

BST APPOINTMENT

Wyndham Cove Marina Development

Date:

February 2006

Project:

Integrated Development



Where:	Werribee South, VIC
When:	2006 to Ongoing
Size:	25 hectares
Proj Cost:	\$275M

BST Consulting is pleased to announce its appointment as [Specialist Development and Operations Consultant](#) to the Wyndham Cove Marina Development. David Breadmore, Founder of BST Consulting, said today that he "was delighted to see BST appointed to assist Prudentia Investments Pty Ltd with their development at Wyndham Cove as it is one of the most significant and exciting projects in the key western corridor region of Melbourne."

"We have been initially appointed to assist with the [analysis and feasibility](#) of the Hospitality and Tourism Precinct within the overall project. BST's role will be to carry out an [investigation](#) and [audit](#) of the local tourism, hospitality and accommodation markets through market research, local and regional investigations, utilising our extensive tourism accommodation and operational experience and BST's [HATS](#) (Hotel Accommodation and Tourism System) modelling system".

"The [Feasibility Report](#) will also provide recommendations on the types, standards and structures for the hospitality and tourism components as well as preliminary [financial modelling](#) for the hotel, conferencing and associated food & beverage operations".

"Subsequent stages will utilise BST's [T8 Methodology](#) for developments such as these, driven by detailed [User Needs Workshops](#) and [Analysis](#) and resulting in detailed [Project & Performance Briefs](#)".

"The Briefs will provide [interrelationship](#) and overall [design criteria](#) as well as management's vision and corporate objectives for the project and will form the basis for subsequent [detailed design development](#) by the Architects, Interior Designers, Services & IT Consultants as well as allowing BST to [monitor](#) and [overview](#) the design process from an [operational perspective](#)", he said.

The Wyndham Cove Mariner development will be a significant project for Victoria. The creation of safe and convenient boating facilities at key locations in and around Port Philip Bay has been a part of the Victorian Government's coastal strategy for many years. The proposed location in Werribee South was chosen from many potential sites and has the full support of State and local governments.

The vision for the Mariner is to create of a low impact, financially and commercially viable, socially responsibility, environmentally sensitive and ecologically sustainable development that meets the highest environmental design principles as well as being consistent with State Government policies such as the Victorian Coastal Strategy.

The **Overall Concept** of the Wyndham Cove Marina Development includes:

- Up to 1,000 berths in a safe harbour and associated marina facilities for community boating and marine activities.
- A residential living experience with 164 houses/terraces and 60 apartments that combine the highest standards in design with the latest environmental sustainability principles and initiatives.
- A wide variety of commercial and retail uses including restaurants, shops, bars, a Marina Yacht Club and associated boating facilities.
- A community beach, rehabilitated foreshore and new passive recreational facilities with increased public access.
- The creation of approximately 16 hectares of public open space, wetlands, and coastal reserve which will be both a significant environmental and recreational resource as well as a stormwater treatment facility for both the development and the adjacent agricultural area.
- A breakwater 900m long with purpose-built fishing platforms.
- Assistance in the completion of the Bay Trail between Point Cook and Werribee South.
- Upgrade of the facilities at the Werribee South boat ramp.
- General upgrade of infrastructure including Duncans Road.
- The Werribee South Coast Guard also intends to relocate to the marina.

The **Circular Quay** will be the focal point for the Wyndham Cove Marina. It becomes the central gathering place and a destination in its own right, providing access to all amenities within the developments from the hotel, retail and accommodation facilities to cafes restaurants and boat hire as well as the floating fingers that lead to individual marine berths.

Surrounding the Quay is the 25 hectare **Marina Harbour** area. There is the potential to accommodate 1000 wet berths of various sizes with access via floating walkways (fingers). The harbour is surrounded by a breakwater nearly a kilometre long which protects it from wave action travelling from the south and east, with a smaller breakwater and wave attenuator providing protection from the north.

The **Marina Club** is the social and functional heart of the marina situated on the waters edge for optimum views over boat berths, walkways and fairways.

The **Living Concept** provides for a residential master plan that is based on a curved boulevard mirroring the form of the breakwater and arcing from the southern to northern ends of the site. The boulevard is dedicated for residential access to over 220 terrace houses and apartments that have been design to the highest standards and the latest environmental sustainability principles and initiatives.

At a **Construction Value** of \$275 million, it is expected that the **Economic Benefits** to the community will be significant with the generation of over 320 jobs during the construction period, with ongoing operations creating an initial 100 jobs increasing to 300 jobs when fully operational. The development is expected to add over half a billion dollars back into the local, regional and metropolitan economies during the 2006 to 2011 construction period.

The local and regional economies will also greatly benefit from increased **Tourism** as an estimated 72,000 day-trippers visit the marina annually, generating over \$6 million of direct tourism expenditure.

In terms of **Environmental Best Practice**, the Wyndham Cove Marina will showcase the World's Best Practise Ecological Sustainable Development Principles (ESD) at all stages from design and construction through to the long-term operation of the homes and their surroundings.

Approximately 16 hectares of public recreational space, wetlands and rehabilitated foreshore coastal reserve will be maintained by Wyndham Cove Marina. Recycling of storm water, water harvesting and energy efficient homes each with a 6 star rating will drastically reduce the greenhouse gas emissions. Further, offset planting programs will see revegetation of 500 hectares in the Upper Werribee catchment providing substantial environmental benefits.

BST Consulting (Breadmore Soust Tobin & Associates Pty. Ltd.)

As background, BST have created some of Australia's **leading leisure and hospitality facilities** using **methodologies** that allow comprehensive pre-planning from the ground up to the final operating solution.

Throughout an entire project, BST's role is to ensure that the design of the facilities meets both the **client's vision** as well as **operational integrity** in terms of efficiency and functionality. Through many years of "hands on" **experience**, BST is able to view each project or development from the perspective of the operators and owners, to ensure user and customer satisfaction whilst sustaining a **profitable, efficient and competitive business**.

From project inception, **BST's T8 methodology** can assist with **feasibility studies** and **pre-planning** of the hotel, hospitality and leisure facilities to determine basic configurations, style, marketability and financial pre-planning.

BST's methodology also provides both a **Design Brief** that allows the Architects and Designers to design a solution right first time and an **Operational Brief** which encompasses the client's detailed expectations and requirements and provides the selection criteria for potential operators.

Once operations are up and running, BST can assist with all aspects of the operation and facilities including audits, facility assessment, branding, marketing, customer satisfaction, profitability, efficiency, technology, training. BST can **streamline** operations as well as enhance the business through tourism information, marketing and promotional activities to attract the target audience.

Further information can be found at www.bstconsulting.com.au or by contacting Sally Davey at sally@bstconsulting.com.au

