

ITEM NUMBER: 12.1

CONFIDENTIAL ATTACHMENT 2

MOSELEY BEACH BAR

(Report No: 269/18)

Pursuant to Section 83(5) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Council Members upon the basis that the Council consider the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Council will receive, discuss or consider:

- b. Information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the council is conducting, or proposing to conduct, business, or to prejudice the commercial position of the council; and would, on balance, be contrary to the public interest.**

RD Jones Group initial capital investment was more than [REDACTED] and thereafter weekly operating costs totalled [REDACTED] per week over 11 weeks with a total investment reported to administration of approximately [REDACTED].

2017/2018 financial year Moseley Beach Bar made a profit of [REDACTED] and a residual of [REDACTED].

2018/2019 financial year RD Jones Group have forecast a [REDACTED] net profit on trading 122 days. This will be achieved by;

- Refining processes and creating efficiencies with greater understanding of on beach operations.
- Extended trading period to increase return on bump in bump out costs totaling [REDACTED].
- Increase marketing and promotional investment in the lead up to the activation with an extended lead time.

RD Jones Group return on initial capital investment of [REDACTED] upwards is to be recovered across a [REDACTED] period. Importantly RD Jones Group have stated that residual trade at the Moseley Bar & Kitchen increased during the Moseley Beach Bar operations which again subsided post activation.

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