





## THE CONCEPT – THE BROLLY BROS VISION

Scarborough Beach is an iconic tourist destination and attracts many visitors every year.

The Brolly Bros vision for Scarborough Beach is to make the beachfront more dynamic by giving people options to hire affordable beach equipment, and ensure the unique Aussie beach culture is retained.

The Brolly Bros proposal is to operate a hire business at Scarborough Beach offering striped beach umbrellas, sun loungers and deck chairs.

The Brolly Bros proposal will combine European sophistication with laid back Aussie beach culture.

The Brolly Bros will provide a sun smart option to encourage people to spend more time enjoying the revitalised Scarborough Beach while being protected from the sun. It will be visually appetizing for visitors to the beach and a practical solution for beach goers.

The Brolly Bros proposal would activate the Scarborough Beachfront, and be complimentary to other services proposed for the beach including food stalls and the hire of stand-up paddle boards. Our striped umbrellas, deck chairs and sun loungers will provide a visual connection of Scarborough's cafés and bars to the beachfront.

The Brolly Bros proposal will be low impact and have a minimal footprint on the beach. The Brolly Bros will load the equipment early in the morning and will set up a gazebo to hire the equipment from. The Brolly Bros will take down and remove the gazebo; brolly's, deck chairs and sun loungers from the beach at the end of the day.

The Brolly Bros believe the costs to hire brolly's, deck chairs and sun lounge's needs to be affordable to ensure they can be enjoyed by everyone. The Brolly Bros do not believe in making it an exclusive option as West Australians pride themselves on the beach being available and accessible to everyone.

The Brolly Bros proposal will not include a "roped off" or "exclusive" area for the brolly's, deck chairs and sun loungers as The Brolly Bros vision is to provide affordable beach equipment that can be enjoyed by everyone.





## THE PRODUCTS

The number of brolly's and sun loungers to be hired by The Brolly Bros will be subject to discussions with the Metropolitan Redevelopment Authority and the City of Stirling.

The Brolly Bros ethos is fun, friendly and welcoming. We want everyone to enjoy The Brolly Bros experience.



Beach Umbrellas



Deck Chairs



Sun Loungers

## BUSINESS OPERATIONS/PLANNING

The Brolly Bros will employ local students who share The Brolly Bros vision for the revitalised Scarborough Beachfront. The Brolly Bros will operate on Friday, Saturday and Sunday and on public holidays and will operate during the week over the busy summer holiday period and at Easter. It is anticipated that The Brolly Bros will operate from October until May, contingent on the weather.

The Brolly Bros will be easily recognisable at Scarborough Beach in their matching black and white striped t-shirts and they will be a welcoming and friendly addition to the beach.

The Brolly Bros proposal will assist in broadening Scarborough's beachfront appeal by catering to a wide demographic of people; old, young, families, tourists and locals. Offering people a service to hire a brolly and a sun lounger will be an experience not previously enjoyed at any metropolitan Perth beach. It will be attractive for people who don't like to be in the sun all day or have young children and it will also encourage people to spend the whole day at Scarborough Beach.

## AVAILABILITY

The Brolly Bros are available to commence the space activation this summer.

## PREFERRED LOCATION

The preferred location for The Brolly Bros space activation is Section 5: The foreshore.



*Scarborough Beach*



## BUSINESS PLAN/BUDGET

The Brolly Bros will be an owner-operator business.

The Brolly Bros plan to introduce the business to South Beach in Fremantle and are meeting with the City of Fremantle in the coming weeks.

The Brolly Bros would propose a trial period of three years with the permit available for extension from this time.

## PROPOSED PRICING

Hour	Brolly	Sun lounger/ deckchair	Both	Two sun loungers/ deck chairs plus brolly
2 hours	\$10	\$15	\$20	\$25
Half-day	\$15	\$20	\$30	\$35

The Brolly Bros proposal will make the Scarborough Beachfront a unique destination and encourage people to spend the day with The Brolly Bros at Scarborough Beach.

## DEMONSTRATED EXPERIENCE: WHO WE ARE

The Brolly Bros are three brothers, born and bred in Western Australia with European heritage. We are fluent in Italian and have had a combined 25 years' experience in the hospitality industry.

Matt Kinder has worked and managed bars in Perth for most of his twenties and is now in a key business and commercial role.

Tom and Joe Kinder similarly worked in small bars and hospitality and are both now in the teaching profession. All The Brolly Bros have been involved in beach life growing up in Perth, including participation in local surf clubs.

We have a consistent vision with the Scarborough Beachfront redevelopment. We are young, energetic and want to make the most of our beautiful surrounds. WA has the best beaches in the world but the potential of these beaches has not been realised. The Brolly Bros believe WA does not make the most of its natural environment and we want to be involved in changing that mindset.