

# INTERNATIONAL WATER THEME PARK OPPORTUNITY

DARWIN — EXPRESSION OF INTEREST



**INVEST IN AUSTRALIA'S NORTHERN TERRITORY**



# THE OPPORTUNITY

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The Northern Territory Government is seeking Expressions of Interest (EOIs) from suitably qualified parties (Proponents) to build and operate a new international-standard water theme park in the Darwin Central Business District (CBD).

The Darwin Water Theme Park project represents an important element in the Northern Territory Government's vision to:

- grow and strengthen the Darwin CBD
- improve the liveability of Darwin by providing a large scale family attraction and event destination
- add to Darwin's tourism competitive strengths by providing another significant reason for tourists to visit Darwin and stay longer in the Northern Territory
- stimulate and unlock additional investment in the local economy
- create enduring direct and indirect employment opportunities.

A two-stage competitive process has commenced to facilitate the private sector delivery of the project. Stage one is a call for Expressions of Interest, which will be followed by a Request for Detailed Proposals.

The Northern Territory Government encourages qualifying developers, operators and investors to submit proposals for this unique and exciting investment opportunity.



Concept Illustration  
Lagoon and Lazy River

# DARWIN AND AUSTRALIA'S NORTHERN TERRITORY

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The Northern Territory boasts abundant natural resources, world class infrastructure, a competitive business tax environment and remarkable tourism assets.

Darwin is the capital of the Northern Territory with a population of around 145,000. It is the gateway to the some of the Northern Territory's most well-known natural wonders, including the world heritage recognised Kakadu National Park, world renowned Litchfield National Park, and Nitmiluk National Park.

A modern, vibrant city, Darwin offers a broad range of cultural attractions and experiences for visitors with night markets, museums, art galleries, and dining and retail offers providing significant choice.

Situated on the edge of a harbour bigger than Sydney's, Darwin is a beautiful, fascinating tropical city – a melting pot of people and cultures that prides itself on its unique and friendly laid-back lifestyle. It has a tropical climate similar to that of South East Asia, with a wet season (November to April) and a dry season (May to October), and daily temperatures typically ranging from 21°C (70°F) to 33°C (91°F) all year round.



# THE NORTHERN TERRITORY

**GROWING  
ECONOMY**

**↑  
40%**



2006-07  
**\$18.1 BILLION**  
Gross State Product

2016-17<sup>1</sup>  
**\$25.4 BILLION**  
Gross State Product

## POPULATION



TODAY  
(June 2017)

**246,100**

FUTURE  
(2046)<sup>2</sup>

**375,067**

**AVERAGE  
WEEKLY EARNINGS**



**NT \$1,773**

**↑ 3%**  
Annual growth

**AUS \$1,608**

**↑ 2%**  
Annual growth

**1/6 OF AUSTRALIA'S LAND MASS**



# WHY A WATER THEME PARK FOR DARWIN?



**HOLIDAY  
VISITATION GROWTH**

**+ 5.7%**

In 2016-17 across the Northern Territory<sup>3</sup>

**CREATE  
JOBS<sup>4</sup>**



## CONSTRUCTION

Direct      Indirect

**45      70**

Over 2 years

## OPERATIONAL

Direct      Indirect

**60      90**

Ongoing

**A WORLD CLASS  
WATER THEME PARK  
COULD ATTRACT:**

**260,000 - 330,000**

Visitors per annum in the opening year<sup>4</sup>



**CATERING  
FOR 2000  
PEOPLE PER DAY<sup>4</sup>**



<sup>1</sup> Australian Bureau of Statistics, Catalogue Number 5220.0

<sup>2</sup> NT Department of Treasury and Finance

<sup>3</sup> Tourism NT

<sup>4</sup> Pico Play Report

# DARWIN TOURISM AND ACCOMMODATION MARKET

The Northern Territory has a well established reputation as a global tourism destination, with robust demand from the domestic tourism market. Darwin is closer than any other Australian capital city to the fast-growing outbound travel markets of Asia, providing a unique opportunity to leverage the renewed focus on developing northern Australia.

Tourism is a significant economic driver for the Northern Territory with the sector offering a range of unique natural and cultural experiences to national and international visitors. Tourism in the Northern Territory is estimated to be worth \$2.2 billion to the economy and directly employs 17,300 people (6.9% of the Northern Territory's employment)<sup>1</sup>.

The Northern Territory has already exceeded its 2020 goal of growing the visitor economy to \$2.2 billion as measured by overnight visitor expenditure. The total number of visitors for all purposes to the Northern Territory grew by 5% in 2016-17, with total expenditure of \$2.5 billion.

Future growth in visitations to Darwin will be supported by new direct aviation links with China commencing in May 2018, expanding air services via major hubs of Singapore and China, and the expanding cruise ship sector.

Public and private investment is growing to support Darwin tourism growth in the future through:

- the development of the \$200 million luxury Westin Hotel at the Darwin Waterfront
- the Northern Territory Government funding \$100 million to revitalise the Darwin CBD.

It's proximity to Asia and the myriad of natural and outdoor attractions nearby, positions Darwin as a key tourism growth hub in northern Australia.

This will be further supported by the Northern Territory Government's recently announced \$103 million *Turbocharging Tourism* package that includes:

- \$26.57 million for smarter and more targeted tourism marketing including rolling out marketing campaigns with key airlines, targeting niche markets and luring lucrative business events to the Northern Territory
- \$56.24 million for new tourism infrastructure and related tourism programs creating more memorable experiences for visitors
- \$20.78 million to further enhance festivals, events and other tourism experiences.

<sup>1</sup> Tourism NT, Economic Contribution of Tourism to the NT 2015-16



# CONCEPT

## DARWIN WATER THEME PARK





1. MAIN ENTRY / TICKETING / RETAIL / ADMINISTRATION
2. CHANGEROOMS / TOILETS / LOCKERS
3. BODY ART / MASSAGE
4. RETAIL KIOSK
5. FAMILY RAFT SLIDE
6. TUBE AND BODY SLIDES
7. FAMILY WATER PLAY
8. TODDLER WATER PLAY
9. BEACH ENTRY LAGOON
10. LAZY RIVER
11. RIVER CAVE
12. ZIP LINE
13. OZ WAVE
14. STAGE
15. SWIM-UP BAR
16. RESTAURANT
17. LAGOON CAFÉ
18. GROUP FUNCTIONS
19. FIRST AID / SECURITY
20. BACK OF HOUSE SERVICES
21. CAR PARK AND POSSIBLE COMPLEMENTARY USE
22. DROP OFF
23. PUBLIC BOARDWALK
24. PUMPHOUSE HERITAGE BUILDING

# THE VISION FOR THE WATER PARK

The Northern Territory Government's vision is for a world class water-based attraction that capitalises on the opportunity to deliver a destination for tourists and Territorians alike.

The Northern Territory Government has considered a business case for the Water Theme Park that includes:

- a footprint of about five hectares
- a mix of entertainment/rides to cater to a diverse audience and market
- unique theming and attractions to provide a key point of difference in the Australian and regional market
- the potential to attract around 300,000 visitors per annum.

The concept images provide an example of the attraction mix, theming and general expectations of the Northern Territory Government in releasing the call for Expressions of Interest.

As visitation and commercial appeal are improved through co-locating an attraction with complementary uses, the investment case for a water park is likely to be improved when incorporated in an integrated development.

Proponents are encouraged to consider a range of uses that could maximise the experience of visitors, which could include (but are not limited to):

- entertainment precincts
- public open space
- recreational activities
- accommodation options
- food and retail outlets
- other unique and distinctive offerings.

The Northern Territory Government has prepared an Information Memorandum, based on the detailed business case. The Information Memorandum will be made available to qualified Proponents.



Concept Illustration  
Wave Oz and swim-up bar

# PROJECT LOCATION

The Northern Territory Government considers that a Darwin CBD site will best achieve the vision for the project.

The Northern Territory Government has identified a site that it considers appropriate for the Project (the Government Site). Equally, other sites identified by Proponents will also be considered.

## Government Site

The Government Site is within the tourism precinct of the Darwin City Waterfront and Convention Centre and within walking distance of Darwin's CBD.

The site offers direct waterfront access with sweeping views of Darwin Harbour, and presents significant development opportunities including:

- approximately five hectares of land with access via Mavie Street and Stokes Hill Road providing significant development potential for a mixed use development

- broad Central Business zoning permitting a range of potential uses
- the potential to leverage the existing wave pool facility located in the waterfront precinct.

Development on this site offers a unique ability to leverage the existing, dynamic and integrated Darwin Waterfront precinct, which offers modern entertainment, recreation, tourism and business experiences. The precinct currently includes a convention centre, hotels, food and beverage offerings and commercial and residential properties.

Further information in relation to the Government Site will be made available to Proponents (refer to Registration section on page 11).



Government Site

## YOUR PROPOSAL

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The Northern Territory Government is aware of keen interest in the project and qualified Proponents are invited to submit EOIs that demonstrate a clear understanding of the Northern Territory Government's vision and that address the following criteria which are outlined in more detail in the EOI document for the project:

- corporate suitability
- capacity, capability and experience
- project vision and concept
- financial capacity
- commercial model.

This EOI invitation represents the first stage in the process and the purpose is to raise awareness of the opportunity and seek EOIs from qualified parties.

If, following the EOI process, suitably capable entities are identified, the Northern Territory Government may approach shortlisted proponents to submit detailed proposals.

The request for detailed proposals process will involve more detailed information being requested in relation to, among other things, the final design and the detailed business model supporting the proposed water theme park, including as part of a broader mixed use tourism commercial development.

## PROJECT TIMELINES

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The Northern Territory Government is keen to progress the Darwin water theme park project. Indicative timelines for the EOI and next phases are:

Registrations open	21 May 2018
EOI invitation open	4 June 2018
Market briefings/site visit	June 2018
EOI closes at 2:00 pm Australian Central Standard Time	22 August 2018
EOI evaluation complete	September 2018
Request for detailed proposals commences	September 2018
Close of detailed proposals phase	February 2019
Preferred proponent announced	Q1 2019
Contractual close	Q1 2019
Financial close	Q2 2019

## REGISTRATION

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Interested parties should register interest through **business.nt.gov.au/waterpark**. The Northern Territory Government will satisfy itself that any interested party seeking to register is a bona fide Proponent and is likely to be able to deliver the Project. The Northern Territory Government may seek any further information from the interested party that it deems necessary and conduct such due diligence checks as it sees fit.

The Northern Territory Government reserves the right in its absolute and sole discretion to accept or reject registration applications.

All parties which have registered interest prior to 30 May 2018 will be advised of the outcome of the Northern Territory Government's due diligence checks by the EOI invitation open of **4 June 2018**.

Parties registering interest after 30 May 2018 will be advised of the outcome of their application within three working days of registering.

Additional information about the EOI and Project will be made available to Proponents that have registered their interest in the Project and been accepted by the Northern Territory Government as qualified Proponents.

The additional information available includes details of what the Northern Territory Government seeks from Proponents through the EOI process and provides guidance on the evaluation criteria that will be used to assess EOI proposals.

## LODGEMENT OF EOI AND ENQUIRIES

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Proponents will need to complete and lodge all necessary EOI documentation by no later than **2.00 pm** (Australian Central Standard Time) on **Wednesday, 22 August 2018**.

Proponents will be able to submit enquiries through the website **business.nt.gov.au/waterpark**

General enquiries in relation to the Project should be emailed to **dwtp@nt.gov.au**

