City of Stirling
City of Choice

Expression of Interest

Scarborough Beach Gateway

Southern Site



Acknowledgement of Country

The City of Stirling is situated on land known as Mooro Country, which has been home to the Wadjak Nyoongar people for over 60,000 years.

This region stretches from the Indian Ocean in the west to Ellenbrook in the east, and from the Swan River in the south to Yanchep in the north.

The City of Stirling acknowledges the traditional custodians of this land, the Wadjak people of the Nyoongar Nation, and pays respect to the Elders both past and present for they hold the memories, the traditions, the culture and hopes of Aboriginal Australia.

DISCLAIMER: Important – this document is a summary only. It is provided to help you decide whether to investigate the opportunity further. It is not the Expression of Interest (EOI) Documentation and it does not describe all of the conditions, obligations and risks that apply. The EOI Documentation comprises Part A – Background & Support Information, Part B – Submission Requirements, all annexures, and every addendum issued by the City. Interested parties must review the EOI Documentation in full before preparing a submission. Where anything in this document is inconsistent with the EOI Documentation, the EOI Documentation prevails.

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A rare landmark coastal hospitality opportunity at Perth's ultimate beachside precinct – Scarborough Beach Gateway

One of Western Australia's most recognised coastal destinations, Scarborough Beach has evolved into Perth's ultimate beachside precinct, bringing together coastal lifestyle, hospitality, recreation and entertainment in a way few destinations can match.

Following significant public investment and precinct revitalisation, Scarborough Beach Gateway represents one of the final major opportunities to contribute to the future evolution of this iconic beachfront destination.



A strategic location for future growth

Located just 20 minutes from Perth CBD and connected to a growing metropolitan catchment, Scarborough Beach offers a rare combination of coastal appeal, established visitation, destination infrastructure, year-round activation and future growth potential.



A vibrant coastal destination

Long loved by locals and visitors alike, Scarborough Beach blends surf and skate culture, coastal experiences, vibrant hospitality, major events and an active beachside lifestyle into a destination unlike anywhere else in Western Australia. Today, it attracts families, friends, visitors, businesses and investors seeking to be part of one of the state's most dynamic coastal communities.

Scarborough Beach Gateway arrives at a pivotal moment in the precinct's evolution

Why invest now

- ✓ Significant public investment has transformed the foreshore into one of Perth's most vibrant coastal destinations.
- ✓ Wellness, lifestyle and experience-led destinations continue to represent a growing visitor market.
- ✓ Scarborough Beach now benefits from established visitation, hospitality, year-round programming, accommodation and recreation infrastructure.
- ✓ Opportunities to secure a development position within an established metropolitan beachfront precinct are increasingly scarce.


Destination Perth

Key investment highlights

- ✓ A strategic coastal position beside the precinct's pristine coastline, promenades, civic spaces, recreation anchors and visitor attractions.
- ✓ One of the few remaining beachfront development opportunities within the Scarborough Beach precinct.
- ✓ Prime location within Perth's premier beachside destination.
- ✓ Existing visitor economy supported by hospitality, accommodation, events and recreation.
- ✓ Long-term investment opportunity through a Crown lease and sub-lease structure.
- ✓ Opportunity to make a mark in the next chapter of an iconic Western Australian destination.

Southern Site
Hospitality opportunity

Northern Site
Future recreation

The Scarborough Beach precinct is a destination primed for growth:

~$195m
annual expenditure

60 events
from 2023-2025, attracting hundreds of thousands of attendees annually

2.1m
visitors in 2025
~2.7m forecast by 2035

Source: Alinea Group

Scarborough Beach Gateway provides an established destination built for activity, connectivity and growth

Scarborough Beach is one of Perth's most vibrant coastal destinations, combining world-class beachfront amenity, year-round visitation, major public investment and a distinctive identity built around lifestyle, recreation, entertainment and community.



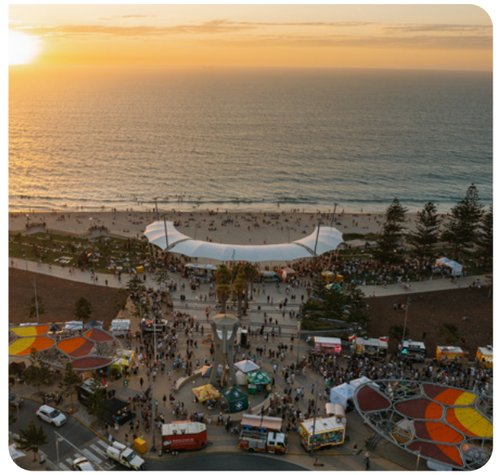
A unique mix of attractions and experiences

Unlike any other metropolitan beachfront destination in WA, Scarborough Beach combines:

- ✓ WA's only public beachfront pool (Stirling Leisure – Scarborough Beach)
- ✓ Event spaces for markets and community activity (Scarborough Square)
- ✓ Scarborough Amphitheatre for major events
- ✓ Skate and play facilities
- ✓ Beachfront hospitality
- ✓ Visitor accommodation
- ✓ Year-round event programming
- ✓ Wellness and recreation experiences.

All within a highly walkable beachfront environment.





Strategic metropolitan location

Scarborough Beach occupies a prime coastal position within metropolitan Perth. Its location offers convenient access to:

- ✓ Perth CBD
- ✓ Perth Airport
- ✓ Stirling Station
- ✓ Karrinyup
- ✓ Joondalup
- ✓ Perth's northern growth corridor.

The free Surf CAT bus service further strengthens connectivity between the coast and key transport hubs, operating every 10 minutes between Stirling Station and Scarborough Beach.

Scarcity creates value

Opportunities to secure a development position within an established metropolitan beachfront destination like this are increasingly uncommon. Scarborough Beach Gateway combines:

- ✓ Long-term tenure potential
- ✓ An established visitor economy
- ✓ Significant public investment
- ✓ A recognised destination brand
- ✓ Strong place-making foundations.

This is a rare opportunity to help shape a destination that could only exist at Scarborough Beach, influencing tenant mix, visitor experiences, destination identity and the future evolution of one of Western Australia's most recognised coastal precincts. Together, these foundations create a platform for sustained private investment, lasting community benefit and long-term destination growth.

A sustainable future vision for this thriving destination

The City of Stirling has established a clear vision for Scarborough Beach Gateway. The opportunity now is to identify a partner capable of transforming that vision into an exceptional, low-scale and family-friendly coastal destination that complements and enhances the broader Scarborough Beach experience.



Great destinations create memorable experiences that encourage people to stay longer, return more often and become advocates for the places they love, not just visit.

Scarborough Beach Gateway presents an opportunity to create a destination that becomes part of people's lives while contributing to the ongoing evolution of Perth's ultimate beachside precinct and reinforcing its reputation as one of Australia's most recognised coastal destinations, both nationally and internationally.

The City of Stirling is seeking ideas that:

1 Draw on Scarborough Beach's unique character

Create a welcoming experience that reflects the precinct's coastal setting, active lifestyle, authentic personality and iconic beachfront location.



2 Enhance the foreshore experience

Introduce new activity that encourages visitors to stay longer, return more often and engage more deeply with the destination.



3 Support year-round activation

Deliver experiences, programming and uses that contribute to activity beyond traditional seasonal visitation patterns.



4 Deliver lasting value and performance

Create a destination capable of evolving alongside Scarborough Beach and remaining relevant for generations to come.



Scarborough Beach Gateway at a glance

A snapshot of the site, development vision, delivery expectations and pathway for participation in the Expression of Interest process.



Illustrative purposes only.

Southern Site key details:

Land area

Approximately 2,355m² of vacant coastal land within the Scarborough Beach precinct.

Position

Situated between The Esplanade and lower promenade, adjacent to the future Northern Site opportunity and key precinct destinations including the Scarborough Surf Life Saving Club, Scarborough Square and the Amphitheatre.

Intended outcome

A low-scale, climate-responsive, family-friendly destination integrating hospitality, wellness, retail, recreation-aligned experiences, events and visitor services.

Delivery role

Fund, develop, operate, maintain and renew the asset, subject to the formal process and approvals.

Tenure

Investment-enabling long-term Crown lease via a sub-lease structure, subject to statutory approvals.

Procurement process

- **Stage 1 – Expression of Interest:** A low-cost process focused on vision, capability, governance, experience and readiness.
- **Stage 2 – Request for Detailed Proposal:** Shortlisted respondents will be invited to provide a detailed proposal including concept, operating model, delivery strategy and commercial position.

Express your interest in this transformational destination opportunity

This Expression of Interest process is deliberately low-cost. Detailed designs, financial models and commercial offers are not required at this stage.



The City of Stirling is seeking respondents who can demonstrate:

- ✓ **Alignment to the vision**
  A compelling response to Scarborough Beach's coastal setting and future aspirations.
- ✓ **Relevant experience**
  Experience delivering high-quality coastal, tourism, hospitality, wellness or mixed-use destinations.
- ✓ **Operational credibility**
  A proven approach to destination operations, maintenance, safety and activation.
- ✓ **People and partnerships**
  A capable team with the experience and maturity required to deliver a major coastal destination project.
- ✓ **Readiness and capacity**
  Financial and organisational capacity to progress a long-term investment opportunity.
- ✓ **Distinctive fit**
  A clear explanation of why your organisation is uniquely positioned to deliver Scarborough Beach Gateway.

Don't miss this once-in-a-generation chance to create a lasting legacy and help shape the future of Scarborough Beach Gateway.

Express your interest today.

Your next steps

Scarborough Beach Gateway represents an opportunity to help shape the next chapter of one of WA's most recognised coastal destinations.

If the opportunity aligns with your organisation's experience, ambitions and investment objectives, the next step is to engage with the formal Expression of Interest (EOI) process.

Submission details

This document is intended to assist prospective Respondents in determining whether the opportunity warrants further investigation and participation in the formal process. Interested parties should access the formal EOI documentation through the nominated procurement portal outlined below:

- **Closing Time: 14:00 AWST**
- **Closing Date: 18 November 2026.**

Online Submission Address:
https://public.sl360.au/request/advertised



Key documentation

The procurement portal contains all information necessary to prepare a response and receive official updates and correspondence throughout the process, including:

- EOI Conditions and Process Rules
- Response Requirements and Submission Instructions
- Evaluation Criteria
- Probity and Communication Requirements
- Clarification and Addenda Processes
- Submission Timetable and Key Dates.

NOTE: The formal EOI documentation would prevail in the event of any inconsistency with information presented in this opportunity overview. Dates are indicative and may be varied by addendum issued through the procurement portal.



Proposed engagement pathway

An overview of the procurement, evaluation and approval process from Expression of Interest through to project delivery.

1

Information and readiness process

July to August 2026: completed

2

Expression of Interest

Launch October 2026

3

Expression of Interest submission period

5 weeks for submission

4

Short-listing of Expression of Interest respondents

November 2026 to February 2027

5

Request for Detailed Proposal

Launch March 2027

6

Request for Detailed Proposal submission period

~8 to 12 weeks for submission

7

Evaluation, preferred respondent and Council reporting

July 2027

8

Major land transaction process plus formal Council consideration

Subject to Council processes

9

Execution of head and sub-leases

Subject to Council resolution and State Government processes

DISCLAIMER: Where the City of Stirling (City) proposes to lease/dispose property, approval to lease/dispose is required by Council resolution. Council approval will be sought following the Request for Detailed Proposal phase and following any negotiations with the recommended shortlisted Respondent. Respondents will be assessed by the City, which may be supported by appointed subject matter experts, and will be advised of the outcome by written correspondence.

For more details about this opportunity or procurement process, please contact the City of Stirling Property and Commercial Services team.

Call (08) 9205 8555 or email propertyservices@stirling.wa.gov.au

Shaping Scarborough Beach's future together

The vision for Scarborough Beach Gateway has been informed by previous community engagement, including the Feels Like Scarborough project. Feedback reinforced the importance of preserving Scarborough Beach's unique coastal character while enhancing family-friendly activation, wellness, recreation, social connection and quality public spaces that complement the existing precinct.



City of Stirling
City of Choice

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