

# Proposal from Perth Outdoor Events Pty Ltd to Provide Beach Lounge Chairs on Cottesloe Beach

Presented to the Town of Cottesloe



11<sup>th</sup> March 2014

## **Overview**

Perth Outdoor Events Pty Ltd is proposing to provide beach beds (sturdy sun lounges) with shade umbrellas at Cottesloe Beach, subject to the approval of the Cottesloe Surf Life Saving Club and the Town of Cottesloe.

Beach beds for hire are offered at beaches around the globe. Examples of this service can be found at Waikiki Beach in Hawaii, Manly Beach in New South Wales, Pompano Beach in Florida, Sylt in Germany and popular beaches in Turkey, Greece and Croatia. The popularity of beach beds among visitors at these diverse locations shows that this offering would be a well-received addition to Cottesloe Beach.

To offer this service at Cottesloe Beach, Perth Outdoor Events Pty Ltd is requesting to use a small section of the beach (approximately 100 square metres) six months per year.

## **Benefits**

The provision of beach beds at Cottesloe Beach would provide a number of benefits to the community including:

- Improving the comfort and enjoyment of beach visitors
- Creating a point of difference for Cottesloe Beach compared to other local beaches
- Improved safety and security with the area where beach beds are located being monitored by an on site employee. This employee would have undergone basic first aid training also.
- Reduced risk of sunburn and skin cancer due to shade umbrellas provided with beach beds (Cancer Council endorsement currently being assessed).
- No infrastructure or utilities needed other than that provided by the company.
- No permanent environmental impact when the beach beds and umbrellas are removed each day.
- No removal of vegetation.
- Protection from the prevailing wind in the afternoon, allowing patrons to stay at the beach for a longer period.

In addition, the provision of shaded beach beds fits with the proposed Cottesloe Foreshore Redevelopment Plan that states "The overall objective is to transform the Cottesloe Beachfront into an attractive public asset which people can be proud of..."

Particularly, the service matches the objective of "Providing interesting and useful public spaces".<sup>1</sup>

## **Operational Plan**

The following is the proposed operational plan for providing beach beds for hire at Cottesloe Beach. We welcome comments and questions from the Town of Cottesloe to improve the plan.

1. Dates – from 1 October 2014 to 30th April 2015, seven days per week.
2. Hours of operation – from 7.00 am to 6.00 pm each day, with at least one employee present at all times.
3. Beach beds will be hired to the general public for \$10.00 per 2 hour block.
4. Small and unobtrusive shade canopy where employees will transact with customers and arrange beach bed hire.
5. Quantity: 30 Beach beds available for hire.
6. Storage options will depend on the type of beds used (based on the preferences of the Town of Cottesloe).
  - a. Option 1 – Beach beds will be removed from the beach at the close of business each day and stored offsite.
  - b. Option 2 – Beach beds will remain on the beach permanently. In this option heavy duty weatherproof beds with solid timber frames and built-in shade canopies will be used.

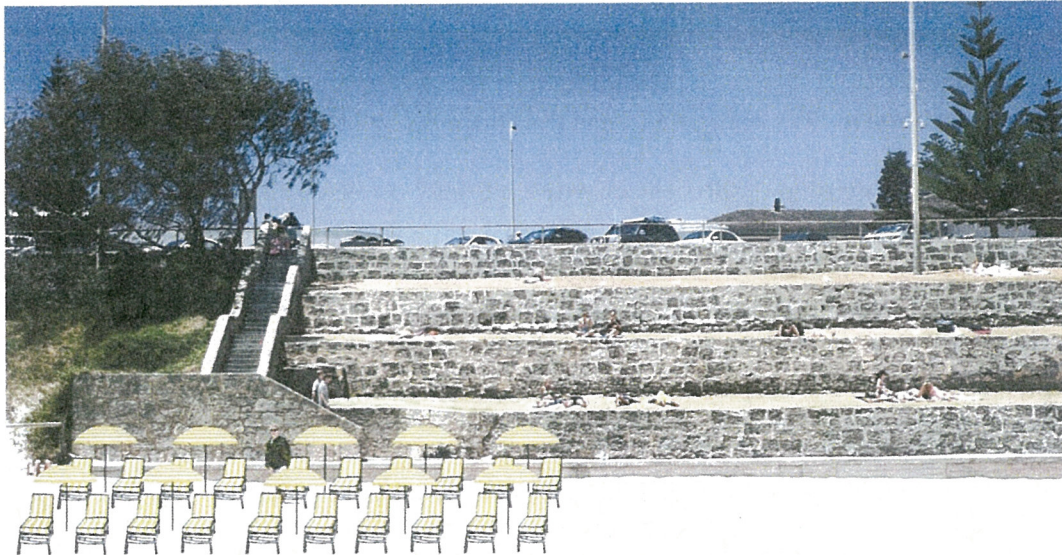
Under Option 1, umbrellas will be securely positioned between each two beds. Heavy steel bases will ensure that umbrellas to not move in the event of strong winds on the beach.

7. The colours, design and style of the beach beds to be chosen in consultation with the Town of Cottesloe. One option will be to match the colour scheme of the Cottesloe Surf Life Saving Club.

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<sup>1</sup> Cottesloe Foreshore Redevelopment Plan Brochure  
[http://www.cottesloe.wa.gov.au/d/Resource\\_Library/Council/Media\\_Statements/SXN615T5R9C1JG42JH3RJAM4N498IJ/9J5BDD3LYL4QWA1.pdf/Cottesloe+Foreshore+Redevelopment+Plan+-+28+February+2012.pdf?](http://www.cottesloe.wa.gov.au/d/Resource_Library/Council/Media_Statements/SXN615T5R9C1JG42JH3RJAM4N498IJ/9J5BDD3LYL4QWA1.pdf/Cottesloe+Foreshore+Redevelopment+Plan+-+28+February+2012.pdf?)

Possible styles include high-end beach beds with storage and simple lounge chairs as pictured below.



## Risk Management and Safety

In order to manage risk and increase safety, a number of measures will be undertaken including:

- Screening and training of employees – potential attendants will be carefully screened to ensure the safety and security of the operation. Interviews and background checks will be used to screen potential employees. All employees will be trained in basic first aid. In addition, safety training will cover all aspects of the role, including proper techniques to move equipment to avoid injury.
- Perth Outdoor Events Pty Ltd will purchase public liability insurance to protect the company and town against financial loss. Trident Insurance has approved coverage in principal, with the coverage details to be determined.

## About the Company

Perth Outdoor Events Pty Ltd is owned and operated by Chris Monahan and James Abbott. Chris and James both live in and are active in the local community, and have extensive experience in business.

### Chris Monahan

Chris has been a company director for the past 10 years and is a property consultant and business development manager for BCG and a western suburbs builder. In earlier roles he has been involved in the media industry, brand re-launches and start-ups. Between 2000 and 2005, he was a radio announcer for 92.9FM and Nova 93.7FM.

Chris is currently completing his Certificate IV in Frontline Management from the Australian Institute of Management and is a licensed finance broker. Chris is an active member of the community who is passionate about the beach lifestyle and supporting local projects. In his free time he enjoys socialising and competitive tennis. Chris has also completed the Rottnest channel swim twice and is aiming for a 3<sup>rd</sup> crossing in 2015.

### James Abbott

James is the Director of the Fremantle Doctor Pty Ltd which specialises in property development. In previous roles he managed a number of events in Adelaide including festivals, marquee hire, and catering. James also managed a plumbing company and was Operations Manager at East Timor Fuel. He is a licensed plumber, holds a first aid certificate, is a member of the Master Plumbers Association, and has completed business management and first aid courses.

James enjoys working with the public and is an active member of the community. He is a lifesaver at **Cottesloe Surf Life Saving Club**, participates in a wide range of water sports and enjoys volunteering.

## Contact

James Abbott

Chris Monahan