

Community Benefits

JUNE 2020

THE ENVIRONMENTAL, SOCIAL AND ECONOMIC
IMPACTS AS A RESULT OF OPERATIONS BY THE
MOUNT WELLINGTON CABLEWAY COMPANY

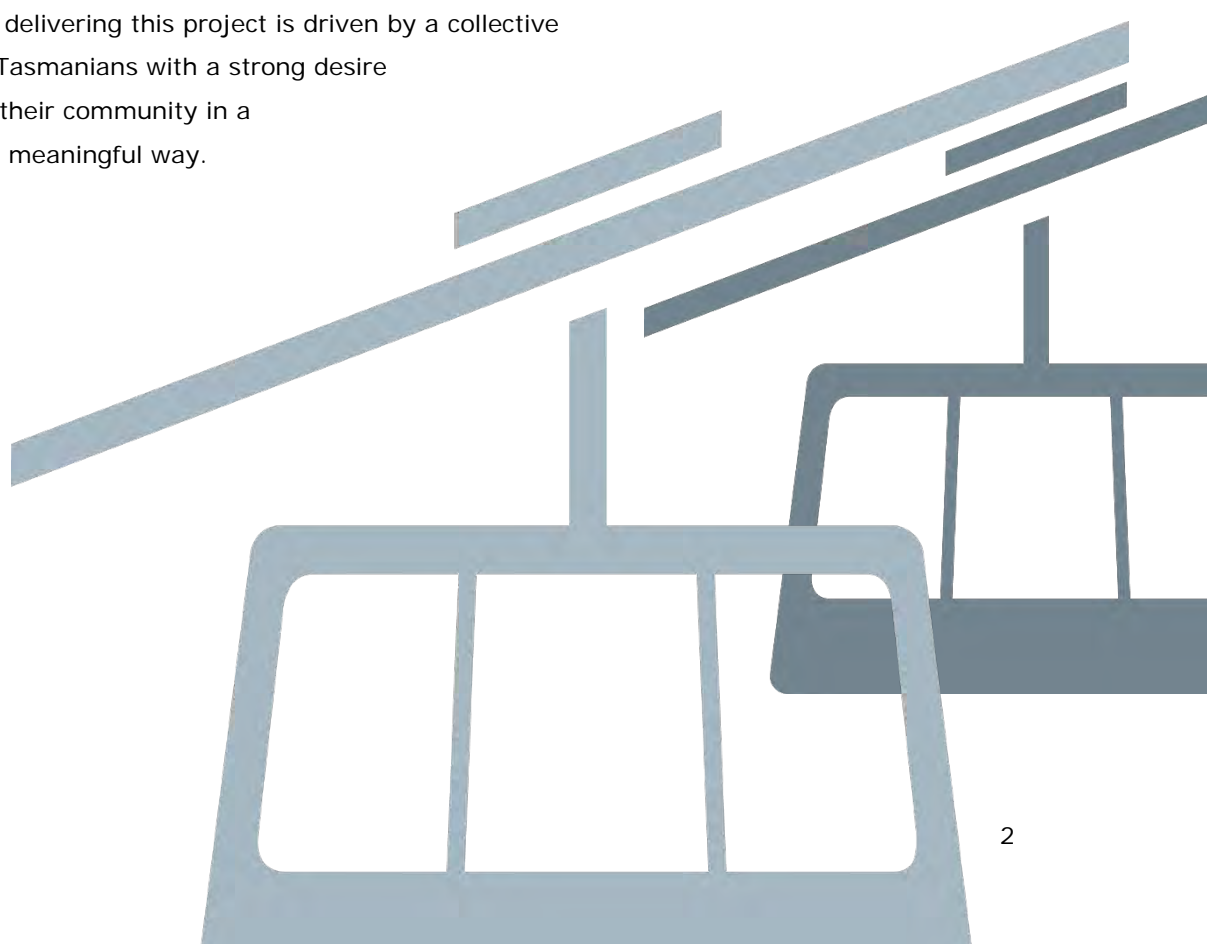
FOREWORD

For over a century, the residents of Southern Tasmania have endured a constant debate of how best to protect, enhance and showcase the mountain backdrop of Hobart. The Mount Wellington Cableway Company (MWCC) are the fourth proponent to propose the development of an iconic tourism attraction for kunanyi / Mt Wellington, but the first to engage the community up front. This approach has ensured key social principles align with a fully resolved design, as well as an operable solution.

MWCC's proposal consists of an aerial tramway offering an alternative method to access the summit of the mountain, whilst consolidating and providing appropriate visitor facilities at the summit. This site is currently accessible by road and serviced with a carpark, toilet block and observation shelter. The project is wholly funded by the private sector to ensure that all the community, social, environmental and economic benefits outlined in this document are not diluted or offset by the cost of any public funding requirement.

To ensure the project's success MWCC's first step was to engage the community, qualifying and quantifying key issues in the feasibility phase with a 'Local Values and Opinions Survey' in 2013. Findings not only formed the building blocks of the finalised proposal but became the guiding principles throughout the design phase. MWCC also engaged extensively with a broad range of stakeholder groups and community members through workshops, community group and school presentations, kitchen-table discussions, on-site surveys, information sessions and feedback reviews. The aspirations of Wellington Park's user community are embedded in this document.

The passion for delivering this project is driven by a collective of mostly local Tasmanians with a strong desire to give back to their community in a sustainable and meaningful way.



CONTENTS

Foreword	2
VALUE statements	5
OUR VISION	5
OUR MISSION	5
KEY SUMMARY OF IMPACTS	6
PROJECTED IMPACTS	6
ENVIRONMENTAL OUTCOME	7
PROJECTED CONSERVATION OUTCOMES	8
On-Site Staff	8
Better Water Management.....	9
Less Noise Pollution	9
Air Quality in Check.....	10
Less Need for Road Upgrades	10
PROJECTED TRAFFIC OUTCOMES.....	11
Reduced Road Demand.....	11
PROJECTED VISUAL OUTCOMES	11
Restoring the Skyline	12
SOCIAL OUTCOME	13
BETTER ACCESS ROAD	15
Elevating the Park’s Role in Southern Tasmanian Tourism	16
Improved Passing Trade Opportunities	17
SUPPORTING PHYSICAL ACTIVITY	18
Improving Access for Wellington Park and Fern Tree.....	18
Snow Play	19
Paragliding	20
Mountain Biking.....	20
Bushwalking	23
Community Events	23
ALL ABILITY ACCESS.....	24
Disability and Family Friendly Access.....	24
Reducing Safety Risks.....	25

CULTURAL INTERPRETATION	27
Improved Engagement & Awareness	27
Cultural Heritage Impacts and Benefits	28
Indigenous Community Opportunities	30
Commitment to Reconciliation	30
EDUCATION	31
Class in the Clouds	31
COMMUNITY FOUNDATION	31
ECONOMIC OUTCOME	33
NET ECONOMIC IMPACTS	34
Benefits to the Broader Economy	34
Benefits to State and Federal Government	35
Benefits to Wellington Park Management Trust	36
Benefits to Local Government	36

VALUE STATEMENTS

OUR VISION

To develop and operate a unique and iconic visitor experience that is economically-sound, environmentally beneficial and socially inclusive, which enhances the appreciation, enjoyment and preservation of intrinsic values of kunanyi / Mt Wellington.

OUR MISSION

To position Wellington Park as the number 1 most popular and recommended tourism destination in Tasmania.

To grow Tasmania's overall tourism appeal and be continually recognised for outstanding environmental stewardship, fair social practice and strong corporate responsibility.

Our values are our founding principles. To achieve success, our management focus is balanced equally between environmental care, social inclusion, cultural vitality and economic returns. These founding principles have been central to guiding the design of this project. Each year the company pledges to publish an annual report detailing our environmental and social impacts.



KEY SUMMARY OF IMPACTS

Wellington Park is reserved for the preservation and protection of natural, social (including scenic landscape), cultural and scientific values, and for the provision of recreational and tourism uses. Much of the Park comprises the catchments supplying Hobart's water supply.

PROJECTED IMPACTS

Net Social Benefit:

- **New and improved public road access into the heart of the park's recreational foothills for public use, land authorities and emergency services.**
- **Improved inclusive experience for visitors of all ages and abilities.**
- **Improved site interpretation and cultural awareness opportunities**
- **Additional educational opportunities for all ages.**
- **Philanthropic programs and support for community initiatives such as traditional land management practices and scientific research.**

Net Environmental Benefit:

- **Reduced environmental load generated per park visitor through reduced carbon footprint and improved water and waste management, assisting the preservation of the natural values of the Park.**
- **Reduced noise and carbon pollution from less vehicular traffic on Pinnacle Road.**
- **On-site summit staff to improve waste management.**
- **Support for weed control initiatives and wildlife protection initiatives.**

Net Economic Benefit:

- **Up to \$99 million net new cash injected into the state economy each year of operation (in today's terms), through increased recreational and tourism use.**
- **Operating lease can provide new income source to better resource and achieve park management objectives.**
- **Cost-savings for park authority via data monitoring and site storage provisions.**

ENVIRONMENTAL OUTCOME

Protecting the Mountain

PROJECTED CONSERVATION OUTCOMES

One of the major benefits of cable cars is their small environmental footprint relative to the convenience, capacity and efficiency offered as a transport solution. Installed worldwide in locations where they replace or reduce load on existing traditional access corridors to a destination, they are globally regarded as providing an environmental impact that delivers a positive benefit, not negative impost. Hobart's kunanyi / Mt Wellington, with an existing road servicing the pinnacle, is such a location.

As cable cars are electrically driven, this positive benefit is amplified by the location's ready availability of hydro-electricity provided by Tasmania's existing grid network. This further reduces the existing reliance on imported fossil fuels to service the pinnacle destination's participation in the Tasmanian visitor economy.

MWCC's proposal utilises all the benefits this transportation technology can offer, coupled with smart facility operational design. As a result, disturbance to Wellington Park's ecology during the operational phase should be minimal and limited to existing popular activities such as bushwalking, rock-climbing and mountain-biking.



Wonderful wildlife can be found around the pinnacle (away from the noise of vehicles) when visitors are given the chance to stay a little longer.

Please refer to the MWCC NVA & Biodiversity Impact Assessment 2019¹ for full details.

On-Site Staff

The ethos of the MWCC aligns with the Wellington Park Management Plan's intention to concentrate human visitation into manageable visitor nodes. Our proposal aims to achieve this by providing facilities most in demand in a focussed location where people inherently want to be. This enables an efficiency of visitor management.

Visitors to the pinnacle would note the constant issue of littering and rubbish. In 2019 the "Clean Up Australia Day" saw the collection of 100kg of rubbish from the pinnacle by volunteers, highlighting the need for better on-site management.

¹ **MWCC Biodiversity Impact Report 2019, North Barker Ecosystem Services**

MWCC's proposal is set to prevent incidental littering and MWCC staff would be on-site to manage and remove waste daily. This provides a cleaner and less toxic habitat for native wildlife.

A reduction of use of the summit carpark (no longer being the sole method of access) would also reduce incidental littering across the Pinnacle Zone, as would adding additional waste management and amenities to prevent this.

Better Water Management

Currently, sewage from the public toilet facilities is stored at the summit for several days at a time before being pumped out and carted by truck down the mountain. MWCC's proposal aims to reduce or even replace the need for road cartage by a novel wastewater removal system via the cableway. It is expected the existing public facilities will be used far less once MWCC's pinnacle centre amenities are operational.



Ratepayers currently wear the costs for sewage removal from the pinnacle several times a week.

Under MWCC's proposal, waste water (otherwise known as sewerage, or black and grey water) will be removed from the cable car's Pinnacle Centre on a daily basis by a carry-tank attached to the underside of the aerial tram, for pumping disposal into the sewer grid at the Base Station. This is the endorsed practice at the Table Mountain Aerial Cableway Company in Cape Town, South Africa and the management team there have provided MWCC with intrinsic daily operational knowledge to implement a similar system in Hobart. Full details are available in the Site Servicing Report².

Potable water to supply the Pinnacle Centre will be supplied by a hybrid combination of on-site rainwater collection (for flushing toilets) and trolley-tanks (for all other human consumption) brought up via the cableway system. Capturing rainwater from the Pinnacle Centre's roof will reduce potable supply needs and reduces the distributed rainwater runoff to mitigate risk of localised erosion.

Less Noise Pollution

Acoustic impacts have been calculated by an independent acoustics expert by recording existing sound levels across the project site and using a comparative noise report from an aerial tramway operation in Grimmelwald, Switzerland. Noise will primarily be generated at the Base Station where

² *MWCC Site Servicing Report, Gandy & Roberts 2019*

the mechanical drive is located, as well as goods-loading and waste removal. This allows a whisper quiet experience for visitors ascending the mountain and other park users.

The more visitors who opt to use the cableway over the roadway will further reduce noise pollution within the Park, in particular along the 12km vehicle corridor that winds its way to the summit and intersects with many walking and riding trails. Stringent noise criteria apply within Wellington Park, as well as neighbouring properties near the Base Station. In both instances the anticipated noise is within acceptable limits and this has been accepted by the Environment Protection Authority Tasmania (EPA). For further details please refer to the MWCC Noise Assessment report 2019³.

Air Quality in Check

During the operation of the proposed cable car system, air quality is not expected to degrade. As more visitors are anticipated to arrive by cableway than roadway, estimates using Federal Chamber of the Automotive Industry figures⁴ suggest reduction on the estimated 1100 tonnes of carbon monoxide emitted within the Park per annum.

Odour control methods for the temporary storage of sewage at the Pinnacle Centre have been considered and the proposed method complies with the recommendations of the State EPA and the latest adopted standards. Please refer to the MWCC Site Servicing Report for further details.

Less Need for Road Upgrades

A looming concern for many Southern Tasmanians is the inevitable need to upgrade Pinnacle Road if no other sustainable transport solution is successfully found. From a conservation perspective, such an upgrade along the existing corridor would cause significant visual, geological and ecological impact should road-widening to modern Austroads standards be employed. Estimates for civil engineering have put the cost of an improved road to the summit at around \$30-40 million.

MWCC's sustainable transport solution alleviates this concern by significantly reducing net road usage and increasing the lifespan and capacity of the existing road to cater for non-cableway visitors.

³ *MWCC Noise Report 2019 – Pearu Terts*

⁴ *Federal Chamber of the Automotive Industry, assumes small car emissions at 232g p/KM*

PROJECTED TRAFFIC OUTCOMES

Reduced Road Demand

Environmentally, the inclusion of a cable car on kunanyi / Mt Wellington is set to reduce the road vehicle count significantly year-round. It is projected that a 40% net decrease in traffic can be expected along the length of Pinnacle Road and Pillinger Drive, with the equivalent volume removed from Huon Road and Upper Davey Street. The net positive impact for these roads, which are almost exclusively residential and rural roads, will be achieved through partnerships established with tour companies and broader marketing incentives to self-drive tourists and locals to opt for the cable car vs. self-drive.

MWCC have already held positive discussions with existing tour bus operators who are likely to cease driving to the summit in favour of servicing the Base Station. MWCC's vision will be that the Base Station will be serviced by electric buses that will collect patrons from city hotels and designated collection points, also reducing the volume of vehicles.

Less road traffic within the Park also reduces the risk of wildlife ending up as roadkill, especially after dark. To support this cause, the primary use of our Pinnacle Centre after dark is the restaurant and wine bar, which requires bookings. Each booking includes passage on the cableway, thus negating patron road use at this time of day. The expected reduction in risk to wildlife has been considered in our Roadkill Mitigation Plan and is a welcome improvement according to a number of residents consulted along Huon Road and Pillinger Drive. Please refer to the Traffic Impact Assessment report by Midson Traffic, 2019⁵ for further information.

DID YOU KNOW?

Actual traffic data collected on Pinnacle Road indicates visitation into Wellington Park in 2018/19 was a total of 194,000 vehicles. This is a marked increase in vehicles since previous data collected in 2010/11 indicating a total of 135,462 vehicles per annum. Given Pinnacle Road is a dead-end road, this data is considered an accurate record of vehicles when the count is halved.

Actual visitation of people by road must consider the amount of people per recorded vehicle. Between 2013 – 2017, MWCC has conducted a series of random headcount surveys during different seasons on Pinnacle Road to determine a reliable average headcount per vehicle, which found a consistent averaged result of 3.3 persons per vehicle. This methodology was recommended as the 'next step' in the City of Hobart's own 'Visitor Strategy' report published in 2018, which in lieu of actual headcount surveys, relied on an assumption on a Parks & Wildlife headcount per vehicle average of 2.5 persons. This previously applied assumption produces an 'official' visitor count of 500,000 per annum, which is at odds with the Park's historical 50/50 visitor mix between locals and tourists given TVS data indicates over 365,000 tourists alone are visiting the Park. In contrast, MWCC's current visitor estimate (using actual traffic data and headcount data) of 660,000 people visiting Wellington Park per annum in 2018 is aligns with the TVS survey data and historical visitor mix.

Actual headcount per vehicle data has been collected by MWCC over several years

⁵ **Midson Traffic MWCC Traffic Impact Assessment**

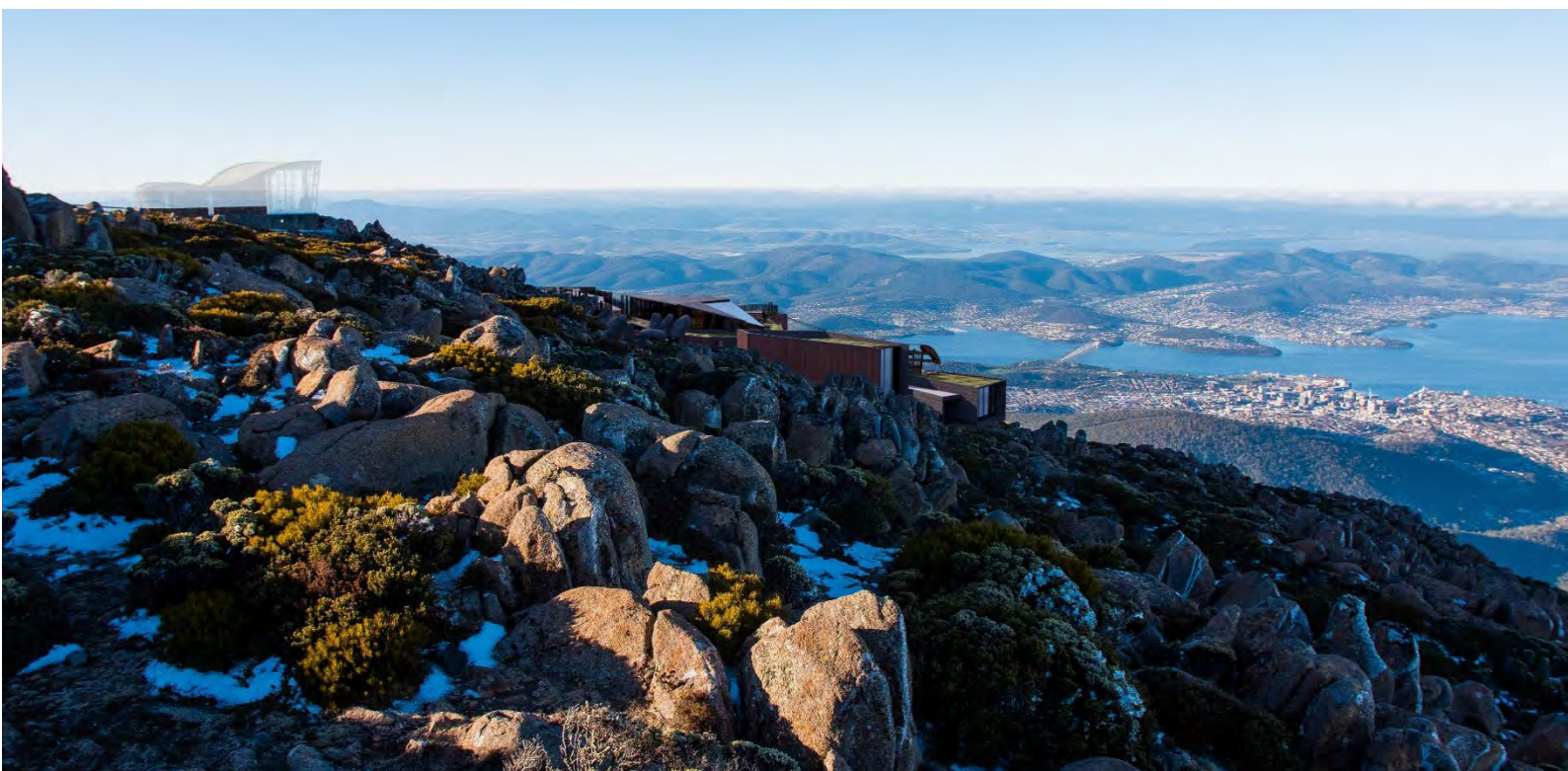


PROJECTED VISUAL OUTCOMES

Restoring the Skyline

Arguably one of the most exciting opportunities for Southern Tasmania from MWCC's proposal is the chance to undo past mistakes, in particular the skyline intrusion across the entire radial viewshed of Greater Hobart caused by the existing Observation Shelter.

Central to MWCC's design brief to local architects was the requirement for the new facilities to sit below the skyline as best as possible, to ensure the iconic silhouette of the mountain from Hobart is not further degraded by another man-made structure. The design solution as proposed achieves this goal, as well as aligning with a Wellington Park Management Trust objective to consolidate existing facilities wherever possible. MWCC's solution renders the existing shelter superfluous and the proposal includes its partial rehabilitation and reconfiguration into an outdoor lookout.



Thoughtful design, starting with a skyline-preserving building envelope, has enabled the visitor centre to respect the skyline and for the existing Shelter to be consolidated.

Please refer to the Visual Impact Assessment by Ethos Urban, 2019, and Landscape Catchment Analysis by Another Perspective 2019, for further information.



SOCIAL OUTCOME

Enjoyment for all

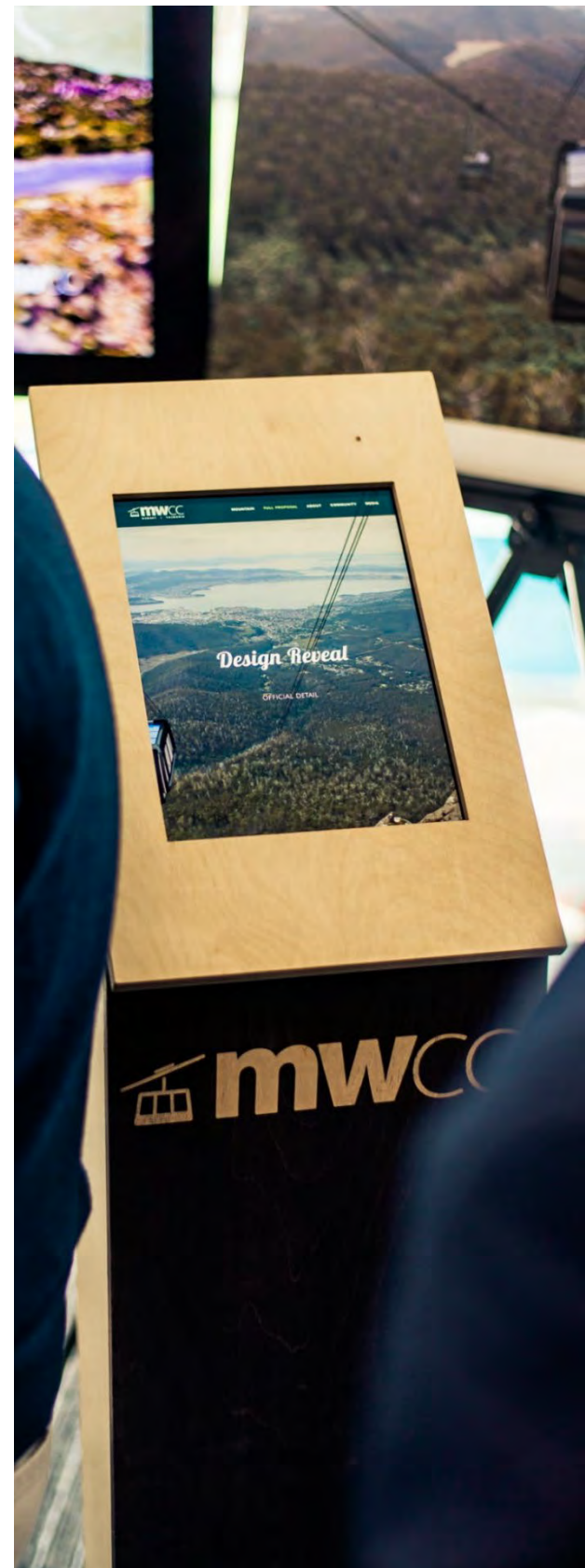
Benefits to Local Community

- Massive winter-season tourism driver to fill hotels.
- Between \$79M to \$99M net economic impact on Tasmania's economy each year⁶.
- Catalyst for attracting major sporting events, such as mountain bike competitions.
- Major driver to continue port attractiveness for the cruise ship industry as it recovers from the global pandemic.
- Nearby businesses en-route to Base Station to benefit from increase in passing trade from tourism market with disposable income.
- Improved access into Wellington Park for local recreational use and flexibility in community event planning and management.
- Reduction in carbon emissions by up to 1100 tonnes per annum⁷,
- Increased turn-around time for cruise-ship passengers to spend time and money in other Hobart businesses (i.e. less time on a bus spending nothing).

Public Amenity Improvements

MWCC's project proposes to inject up to \$3.8M developing 700 square metres of public amenity improvements at the pinnacle, including:

- New observation lookout
- 24/7 emergency shelter
- Park Ranger's storage/office
- Interpretation centre with space for tour-group mustering points
- Rentable lockers for sports and recreation enthusiasts
- Complianenant boardwalk replacements with telescopes
- Amphitheatre seating
- Additional thematic and cultural signage
- Additional toilets and parenting room
- Free Wi-Fi



⁶ *Broader Economic Impact Report 2016, Strategy42 South*

⁷ *Federal Chamber of the Automotive Industry, assumes small car emissions at 232g p/KM*

BETTER ACCESS ROAD

The introduction of the proposed access road to the Base Station, which links McRobies Road to Wellington Park, delivers enormous community benefits beyond simply a way to access the cable car attraction.

First, the road will be the most central, safest, shortest and most convenient entrance into Wellington Park from Hobart, when compared to Pillinger Drive, Strickland Avenue, Old Farm Road or Lenah Valley Road. This can immediately alleviate non-resident traffic, providing a quieter and safer lifestyle traffic for these residential areas.

As an S4 Class road, the link will be built to modern Austroad standards, contain no sharp or blind bends and provides the general public with a new level of access into the Parks' Recreational Zone of the mountain. This is further enhanced by the provision of modern parking facilities and bathroom amenities at the Base Station, all located in a hub location central to the City of Hobart's proposed mountain biking masterplan⁸. This new access road reduces the traffic impost on Old Farm Road which is otherwise set to increase significantly.

Second, the proposed sealed access road also creates a manageable and more easily accessible East-West aligned fire break. Fire authorities can use this road to their advantage as a controlled-burn start/stop line, reducing risk and enhancing the protection of the neighbouring suburbs of South Hobart and Lenah Valley. No other East-West aligned firebreak to this standard exists between Wellington Park and Hobart's population centres.



MWCC's new access road is set to vastly improve access for emergency services and utility organisations into the Park.



⁸ City of Hobart 'Riding the Mountain' Summary Report 2020

Third, the road provides improved ground access for TasNetworks to manage the primary 110kv transmission line easement that laces the eastern boundary of Wellington Park.

Fourth, the design of the new access road is set to feature and promote a suite of contemporary methods for the awareness of wildlife and avoidance of roadkill. As set out in the Roadkill Mitigation Report⁹, the new access road respects a wildlife corridor by installing an underpass at a key location. Ropes will be installed in the treetops above the road at intervals to encourage tree-climbing wildlife to cross the road out of harm's way. These initiatives will be enhanced using virtual fencing along the 2km route, speed limit reductions and signage along the road raising awareness for wildlife. Combined these installations are set to elevate this new road as a leading precedent and working example for the community.

Lastly, the connection of the new access road with the McRobies Road roundabout provides a suitable grade link for mountain bike trails to follow in parallel and connect with the existing road network. Currently, there is no such trailhead for the Tip Top Track on public land and the need for such a trailhead is identified in the City of Hobart's mountain bike masterplan. Civil earthworks required as part of the construction of the new access road offers this opportunity for this to be established.



Elevating the Park's Role in Southern Tasmanian Tourism

Figure 2 illustrates that whilst total maximum visitation to Wellington Park is projected to rise from 660,000 visitors currently per annum to nearly 900,000 visitors per annum by 2022, less than half of total visitors are expected to self-drive. It is expected the bulk of self-drives will be local Tasmanians.

This forecast is consistent with findings of a comparable, popular and high-quality tourism attraction in Hobart, MONA¹⁰. MONA is accessible by a well-maintained 4-lane highway for self-drive customers and a fee-based experiential ferry service, where half their patronage arrives by ferry and most ferry passengers are tourists.

⁹ *Roadkill Risk Report and Draft Roadkill Mitigation Plan, North Barker Ecosystems*

¹⁰ *Museum of Old and New Art*

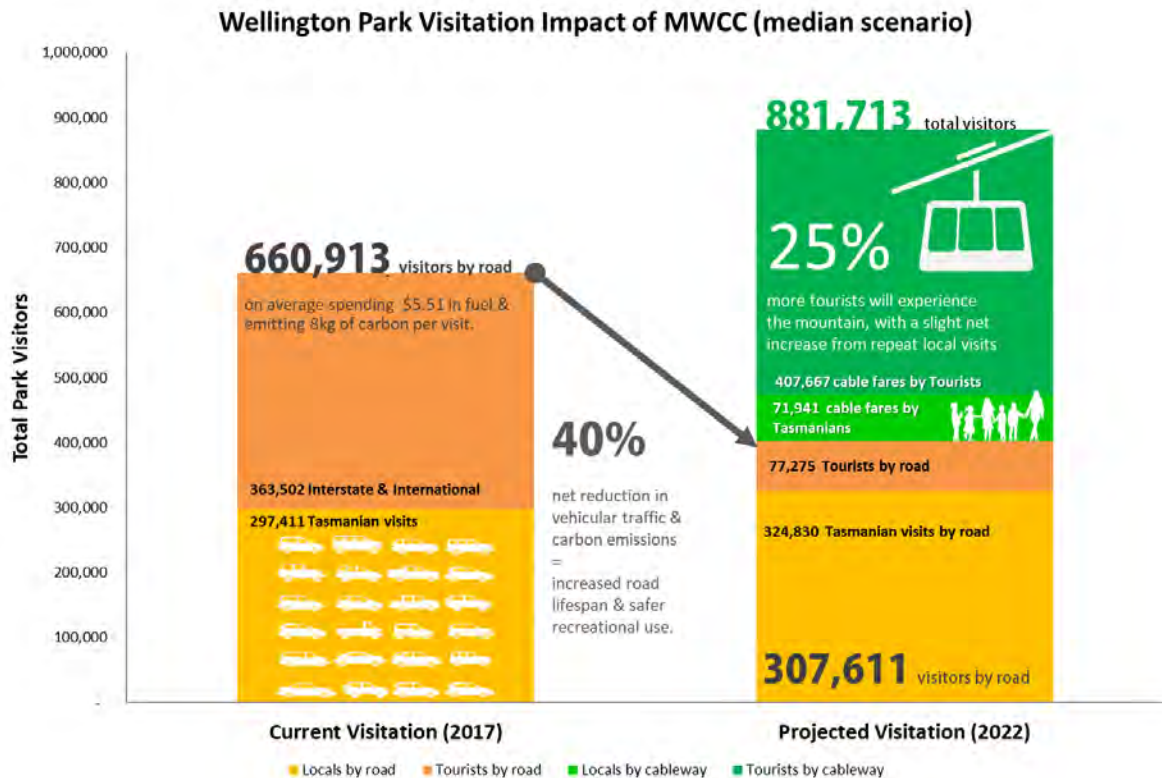


Figure 1: Comparing current and projected visitation (max), with methods of travel.

Improved Passing Trade Opportunities

The project will result in a net increase of traffic along existing main roads towards the Base Station, namely Cascade Road, which is projected to be a minimum of 1 additional standard vehicle per 3 minutes during operational hours, and a maximum of 1 additional vehicle per 2 minutes.

Cascade Road from the Southern Outlet to McRobies Road is considered a significantly preferable route compared to the current primary access to Wellington Park. This stretch of road is well built, wide and as a primary arterial road for South Hobart that carries significant traffic on a daily basis. Current zoning is mixed heavy commercial, residential and includes services such as churches, hospitals, schools, sports venues, age care facilities and the municipality refuse site. Historical industrial use continues to this day.

The Traffic Impact Assessment¹¹ for the project concludes this primary access route only touches half of its built capacity at peak times, and so has substantial ability to absorb increased traffic volumes. Nevertheless, the actual increase in traffic through South Hobart caused by the addition of the project is considered negligible. For full details please refer to the Midson Traffic Report 2019.

¹¹ MWCC Traffic Impact Assessment 2019 – Midson Traffic

SUPPORTING PHYSICAL ACTIVITY

Improving Access for Wellington Park and Fern Tree

There are significant benefits to improved access to the pinnacle for locals and visitors alike. In conjunction with the existing road, the proposal offers the Park a high level of access redundancy to and from the pinnacle of kunanyi / Mt Wellington. This is because during times when road closure is most likely - whether due to snow, black ice, rock falls and/or public events (average 40+ days of the year) - the aerial cableway can continue to transport visitors and workers to the pinnacle.

Similarly, when the cableway is most likely to be closed while the Park remains open (due to very strong wind velocities above threshold or annual maintenance for example) the road can continue to provide access, increasing the overall availability of access to the Park.

The positive impact here is safer, quieter road use for cyclists, pedestrians, remaining motorists and residents along Huon Road and Pillinger Drive, with the reliability of year-round access.

Whilst having both access methods provides the market with options, the MWCC's solution also reduces vehicular road use and provides rapid emergency access and evacuation from the site which will encourage more families to use the road for recreational use.

*RIGHT >>
Popular conditions to visit Wellington Park are often the same time the existing road is incapacitated due to snow and ice.*



*<< LEFT
Pinnacle Road & Huon Road can often surpass designed capacity to the point of gridlock, causing Fern Tree to be inaccessible for critical emergency services.*

All weather activities on the pinnacle and around Wellington Park will offer a new range of experience options and experiences and improve the health, and physical and emotional wellbeing of Tasmanians.

Snow Play

MWCC has designed sufficient capacity into the proposal for seamless management of high visitor numbers on bumper snow days. This can ensure all families who wish to visit the snow can and avoid current roadway restrictions.

MWCC has met with local snowboarding enthusiasts and will provide lockable storage space within the Pinnacle Centre for seasonal and removable terrain park equipment. Currently such equipment is either transported by private vehicles to/from the summit (if open) or left hidden in the bush for next season. Our solution can ensure such equipment is safely stored when not in use to reduce the risk of posing a hazard to other Park users year-round.



Snowboarding in the Park is limited to very few good locations. The 'Front Drift', (located south of the Pinnacle Centre) is the most popular due to its natural snow-farming topography.

For the general public, MWCC will offer the short-term hire of toboggans, snow 'trolleys', sport lockers for recreational users and general snow-play hire. Snow trolleys will be custom-designed buckets on wheels that can be brought down on the cableway to the Base Station carpark, allowing families to continue the tradition of taking snow home on the bonnet of their car, without having to take their car up the mountain.

Paragliding

MWCC has proactively met with and discussed the opportunities and limitations posed by the mountain with the Tasmanian Hang-gliding and Paragliding Association. In response, the MWCC proposal seeks to enhance the safety, frequency and enjoyment of club members launching from the summit with faster return ascent by cableway, ensuring the cableway alignment does not interfere with key gliding routes, and, once operational, a dedicated launch platform. The Platform is in the early stages of collaborative design.

Mountain Biking

Between July 2015 and June 2019, the number of visitors who visited Tasmania to engage in mountain biking (MTB) activities increased by 35%¹². It is predicted Tasmania will be home to 460km of mountain bike tracks by 2024¹³. Tasmanian mountain biking received a major boost in 2017 when the State Government recognised mountain bike tourism as an important economic stimulant, establishing a \$6 million Tasmanian Cycle Tourism Fund to help secure the state's potential as Australia's premier cycling tourism destination. Two years on more than 25,000 visitors to Tasmania participated in mountain biking, injecting \$67 million into the state economy.



The City of Hobart have stated that mountain biking and other eco-tourism activities will play a substantial role in the economic recovery of Hobart and Southern Tasmania¹⁴.

Their MTB masterplan focusses on trails that cross the Park's foothills and it appears the natural entry/exist point where trails and the road converge could place a lot of increased load on Old Farm Road and around the Cascade Brewery.

If the masterplan proceeds in its current form, the likelihood for these areas becoming traffic bottlenecks for local and tourist MTB riders is high.

¹² *Tourism Tasmania*

¹³ *George Town Mountain Bike Proposal*

¹⁴ *City of Hobart 'Riding the Mountain' Summary Report 2020*

MWCC has anticipated the future increase and potential locations of new and improved MTB trails within the Park. The proposed Base Station is conveniently and centrally located to provide the carparking and trail access in demand by a growing MTB market.



MWCC's Base Station will provide a high-quality transport hub for safer recreational access into Wellington Park's existing and proposed mountain bike (MTB) trail network.

The location of MWCC's facilities and the new access road into Wellington Park therefore serves as a central hub to enhance the recreational goals of the City of Hobart, whilst reducing traffic and carparking issues on existing residential zones. The access road shares this load, reducing disruption to the existing road network and offering additional ingress and egress into Wellington Park to participate in a wider range of activities.



MWCC's Base Station provides a centralised vehicular entry point for Wellington Park's existing and proposed MTB trail network, providing redundancy of access when road conditions further up the mountain are restricted.

Bushwalking

Bushwalkers are set to benefit from MWCC's proposal and its ability to support the realisation of the City of Hobart's mountain biking masterplan. For many years, the community who have formally responded to MWCC's community input and feedback opportunities have highlighted the anxiety experienced with shared trails within Wellington Park. These findings are supported by the City of Hobart's own surveys which found 72% of respondents prefer separation of trail use.¹⁵

The solution is dedicated, separate single-use trails for mountain bikers and bushwalkers, however such a solution has historically required significant growth in cycling recreation to achieve a critical mass to justify further trail expenditure.

With the continued rollout of the City of Hobart's mountain bike masterplan, and the introduction of MWCC's proposal (which provides an accessible transport hub on the edge of Wellington Park), the dream of reduced anxiety and improved safety for families can become a reality.

Community Events

The proposed Pinnacle Centre, with its improved amenities and high capacity for peak-load visitation, will better support existing events such as the annual Point to Pinnacle run and will encourage the future development of similar physical health and wellbeing related activities.

The improved redundancy of access to the summit offered by both existing roadway and proposed cableway will ensure spectators can reach the summit efficiently regardless of whether the roadway needs to close for the safety of event participants.

Existing capacity for peak-load visitation is very low and current facilities can quickly become overwhelmed.



¹⁵ City of Hobart 'Riding the Mountain' Summary Report 2020

ALL ABILITY ACCESS

Tourism Research Australia, in partnership with Tourism, Events and Visitor Economy branch of the Victorian Government, and Tourism and Events Queensland, commissioned a study into accessible tourism in Australia in 2017. With an estimated 20% of Australian adults having a disability or long-term health condition, and an ageing population, this tourism sector is set to grow.



By 2050, it is estimated that nearly one-quarter of the Australian population will be aged 65 or over. In 2015 five million people had long-term health conditions in Australia, and this is also predicted to grow. Although the Australian Bureau of Statistics Survey of Disability, Ageing and Carers suggests that people over 54 are healthier than previous generational cohorts, the overall growth in the ageing population in both volume and longer life expectancy is expected to lead to greater numbers of travellers who may need extra assistance.

Building upon these findings, *MyTravelResearch* were commissioned to do both a qualitative and quantitative study with the aim of determining the current value of the accessible tourism market, the latent demand and the key barriers preventing travel for people with a disability. This research has placed a total value of the domestic market at \$8 billion, when added to the estimated inbound market for accessible tourism of \$2.8 billion (not part of the research), the contribution of Accessible Tourism to the Australian Visitor Economy is \$10.8 billion. That is greater than the \$10.4 billion spend by the Chinese tourist market inbound to Australia per annum.

MWCC was founded on the belief that all visitors, regardless of age or ability should have the opportunity to experience the best of Wellington Park's wonder and scenic beauty. This ethos has carried through to the design solution as proposed.

Disability and Family Friendly Access

During the design and research phase of the MWCC project, several compliance issues were identified with the current amenities at the pinnacle. Detailed site studies of human use, design and adherence to the current Building Codes of Australia have been employed in the formation of MWCC's proposal, as have contemporary diversity and inclusion guidelines. The project team did not just look at the immediate requirements of the proposal but also any other inherent issues surrounding safe and compliant access on kunanyi / Mt Wellington.



In response, the design solution offers a step-free, flush-floor experience whilst visiting Wellington Park, from the moment visitors arrive at the Base Station to the journey from the Pinnacle Centre to the summit proper and back. The proposal does this with an intuitive, primary visitor circulation route through the visitor centre, its rooftop lookouts and on a compliant-grade boardwalk to the summit proper. This has been proposed as opposed to the standard approach of a stairway for most users and relegating less-able bodied visitors to a hidden wheelchair ramp out of the way. MWCC's solution allows all users of wheeled craft such as prams, pushchairs and mobility scooters to experience all that is on offer. This is a significant improvement on the current visitor experience.

The current experience for less-able bodied people is denial of access to popular lookouts, causing a higher sense of isolation and less societal inclusion.



Reducing Safety Risks

The project design has examined and addressed current risks to visitor safety, inherent in the haphazard human/vehicle interaction at the exit of the existing summit carpark. Observations on site have found drivers arriving at the summit are looking East, towards the view and current Observation Shelter, often not noticing pedestrians attempting to cross the sloping road from the carpark to the Observation Shelter. It is clear even the most aware pedestrians are often unsure if drivers have seen them and their family. This risk is compounded during inclement weather and bluebird days where the road is still covered in ice or melting slush.

MWCC's proposal eliminates this risk by removing and rehabilitating the current asphalt ramp from the carpark to the Observation Shelter, eliminating the appeal for any pedestrians to attempt to cross the road at this T-Junction. Instead, MWCC propose a clearly delineated pedestrian crossing further South, on a level patch of road, connecting to MWCC's compliant boardwalk. This location ensures pedestrians of all ages and abilities have right of way and only need to be aware of one-way traffic.

The current 'implied' crossover for pedestrians is fraught with high risk of vehicle interaction from awkward angles, especially during icy conditions.



CULTURAL INTERPRETATION

Improved Engagement & Awareness

A significant component of the MWCC proposal will be as a project that showcases the very best of Tasmania through world class interpretation.

The project includes an informative and interactive 'interpretation experience' that will share the stories of the mountain and her people from its geological formation, Indigenous significance, colonial adaptation and modern-day management. The layout and design of this feature will intuitively integrate into the primary pedestrian flow within the Pinnacle Centre and will be finalised with Indigenous cultural and geo-heritage consultants, thematic interpretation experts and interior designers.

The stories will span from the geological formations, the earliest Aboriginal, through colonial times, the feat of the building of the road through the Depression years, as well as more modern tales and stories.

Significant space within the Pinnacle Centre design has been dedicated to this experience, from arrival on the lower floor through to the rooftop lookouts. This will ensure maximum exposure to the interpretive experience, giving all visitors a heightened awareness and appreciation of Wellington Park and its value to Tasmanians.



Cultural Heritage Impacts and Benefits

In comparison to many other significant and spectacular mountains in Tasmania, kunanyi / Mt Wellington is extremely visible and relatively accessible due to its proximity to the States' major population centre. This broad connection provides it significance as a landmark and has fostered values, traditions, memories as well as stories spanning many generations. This heritage frames a sense of place and identity for Tasmanians.

“Wellington Park is more than a biophysical reserve, and more than the historical parts that make it up. It is a vital component of the community's identity, strongly forming the local sense of place. The mountain is particularly linked into the psyche of southern Tasmanians who live in its shadow and identify strongly with the area and local stories.”

- *Wellington Park Management Trust*

The cable car project has been discussed and debated for over a century, so much so that it could be argued the debate itself forms part of the mountain's heritage. As shown by comparative projects built abroad, a key positive impact projected from the proposal is likely to contribute to a significant and sustained increase in a broad sense of civic pride amongst the local population.

The vision of MWCC's project presents an innovative experience to deliver people physically into the landscape and to immerse them in these cultural values a meaningful way. This vision aims to offer a better way for visitors to engage and learn about the cultural and geographic landscape of the Park and surrounds, and head home taking not only personal memories with them but also a heightened appreciation and awareness of the mountain's significance.

Importantly, the project's alignment and site locations do not interfere with or replace existing cultural heritage sites or values. These include the Lady Jane Franklin's stone shelter and the ruins of Wragge's Observatory, both from the turn of the 20th Century.

The existing Observation Shelter at the pinnacle (built in 1988) is not a heritage listed item¹⁶ and is unlikely to be able to be considered for listing¹⁷. The final proposal details its reconfiguration into an outdoor lookout platform, achieved by removing the concrete cast roof and glazing, and trimming down and levelling the natural stone walls to retain a safe handrail 1.2 metres above slab height.



¹⁶ *Tasmanian Heritage Council*

¹⁷ *Wellington Park Management Trust Heritage Report 2010*

The MWCC project has considered and incorporates the rich plethora of cultural heritage within the Park. The proposed interpretive experience will immerse visitors and locals alike with layers of information delivered from the point of arrival at the base station, through the cableway journey, and further upon arrival at the Pinnacle Centre.



Thoughtful, sensitive and conscious awareness has been a core objective of the design brief, with the final resolution a smart collaboration between two local and award-winning architectural firms.

There, the interpretive experience consumes the bulk of the circulation space within the Pinnacle Centre, extending from the cable car arrival platform up to the main floor, rooftop and along the new boardwalk towards the existing summit car park. Guided interpretation, in partnership with others will be available during standard operating hours. This interior space will double as a mustering point for school excursions and tour groups.

The proposed project will also include a 'Sanctum' – a viewing room to allow the opportunity to be immersed and enjoy quiet spiritual connection with the mountain and majestic views.

Potential exists for a small gift shop providing the 'best of Tasmania' artisan produce is to be located on the main floor near the café, whilst Tasmanian cheese and whisky can be savoured while overlooking one of the world's most beautiful small cities and the River Derwent.

An opportunity for the WPMT to either partly or wholly manage the guided component of the interpretive experience, in conjunction with MWCC or a sublease, is also a possibility. It is envisaged external tour operators will also make use of the space.

Indigenous Community Opportunities

MWCC aspire to work with local Aboriginal communities and stakeholders. The opportunity for the MWCC project to enhance identity and sense of connection to place is vast, and we believe can be achieved through better understanding, sensitive interpretation and improving connection to land and culture.

MWCC has built-in this aspiration by costing in interpretative, educational opportunities into the design footprint of the proposal, and are committed to actively explore initiatives to support Aboriginal partnerships and product development. MWCC will continue to seek involvement from the Tasmanian Aboriginal community and support Indigenous tourism product development and operators.



Commitment to Reconciliation

MWCC recognises the importance and significance of Land, Place and Country to Aboriginal communities, and that their histories, traditions and cultures are unique and complex.

A CONSCIOUS WORKPLACE

MWCC is an organisation focusing on a triple bottom line ethos, owning a responsibility to use this project as a force for good in the sphere of cultural identity and Aboriginal reconciliation. To do this, MWCC will focus on initiatives that create shared value for all our stakeholders and purpose beyond the financial and environmental return.

Beyond being an active member of the Reconciliation Tasmania's 'Reconciliation Collective' – which includes a number of private companies, not-for-profit organisations, membership organisations, local government agencies and others – MWCC is committed to progress the development of a tailored Reconciliation Action Plan (RAP)¹⁸. MWCC aims to develop a RAP that identifies opportunities to align its operating activities with reconciliation objectives that bring positive change to staff and their families, passengers, self-drive summit visitors and the broader community.

As a responsible business, this commitment includes a focus on developing ongoing partnerships with a range of Aboriginal organisations and to encourage and foster initiatives aimed to support reconciliation in the broader community. We believe these initiatives should be managed by local Aboriginal groups with joint goals of supporting traditional land management and cultural interpretation.

¹⁸ Reconciliation Tasmania – Reconciliation Action Plan

EDUCATION

Class in the Clouds

A core program of the MWCC's planned Community Foundation is an educational program tailored for Tasmanian school class groups from Kinder to Grade 12. The aim of the educational activity is to focus on the peri-glacial alpine environment offered by the pinnacle, the climate, flora and fauna, Aboriginal value and colonial history of human adaption, as well as an engineering showcase of the cable car electro-mechanics.



The 'Class in the Clouds' program will employ a suitable educational guide and include free access on the cable car for all students from one nominated year group each year. This will be extended to schools across Tasmania for Kinder to Grade 12. MWCC proposes school principal discretion as to which year group they allocate to participate in the program each year, and it is envisaged the program will be developed in conjunction with the Tasmanian Department of Education, Aboriginal elders, local historians as well as the Tasmanian Parks and Wildlife Service to fill a knowledge gap in the student curriculum.



The program, including cost of provisioning free tickets for participating students, will be fully funded by the MWCC Community Foundation.

MWCC's Foundation will heavily focus on life-long educational outcomes.

COMMUNITY FOUNDATION

The MWCC Community Foundation will be the charitable & altruistic arm of the Mount Wellington Cableway Company Pty Limited (MWCC). The mission of the Foundation will be to support and enrich the local and broader community in which MWCC operates, assisting to deliver the company's founding principles.

Once the cableway is operational, the Foundation will be an independent committee fully funded by a percentage of operational revenue from the previous fiscal year's takings. The Foundation's activities would be based around Programs, Partnerships & Philanthropy. Public and community consultation will assist the focus of the Foundation's activities over time.

Additionally, MWCC's Community Foundation will support our commitment to an approved Reconciliation Action Plan. It is envisaged support will include the sponsorship of secondary and tertiary level scholarships, bursaries and workplace traineeships to support the preservation of language, transfer of generational knowledge and the wellbeing of traditional custodians.

Programs

- Run MWCC's the *Class in the Clouds* program
- Support *Keep Australia Beautiful / Clean Up Australia Day*
- Support land and bush care groups

Partnerships

- Assist with track & trail development
- Assist with weed management programs
- Co-management of facilities
- Aid existing/new winter festivals/events
- Support aboriginal product development and traineeships, ceremonies and community initiatives

Philanthropy

- Reward local residents tickets/annual pass for recognised community/volunteer work.
- Co-fund local school facility upgrades
- Co-fund recreational trail development
- Support existing & start up auxiliary businesses via practical and financial assistance
- Sponsor new and existing event (in cash & in-kind)
- Sponsor further education/scholarships for aspiring staff
- Sponsor bursaries and scholarships for traditional custodians



ECONOMIC OUTCOME

Creating meaningful jobs

NET ECONOMIC IMPACTS

Benefits to the Broader Economy

This report focusses on articulating the environmental and social impacts to the community, two key pillars of MWCC's triple bottom line sustainable operating model. The third key pillar is the broader economic impact to the community, beyond the Company's internal shareholders.

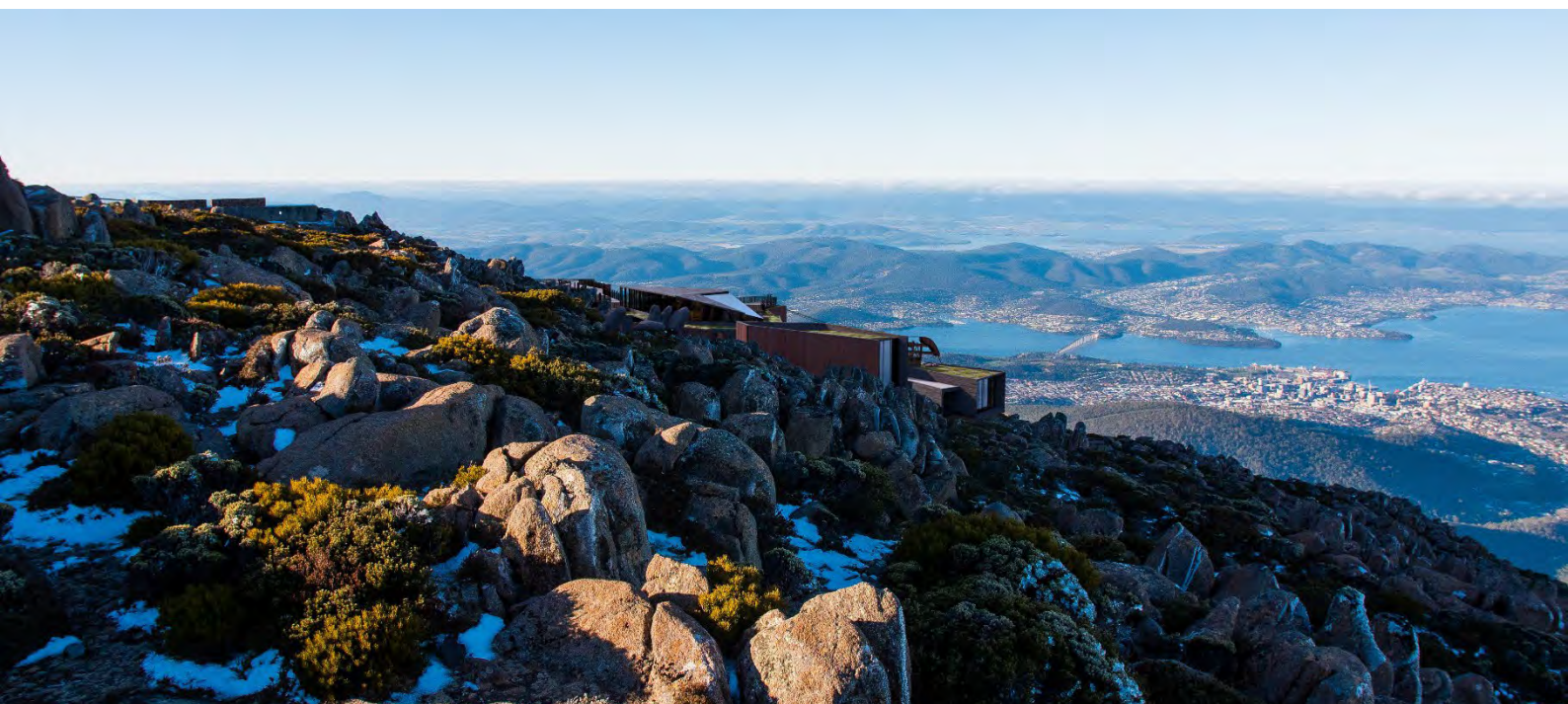
To quantify the broader economic benefits of the proposed project, MWCC engaged Strategy 42 South to produce an Economic Impact Report. This report conservatively measures both the short-term construction, as well as the ongoing operation impacts of the project to the Tasmanian economy to gauge the net differential benefit. These results have been endorsed by respected economist Saul Eslake.

Whilst market segment visitation has grown and some design details of the project have been refined since the report was published in 2016, the economic fundamentals of the project such as the ticket pricing, construction cost and employment figures remain constant. As such, the report's findings remain relevant and accurately reflect the economic impact of the project.

Key findings of the report indicate:

- An ongoing \$79M to \$99M net positive impact to the Tasmanian economy, once operational.
- Likely pull factor extending or increasing new and repeat visitation to the state.
- 80 new jobs (50 Full Time Equivalent positions) once operational in engineering, hospitality and tourism sectors.
- 200 jobs during construction.

For more information on the broader economic impacts to the Tasmanian economy, please refer to the 'Mount Wellington Cable Car: Economic Impact' report by Strategy 42 South 2016.



Benefits to State and Federal Government

Whilst it is clear that the implications of the COVID-19 pandemic have currently stalled the tourism industry in Tasmania, the numbers indicated in our 2016 report can be considered a relative and robust indicator of the potential economic contribution of the project to Tasmania when open.

Considering the current planning process and the most plausible timeframe for the project's opening date of FY2022/23, it is expected that the visitor economy in Tasmania would be at similar levels to pre-pandemic forecasts.

Whilst expectations are still uncertain, the Australian predictions assume an initial commencement of intrastate tourism mid-2020, gradual returns to interstate visitation, with international and cruise tourism predicted to begin recovering towards the end of 2021, aligning with potential dates for commencement of MWCC operations.

Potentially the project has an incrementally higher importance in helping recovery of the tourism industry in Tasmania through new visitor experiences and infrastructure.

Hobart also has significant new hotel accommodation under design and development, some additional 1000 beds will have been added by the time this project could be operational.

The cableway has the scale to ensure global brand coverage for Tasmania and will add to the compelling reasons to visit Hobart.

In terms of state and Federal governments, the 2016 Economic Impact Report noted that the project would annually:

- Inject \$62m of new investment into Tasmania.
- \$3.9m in new Government tax revenues per annum (inclusive of projected Income Tax, GST equalisation revenue for Tasmania, PAYG and Payroll Tax).
- New long-term income for land lease agreement¹⁹.

¹⁹ Broader Economic Impact Report 2016, Strategy42 South

Benefits to Local Government

The MWCC project provides benefits and cost efficiencies to the City of Hobart, including:

- Increased lifespan of existing mountain road.
- Cost savings of approximately \$250,000 per annum currently spent to subsidise the Wellington Park Management Trust (WPMT).
- Potential on-cost savings from co-location of WPMT offices/ranger storage within MWCC's proposal.
- Reduced demand on traffic and car parking management during peak visitation.
- Reduced compliance risk of visitor safety.



Benefits to Wellington Park Management Trust



The MWCC project facilitates several benefits for the Wellington Park Management Trust (WPMT) with a core focus on the Park's objectives, and the financial and resource requirements of the Park on an ongoing basis.

The proposed project seeks to address these with facility inclusions and lease arrangements funnelled into the financial resources of WPMT to add significant capacity to their valuable operation.

The MWCC will collect and share visitation data with the Park Trust and will collaborate on visitor management improvements including:

- Manager's office and Park-Ranger storage facilities at Base Station and/or Pinnacle Centre
- New and secure income per annum from other operating licences and/or leases
- Assessing the reduced demand on traffic and car-parking management during peak visitation.
- Reduced pressure to raise alternative revenue.

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