



# Five Year Master Plan

Maydena Bike Park  
DRAFT



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## Disclaimer:

This document has been prepared to detail the potential future development of Maydena Bike Park (Maydena Adventure Pty Ltd). Projects and developments are conceptual in nature, and are subject to change. MBP may elect to modify, remove, and/or add additional projects at its sole discretion. Projects and developments detailed in this document are typically yet to receive development approval. Inclusion in this document in no way implies that a project has development consent.



# 1 Overview

Maydena Bike Park (MBP) will celebrate its fifth birthday on January 26<sup>th</sup> 2023. This document will outline a five-year master plan for the park from this point, through to the parks 10-year anniversary in 2028.

The master plan proposes a bold and ambitious strategy, which aims to establish MBP as one of Australia's leading eco and adventure tourism operations, and one of the world's leading mountain bike destinations. The strategy is underpinned by a comprehensive review of the first five years of facility operation, and a market and competitor analysis. MBP has a number of key underlying attributes which position it well for future growth, including significant vertical elevation, strong natural values, and proximity to a capital city and international airport.

The master plan proposes a wide range of multi-faceted developments, which combine to support the future diversification and growth of the business across the next five years and beyond.

While the MBP team is focused on long term growth, there remains a strong commitment to ensuring that the widely recognised strong community, and 'friendliness' of the park remains.



## 2 Who We Are

### 2.1 Overview

Over the past five years, MBP has established a reputation as one of Australia's leading mountain bike destinations. The park is internationally regarded for its combination of trail diversity and quality, along with its incredible natural environments, and supportive and friendly local riding community.

MBP is a small family-run business, and it is the intention of the owners to maintain this management and ownership structure across the next five years and beyond. While some areas of the future proposed operation may be developed and operated by third-party providers, MBP's core operations are intended to remain under current ownership and management.

MBP prides itself on providing a supportive, friendly, and fun environment for riders of all abilities to enjoy.

### 2.2 Mission Statement

We strive to provide a safe, fun, and inclusive range of mountain bike, adventure, and eco tourism experiences developed and delivered in a way that showcases, protects, and enhances the natural environment.

### 2.3 Core Values

Our core values are:

- We will showcase, protect, and enhance, our natural environment
- We will seek to provide our guests with genuinely world-class trails and related infrastructure
- We will seek to increase mountain bike participation through the fostering of inclusive, fun, and safe trails and experiences
- We will provide riders with a safe mountain bike experience, that offers opportunities for structured skill progression

### 2.4 Unique Selling Propositions (USP's)

MBP has a number of key attributes which provide a strong platform for future growth as a major mountain bike and adventure/eco tourism location. These include but are not limited to;



- Location: MBP is located just 1.5hr from the capital city of Hobart and the Hobart Airport.
- Elevation: MBP has 820m of vertical elevation.
- Natural environment: MBP is located predominantly in cool temperate rainforest, with sub alpine areas offering dramatic mountain views.
- Relatively low current investment barrier to entry: property prices in Maydena have grown steadily across the past several year, yet remain low based on other key mountain bike destination prices.
- Future trail development potential: MBP has a further ~50+km of trail development potential within crown land leasehold areas. A further ~50km of trail development can be housed within current freehold property areas. MBP has only just begun focusing development on trail riding opportunities, which will be a huge growth area for the park. The establishment of a not-for-profit group to drive further trail expansion in other crown land areas will further drive this growth (subject to relevant land owner/manager approvals).
- Operational stability: many public sector trail destinations have struggled over recent years to find financial and operational stability on the face of growing participation. Multiple different commercial operators, and frequent changes in staffing and electoral roles further challenge many public trail networks. MBP's ownership and management structure provides consistent and proactive management of the park, from a team who will remain 100% focused on the parks success.
- Market position: MBP is already a globally recognised mountain bike destination, a position that will be further fuelled by the upcoming EWS Global event. MBP has established very strong brand equity, and will continue to deliver effective marketing initiatives.



## 3 The First 5 Years

### 3.1 Overview

MBP was launched on January 26<sup>th</sup> 2018, at which point the park had approximately 35km of trails catering to a predominantly intermediate to advanced rider audience. A basic level of facilities was offered at the time of launch, which included the core services of; rentals, café/restaurant, retail, and bike school. Since opening, the park's trail network has grown to over 80km, along with expansion and improvement of a wide range of facilities and amenities.

From opening until present day, MBP has invested over \$3m into expanded trails and facilities (excluding the approximately \$3m initial investment to open the park in 2018).

### 3.2 Year 1 (2018/19)

On January 26<sup>th</sup> 2018, MBP was launched with great fanfare, and in hot, dry conditions. The park was booked out for the first two weeks of operation, with strong demand seen from intrastate, interstate, and international riders. In March of this season, MBP was hit by record breaking flooding, causing widespread damage to large parts of the trail network. Following these events, MBP invested heavily in trail weather proofing, drainage, and adjustment of trail realignments.

Year one saw the launch of Phat Fridays, a Friday race series that has remained in place since its inception, and has grown to average 100 riders each week.

The remainder of year one essentially met expectations for visitation.

### 3.3 Year 2 (2019/20)

In November 2019, MBP hosted its first National-level event, the Gravity Enduro National Championships. This event was a huge success, and won Mountain Bike Australia (MTBA) event of the year.

During this season, the Upper Derwent Valley was heavily affected by major bush fires. Beginning in the Gell River area, the fires burned for months, and at one point came within about ~6km of the township and park. The fires caused major disruptions to MBP operations, forcing multiple park closures.





In year two, MBP was awarded an \$800k state government grant through the Tasmanian Cycle Tourism Fund. This grant funding assisted in the delivery of a further ~30km of trails, including a number of new beginner-friendly trails.

### 3.4 Year 3 (2020/21)

Moving into year three, in early 2020 COVID-19 began to impact operations. By March of that year MBP management decided to close the park, which was followed soon after by widespread lockdowns and closures. MBP utilised the protracted closure to undertake major facility upgrades.

This season saw MBP host its first National XCO and DH Championships. COVID restrictions and risks made for an extremely challenging event delivery, though over 600 competitors still attended. Despite the COVID restrictions, the event was a success.

### 3.5 Year 4 (2021/22)

Year four of operation saw immense growth in intrastate participation, and a gradual return of interstate and international markets.

The season also saw MBP host its second XCO and DH National Championships, which was again delivered in a challenging COVID-affected environment. Despite this, event entries exceeded the previous year, and the event was delivered successfully.

### 3.6 Year 5 (2022/23)

Year five has been the biggest year for MBP yet, with a buoyant local market, and the return of interstate and international travellers. Key trail projects such as Earth Surfer have diversified the beginner mountain bike trail offering, which is driving strong interest from the beginner and family market.

MBP has made large investments through the year on expanded hosting space, and into a new entry and parking area, which is on track for completion by March 2023. Further equipment investment has been made to meet the growth in both lower mountain and full mountain uplift traffic.



## 4 Consultation

### 4.1 Overview

In preparing this five-year plan, MBP has consulted widely with customers, staff, and stakeholders. Data collected through these consultations has played a critical role in forming the priorities for the next five years of development at MBP.

### 4.2 Stakeholder Consultation

#### 4.2.1 Summary

MBP conducted an online customer survey, which was open for a period of one month. 947 responses were received, which provided a range of valuable feedback and suggestions. The survey was distributed through MBP's social and email channels, along with further amplification through MTB media via press releases. Notably, this survey was targeted at a mountain bike, rather than a broader community audience.

#### 4.2.2 Key Themes

##### 4.2.2.1 Current Operations

The overwhelming majority of responses were in the positive across all aspects of the current MBP operation. Particular positivity was directed towards MBP's staffing and culture.

Key feedback regarding MBP's current operations included;

- A strong positive recognition of MBP's culture and staffing
- A strong positive recognition for MBP's diverse trail system
- Positive response to MBP's updated food and beverage offering
- Desire for more maintenance of flow and jump trails

#### 4.2.3 Future Options

Key feedback regarding the future of MBP included;

- Majority of respondents prioritised development of camping and pod style accommodation, followed by a greater volume of Air BnB accommodation.



- The majority of respondents prioritised development of more intermediate trails. Notably, comments indicated that there was a strong desire for more development of intermediate jump trails.
- When considering priorities for general infrastructure development, most respondents prioritised development of a shower block and change room. MBP will be focusing on design and development of this facility over the coming season.
- Respondents were evenly split on interest in transport options to/from the park. MBP will continue to work with third party operators to expand this service over coming years.
- The majority (69%) of respondents noted that a chairlift/gondola would increase the frequency of their visits.
- National and international events were the most popular future event at the park, closely followed by single day and multi-day downhill and enduro events. Cross country events were the least popular future event (<13%), likely reflecting MBP's current rider audience. MBP will continue to actively seek out national and international event opportunities, though notes that significant further accommodation development will be required to host larger international events.

### 4.3 Community Consultation

#### 4.3.1 Summary

The MBP team hosted a community meeting in the township of Maydena in June 2022. 20 people attended the meeting, representing a broad cross section of local and regional residents.

#### 4.3.2 Key Themes

Key themes raised in the meeting include;

- A positive response to MBP's plans to improve parking and park amenities
- An interest in further engagement during planning of MBP parking and vehicle entry point/s
- Issues raised regarding informal camping in the town. MBP noted an active development application to establish a formal camping facility in the town.
- Issues raised regarding riders not wearing helmets in town. MBP took an action to establish signage at park access points reminding riders to wear helmets.



- Maydena Community Association representatives noted a keen interest to support MBP's efforts to establish a community trail network throughout the town and region



## 5 The Next 5 Years

### 5.1 Overview

MBP anticipates that the park will continue to see strong visitor growth through the next five years, fuelled further by additions and improvements to trails and infrastructure. MBP's diversification plans will drive strong interest from non-mountain bike markets, further contributing to growth in visitation.

A Commercial Opportunities EOI process is expected to contribute significantly to growth, largely through supporting visitors with new and improved accommodation opportunities, and other activities while in the region.

In total, the proposed pipeline of works is expected to exceed \$20m across the next five years. These works will be financed through a range of channels, including traditional lending, private investment from the business owners, and commercial partnerships. MBP also anticipates that a number of the proposed developments may be developed and managed by third party investors/operators.

### 5.2 Key Focus Areas

#### 5.2.1 Staffing

At MBP our staff and culture are critical to the success of the operation. This was overwhelmingly confirmed in the customer feedback survey. While clearly an increased headcount will be essential to growth of the facility, MBP remains committed to retaining a friendly, fun workplace culture, while also placing a strong focus on customer experience, safety, and sustainability.

Based on forecast staffing demand, MBP plans to develop staff accommodation in future years.

#### 5.2.2 Trails

At MBP, our trails are critical to the visitor experience. MBP will place a strong focus on trail maintenance, particularly jump and flow trails. Over the next five years a continual focus will be placed on the last remaining upgrades to major arterial flow/jump trails, including the following key trails;

- Dial it Down
- Flight School



- Pandani
- Waratah

Continual development of new trails has become a tradition at MBP. Over the next five years this will continue. Key focus areas will include;

- Improved trail riding opportunities
- Expanded beginner trails network
- Second DH race track and testing/training facility
- Improved network connectivity
- Additional intermediate and advanced jumps trails

Other trail-related developments proposed across the next five years include;

- Slopestyle Course
- Skills Park
- Expanded Dirt Jumps Park

MBP will invest in a new signage system in 2023. The new system will provide a much clearer signage format, with a range of additional trail information, including; distance, wet weather suitability, a QR code for further information. During this process, all major sign boards will be updated and replaced.

### 5.2.3 Safety

From day one, safety has been a key focus for MBP. MBP has continued to invest significantly in equipment, infrastructure, staff, and training, ensuring the park remains at the forefront of mountain bike safety management and emergency response.

Over the next five years, continual review and improvement of safety will remain a key priority. MBP will invest in a bike park phone app, which will have significant safety functionality in-built.

### 5.2.4 Facilities and Infrastructure

MBP has grown organically, constantly improving and expanding the parks base operations. While this has worked to date, MBP is aware that projected growth will see the park outgrow the current base building. It is envisaged that by year 10 of operations, MBP will transition into a new custom-built base facility located on freehold tenure. At this point it is expected that the existing base building will be utilised for offices and back-of-house functionality.



In the short term, MBP will begin investigation, consultation, design, and construction of a new access road, parking, and amenities. The aim is to bring these upgrades online in the 2022 calendar year.

Immediate priorities also include a new bike wash area, nature play playground, and other general village and landscaping works.

In the mid-term, MBP will work towards establishing showers and improved amenities.

#### 5.2.5 Uplift

MBP currently operates a vehicle uplift with two drop off points, and a lower mountain shuttle with a singular drop off point. Within the next 1-2 years, MBP intends to invest in a major road resurfacing project, which will streamline uplift services, improve customer comfort, and reduce vehicle wear and tear.

While currently functional, projected growth will stress the capacity of the vehicle uplifts, also driving up high maintenance and staffing costs. As was strongly supported in the customer feedback survey, MBP believes that the establishment of a chairlift/gondola system will be a key component of the future growth of the facility. Initial planning is focused on development of a high-speed quad system to the top of MBP's freehold tenure. This lift system would access over 300m of vertical elevation, and some of the park's most popular trails. From this point it is likely that shuttle buses would remain the option for transporting riders to the park's summit trails. While only in the preliminary planning stages, the establishment of a chairlift/gondola has been programmed for year 10 of operation.

#### 5.2.6 Food and Beverage

MBP's initial focus is on launching new restaurant, The Local. The Local will open in Spring 2022, with a condensed menu focusing on attracting a broader visitor audience.

#### 5.2.7 Accommodation

Accommodation is a key challenge for the future growth of the park, requiring a multi-faceted approach to ensure that supply can keep pace with demand. MBP is focusing internal resources on the establishment of camping and pod accommodation by the Tyenna River. The first stage of this development is expected to launch in the 2022/23 summer. Beyond this, MBP is anticipating that



the commercial opportunities EOI will bring forward third party investment into accommodation developments. It is also likely that the hosting of the 2023 Enduro World Series will work to encourage further outside investment in the town.

The establishment of a much larger volume of accommodation is a core focus of the five-year plan. While MBP does not intend to develop further accommodation on park estate, there is a strong desire to work with other operators to establish accommodation on the estate by way of lease hold, free hold sale, or joint venture pathways.

#### 5.2.8 Sustainability and Environment

MBP is fortunate to operate in stunning temperate rainforest, on the edge of the South West Wilderness World Heritage Area. MBP acknowledges the high conservation values of our site, and plans to use the next five years to implement a range of environmental initiatives. MBP intends to operate a completely carbon neutral park within the next two years, while also engaging in significant environmental improvement works and re-planting across our estate.

MBP intends to support development of an independent NFP foundation, which can work to achieve funding and support for a range of environmental initiatives both within and external to the MBP estate.

#### 5.2.9 Events

Events are a strong driver of regional economic benefit, while also working to promote MBP to a broader audience. The 2023 EWS event will mark the first international event for the park, which is intended as the first of many global events at MBP. While this is a huge milestone for the park, future event viability will require significant expansion of accommodation offerings.

#### 5.2.10 Marketing

MBP will continue to engage in marketing in a fun, non-invasive and inclusive way. Marketing campaigns will evolve to meet community and rider demand and expectations, while retaining MBP's reputation for delivery of unique and innovative campaigns and activations.





### 5.2.11 Partnerships

MBP will continue to build valuable partnerships with endemic industry brands, with a focus on building partnerships that deliver true value for our guests and community.

Over the next five years, MBP will work to establish a number of new partnerships with non-endemic brands. These partnerships may include areas such as; vehicles, accommodation, general tourism, and other out-of-industry brands.



## 6 Five Year Plan

A plan detailing target dates for a wide range of development priorities can be found over the page. Notably, the items listed over the page are generally conceptual, with many requiring further design and development approvals. While MBP commits to working towards the milestones as noted, no commitment is made to achieving any of the stated developments and milestones.



Year 6	Year 7	Year 8	Year 9	Year 10
<p><u>General</u></p> <p>Beyond the Bike Stage 1 Arrival Project MWR Stage 1 Trail Association Formation Commercial Precinct Stage 1</p> <p><u>Trails</u></p> <p>Dirt Circus Waterfalls River Loop Testing and Training Facility EWS race trails Stage 1 Skills Park Dial it Down rebuild</p>	<p><u>General</u></p> <p>MWR Stage 2 Commercial Precinct Stage 2 Phone App Project Carbon Neutral Project Cable Lift Feasibility Child Care Project</p> <p><u>Trails</u></p> <p>Stage 1 Slopestyle Outer Limits Duplication Eastside Link Extension Dirt Jumps Stage 2 Freeride jumps zone stage 1</p>	<p><u>General</u></p> <p>Beyond the Bike Stage 2 On Hill Lodging Stage 1 Base Building Feasibility and Design</p> <p><u>Trails</u></p> <p>Stage 2 Slopestyle Stage 2 Skills Park Clifftop climbing trail Vista duplication Summit hiking trails</p>	<p><u>General</u></p> <p>Cable Lift Design and Approvals Staff housing project stage 1</p> <p><u>Trails</u></p> <p>Freeride jumps zone stage 2 2.5+km additional gravity 2.5+km additional trail riding</p>	<p><u>General</u></p> <p>Cable lift implementation New base building Beyond the bikes stage 3 Commercial precinct stage 3 On hill lodging stage 2</p> <p><u>Trails</u></p> <p>Stage 3 Skills Park Summit climbing trail 2.5+km additional gravity 2.5+km additional trail riding</p>

## 6.1 Year 6 (2023/2024)

### 6.1.1 Overview

Year six will be a significant and transformational year for MBP with the park hosting its first EWS global event in March. With significant global media attention on the park, interest in both the park and town is expected to drive external investment in accommodation and general tourist services.

### 6.1.2 Key Projects

#### 6.1.2.1 *Beyond the Bikes Project Stage 1*

Beyond the Bikes is MBP's first major project in diversifying to cater to a broader visitor audience. The project includes development of a range of infrastructure and activities, including;

- New commercial kitchen
- 2 new walking trails
- Sauna and cold plunge activation
- Expanded dining areas
- Launch of The Local restaurant

The Beyond the Bikes Project is being jointly funded by the Tasmanian State Government through their Tourism Innovation Grant Program.

#### 6.1.2.2 *Arrival Project*

The main operational area at MBP has always been disjointed from the arrival point on Kallista Rd, contributing to guest confusion, and a general lack of street presence for the park. MBP will be moving to activate a new park entry, which will also allow for a vastly expanded parking area. The new arrival precinct will capture day trip guests as they drive into the town, mitigating parking issues in the town centre. It is anticipated that approximately 100 car parking spaces will be formalised as part of this project.

The Arrival project is proposed to include a new amenities block (toilets and showers), a public green space, and a new bike wash and work area.



### 6.1.2.3 Maydena Wilderness Retreat Project Stage 1

The Maydena Wilderness Retreat (MWR) is a camping and cabin park development proposal located on the Tyenna River adjacent to the Maydena township. The project proposes to establish a number of powered and unpowered camp sites, amenities buildings, and several pod cabins. At the time of preparing this plan, a development application is being prepared for the project, with lodgement anticipated in February 2023.

Pending approvals, the park is intended to be in operation late 2023.

### 6.1.2.4 Trail Association Project

With growing interest in trail riding, MBP is facilitating the formation of a not-for-profit community trail development group that can advocate for further public-access trails in and around the township of Maydena. The intention of this group is to pursue approval and development of trails on crown land adjoining the town, to allow for the expansion of freely accessible trail riding in the area.

### 6.1.2.5 Commercial Precinct Stage 1

The first stage of MBP's commercial precinct will be progressed through year six. This stage of works includes consolidating a space for existing operator, *NSR Racing*, and establishment of a third-party operated gym and multi-practice health facility within the main park area. This stage of the project will utilise only existing buildings and infrastructure.

### 6.1.2.6 Trail Projects

Major trail projects through Year six include;

- Dirt Circus: a brand-new intermediate jumps trail from the Abbotts Road trail hub. The trail follows on from Upper Eastside and Super Funk, then connects into Tyenna, providing a complete intermediate jump option from Midline.
- Waterfalls: a brand-new climbing/trail riding experience offering an alternative climb to Abbotts Road. The trail offers incredible scenery, including a large waterfall.
- Spruce Moose extension: completed in two stages, this project will result in the complete removal of fire trail sections for riders climbing to Abbotts Road.



- Locale: a brand-new trail that provides more direct access from Abbotts Road down to The Local. The trail is a valuable link that reduces climbing when entering The Local from the west side trail zone.
- Testing and training facility: a new gravity-focused testing and training facility is proposed, which will allow athletes and teams to access live timing on dedicated closed-course trails.
- Skills Park Stage 1: stage one of a large skills park at the parks base will be developed during this year.
- Dial it Down rebuild: a major rebuild of Dial it Down trail is planned, which will transform the trail experience and provide improved weather proofing.

A number of additional technical trails will also be contrasted to support the EWS Global event in March 2023.

## 6.2 Year 7 (2024/2025)

### 6.2.1 Overview

Year seven is expected to be a year of consolidation, where significant efforts will be made to finalise works throughout the facility, and progress to further stages of development on a number of active projects. An effort will be made to progress further with the Beyond the Bikes Project, further diversifying the visitor audience at the park.

### 6.2.2 Key Projects

#### 6.2.2.1 *Maydena Wilderness Retreat Project Stage 2*

It is anticipated that the second stage of the MWR project will progress through year seven. This stage of the project will include the development of pod cabins, and the establishment of additional powered and unpowered camp sites. This second stage of works is included in the stage one development application for the project.

#### 6.2.2.2 *Commercial Precinct Project Stage 2*

This second stage of commercial activation will seek to establish additional third-party and internal products and services within the park base area. This stage of the project will be developed pending commercial demand, and pending development approvals for additional buildings and infrastructure.



### 6.2.2.3 Phone App Project

This project will develop a dedicated phone app for MBP. The app will include a range of features to improve the experience and safety of users within the park. The app will be free for all park users to download and access.

### 6.2.2.4 Carbon Neutral Project

Year seven will see MBP seek to establish carbon neutrality across the operation. This project will involve all park operations being assessed, and offset as required.

### 6.2.2.5 Cable Lift Feasibility Project

During year seven, MBP intends to commence a feasibility project for the development of a cable lift facility (chairlift or gondola) in the park. The lift is intended to service approximately 300m of elevation, and will be entirely located on private freehold land. The feasibility study will include determining lift route options, costs, and operating considerations.

### 6.2.2.6 Child Care

Demand for a child care provider in both the visitor and local community remains high. MBP has addressed some of this demand through kids riding holiday camps, though intends to develop a general child care provider as part of this project.

### 6.2.2.7 Trail Projects

Major trail projects through Year seven include;

- Stage 1 Slopestyle Zone: this project will develop the first stage of a slopestyle/freeride trail zone within the park.
- Outer Limits Duplication: this project will provide a duplicate to Outer Limits, operating as a second trail riding, wilderness ride option.
- Eastside Link Extension: This project will extend Eastside Link out to Outer Limits, providing a major new trail riding opportunity.
- Dirt Jump Project Stage 2: this project will expand on the existing dirt jump area to offer more beginner and intermediate-focused jumps.
- Freeride Jumps Zone Stage 1: this project will work to establish a larger freeride-focused jump facility in a style similar to Dream Track in Queenstown (NZ).



## 6.3 Year 8 (2025/2026)

### 6.3.1 Overview

Year eight will see a strong focus on planning and feasibility of a transition to a new base building facility, which is intended to incorporate a new cable lift system. This body of work will provide clear direction for investing in new major guests facilities across years nine and 10.

Infrastructure projects will include further expansion and diversification of the trail network, and further investment into ancillary activities to encourage a broader tourism audience to the park.

### 6.3.2 Key Projects

#### 6.3.2.1 *Beyond the Bikes Project Stage 2*

Year eight will target the continued expansion of the Beyond the Bike Project. Potential projects in this development stage include;

- ATV tours
- Climbing and bouldering
- A summit hiking trail/s

All activities above remain in concept stage.

#### 6.3.2.2 *On Hill Lodging Project Stage 1*

MBP intends to pursue development of a lodging project that offers hotel-style accommodation. A location, size, and scope of this project remain unconfirmed.

#### 6.3.2.3 *Base Building Feasibility and Design Project*

MBP anticipates outgrowing the parks current base building by year 10 of operation. In year eight, design and feasibility work will commence to establish options and concept designs for a new base building. It is anticipated that this building will be located further away from the town centre, to allow for additional parking, and to minimise residential disruption.

#### 6.3.2.4 *Trail Projects*





- Slopestyle Zone Stage 2: this project will expand upon the slopestyle/freeride trail zone within the park.
- Skills Park Stage 2: this project will expand on stage one of the Skills Park to provide more intermediate and advanced skills opportunities.
- Clifftop Climbing Trail: this project will expand climbing access beyond Midline, providing ascending connectivity to Clifftop Trail. This development will provide total climbing elevation of ~650m.
- Vista Duplication: this project will provide an alternative alignment to Vista, expanding on the trail riding-focused adventure descending trails in the park.
- Summit hiking trails: this project aims to deliver a range of short walks at the summit of the bike park.

## 6.4 Year 9 (2026/2027)

### 6.4.1 Overview

Year nine will focus on finalising the planning required to establish a cable lift at the park in year 10. As in all years, trail development will continue, along with further investment into staff housing to meet anticipated workforce growth.

### 6.4.2 Key Projects

#### 6.4.2.1 Cable Lift Design and Approvals Project

In year nine MBP anticipates developing final designs and seeking approvals for a cable lift project. As previously stated, it is intended that this lift will be located entirely on freehold property, and not within the crown lease area. This project would also likely include the finalisation of ordering equipment required to install the lift in year 10 of operation.

#### 6.4.2.2 Staff Housing Project

On current growth forecasting, MBP anticipate significant workforce personnel growth across the next five years. In anticipation of this, it is anticipated that the park will pursue development of a staff accommodation complex in year nine. The design, scope, and location of this project remain unconfirmed.

#### 6.4.2.3 Trail Projects



- Freeride Jumps Zone Stage 2: this project will expand the Freeride Jumps Zone to offer a more diverse riding experience in the larger format jumps area.
- Additional ~2.5+km of descending trails: this project will aim to add a further 2.5+km of gravity trails to the park. Alignments and trail styles are yet to be determined.
- Additional ~2.5+km of trail riding trails: this project will aim to add a further 2.5+km of trail riding trails to the park. Alignments and trail styles are yet to be determined.

## 6.5 Year 10 (2027/2028)

### 6.5.1 Overview

Year 10 is proposed as the most significant year of investment and development across the next five years. Projects in year 10 will work to establish a cable lift system, brand new visitor hub/base building, and further expansion of commercial buildings and other general tourism activities.

Proposed development in year 10 will firmly establish MBP as globally-significant bike park, able to cater for all riding styles, and a diverse range of national and world-level events.

### 6.5.2 Key Projects

#### 6.5.2.1 Cable Lift Implementation Project

Based on current demand and growth forecasts, MBP anticipates that the park will have exceeded the practical capacity of the vehicle uplift service by year 10. While this service will continue to service summit trails, it is forecast that a cable lift service will be implemented during this year. The lift is expected to service over 300m of vertical elevation, remaining within the private freehold area of the park. Establishment of the lift will be reliant on MBP meeting anticipated visitation growth targets, and upon successfully achieving required development approvals. It is anticipated that the lift will service both hiking and mountain biking guests.

#### 6.5.2.2 New Base Building Project

Combined with the cable lift project, a new base building would be integrated into the base station of the lift. The new base building is likely to be located at a higher elevation, further from the town centre to reduce impacts on the residential area.



### 6.5.2.3 Beyond the Bikes Project Stage 3

Year 10 is anticipated to see development of Stage Three of the Beyond the Bikes Project. This stage of the project will investigate potential activities such as;

- Summit hiking
- Zip lines
- ATV tours
- Hiking trail connection to/from cable lift top station

### 6.5.2.4 Commercial Activation Project Stage 3

The third stage of the commercial precinct is likely to include investigation and potential development of commercial activities such as;

- Petrol station
- Supermarket
- Pharmacy
- Bottle shop

### 6.5.2.5 On Hill Lodging Project Stage 2

A second stage of the on-hill lodging project will expand accommodation options with the focus remaining on hotel-style accommodation.

### 6.5.2.6 Trail Projects

- Skills Park Stage 3: this project will add a third stage to the skills park at the park base area.
- Summit climbing trail: this project will seek to add climbing trail access to the summit of the park, providing a full 820m of climbing elevation.
- Additional ~2.5+km of descending trails: this project will aim to add a further 2.5+km of gravity trails to the park. Alignments and trail styles are yet to be determined.
- Additional ~2.5+km of trail riding trails: this project will aim to add a further 2.5+km of trail riding trails to the park. Alignments and trail styles are yet to be determined.



## 7 Conclusion

Across its first five years of operation, MBP has invested heavily in the upgrade and expansion of trails and facilities to suit a broad audience of mountain bike and general visitors. Despite facing several immense challenges since opening, MBP has invested a further \$3m+ into the park beyond opening, which has had a transformation effect on the park, the town, and the broader region. Despite the large growth in visitation, MBP continues to provide a level of service that is customer-focused, friendly, approachable, and fun. As growth continues, MBP is committed to retaining this strong customer focus that underpins the business.

Over the next five years, MBP has forecast a significant pipeline of developments, which are intended to be undertaken by both MBP, and external developers/investors. The proposed five-year plan proposes over \$20m of investment into a broad range of trails and facilities, including the development of a cable lift system and new base building. If fully realised, this pipeline of investment will establish MBP and the broader region as a key player on the global mountain bike destination stage, bringing tens of thousands of new visitors to the region each year.

## 8 Feedback

We welcome your feedback on this draft report. To make a submission please email us at [future@maydenbikepark.com](mailto:future@maydenbikepark.com)



