



# **Expression of Interest Prospect, Welcome Agency for French Families and Workers**



**Information Package, November 2020**



# Prospect Welcome Agency for French Families and Workers Information Pack

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## Introduction

City of Prospect is seeking to engage a local real-estate agency (Agency) to secure accommodation for French families and workers in Prospect via its **Welcome Prospect Program**. French families and workers coming to South Australia will on the whole only relocate for a maximum of 5-7 years and will be seeking rental accommodation rather than purchase properties. The selected Agency will coordinate other real-estate agencies in Prospect and offer only properties in Prospect.

The Agency must have a Prospect rental roll of over 50 Prospect properties and seek to partner with other real-estate agents and private landlords. Prospect has at least eight real-estate agencies with large rental rolls and experience. Through the combination of these rolls Prospect could be able to present a wide range of rental properties to French Families and as such become a preferred destination. This Expression of Interest (EoI) will seek to identify the Agency who can best coordinate other real-estate agents to let properties to French Families and workers. The selected Agency will ideally have the largest rental roll or access to the largest number of rental properties through arrangements with other agents.

City of Prospect invites interested real-estate agents to submit an EoI to act as a leasing agent to assist in attracting French Families and workers to rental accommodation in the City of Prospect. You must demonstrate how you will collaborate with other real-estate agents. In this way Prospect real-estate agents can demonstrate that the City of Prospect has a large rental roll and may become a preferential option for French people to relocate when they arrive from France.

The EoI will be assessed through a selection panel, against a number of criteria aligned with Council's Strategic Plan and *Creating a French Quarter* Plan (Appendix 2). Council is not obliged to accept, nor can it guarantee an allocation to all organisations that apply. Council will, however, explore all available options to assist each applicant to meet its objectives.

The creation of a French Quarter in Prospect is a key priority in 2020/21 Council Annual Business Plan. The French Quarter plan seeks to work on a number of levels, from residential housing, to education programs, events and business attraction.

## Process and Key Dates

Responses to this invitation for Expression of Interest must be in writing and include the following:

- a completed, signed and dated Expression of Interest form (Available as Appendix 1); or
- responses to key assessment criteria outlined in the EOI form;
- letters of support and/or commitment from other proposed user groups, if applicable; and
- any other supporting documentation the applicant feels is relevant to the EOI.

The EOI will be open from 18 November – 21 December 2020.

All proposals must be clearly marked "Prospect, Welcome Agency" and received by 5.00pm on 21 December and emailed to [admin@prospect.sa.gov.au](mailto:admin@prospect.sa.gov.au)

Council will not accept EoI documents that are hand delivered.

The Council is not under any obligation to:

- accept an application or guarantee the allocation of community facilities to every organisation that applies;
- provide an applicant with a further opportunity to respond to this invitation of Expression of Interest; or
- allow an applicant to vary its proposal once that proposal has been lodged.

Indicative timing of the Expression of Interest process is summarised as follows, subject to the Council having the right to vary both the timing and process.

Step	Details	Date
Call for Expression of Interest	Advertised on the Council website.	18 November
Expression of Interest closes		21 December
Expressions of Interest evaluated		December 2020
Nomination of successful Agent		January 2021

## Preparing your Expression of Interest (EOI)

1. Carefully read all parts of this document.
2. Ensure you understand the selection criteria and the evaluation process.
3. Fully complete the EoI form.
4. Make sure you have signed the paper EoI form and responded to all of the selection criteria.
5. Attach all relevant documentation, e.g. letters of support/commitment, and any other documentation that may support your application.
6. Lodge your EoI before the closing date.

## Evaluation Process

In assessing each proposal, the Council will use the following evaluation criteria (not listed in any particular order of importance):

- Collaboration with other real-estate agents in order to gain a large rental roll
- the applicant's ability to meet the Council's objectives;
- the applicant's ability to demonstrate that the program will be managed and maintained in accordance with best practice;

The Council reserves the right to assess the merits of each proposal by taking into account any matter, fact or circumstance which the Council may deem appropriate, in its absolute discretion.

The Council will not be bound to engage any applicant or review any proposal that does not conform to the requirements set out in this documentation.

The respondent acknowledges that the Council is not bound to accept any proposal submitted in response to this invitation for EOI and may terminate the process at any time.

The submission of a proposal does not give rise to any contract governing, or in any way concerning, the EOI process, or any aspect of the EOI process. The Council expressly disclaims any intention to enter into such a contract.

## Welcome Prospect Program

As part of the Welcome Prospect Program, Council will seek to facilitate and provide:

- Agency to facilitate accommodation for French families and workers
- Tours of Prospect and introduction to services
- Translated promotional material on the City of Prospect.

The Welcome Prospect Program will link with existing welcome and relocation services such as:

- Accueil Program, Adelaide <https://adelaideaccueil.org.au/> - provision of advice in French  
Accueil Adelaide will provide up to 50 hours of advice to families and workers who are part of the Welcome Prospect Program
- Adelaide Relocations Service.

## Conditions of Agency

The successful Agent will receive from Council:

- A retainer of \$750 a quarter ex GST for 12 months for the lead agency
- Access to the Welcome Prospect Program.

The minimum number of rental properties managed for the real-estate agency:

- Possess a Prospect rental roll of over 50 properties in the City of Prospect.

Preferred requirements:

- Demonstrate how you will access rental properties not on your roll and under what terms you will collaborate with other real-estate agencies.

Conditions of Engagement for the Agency:

- Charge commission on letting space or sales of property at normal commercial rates as proscribed by the REIA.
- Act in good faith to promote Prospect to French families and workers
- Offer properties only to French people in the City of Prospect postcodes of 5082, 5081 and 5083 only. See full definition of eligible properties in the rear of this EoI\*.

## Closing Date

Expressions of Interest must be lodged by **5.00pm** on 21 December **2020**.

## Further Information

For additional information or to inspect the site please contact.

### **Chris Hannaford**

Director Business and Innovation

Tel. 08 8342 8178

128 Prospect Road | PO Box 171, Prospect SA 5082

## Appendix 1:

# Expression of Interest Form

### Applicant's Details

<b>Name</b>			
<b>Position/Title</b>			
<b>Organisation</b>			
<b>ABN/ACN</b>			
<b>Postal Address</b>			
<b>Street Address</b>			<b>Post Code</b>
<b>Phone</b>			
<b>Mobile</b>			
<b>Email</b>			

<b>Brief outline of your real-estate agency</b>	
<b>List other agencies who may be involved. (if applicable)</b>	

## **ASSESSMENT CRITERIA**

Expressions of interest should address one or a number of criteria including community benefit, economic benefit. Please respond to the following criteria to assist Council in assessing your application.

### **Key Criteria 1: Role of Agency in currently renting properties in Prospect**

Describe in more detail the proposed Agency role in the Welcome Prospect Program.

### **Key Criteria 2: Commercial Experience**

Describe your experience as an Agency and how you would assist French Families and Workers relocate to Prospect in addition to linking with the Welcome Prospect Program.

### Key Criteria 3: Economic Benefit

Describe how the Agency would provide positive community and economic benefits and links to the *Creating a French Quarter Plan*.

### Key Criteria 4: Collaboration

How you would work with other real-estate agents to expand the Prospect French Quarter rental roll. In particular by collaborating with four or more agencies you can go from a rental roll of 50 to 250. In this way Prospect would offer more choice and convenience for French families and workers.

Please describe the mechanism for collaboration such as:

- a) **Simple List** - four – six agencies to collaborate. Lead agency offers combined list of all available rental on first point of contact and participating agencies commit to update first Tuesday of every month.
- b) **Website** four - six agencies to collaborate. Website established to list vacant properties. Lead agencies ensures other agencies regularly update. French families and workers given access to site and contact agent directly. Upon leasing that agency contacts lead agency and site is updated.
- c) **Even Allocation**. To ensure that incoming tenants are evenly allocated to other participating agents funds will be paid on demonstration that at least 50% of properties have been taken up by other agencies.

Please describe method of collaboration

### \*Eligible Properties and tenants

Only Properties in the City of Prospect Council area will be able to be counted on the rental roll.

The properties must be let to bone fide French Families and workers who are relocating to rental properties in the City of Prospect postcodes in the following postcode:  
5082, 5081 and 5083.

<b>Postcode</b>	<b>Eligible</b> suburbs in Prospect for one off leasing fee	<b>Not eligible</b> suburbs in Walkerville or other Council areas
5082	Prospect and Prospect West Thorngate Fitzroy Ovingham (North)	Prospect East (Port Adelaide Enfield) Ovingham (South Charles Sturt)
5081	Collinswood, Medindie and Medindie Gdns	Gilberton, Walkerville and Vale Park
5083	Broadview Nailsworth and Sefton Park (South)	Sefton Park (North)

#### Additional comments:

## Acknowledgement and Declaration

I/We acknowledge that, by submitting this proposal, I/we accept and acknowledge that we are bound by the terms and conditions stated in the invitation.

I/We also declare that the information detailed in this form is true and accurate to the best of my/our knowledge.

#### Applicant/ Authorised Representative:

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**Signature:**

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**Date:**

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# Creating a French Quarter



The creation of a French Quarter in Prospect is the aim of the Alliance Prospect Plan. The Plan seeks to work on a number of levels, from residential housing, to education programs, events and business attraction.



# Creating a French Quarter

## Alliance Prospect

The Creating a French Quarter (CAFQ) plan seeks to develop new initiatives and alliances between local business and new and existing French business. It also seeks to welcome new French people and families to Prospect. The creation of a French Quarter in Prospect is the aim of the Plan. The Plan seeks to work on a number of levels, from residential housing, to education programs, events and business attraction.

The principle mechanism to implement the Plan will be joint ventures or Alliances with key local organisations. City of Prospect could sign memorandums of understanding with organisation such as Le Cordon Bleu to promote

French cuisine and culture. City of Prospect will seek to undertake both simple steps and aspirational projects to build a Franco Friendly area that benefits both communities.

## Future Submarine Program

South Australia will be the key State to build the \$50 Billion submarine contract based on the French Barracuda design. The Future Submarine Program will construct 12 world-leading, regionally superior Attack Class submarines.

The French Naval Group is the lead contractor and has gained a wealth of experience partnering with navies from around the world. They have a team of highly skilled engineers and specialists who are passionate about delivering technically advanced and cost-effective solutions.

The contract for the Naval Group will start to take off in Adelaide in 2023. City of Prospect is positioned well



The Future Submarine program will construct 12 world-leading, regionally superior Attack Class submarines

# The Creating a French Quarter Plan

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to secure French Defence companies who want to be at the centre of Defence Precincts.

There is a significant opportunity to develop new office space specifically designed for the French Defence companies in Prospect.

## South Australia's French Discovery

Napoleon Bonaparte sent Nicolas Baudin on an extensive expedition to explore and chart the "unknown southern land". On 8 April 1802 Baudin's ship *Le Geographe* met Matthew Flinders ship the Investigator off the coast of South Australia.

Baudin and Flinders were cautious as they did not know whether their countries were at war or peace, but as they were commanding exploration and scientific expeditions, they could hope that their meeting would be peaceful. Flinders boarded the French ship and the two captains exchanged information about their explorations. They met about 5 km out to sea and the bay is today named Encounter Bay.

## Prospect's Historic French Connection

Several street names in Prospect have a French connection. Chevalier Street was named after the French artist Nicolas Chevalier (1828-1902), while D'Erlanger Ave was named after Baron Raphael d'Erlanger (d.1897), a French biologist who built his own laboratories at the University of Heidelberg.



Baudin's ship, *Le Geographe*, superimposed over a map of the French-named gulfs of South Australia

# Creating a French Quarter

## Prospect's Competitive Advantages

Prospect is a great place for defence related business in a central location between the City, Maritime Precinct and Edinburgh. It's recognised as one of inner Adelaide's most liveable and connected centres.

Prospect's key assets are:

- Centrally located to all SA Defence Precincts
- Adjacent to the CBD
- High levels of amenity
- GigCity Adelaide connection to provide a secure connection direct to France.

## CAFQP – four elements

The CAFQ Plan will be developed with the following four elements:

1. Industry Attraction and Skills Support
2. Cuisine and Cultural Events
3. Education Internships and Lifestyle
4. Smart Cities and Alliances.

### 1. Industry Attraction and Skills Support

City of Prospect is a leader in economic development and is keen to maximise the economic benefit from the \$50Billion submarine project. One of the key limiters to that project is the lack of engineering and skilled workers in Adelaide.

Local Government in SA has over 400 workers in the Engineering sector, some of whom can be reskilled for the Maritime projects. City of Prospect has developed a Subs and Skills program with the University of Adelaide and will seek funding for that project.

It is also proposed to engage French companies who may seek to relocate to Australia as part of the submarine project.

**Action: New office development in 2023 designed for French Defence related companies**

**Action: Apply for funding for –Subs and Skills program.**



City of Prospect has developed a Subs and Skills program with the University of Adelaide and will seek funding for that project

# Creating a French Quarter

## 2. Cuisine and Cultural Events Program

Les Deux Coqs, a French artisan small goods producer, has a retail stall at the Adelaide Central Market, but it's based in Prospect with a commercial kitchen at 194 Prospect Road. They make small goods and exotic delights such as duck terrine and chilli saucisson. This adds to our great local patisserie Muratti Cakes and Gateau, a Prospect icon since 1990. Prospect Road is one of Adelaide's most successful food and lifestyle precincts.

It is proposed to work with Le Cordon Bleu to enhance the food offerings in Prospect. In particular, masterclasses will be offered to Prospect businesses to

impart the secrets of French cuisine.

Prospect could seek to run a wide range of events using Prospect Businesses and the Cinema Complex on Prospect Road. A French Film Festival has been regularly held at the Prospect Place Nova.

Some specific events that could be supported are:

- French Film Festival - Prospect Place Nova - March.
- Baudin Blues Roots and Food Festival April each year
- French Food Event - on Bastille Day 14th of July.
- Seek Tour Down Under start in Prospect in 2021 with French Teams.

As part of the Cuisine and

Cultural Events Program it is also proposed to provide opportunities for other Francophile retail and restaurant businesses to open in Prospect.

**Action: Develop Alliance with Le Cordon Bleu for masterclasses.**

**Action: Develop Specific French Events with Alliance Française or other groups**

**Action: Seek Small Bar in basement of Town Hall & Alliances with Francophile businesses.**



Delicate pastries and desserts are all on offer at Prospect!

# Creating a French Quarter

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## 3. Education, Internships and Lifestyle

French families relocating to SA need a home and a community. The sandstone villas of Prospect are ideal family residences, while the new apartments are suitable for younger couples or singles. Families need access to schools with a baccalaureate program so that students can get access to French Universities on their return.

St Dominic's Priory College in North Adelaide is a sister school of Blackfriars Priory School, both schools are part of the Dominican faith traditions. St Dominic's run an International Baccalaureate (IB) program. The IB Middle Years Program has been developed specifically to meet the needs of emerging adolescents in Years 6-10. The IB provides a framework for students to develop skills, attitudes and knowledge to enable them to successfully engage in the world. It is also a core foundation link to the French education system.

Council would be interested in working with local schools to provide greater linkages with the two educational systems. In addition, Council could examine the opportunity to develop internships for younger French students to help them integrate into South Australia.

French families relocating to SA need a home and a community. The sandstone villas of Prospect are ideal family residences, while the new apartments are suitable for younger couples or singles.

**Action: Council to provide internships to appropriately qualified French students**

**Action: Engage the following Schools for a baccalaureate or similar program**

- **Blackfriars Priory School, Prospect**
- **Our Lady of the Sacred Heart, Enfield**
- **St Dominic's Priory College, North Adelaide.**

## 4. Smart Cities and Alliances

Develop links with Cities in France and internationally that have an innovation tradition:

- Issy les Moulineaux (Paris) & Binh Duong (Vietnam) - (ICF Top 21 winners for 2020)
- Sophia Antipolis - Tech Park
- Châlons hosts University of Adelaide's ThincLab incubator.

Develop Alliances with the following organisations:

- Alliance Française
- Business France
- French Australian Chamber of Commerce.

**Action: Council develop Alliances with Cities and French organisations that result in an economic benefit to citizens of Prospect.**

**For further information contact:  
City of Prospect**

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Prospect, South Australia 5082

Telephone 8269 5355

[admin@prospect.sa.gov.au](mailto:admin@prospect.sa.gov.au)

[www.prospect.sa.gov.au](http://www.prospect.sa.gov.au)