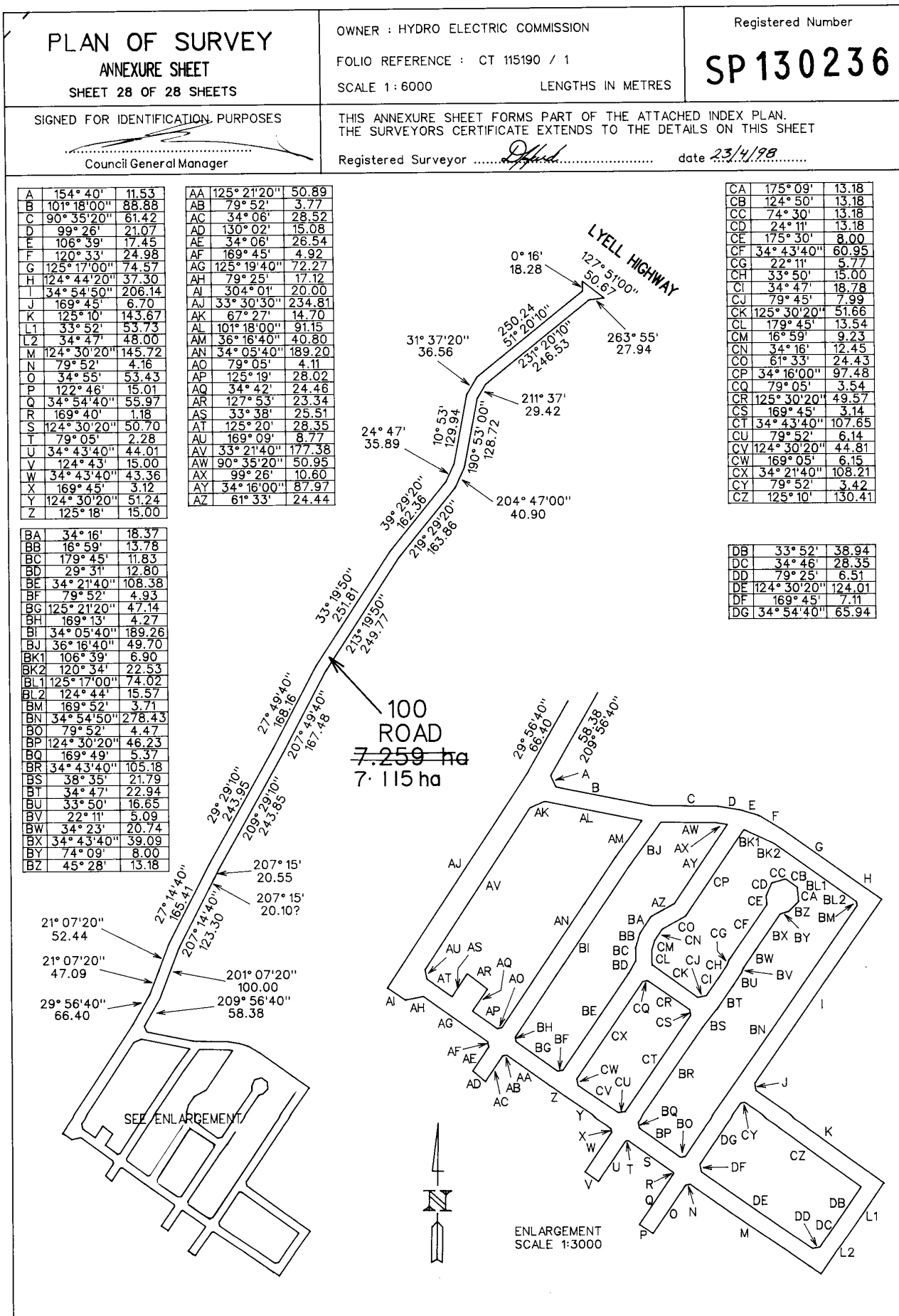












SCHEDULE OF EASEMENTS	REGISTERED NUMBER
NOTE: THE SCHEDULE MUST BE SIGNED BY THE OWNERS & MORTGAGEES OF THE LAND AFFECTED. SIGNATURES MUST BE ATTESTED.	SP 130236

PAGE 1 OF 2 PAGE/S
3**EASEMENTS AND PROFITS**

Each lot on the plan is together with:-

(1) such rights of drainage over the drainage easements shown on the plan (if any) as may be necessary to drain the stormwater and other surplus water from such lot; and

(2) any easements or profits a prendre described hereunder.

Each lot on the plan is subject to:-

(1) such rights of drainage over the drainage easements shown on the plan (if any) as passing through such lot as may be necessary to drain the stormwater and other surplus water from any other lot on the plan; and

(2) any easements or profits a prendre described hereunder.

The direction of the flow of water through the drainage easements shown on the plan is indicated by arrows.

EASEMENTS CONTINUED

Lots 7 and 53 to 57 on the plan are each subject to a right of drainage for Central Highlands Council over such portion of the Drainage Easement shown on the plan

LOTS 5, 6, 8-10, 13-20, 24, 27-36, 49, 51, 58-67, 71 and 74 on the Plan are each **SUBJECT TO** a 'Pipeline Easement' (hereinafter defined) for the Central Highlands Council over such portion of the Pipeline Easement shown on the plan passing through such lot.

LOTS 3-6, 8-12, 43, 51, 52, 63, 64, 67, 73, 74, 76-78 are each **SUBJECT TO** an 'Electricity Infrastructure Easement' (hereinafter defined) over such portion of the 'Electricity Infrastructure Easement' shown on the Plan passing through such lot for the Hydro-Electric Corporation.

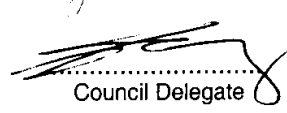
DEFINITION

Easement on page 3 herein

'Electricity Infrastructure Easement' means Electricity Infrastructure/ as defined by Section 3 of the ~~Electricity Supply Industry Restructuring (Savings and Transitional Provisions) Act 1995.~~

'Pipeline Easement' means the full and free right and liberty for the Central Highlands Council to lay and forever maintain water pipes of such size and number as the Council may from time to time require in over and through the land marked on the Plan as subject to the Pipeline Easement (hereinafter called 'the said land') and to use such water pipes for the purposes of carrying and supplying water to such parts of the lots as the Council may from time to time determine and to enter onto the said land from time to time and at all times with surveyors workmen and others to inspect the condition of the said water pipes and to repair alter and amend and cleanse the same and from time to time for the purposes aforesaid or any of them to bring and place upon the said land or any part thereof such materials machinery and other things as the Council may think proper and to dig up the surface of the same removing and carrying away all surplus soil and rock and doing as little damage and injury as possible to the surface of the said land and the crops for the time being thereon.

(USE ANNEXURE PAGES FOR CONTINUATION)

SUBDIVIDER: Hydro-Electric Corporation FOLIO REF: 115190/1 SOLICITOR & REFERENCE: R.A. Kimber File 61492	PLAN SEALED BY: <i>Central Highlands Council</i> DATE: <i>27 April 1995</i> <i>ck(a) 27/4/95</i> REF NO.  Council Delegate
NOTE: The Council Delegate must sign the Certificate for the purposes of identification.	

PIN OR STAPLE HERE
DO NOT GUM THIS
FORM TO THE INSTRUMENT

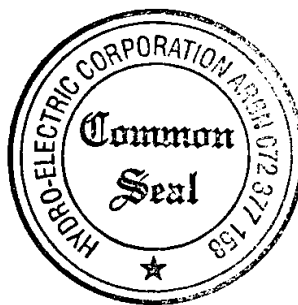
ANNEXURE PAGE

PAGE 2 OF 2 PAGES
Vol. 115190 Fol. ³1.....

FENCING COVENANT

each lot
The Owners of ~~Lots 1-78 and 100~~ on the plan covenant with the Hydro-Electric Corporation (hereinafter called 'the Vendor') that the Vendor shall not be required to fence.

The Common Seal of the)
HYDRO-ELECTRIC CORPORATION)
ARBN 072 377 158 as Registered Proprietor)
of the land comprised in Certificate)
of Title Volume 115190 Folio 1)
was hereunto affixed)
in the presence of)



D.J. Nairn
Director

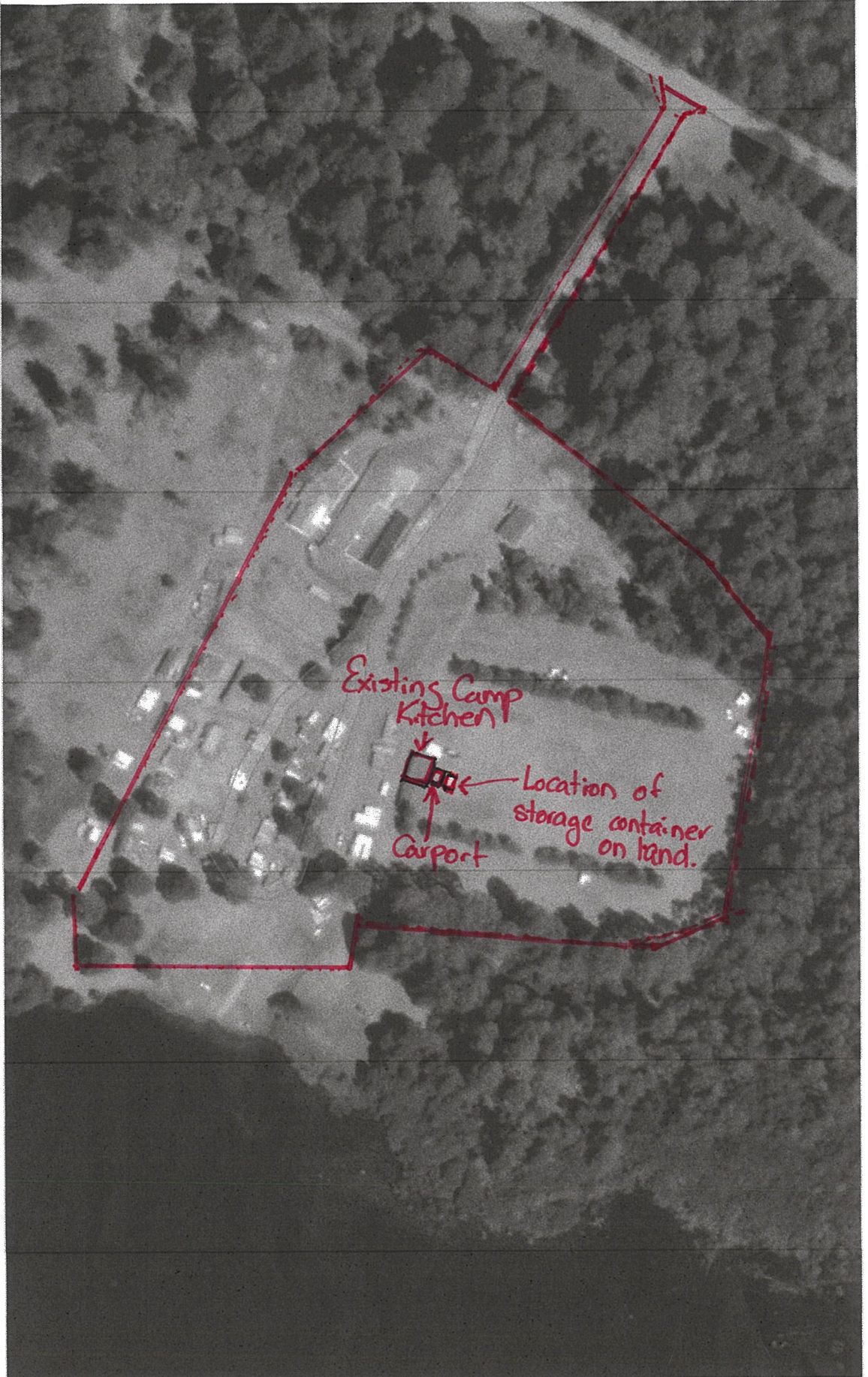
F.B. Campbell
Secretary

NOTE:- Every annexed page shall be signed by the parties to the dealing, or where the party is a corporate body, be signed by the persons who have attested the affixing of the seal of that body to the dealing.

Version 1

THE BACK OF THIS PAGE MUST NOT BE USED

<p align="center">ANNEXURE TO SCHEDULE OF EASEMENTS</p> <p align="center">PAGE 3 OF 3 PAGES</p>	<p align="center">Registered Number</p> <p align="center">130236</p>
<p>SUBDIVIDER: - HYRDO-ELECTRIC CORPORATION</p> <p>FOLIO REFERENCE: - 115190/1</p>	
<p>ELECTRICITY INFRASTRUCTURE EASEMENT MEANS:</p> <p>FIRSTLY all the full and free right and liberty for the Hydro-Electric Corporation and its successors and its and their servants agents and contractors(hereinafter called "the Corporation") at all times hereafter:</p> <ul style="list-style-type: none"> a) TO maintain, lay, erect and install anything used for, or in connection with the generation, transmission or distribution of electricity including powerlines (overhead or underground), substations for converting electricity, substations for transforming or controlling electricity and equipment for metering, monitoring or controlling electricity (hereinafter called "electricity infrastructure") of such materials and type as the Corporation may determine above, on or under the land respectively marked "Electricity Infrastructure Easement" on the plan (hereinafter called the "servient land"). b) TO enter into and upon the servient land for the purpose of examining, operating, maintaining, repairing, modifying , adding to or replacing electricity infrastructure without doing unnecessary damage to the said servient land and making good all damage occasioned thereby. c) TO erect fencing, signs, barriers or other protective structures upon the servient land if in the opinion of the Corporation these are necessary for reasons of safety. d) TO cause or permit electrical energy to flow or be transmitted or distributed through the said electricity infrastructure. e) TO enter into and upon the servient land for all or any of the above purposes with or without all necessary plant equipment and machinery and the means of transporting the same and if necessary to cross the remainder of the said land of the registered proprietor/s for the purpose of access and regress to and from the servient land. f) NOTHING herein contained shall prevent the registered proprietor/s for themselves and their successors in title from using the servient PROVIDED THAT such use does not derogate from this grant, or in the opinion of the Corporation, compromise the safe operation of the Corporation's electricity infrastructure located on, above or under the servient land. <p>SECONDLY the benefit of a covenant for the Hydro-Electric Corporation and its successors with the registered proprietor/s for themselves and their successors in title of the servient land not to erect any buildings or place any structures or objects within the said easement without the prior written consent of the Corporation to the intent that the burden of the covenant may run with and bind the servient land and every part thereof and that the benefit thereof may be annexed to the easement hereinbefore described.</p>	
<p>NOTE: - Every annexed sheet must be signed by the parties to the dealing or where the party is a corporate body be signed by the persons who have attested the affixing of the seal of that body to the dealing.</p>	



This map was created using <https://maps.dea.ga.gov.au> on Wed Jul 05 2023 16:14:47

An interactive version of this map can be found here: <https://maps.dea.ga.gov.au/#share=s-twZBYM17YwJGIYE5EBHVae7PhuT>

Datasets



Camp Kitchen

Carport.

Containers on
Concrete Slab.

32000

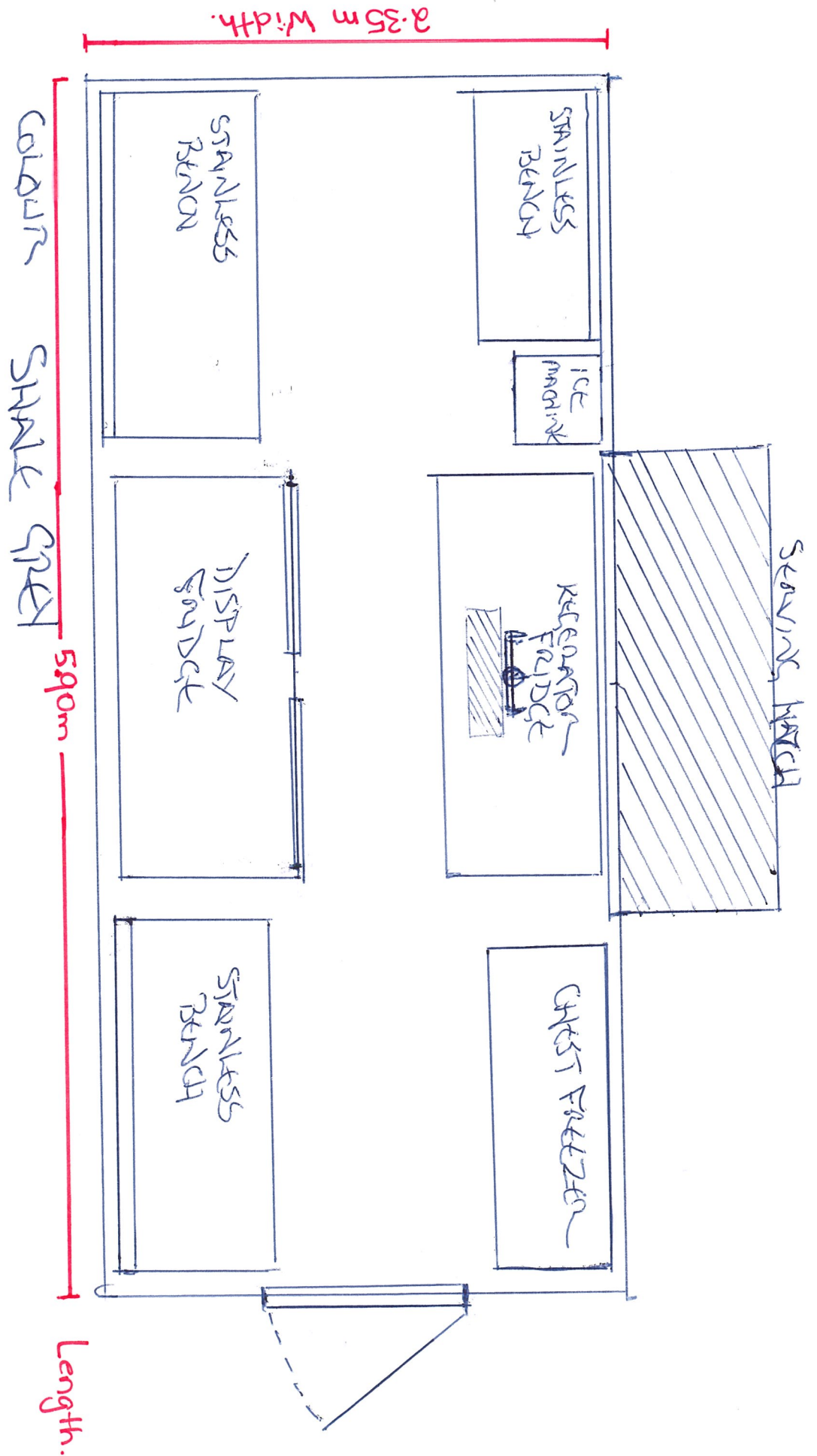


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EXISTING
Carport

6500

Proposed Bay /
Coffee Shop



Height = 2.28m.

Internal Layout: Container.

Partnership of C.L Paton & M.A Paton
ABN: 13857544972

Business Plan

Wayatinah Lakeside Caravan Park: Coffee and Wine Bar Service Extension

Coral & Mark Paton



2023

Business Details

Address: 131 Wayatinah Road,
Wayatinah
TAS 7140

Email: coral.paton@outlook.com

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Phone: 0362893317

ABN: 13 857 544 972

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Section 1: Executive Summary

Wayatinah Lakeside Caravan Park has been an established camping and caravan business for many years. Owners Coral and Mark Paton purchased the park freehold at the end of 2020 and have commenced an extensive program of infrastructure renewal and increased service provision.

This plan is to add an onsite coffee shop and bar to the Park to enhance the experience of guests of the Park with the proposed future provision of gourmet coffees (e.g. espressos, cappuccinos and lattes) during the day and wines and other popular alcoholic beverages in the late afternoon and evening with a small range of available snacks (e.g. Toasties and pizzas) on a demand driven basis, predominately across peak months.

The coffee shop and bar are to be strategically located opposite a communal camp kitchen within the Park so patrons' are able to also prepare their own meals and snacks, sit in an undercover area with plentiful seating and a central fire pit, and enjoy these with purchased beverages.

Current sales for the caravan park for this financial year to date are over \$200,000. We project this to increase to over \$250,000 in the full first year of operation. To minimize operating expenses, both of the owners will be onsite and operate the coffee shop and bar when open to eliminate additional staffing costs and maintain quality control. We expect net profits to grow from \$50,000 to \$100,000 by year three.

The start-up costs for equipment and furniture has been largely covered already by the owners who have already purchased commercial refrigeration units, coffee machine and converted shipping container to house the coffee shop and bar. All that remains is to complete a final fit out of a shipping container already purchased, secure a liquor licence and stock.

Section 2: Business/Industry Overview

The Coffee and Alcoholic Beverages Industry

According to market analysis gourmet coffee's popularity continues to increase across diverse demographics, with retail coffee sales projected to exceed \$10.5 billion in Australia in 2022 an estimated 1.3 million coffees supplied every dayⁱ.

Whilst the overall consumption of alcohol in Australia has not increased substantially over the last decade an estimated 77% of the adult population still consume alcohol on a monthly basisⁱⁱ. In addition to more common alcoholic beverages, we are proposing to showcase some of local wines, spirits and produced within the Derwent valley.

Our Position in the Industry

Wayatinah Lakeside Caravan Park is a growing destination for both local guests and interstate visitors holidaying at home in ever increasing numbers. Alongside the insatiable demand for caravans and campers, is a growing expectation for hospitality provision within caravan parks, especially those in remote locations.

People holidaying can readily afford to spend money on specialty coffees, snacks and alcoholic beverages. The owner's market survey of guests over the last year supported an assumption that there would be strong demand and sustainable numbers patronising an onsite coffee shop and bar.

Competition

Wayatinah is a relatively remote location in the Upper Derwent Valley, and as gateway to the equally remote Central Highlands and Florentine Valley, there are no options for the purchase of barista coffee within a 60km radius. There is therefore no competition to other coffee shop and café providers as there are none in the vicinity.

Whilst there is a Tavern providing alcoholic beverages within a 5 km radius this is managed by Hydro Tasmania. The opening hours are limited (5pm – 8pm; Monday to Friday for most of the year. Under Hydro management the Tavern now closes when the Park is at maximum occupancy e.g long weekends, Easter, Christmas to New Year etc.

The Tavern's primary focus is the provision of evening meals and beverages to Hydro workers and contractors. We are therefore unlikely to present significant competition to this business as our focus is provision of services to our guests and the Hydro workers do not patronise the Park bar and the Tavern is not open when the Park is full.

Why a coffee and wine bar at the park?

Our vision is to cater to holiday goers and travellers with quality beverages and great service in a beautiful outdoor, but protected, with great water views. The coffee shop and bar will be centrally located within the park and as such are the ideal place to socialise and meet with other guests, relax, and enjoy a great cup of coffee in the morning and add alcoholic beverage sales in the evening.

As a relatively remote location the provision of alcoholic beverages onsite minimises public road risk with patrons remaining onsite to consume alcoholic beverages.

Section 3: Market Analysis

Given the remoteness of the location of the park our target market is a captive audience so to speak. Based on our customer surveys, there is a strong demand for quality coffee and alcoholic beverages for consumers who are used to this.

Section 4: Sales and Marketing Plan

In 2021 over 10,000 casual campers stayed at the park in 2021, 75 percent of which were adults. The Park attendances have increased from pre novel corona virus levels by 34% and it is expected that this growth will continue for the foreseeable future with international travel still projected to return to pre-covid levels for several years.

Our pricing strategy is to match current regional price norms and our service hours are projected to be from 8am – 10am as a coffee shop and from 5pm – 9pm as a bar.

Our Product Offerings

We intend to use TasCafe coffee beans and have already purchased barista bar infrastructure. We also intend to stock a small, but popular range of beers, ciders, premix cans and bottles plus wines and some select local spirits (e.g., Whiskey, Vodka and Gin).

Pricing Strategy and Sales

We intend to focus on specialty coffees including espresso, cappuccinos, mochas, etc. as the profit margins are much higher than regular coffee and charge at prices consistent with the closest coffee shops (located at New Norfolk and Queenstown).

Pricing for alcoholic beverages we intend to match the Lachlan Hotel prices at Ouse as the nearest licensed Hotel where applicable so as not to create a competitive advantage to their detriment.

Sales

In addition to cash, credit, and debit, we also will be accepting Apple Pay for purchases.

Advertising and Promotion

To minimize costs and connect with our customer demographic, most of our advertising will be of the digital variety upon the forums we currently use (i.e. our website and google business) with daily specials announced on our Facebook and Instagram feeds for coffee sales only. We will not be publicising the sale of alcohol on any social media forums.

Section 5: Ownership and Management Plan

Ownership Structure

The Wayatinah Lakeside Caravan Park is a freehold business owned by partners Coral Paton and Mark Paton. The business is registered with the Australian Securities and Investment Commission and the ABN is 13857544972. The business is registered for goods and services tax with the Australian Taxation Office (registration number 13 857 544 972).

Management

Owners Coral and Mark Paton will continue to co-manage this business addition and at least one will be always present during open hours. Mark has extensive experience in hospitality management and Coral is currently undertaking barista training and completed Responsible Serving of Alcohol (RSA) course.

External Resources and Services

ScanlonRichardson provide accounting services for the business.

Section 6: Operating Plan

Facilities

The retail space for the coffee shop and bar is a converted 20 foot shipping container with an access door and flip up server. Specialist fridges and coffee equipment have been sourced locally, most from the closure of the Red Bridge Café at Campbell Town. The coffee and wine bar consist of the following:

- Approximately 14 square metres of indoor space in a modern, well-maintained building in an excellent location
- Approximately 300 square metres of fenced outdoor space, some undercover
- Existing trash collection, pest control, and security systems
- Utility consumption (water, electricity, gas) is likely to increase by an additional \$400 per month

Staffing

Owners will share all regular duties, including taking orders, making coffee/tea, restocking, dishwashing, etc.

Casual staff might also be required to assist during peak holiday periods.

Equipment

The following equipment will be contained in the coffee shop/bar.

Coffee provision: Espresso machine, bean grinder, benchtop jug wash and under bench fridge specifically for milk storage.

Alcohol provision: Upright Commercial fridges, ice machine and small tap/kegerator set.

We do need a glass / dish washer as coffee will be served in biodegradable paper mugs and wines and mixed alcohol will be served in reusable polycarbonate or PET glasses, printed with our logo, and sold to patrons to be reused and/or taken home (similar to the process used at the Taste of Tasmania) to reduce rubbish and landfill waste.

Supplies

Alcoholic beverages will be sourced from a range of suppliers including local wineries and distilleries as well as Dan Murphy's in New Town, Steve's Liquor in Derwent Park and 9/11 in New Norfolk.

Other consumable to be sourced from Tas-Isle Trading (e.g. disposable cups, cleaning supplies) and coffee beans from Superior Foods.

Operating Hours

The coffee and bar are proposed to open only during peak season and/or weekends where park occupancy is higher than 30%. During these times it is envisaged that the following operating hours will apply:

Coffee shop opening from 8-10am (no alcoholic beverage sales during this time. Wine bar core hours proposed from 6pm until 10pm. Please note that we do intend to apply for Licensing Approval should this application be

successful for discretionary hours from midday until midnight to cover special events such as New Years Eve and AFL Grand Final Day.

ⁱ <https://www.statista.com/topics/4615/coffee-market-in-australia/>

ⁱⁱ <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/apparent-consumption-alcohol-australia/latest-release>