

# GOOLUGATUP HEATHCOTE CULTURAL PRECINCT

Registration of Interest – Dandalup Murray House:  
Leasing opportunities for the arts, culture and well-being industries





# Your exciting future at iconic Goolugatup Heathcote

**The City of Melville is seeking Registrations of Interest (ROI) from diverse organisations and individuals for a unique tenancy opportunity. We are looking for partners in the arts, culture, and well-being industries to help us create a must-visit cultural destination at our iconic site overlooking the Swan River in Applecross.**

Goolugatup Heathcote's cliff-top, heritage buildings and its adjacent foreshore grounds are a much-loved recreational area that combine to become a leading cultural destination in the region.

The historical buildings and surrounding parkland already host thriving cultural and commercial activities. These include a contemporary art gallery, museum, restaurant, public markets, music events, artist studios, art classes, creative small businesses, and recreation. The site features a renowned children's playground and sunset river views, both which attract locals and visitors from across the metropolitan area.

*Goolugatup Heathcote and the City of Melville acknowledge the Bibbulmun people as the Traditional Owners of the land on which we stand and pay respect to the Whadjuk people, and Elders past, present, future.*

New leasing opportunities are now available in the site's largest building, Dandalup Murray House.

Our goal is to secure long-term, short-term or temporary leases in the arts, culture and well-being sector including related commercial activation.

Your tenancy would contribute to and develop the potential of Heathcote, in line with the Heathcote Cultural Precinct Vision and Place Plan Project 2016-2025.

Note: Permanent food and beverage opportunities are not being sought as part of this ROI process.





# A connected community

**Goolugatup Heathcote is less than 10 kilometres from the Perth CBD and closely connected to a number of vibrant and growing urban communities.**

For cultural and commercial organisations, provides superb access to expanding residential and business communities and hundreds of thousands of potential visitors and customers created by increasing density in surrounding suburbs and transport hubs.

Goolugatup Heathcote is on the fringe of the Canning Bridge Activity Centre that surrounds the integrated rail and bus transport station at Canning Bridge. The local area is expected to more than double in population by 2031, with employment increasing by 40%. Developments within the Activity Centre will include a mix of residential, civic, office, retail and entertainment uses.

A further 10 minutes south along the Kwinana freeway, the Murdoch Specialised Activity Centre will eventually become one of the largest employment areas outside of Perth's CBD. Over the next two decades the area is expected to create 35,000 jobs, house 22,000 residents and support 44,000 students.





# Unique leasing and activation opportunities

**Dandalup Murray House is 573m2 and contains bathrooms, end of trip facilities, a kitchenette and kitchen area. There are rooms in various sizes to suit many different functions. Ample free parking is available, as is public wifi, and many spaces contain airconditioning and river views.**

We encourage ROI responses from:

- Arts, cultural and well-being sector groups, individuals or allied businesses;
- Applicants capable of meeting/exceeding our site vision and objectives;
- Event specialists who are seeking to activate unique spaces of varying scale and location;
- Individuals, organisations and businesses wanting to be a part of a growing, inclusive, caring, creative community.

You are invited to consider the use of spaces within Dandalup Murray House for retail or non-retail purposes in long and short term leases.





# PLACE VISION 2025

A beautiful and intimate destination with local to international reach for cultural experiences and recreation.

Four focus areas have been identified as part of the vision:

## Creativity & Innovation Hub

- Art centre
- Co-working space
- Artists, makers, designers
- Community creativity
- Entrepreneurs

## Re-imagined Heritage Site

- Historical interpretation
- Aboriginal history
- Mental reception home
- Cultural tourism

## Recreation Site

- Playgrounds
- Parkland and gardens
- Picnic areas
- Walking paths
- Connection with nature

## Local Food Hub

- Varied food & beverage
- Local artisanal producers
- Responsive to trends
- Retail



## OUR SIX STRATEGIC THEMES

From an analysis of the stakeholder engagement and place audit findings, six strategic themes have been identified. These themes are interrelated and provide insight into the strengths and challenges of Heathcote as it is now, as well as how it could transform into a place that delivers more value in future.

- Place co-creation
- Increased activation
- Strong brand awareness
- Visibility and adaptability
- Living history
- End-to-end experience

## OUR PLACE VALUES

- Co-creation
- Intimate scale
- Escape/ retreat/ a bit out of the way
- Bespoke/ personalised/ customised
- Edge/ satellite
- Made in WA/ local

We value and build upon the uniqueness of:

- Our history and heritage
- Picturesque river views
- Diverse cultural experiences



# Dandalup Murray House

As the largest building on the site the mix of potential uses provides a dynamic environment for visitors and residents. Dandalup Murray House is comprised of several large and versatile spaces with a potential for a wide range of uses that align with the Heathcote Vision.

Panoramic Swan River views in a unique heritage listed building 10km from the CBD make this a rare opportunity.



573m2 available



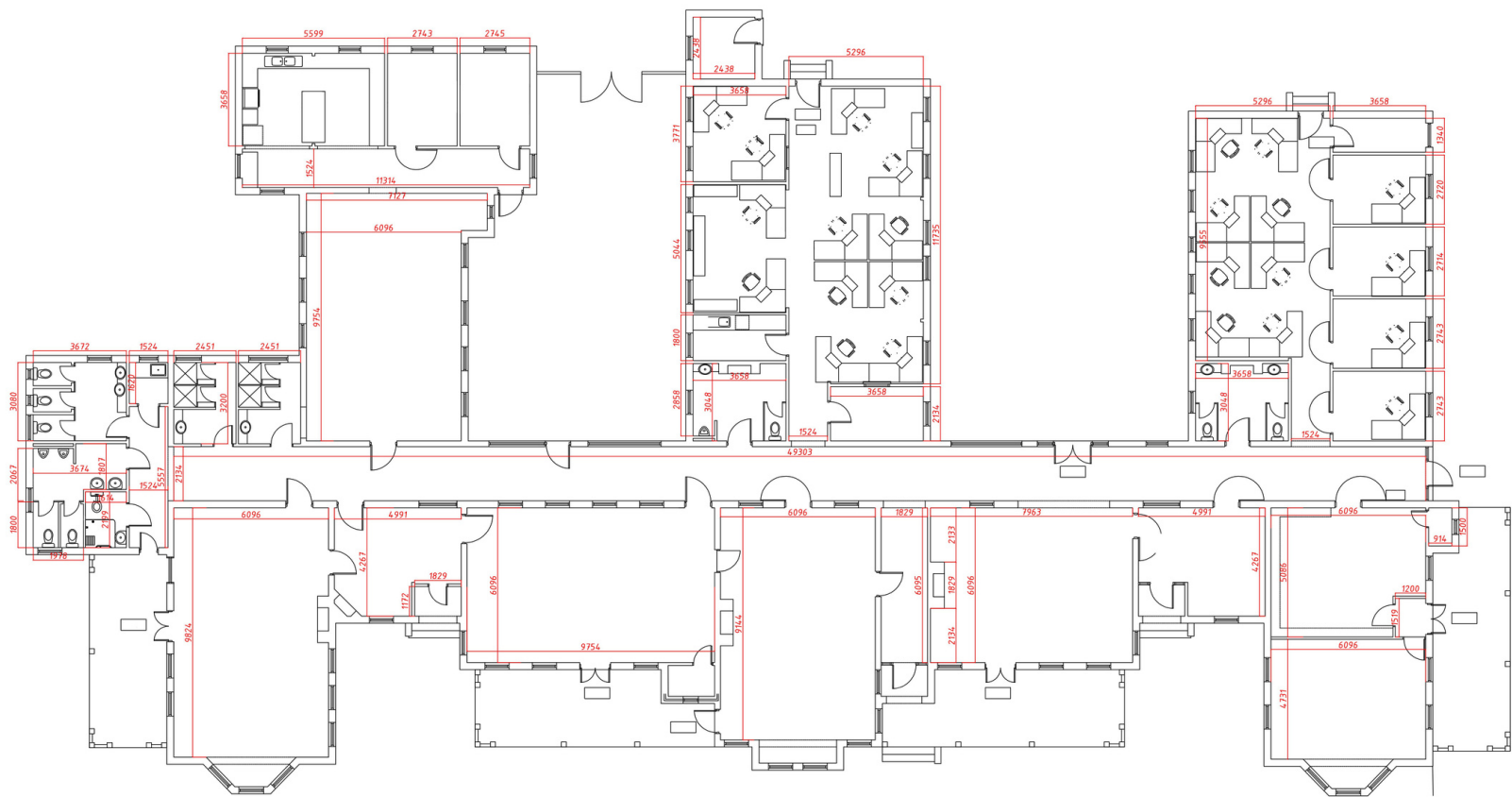



Views of Dandalup / Murray House.



# Dandalup Murray

## House floor plan





City of  
**Melville**

SCALE

1:100 @ A1

SURVEYED	XXXXX	ADOPTED BY COUNCIL
DESIGNED	XXXXX	XXXXX
DRAWN	XXXXX	APPROVED
CHECKED	XXXXX	XXXXX

HEATHCOTE

MURRAY HOUSE

CAD FILE

XXXXX

DRAWING STATUS	SHEET
XXXXX	01 of 01
PLAN No.	AMENDMENT
XXXXX	0



# Key Dates

Dandalup Murray House tour dates

1. Tue 22 Sept 9.30am
2. Thurs 24 Sept 12.30pm
3. Fri 25 Sept 3pm

Please contact [heathcote@melville.wa.gov.au](mailto:heathcote@melville.wa.gov.au) or (08) 9364 5666 to book a tour with Gallery and Museum staff.

14/10/20 ROI Closes

15–22/10/20 ROI Assessment (one week)

REQUEST FOR DETAILED PROPOSAL (RFDP)

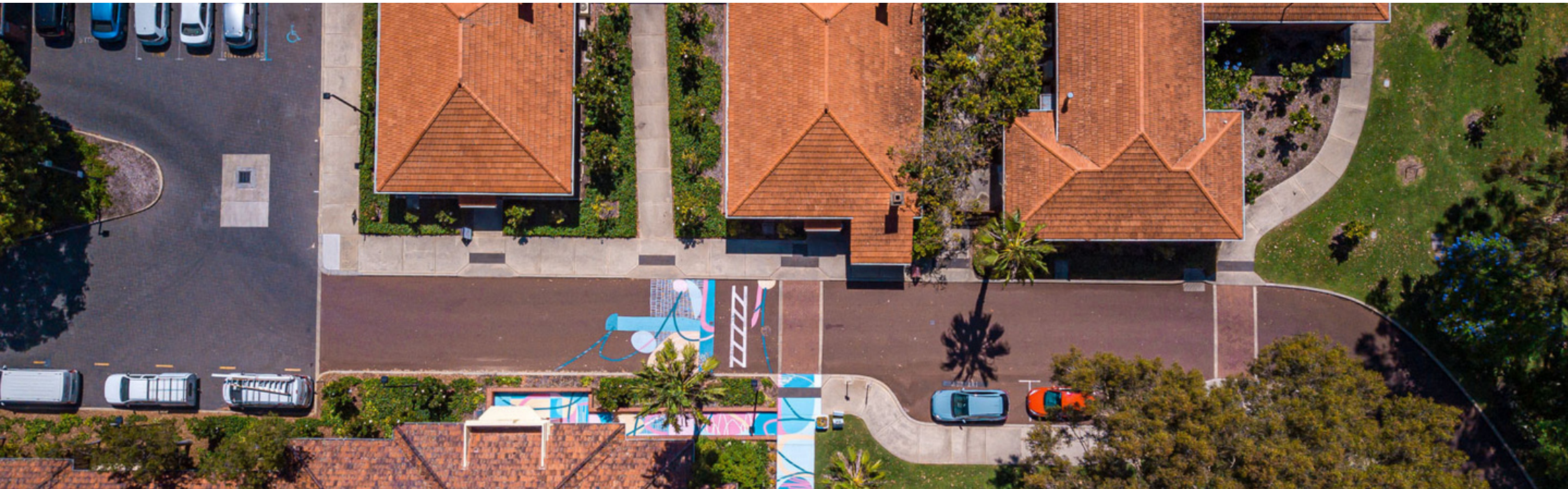
23/10/20 Return feedback to applicants and ask for RFDP

20/11/20 RFDP closes

23–27/11/20 RFDP Assessment (one Week)

30/11/20 Successful applicants notified

31/1/21 Move in dates late January (negotiable).





# Confidentiality

All information submitted to the City of Melville during the Registration of Interest (ROI) or the Request for Detailed Proposal (RFDP) process will remain confidential. However, information may be shared with the City of Melville's assessment team.

The City of Melville reserves the right to use general information that has been submitted for its own internal purposes in order to advance the concepts and designs for the site.

The City of Melville is under no obligation to continue dealing with one or any of the ROI or RFDP respondents at any stage in the process. The City of Melville may elect, at its sole discretion, to pursue another idea or option if the outcomes of this process do not meet the City of Melville's vision, objectives or expectations for Goolugatup Heathcote.



## GOOLUGATUP HEATHCOTE

