



Expression of Interest

CAFE & CATERING SERVICES



Introduction

The Wangaratta Performing Arts and Convention Centre (WPACC) is the region's premiere venue for entertainment and conferencing. It offers contemporary architecture and facilities including a dedicated, fully equipped 514 raked seat theatre with balcony and ample space for regional conferencing with flexible venue spaces for meetings, conferences, expos, ceremonies and events, accommodating up to 500 people.

An exciting opportunity to be part of the future of the venue providing the full entertainment and business experience from delicious dining options during the day and evening, show night drinks and catering for a variety of conference and special occasion functions and events.



EOI Opportunity

The Wangaratta Performing Arts & Convention Centre seeks expressions of interest from suitably qualified hospitality organisations, who are interested in managing all of the hospitality offerings available at the venue.

WPACC is the major provider of arts experiences in Wangaratta and across the North East Victoria region welcoming over 110,000 visitors per year.

The EOI and Tender process will be for the exclusive provision of all café & catering streams:

- Cafe 7 days a week
- Show night restaurant and bar (preshow, interval, post-show)
- Performance riders
- Conference, function & special occasion catering (daytime & evening)
- Liquor License
- Other – evening trading, off site catering etc.

This process is divided into two parts:

Part A – Expression of Interest (EOI)

Interested suppliers are invited to submit their interest via Councils procurement portal – eProcure

Part B – Tender

Following the EOI, applicants will be invited to undertake a competitive tendering process via Councils procurement portal – eProcure



About Wangaratta

Wangaratta is positioned on the major transport corridor connecting Melbourne, Sydney, and Canberra and offers convenient accessibility via road, rail, and air. The venue is centrally located in the cultural precinct of Wangaratta, next to the Wangaratta Art Gallery and across from the historic Holy Trinity Cathedral.

Wangaratta is a thriving, progressive city set in Northeast Victoria's Alpine Valleys between the Ovens and King Rivers. Renowned for its world-class wines, gourmet produce, and breathtaking natural landscapes—including mountains, valleys, rivers, and streams. Wangaratta has historical ties to Ned Kelly and Victoria's gold rush era.

Located on the main road and rail transport corridor of eastern Australia, 2.5 hours northeast of Melbourne, 1 hour from Albury, and 6.5 hours from Sydney, Wangaratta is ideally placed for business. Wangaratta is a hub for surrounding regional activity within 45 minutes of Wodonga's Logic Centre and STC Rail Freight distribution.

WANGARATTA SNAPSHOT

Population 29,197

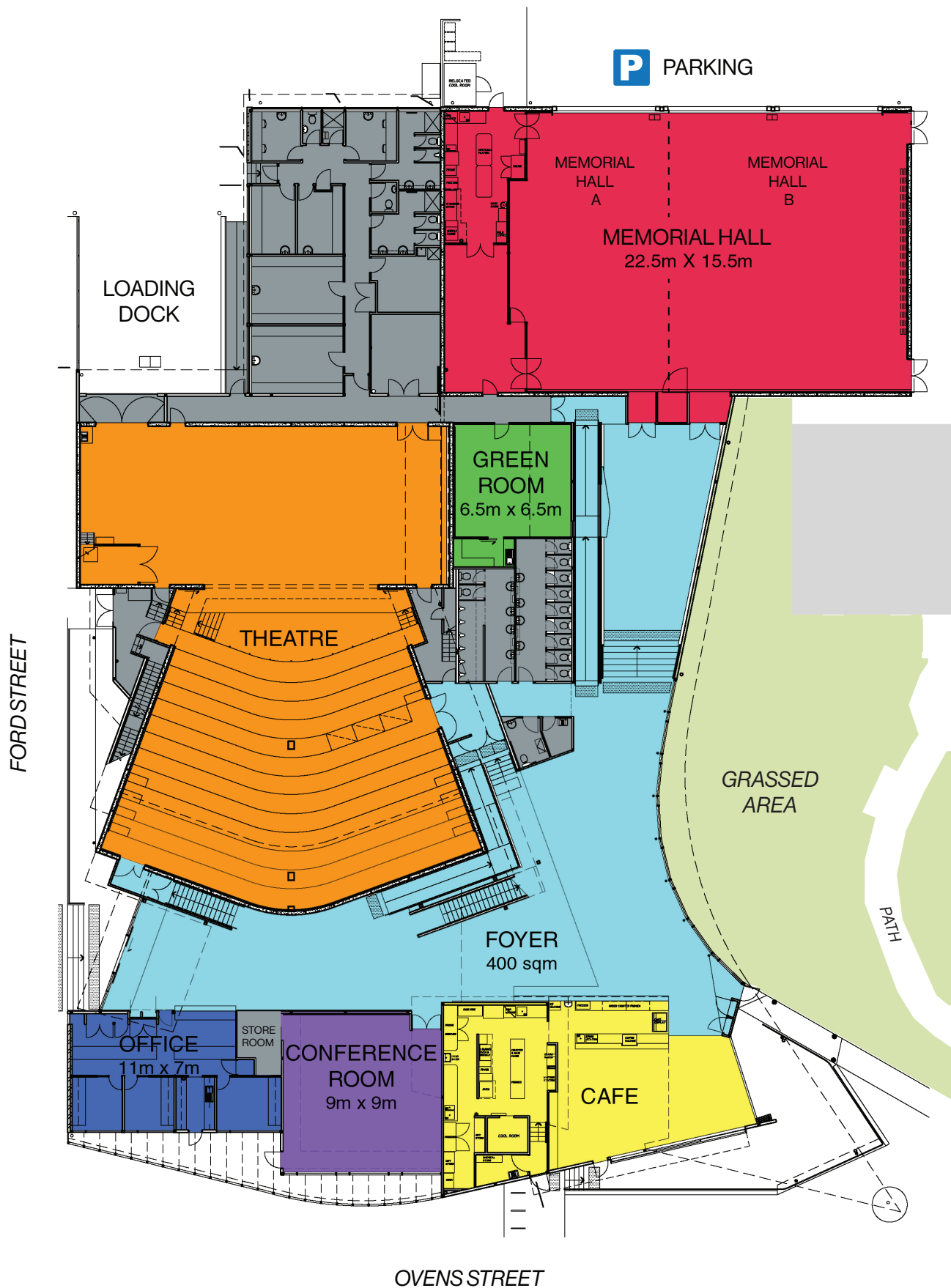
Area 3,644km²

Access to labour force of over 23,207









Productive workforce with strong skills in agriculture, logistics, health and manufacturing



Venue Map



Venue Capacities

	M ²								
	SQ (M)	THEATRE	U-SHAPE	WORKSHOP	CLASSROOM	BOARDROOM	CABARET	BANQUET	COCKTAIL
Conference Room	79	70	30	36	36	26	-	-	50
Memorial Hall	355	350	-	-	-	-	200	300	400
Memorial Hall A	136	100	36	42	36	36	48	70	100
Memorial Hall B	216	200	48	48	72	48	80	120	250
Green Room	43	40	10	12	12	12	8	-	25
Theatre Stalls	267	358	-	-	-	-	-	-	-
Theatre Balcony	115	156	-	-	-	-	-	-	-
Stage	199	100	-	36	-	-	80	80	120
Public Foyer	368	-	-	-	-	-	-	-	500
Cafe Indoors	76	-	-	-	-	-	-	32	52
Cafe Deck	79	-	-	-	-	-	-	36	60
Grass Area	300	-	-	-	-	-	-	60	150





WPACC Overview

The Wangaratta Performing Arts and Convention Centre (WPACC) located in the heart of the Wangaratta CBD was opened in 2009, in the middle of the Arts Precinct with the Wangaratta Art Gallery next door. The current venue was an \$8.5 million development replacing the facility which was previously located on the site and incorporated the Memorial Hall.

On opening, the venue was known as the Wangaratta Performing Arts Centre. In 2019, the name was changed to incorporate 'Convention' to increase the opportunity to attract a larger conference and convention market.

The venue currently consists of:

- Alpine MDF Theatre: accommodates 514 tiered seats, including 156 balcony seats. The backstage facilities include a Green Room (which is also used for meetings), six dressing rooms, laundry
- Memorial Hall A and B: provides space for 350 seated partons or 300 guests for dining. The facility includes a commercial kitchen. The space is divisible by two
- Intermezzo Café, kitchen and theatre bar: provides seating for 30-70 people (indoor and outdoor)
- Conference Room: provides seating for up to 70 persons and is used for meetings, training, workshops and presentations
- Foyers: used for pre-show/pre-dinner drinks, food service for conferences and functions and vistor information kiosk
- Box Office and reception desk with staff offices
- BOH amenities include dressing rooms, loading dock, workshop, laundry, briefing room, biobox

The venue presents an annual season of professional productions, community and commercial hiring. The venue also caters for the conference and convention market utilising the main function spaces and the theatre.

The venue employs 18 staff including 4 full time staff consisting of Venue Manager, Box Office Team Leader, Technical Team Leader and Functions & Conventions Officer, part time staff consisting of Administration Officers and Theatre Technicians as well as casual Front of House, Technical Officers and Box Office staff and more than 50 volunteer ushers.

In the last 12 months, WPACC has staged more than 100 performances, 180 conferences, workshops and events and welcomed more than 110,000 people through the doors.

WPACC is conveniently located in the heart of Wangaratta's central business district, within walking distance from the train station, accommodation providers, and the city's picturesque parks and gardens.

What We Hope to Achieve – Overview

Our key strategy drivers provide the framework for future food and beverage retail and conferencing at WPACC. Food and beverage options are an essential part of the visitation experience of WPACC:

- Food Quality & Diversity of Offer
- Alignment to WPACC streams
- Financial Return to Operator & WPACC
- Food & Beverage Value Proposition
- Customer Centric Service Experience
- Flexible Service Model
- Desirable & Dependable Catering
- Sustainable & Environmental Considerations

Ultimately, we require quality food, at a competitive price that exceeds visitor expectations. We want to find an operator who is flexible and responsive, with the highest standards and a demonstrated passion for the delivery of quality hospitality services across all business streams at the venue.

WPACC Target Markets

- Local Café Patrons
- Performance Visitors/Audience
- Hotel Guests/Visitors to Town
- CBD Workers
- Business/Corporate Visitors





Cafe & Catering Services

Café & Catering Services Opportunity

- Initial Term 5 years
- Further Terms 2 x 5 years
- Insurance \$20m Public Liability & WorkCover
- Exclusive provision of all cafe and catering streams

Current Turnover

- \$1.21m annually
- 75% approx café, show nights, bar, riders, offsite catering
- 15% approx conference & events catering
- Potential for significant growth

Royalties - Commission

- Monthly commission based on food and beverage gross receipts
- Intermezzo Commission 8% + annual CPI increase
- Conference & Event Catering 12% + annual CPI increase

Royalties - Fees

- Monthly fees based on Café indoor area and outdoor deck of 155m²
- \$85.00 ex gst per m² + annual CPI increase (negotiable)
- Inclusion of electricity, gas, water, rates and pest control, equipment maintenance and maintaining of general public venue facilities. Does not include waste removal, grease trap, flue cleaning, kitchen fans/exhaust, cafe & cafe kitchen cleaning. These works completed by a Council agreed contractor & paid for by the operator.

Tender Requirements

PART A – Expression of Interest

The following information is to be submitted via Councils procurement portal e-Procure:

- Business Details
- Insurances & Workcover
- Relevant Experience
- Capability & Capacity
- Food Safety Program abiding by Food Act 1984
- Current Liquor License

PART B - Tender

Shortlisted applicants will then be required to provide the following information & evidence as part of your submission to the full competitive tender process via Councils procurement portal e-Procure:

- Business Plan
- Marketing Plan
- Risk Management Plan
- Staffing Structure & Qualifications
- Training Plan
- Previous Experience
- Sample Fit out & interior design for the café
- Sample Menus
- Financial Viability
- Plans for the future
- Waste Management Plan
- Referees
- Food Safety Program abiding by Food Act 1984
- Further details available in Café & Catering Services Agreement





EOI & Tender Process Indicative Timeline

PART A – Expressions of Interest Open	Friday 29 August 2025
Site Inspections – Must Book	Week of 8 & 15 September 2025
Expressions of Interest Close	Monday 22 September 2025 2pm
PART B – Competitive Tender Open	Wednesday 24 September 2025
Site Inspections – Must Book	Week of 29 September & 6 October 2025
Tender Close	Monday 13 October 2025 2pm
Shortlisted applicants notified	Friday 17 October 2025
Shortlisted applicant presentations	Thursday 23 & Friday 24 October 2025
RCOW Council Meeting – Commercial in Confidence item	Tuesday 25 November 2025
Successful applicant notified	Wednesday 26 November 2025
Current Operator Vacate	Friday 19 December 2025 5pm
RCOW Maintenance	Monday 22 December 2025 to Friday 16 January 2026
Site Handover	Monday 19 January 2026
Anticipated trading to commence	Monday 2 February 2026

Site inspections are mandatory for all applicants. You must be a registered business applicant to attend a site inspection. Site inspections to be arranged by appointment.

To discuss this opportunity or to schedule a site inspection please contact WPACC Venue Manager, Tanya Camplin on t.camplin@wangeratta.vic.gov.au or 0429 939 642

