

Gov 4(2)(i)

NCLG AGM – 28<sup>th</sup> October, 2014

**MINUTES of the 6<sup>th</sup> ANNUAL GENERAL MEETING of the Nile Catchment and Landcare Group Inc. held on Tuesday 28th October, 2014 at 8.30 p.m. at the Nile Sunday School Church Hall, Nile**

**1. Attendance:**

1.1. **Present:** Andrew Cameron (Chairperson), Diana Cameron (Secretary), Jim Taylor (Public Officer), Keverall Cunningham, Bronwyn Rigby, Doug White, Carol Westmore, Jayne Praciak, Monique Case (NRM North at N.M.C) and Mary Knowles (Councillor with NMC).

1.2. **Apologies:** Michael Moore, Maura O'Connor, Brian Bean, Carol Phillips, Jonathan Walters, Debbie Davey, Donald Cameron, Jack and Andrea Monks.

**2. Confirmation of the Previous Minutes of NCLG Inc. AGM on 22<sup>nd</sup> October, 2013**

*Moved by Diana Cameron and seconded by Doug White that the Minutes of the Previous AGM on Tuesday 22<sup>nd</sup> October, 2013 be accepted.*

*Approved*

**3. Correspondence:** No correspondence sent or received for AGM.

**4. Treasurers Report:**

4.1. In the absence of Debbie Davey our Treasurer the Chairperson Andrew Cameron presented the Statement of Income and Expenditure for the Financial Year ending 30 June, 2014. Income was \$516.53 and Expenditure was \$2,090.43. \$1,633.50 had been spent on weed control of Patersons Curse at Deddington township. The accumulated funds as at 30<sup>th</sup> June 2014 was \$6,166.55. The Balance Sheet Statement showed that the total Assets (Bank Account) of NCLG at 30<sup>th</sup> June, 2014 was \$6,044.89.

*Moved by Andrew Cameron and seconded by Diana Cameron that the accounts be accepted.*

*Approved*

4.2. **Special Resolution:** That the Nile Catchment and Landcare Group request the Commissioner for Corporate Affairs to exempt our association from an audit for the last financial year 2013 - 2014. We confirm that NCLG Inc. total revenue and/or assets are less than \$40,000.

*Moved by Jim Taylor and seconded by Carol Westmore that the special resolution be approved.*

*Approved*

**5. Chairman's Report :**

Andrew Cameron reported that Michael Praciak and Jonathan Walters had once again been proactive with the spraying and organizing of the spraying of Patersons Curse in the Deddington township. Spraying of the Patersons Curse benefits the people of the Deddington township, the neighbouring farms and the valued landscape. Thanks go to Michael and Jonathan for their efforts. The application to NRM for funding for ongoing spraying of the Patersons Curse was not successful which is disappointing.

*Moved by Andrew Cameron and seconded by Bronwyn Rigby that the chairman's report be accepted.*

*Approved*

Andrew Cameron: ..... Date: .....

Annual General Meeting Minutes approved and signed by Chairperson:

## 6. Nomination and appointment of Members of the Committee

*Bronwyn Rigby moved that as there were no new nominations and no resignations to the representatives listed below, that all appointments remain the same on the committee. Seconded by Andrew Cameron.*

*Accepted*

### **Nile Township x 3 representatives –**

Bronwyn Rigby, 24 Cox Street, Nile TAS 7212  
Donald Cameron, 'Fordon', Nile Road, Nile TAS 7212  
Keverall Cunningham, C/ 24 Cox Street, Nile, TAS 7212

### **Nile Road water race x 2 representatives –**

Jim Taylor, 'Lochmaben', Nile Road, Nile TAS 7212  
David Rigby, 7 Cox Street, Nile TAS 7212

### **Irrigators x 1 representative –**

Michael Chilvers, 'Winburn', 1262 Nile Road, Nile, 7212

### **Graziers x 2 –**

Frank Davey, 'Rockhampton', Deddington Road, Deddington, TAS 7212  
Andrew Cameron, 'Marathon', 1503 Deddington Road, Deddington, TAS 7212

### **Deddington Township x 2 representatives –**

Michael Praciak, 947 Bryants Lane, Deddington. TAS 7250  
Jonathon Walters, 942 Deddington Road, Deddington, TAS 7212

### **Water Transfers x 1 representative –**

Doug White – 'Patterdale', Uplands Road, Deddington, TAS 7212

### **Water watch 1 representative –**

Debbie Davey, 'Rockhampton', Deddington Road, Deddington, TAS 7212

### **Log jam 1 representative –**

David Talbot, 'Baythorne', Bryants Lane, Deddington, TAS 7212

### **Northern Midlands Council x 1 representative –**

Councillor Mary Knowles, 1230 Gipps Creek Road, Gipps Creek TAS 7213.

**DPIWE** - 1 representative to be invited as needed.

## 7. Election of Office Bearers

**President:** Debbie Davey nominated Andrew Cameron.

**Vice Presidents:** Andrew Cameron nominated Carol Westmore.  
Diana Cameron nominated Bronwyn Rigby.

**Treasurer:** Andrew Cameron nominated Debbie Davey.

**Secretary:** Jim Taylor nominated Diana Cameron.

**Public Officer:** Andrew Cameron nominated Jim Taylor.

*All Nominations were accepted and duly elected.*

## 8. Close of AGM meeting.

8.50 pm Tuesday, 28<sup>th</sup> October, 2014

**MINUTES of the GENERAL MEETING of the  
Nile Catchment and Landcare Group Inc. held on Tuesday 28<sup>th</sup> October, 2014  
at 8.50 p.m. at The Nile Sunday School Church Hall, Nile**

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**1. Attendance:**

1.1. **Present:** Andrew Cameron (Chairperson), Diana Cameron (Secretary), Keveall Cunningham, Bronwyn Rigby, Doug White, Carol Westmore, Jayne Praciak, Monique Case (NRM North at N.M.C) and Mary Knowles (Councillor with NMC).

1.2. **Apologies:** Jim Taylor, Michael Moore, Maura O'Connor, Brian Bean, Carol Phillips, Jonathan Walters, Debbie Davey, Donald Cameron, Jack and Andrea Monks.

**2. Confirmation of the Previous Minutes of NCLG Inc. General Meeting held on 22<sup>nd</sup> October, 2013**

*Moved by Doug White and seconded by Diana Cameron that the Minutes of the Previous General meeting on 22<sup>nd</sup> October, 2013 be accepted* **Approved**

**3. Treasurers Report:**

Andrew Cameron reported on behalf of Debbie Davey that the bank balance at the 9<sup>th</sup> July, 2014 was \$6,166.70. Total liabilities (un-presented cheques) are \$121.66 leaving the Net available funds on hand at \$6,045.04.

*Moved by Andrew Cameron and seconded by Carol Westmore that the Treasurer's report to the 28th October, 2014 be accepted.* **Approved**

**4. Matters arising from the Minutes:**

4.1. Deddington Township – Patersons Curse - Northern Midlands Council will send a reminder letter to all residents of Deddington regarding the need to spray Patersons Curse. It was agreed to keep applying for funding through NRM North.

4.2. Willows in the lower Nile River Catchment: It was agreed to rollover the funds (\$4,000) allocated to Jim Taylor's project to control willows in the lower Nile River.

4.3. Ragwort on a Nile riverbank on the Thirkell-Johnstone's property – noted

4.4. Special Committee of Council. NCLG is a special Committee of Council.

**5. Other business:**

5.1. Log Jam at 'Baythorne' - Peter Voller PSM, Manager, Natural Values Conservation, Department of Primary Industries, Parks, Water and Environment updated the group on the proposed removal of a section of the Log Jam on the Nile River at David Talbot's property of 'Baythorne'. The Nile Catchment and Landcare Group Inc. are concerned that this One Hundred Thousand dollar (\$100,000.00) amount of funding for the part removal of logs from the Nile River at 'Baythorne' will negate further funding in this catchment for projects that will actually be effective. Other concerns and discussion took place about the amount of willows and gorse in the river at Baythorne, what monitoring was taking place, and the importance for this project to communicate with downstream users in the Nile River and Nile township.

5.2. Funding Opportunities: There was funding for 'Weeds of National significance'. Maybe funding for gorse out lyers. Weeding funding \$1,500 grant for TEER money in May.

5.3. Curb Side Delivery at Deddington. Doug White had received a letter from Northern Midland Council saying that there wouldn't be any curb side delivery in the foreseeable future. Doug encouraged members of NCLG to write to council on this matter.

**6. Close of meeting: 9.10 pm.**

**AVOCA, ROYAL GEORGE & ROSSARDEN LOCAL DISTRICT COMMITTEE**

Minutes of the Ordinary Meeting of the Avoca, Royal George & Rossarden Local District Committee held at the Avoca Community Centre on Thursday, 24 September 2015 commencing at 6.00pm

**1 IN ATTENDANCE**

Claudia Freeman (Chair), Jacinta Allen, Dalija Wells, Tony Gee, Gary Cobb, Shirley Squires, Helen Reynolds, Cr Mary Knowles, Des Jennings (General Manager), Gail Eacher (Executive Assistant)

Guest: Suzanne Jones

**2 APOLOGIES**

Shirley Freeman

**3 CONFIRMATION OF MINUTES**

*Dalija Wells / Gary Cobb*

That the minutes of the meeting of the Avoca, Royal George and Rossarden Local District Committee held on Thursday, 6 August 2015 be confirmed as a true and correct record of proceedings.

Carried

**4 DECLARATION OF ANY PECUNIARY INTEREST BY A MEMBER OF A SPECIAL COMMITTEE OF COUNCIL**

In accordance with the provisions of the *Local Government Act 1993*, a member of a Special Committee must not participate in any discussion or vote on any matter in respect to which the member:

- a) has an interest; or
- b) is aware or ought to be aware that a close associate has an interest.

A member has an interest in a matter if the matter was decided in a particular manner, receive or have an expectation of receiving or likely to receive a pecuniary benefit or pecuniary detriment.

**5 BUSINESS ARISING FROM THE MINUTES****i) Monitoring Water Quality / Water Consumption**

Previously noted that

- Construction of a water pipeline to provide treated water to Avoca had been approved and envisaged that construction works would take 12 months to complete.
- In late 2014 early 2015 TasWater had written to Avoca residents providing information relative to the project.
- Advised that TasWater had not yet made contact with the dialysis patient re the provision of water / tanks to the dialysis patient.

At the March meeting, a number of queries were raised by guests and the committee in relation to:

- Contamination of the water which is currently provided by TasWater,
- Current costs incurred for water consumption;
- Provision of shelter at the water tanks to offer protection to users filling water containers;
- The provision of a further tap extension (hose) to make it easier to fill containers and reduce wastage;
- Future cost of treated water, relative to availability and usage thereof.

Council officers continue to liaise with TasWater in regard to

- The information day to be held (TasWater have advised that this arrangement is on hold pending completion of the functional design of the water pipeline from Fingal to Avoca and that during the design phase they will finalise the pipeline route and engage with the community and, in particular, those landowners along the pipeline route)
- The dialysis patient.

Following the August meeting, TasWater were advised of the following:

- A substantial water leak on Falmouth Street, just east of the intersection with Arthur Street - Complete.
- The need for the provision of a further tap extension (hose) to the tank at the Fire Station to make it easier to fill containers and reduce wastage – TasWater advised that they have provided hoses previously which have been removed.
- Queried what action TasWater could take to ensure that new residents were informed of the water issues currently experienced in Avoca. – TasWater advised that their 56ZQ (lands titles certificate) process has been expanded so that when the conveyancing process is undertaken, water quality is featured on the 56ZQ issued by TasWater.

At the September meeting it was noted:

- The committee advised that a hose had not been previously affixed to the tank at the fire station and requested that one be provided.
- Requested that the shade cloth on the shelter provided be replaced with an impervious material to provide shelter from rain and wind.

**Action**

*Liaise with TasWater re the hose and shelter.*

**ii) Esk Highway – Verge maintenance**

Referred to State Growth (DSG) that the rail crossing at the western approach to Avoca is off-camber and misaligned – requested that the appropriate authorities address the matter.

DSG have advised the site has been inspected and the situation investigated, and advise as follows:

- *Application of normal camber at this site has not been possible due to the need to cater for a level crossing in hilly topography.*
- *The Level crossing site coincides with bends in the horizontal and vertical alignment of the Esk Main Road.*
- *Because of the road alignment and level crossing, approaching traffic is provided advance curve warning signage, rail crossing warning signage, chevron alignment markers and 65km/hr advisory speed plates on both approaches to warn drivers to slow and negotiate the hazards ahead.*
- *In effect the winding road alignment and warning signage combine to create a lower speed environment in the vicinity of the level crossing which serves to lessen the impact of the undesirable camber.*
- *The crash history at the site indicates that the signage provisions have been effective. There has only been one crash recorded at the site over the last 5 years. The crash that did occur in 2010 involved property damage only in wet road conditions.*
- *Accordingly the Department of State Growth considers that the level crossing is operating satisfactorily. The Department has limited resources for upgrading road alignments and this site would be expensive to improve and not compete well with other candidates so no work is planned to target this site.*

**Action**

*Matter complete.*

**iii) Rossarden issue - Vehicle wrecks**

20 plus wrecked vehicles at the back of Baker Street houses and on the nature strip on the street frontage in Baker Street.

The committee noted that no action can be taken in relation to vehicles on private property, however, Council would investigate options to have other vehicles removed.

Committee members previously advised of a costing for removal of vehicles that had been provided by a contractor – Council to be provided with said information. Following receipt of the information Council will investigate further and correspond with property/vehicle owners to offer assistance with coordinating removal of the vehicles.

The committee noted that removal of vehicles from private property would be at the discretion of property owners.

**Action**

*Costing for removal of vehicles to be provided.*

*Council to investigate further and correspond with property/vehicle owners.*

**iv) 10 Year Plan**

At the August meeting the 10 year plan list together with minor amendments was adopted. The list has been considered by Council officers and proposed actions listed. List appended to the minutes for further discussion and prioritisation at the November meeting.

**Action**

*List to be prioritised at November meeting.*

**v) Bridge Construction**

At the August meeting, the Committee were advised that when the previous bridge was constructed in 1974, an opalised log had been buried at the approach to the bridge and requested that consideration be given to this when excavation works are undertaken.

Noted that Council officers had consulted with the construction engineers and further information in relation to the location of the logs was sought. Information provided by the committee to be forwarded to the contractors.

**Action**

*Council officers to forward information provided by the Committee to the contractors.*

**vi) RV Friendly Status**

The Committee requested that Council pursue RV Friendly status for Avoca.

Previous sites identified reassessed and agreed that a more appropriate site be sought by council officers for consideration by the committee. Noted that works associated with the preparation of a site would need to be considered in the 2016/17 municipal budget.

**Action**

*Alternate sites to be identified by Council officers.*

**vii) Newspaper Article**

The Committee noted that Council officers would commence with placing articles in the Northern Midlands News page of the Tuesday Examiner, advising communities of the membership of the committees and the role of the committee within the community.

**viii) Policing**

Information re the laws governing the discharge of firearms to be provided to Council for

inclusion in a future news item to be published.

Noted that the information is awaited.

Speeding on Falmouth Street (the Esk Highway), especially heavy vehicles, remained an issue. Tas Police have advised previously that there are a number of patrols through Avoca at various times and that the information had been relayed to patrolling police.

Speeding through Avoca remains an issue, especially heavy vehicles frequently and most oft in the early mornings. Tas Police have filed a report and advised that they will approach operators in the district in relation to the community's concerns.

Requested that Council officers to liaise with DSG to install vehicle counters in Falmouth Street to ascertain the number and nature of vehicles speeding and the volume of traffic.

**Action**

*Requested that Council officers liaise with DSG to gain permission to install vehicle counters at Avoca.*

**6 PENDING ITEMS**

**i) Rossarden – Walks and Attractions**

The Committee have previously requested that access be provided through Crown land to the Rossarden waterfall. GPS coordinates for the waterfall and access have been established by Council's Engineering Assistant.

Noted that Cr Knowles is working with NRM Officer, Monique Case, and Gary Cobb to progress this matter.

**Action**

*Matter on hold.*

**ii) Road Closures/Improvements**

At previous meetings the deterioration of those roads previously managed by Forestry Tasmania and Gunns had been noted and discussed. The Committee requested Council consider liaising with Break O'Day Council in order to improve "forestry" roads so that tourist attractions, such as waterfalls, could be accessed.

Council had sent a letter to the Break O'Day Council providing in principle support for the upgrading of gravel forestry roads to waterfalls project as tabled at that meeting.

At 29 May meeting noted that Cr Knowles had been in contact with the State Government re this matter and, at 28 August 2014 meeting, the Committee were advised by Cr Knowles that at the recent meeting with the Premier at Council's Chambers, the matter had been discussed.

**Action**

*Placed on hold pending funding opportunities/ ownership issues*

**iii) Rossarden sculpture**

Designs to be considered, possibly mining themed. Eddie Freeman to provide design concepts.

Awaiting design concept of "miner" from Eddie Freeman.

**7 CUSTOMER REQUESTS**

The following requests have been issued – update to be provided:

Meeting Date	Customer Request	Detail	Status
8/2015	Rossarden Museum	Back ramp entrance to Rossarden Museum becomes slippery when wet/icy, request installation of some measure to prevent slipping (e.g. chicken mesh) and installation of advisory signage.	Works complete.
8/2015	Disposal of rubbish at football field and river	Rubbish is being dumped at football field between railway line and river on river's edge, needs to be removed. (Request resubmitted).	Indicated that CR complete, however, garden waste, vinyl etc. still not removed.
8/2015	Boucher Park BBQ	Polycarbon cladding on BBQ vandalised and repaired; however, repairs are not satisfactory as sharp edges – polycarbon requires replacing.	Made safe until time permits to replace cladding. Requested that the polycarbon be replaced and that an alternate material not be utilised.
8/2015	Road Sign – Storys Creek Road	The Committee noted that a road sign was lying on the grass on Storys Creek Road in close proximity to Avoca.	TasRail notified.
8/2015	Road Sign – St Paul's Cabin Sign	The Committee noted that a large lump of concrete was left at the base of the tourist sign when it was erected, and requested the removal thereof.	Concrete removed 19/8.
8/2015	Tree stumps – Storys Creek Road	Requested that the stumps that were left behind when the trees were felled be removed.	Not considered urgent. Tree stump near Telstra cables will be removed when time permits.
8/2015	Rossarden museum	Debris from tree felled to be removed.	Completed 31/8
9/2015	Speed Signage – Rossarden entrance	That a speed reduction sign be installed before the sharp bend at the entrance to Rossarden (approx 1km from the bridge on the Avoca/Rossarden approach (sign installed on the opposite side of the road facing other direction, may have been installed on the wrong side).	
9/2015	Ruins at Walter Street Rossarden	House in Walter Street burned down some time ago. Council to please pursue clean up of the property.	
9/2015	Barbecues at St Pauls River Recreation area	Requested that the old barbecues at St Paul's river be removed and that an adequate fire pit be installed.	
9/2015	Directional sign – dog exercise area	Requested that a sign be installed at Boucher Park directing dog owners to the St Pauls River recreation area to exercise dogs.	
9/2015	Doggy Bag Dispensers	Requested that an alternative design doggy bag dispenser be sourced and utilised as some difficulties are encountered in accessing the bags if the bags are not protruding from the dispenser.	
9/2015	Open Drain on Falmouth Street Avoca – environmental concerns	Noted that there is a stench emanating from the open drain on the lower side of Falmouth Street (opposite the junction of Churchill St). Appears to be grey water with perhaps oil / paint content.	

**8 ASSOCIATION REPORTS****i) AMIC**

- Spring Festival very successful – photographs to be placed on Avoca webpage and Cr Knowles' contact details to be provided to Examiner correspondent.
- The Spring Festival committee were congratulated on an excellent event.
- The Spring Festival Committee thanked Council for their assistance with signage for the event.



**ii) Rossarden & Friends Kids Xmas Group**

- Outing to tailrace and aquatic centre to be held on 3/10, some funds provided by Council.
- 60's night hosted by the Group was successful and enjoyed by all whom attended.

**9 NEW BUSINESS**

**i) Garage Sale Trail**

Flyer to be made available at the post office re Garage Sale Trail to be held on 24/10.

**ii) Mental Health Week**

Community barbeque to be held on 5/10 at Campbell Town Football ground, flyer to be made available at the post office.

**iii) RAW – Psychs on Bikes event**

Free health checks (mental health focus) to be held at Longford RSL on 16/10, flyer to be made available at the post office.

**iv) Defibrillator**

Noted that Angie Gee had submitted funding application for the purchase of a defibrillator.

**v) Don McShane**

The committee recognised the contribution of Mr McShane to the Fingal Valley community and requested that a letter be written on behalf of the Committee to Mrs McShane acknowledging this service.

**vi) Green Waste**

Suggested that Council make provision for a once per month free green waste day at the tip as this may alleviate the need for Council to clean up green waste which has been illegally dumped.

**vii) Footpath Program**

The committee requested that details of Council's footpath programme be circulated to the membership.

**viii) Gym Equipment at Avoca**

The Committee noted that a visitor had written to Council re their recent visit:

*We stopped at the little townships along the way, including Avoca and Fingal, to look about and we were very impressed by the community park at ... Avoca. There was a hall, clean toilets, a grove of trees planted recently in honour of WWI servicemen and a small collection of really interesting and colourful exercise "machines". We spent quite a while trying them out. There was also a display about nurses/midwives of the area. ...  
...I was especially interested as I have seen equipment like this in various places...*

**ix) Affordable Housing**

The committee discussed the benefits of the introduction of affordable housing to small rural communities.

***Tony Gee/Helen Reynolds***

That Council pursue the provision of affordable housing in small communities such as Avoca and Royal George.

Carried

**10 CLOSURE & NEXT MEETING**

The Chairperson closed the meeting at 7.25pm.

The next meeting to be held on Thursday, 26 November 2015 at the Avoca Community Centre commencing at 6.00pm.

**MEETING OF THE CRESSY LOCAL DISTRICT COMMITTEE HELD AT THE CRESSY MEMORIAL HALL ON WEDNESDAY, 30 SEPTEMBER 2015 COMMENCING AT 7:00 PM**

**1 PRESENT**

Mrs Fae Cox (Chairperson), Mrs Helen Howard, Mr Daniel Rowbottom, Mrs Anne Green, Mrs Angela Jenkins, Mrs Maurita Taylor

**2 IN ATTENDANCE**

Cr Richard Goss, Mr Des Jennings (General Manager), Miss Amanda Mason (Executive Officer)

**3 APOLOGIES**

Mr David Bassett, Mrs Helen Williams, Mr Peter Goss, Mr Andrew Turnham

**4 DECLARATION OF ANY PECUNIARY INTEREST BY A MEMBER OF A SPECIAL COMMITTEE OF COUNCIL**

In accordance with the provisions of the *Local Government Act 1993*, Part 5, S48A – S56, a member of a Special Committee must not participate in any discussion or vote on any matter in respect to which the member:

- a) has an interest; or
- b) is aware or ought to be aware that a close associate has an interest.

A member has an interest in a matter if the matter was decided in a particular manner, receive or have an expectation of receiving or likely to receive a pecuniary benefit or pecuniary detriment.

*\*It should be noted that any person declaring an interest is required to notify the general manager, in writing, of the details of any interest declared within 7 days of the declaration.*

**5 CONFIRMATION OF MINUTES**

***Mrs Ann Green/Mr Daniel Rowbottom***

*That the minutes of the Cressy Local District Committee meeting held on Wednesday, 29 July 2015 be confirmed as a true and correct record of proceedings.*

Carried unanimously

**6 BUSINESS ARISING FROM THE MINUTES**

**6.1 Council website**

Updated photo of Hall has been taken and uploaded to the website.

**6.2 AED Unit in Cressy**

The Council AED Unit at the Cressy War Memorial Swimming Pool can be housed at the Fire Station during winter.

Verbal approval has been provided from the Tas Fire Service to house the AED Unit. Written approval can be obtained if required.

### **6.3 Strategic Plan**

#### **6.3.1 Entrance statements**

Committee has met to discuss initial designs with Cumulus Studio. Advice has been received that concepts will be available in 2 weeks for review.

Discussion was had in respect to iron silhouettes showing people working on the land to represent Cressy as a farming / agricultural town.

Suggested location – at the beginning of the row of trees inside the 60km/hr zone.

#### **6.3.2 Christmas decorations**

It is not recommended funding be applied for through the Tasmanian Community Fund.

### **6.4 Cressy Road**

State Growth investigated concern raised re the uneven surface of Cressy Road between Cressy and Green Rises Road. State Growth deems the issue to be P3 (low priority). They will continue to monitor and place on the reseal list for 2016-2017 works program.

### **6.5 RV Friendly signs and Overnight Camping at Cressy Recreation Ground**

RV signs have been requested, however will not be installed until after the dump point has been installed.

The Cressy Recreation Ground is listed as a free overnight camping area, therefore will need to be kept unlocked.

The Committee noted that the Recreation Ground is kept unlocked at all times, however, the gates are closed to prevent hooning.

It was suggested a phone number be placed on the gates with Council's number for potential campers to call.

### **6.6 Customer requests**

Committee to note that all Customer Requests in section 8.2 of the minutes of the last meeting have been actioned.

## **7 MATTERS IN PROGRESS**

### **7.1 Telstra Pits**

Remaining pits for repair by Telstra are:

- Macquarie Street;
- Opposite the park in Church Street;
- Approx. 54 Saundridge Road – filled in.

### **7.2 Cressy History Project**

#### **7.2.1 History board**

Unveiling complete. Huge success, excellent feedback from people within the town. Thank you to everyone who helped in particular Helen, Andy and Simone for the afternoon tea.

*Mr Daniel Rowbottom/Mrs Angela Jenkins*

*That Council place a cover over the Cressy history board to preserve it from the elements.*

*Carried unanimously*

#### **7.2.2 Green Walk / Plinth**

Plaque ordered, Council to make plinth. Discussion in respect to a formal opening to be had closer to the event.

#### **7.2.3 Information brochure**

Mrs Cox to arrange meeting with sub-committee to progress the development of a brochure to compliment the history board.

#### **7.3 Perth Bypass**

Final design on display at the Council offices. Planning application has been submitted by State Growth for the development and approved by Council on 21 September 2015.

#### **7.4 Dump Point at Cressy Recreation Ground**

Funds allocated in 2015/16 budget for installation of dump point at the Cressy Recreation Ground.

#### **7.5 Manuka honey**

No update at this stage.

### **8 NEW BUSINESS**

#### **8.1 Customer requests**

Scraper at BBQ has been misplaced.

Capeweed – can Council please note location for future spraying.

Prunus tree on northern entrance to Cressy requires mulching.

#### **8.2 Tasmanian Trout Expo**

The Committee noted the annual Tasmanian Trout Expo was held the weekend prior and was once again a huge success. Excellent coverage given in the Sunday Tasmanian promoting Cressy.

#### **8.3 Northern Midlands Council Volunteer Handbook**

The Committee noted Council has developed a Volunteer Handbook with information for all its volunteers. All volunteers must be registered with Council for insurance purposes.

#### **Action**

Miss Mason to circulate with minutes and check who is registered from the Committee.

**8.4 Halfway School**

*Mrs Howard/Mrs Jenkins*

*That Council investigate a sign indicating the location of the halfway school be located on Cressy Road.*

*Carried unanimously*

**9 CLOSURE & NEXT MEETING**

The Chairperson closed the meeting at 7:48 pm.

The next meeting to be held on 25 November 2015 at 7:00pm.

# EVANDALE COMMUNITY CENTRE AND MEMORIAL HALL MANAGEMENT COMMITTEE

Gov 4(2)(v)

## Minutes of General Meeting Tuesday 6<sup>th</sup> October 2015

Chairperson: John Lewis

Meeting opened: 10.00am

1. Present: Chris Hurford, Ruth Tilsley, Adrian Jobson, Ian Goninan, Frank Halliwell, Bronwyn Rigby, Jennie Staal, Gillian Atherton (Minutes).

2. Apologies: Jenny Carter, Peter Riley.

3. Minutes of Previous Meeting: read and confirmed Ruth Tilsley/Chris Hurford. Carried

### 3.1 Business Arising:

- Art Show to be held Friday 8<sup>th</sup> April -16<sup>th</sup> April 2016. Small steering group to meet before. To explore sponsorship for wine/cheese etc.
- Tear-off leaflets/maps. This is on-going.
- Solar panel research (for Memorial Hall) is being researched by Chris Hurford who will contact Nick Hutchinson of Capital Innovation who supplies Beacon Solar. Ian Goninan will pursue the possibility of a grant from the NMC as it couldn't be financed without help.
- Uniting Church Fair Saturday 5<sup>th</sup> September. ECC stall raised \$180 which went towards restoration work at the church. History Society very well received and popular.
- Memorandum of Understanding has been adjusted and signed.
- Christmas Function at the centre, 10<sup>th</sup> December, together with the History Society. Will be a BBQ with catering by the Nile Group. Will advertise in the newsletter as an RSVP will be required.

### 4. Correspondence:

#### 4.1 Inwards:

- F.Dewar Heritage Highway
- NMC Financial Plan Workshop
- A Engdahl Art Exhibition new dates
- Volunteering Tas National Conference
- Devonport Visitor Centre Advertising space
- Sarah Elliott Gift Shop stock
- Trowunna Wild Park Certificate
- TCCI CEO update
- L Green NMBA AGM
- CSR Grants
- Various E-mails from volunteers re roster

#### 4:2 Outwards:

- M. Bricknell Storage accounts
- Evandale Village Fair Clothes rack
- National Trust Signage
- D Mitchell RV parking Evandale Market
- Volunteers Rosters etc.

It was moved that the correspondence be accepted: Adrian Jobson/Frank Halliwell: carried.

5. Financial report:

September 2015

<b>Income</b>	<b>September 2015</b>	<b>% Change</b>	<b>September 2014</b>
General	\$838.55	-21%	\$1066.45
Memorial Hall	\$368.00		\$792.00

<b>Bank Balance</b>	<b>Sept 2015</b>	<b>Last Month</b>
Commonwealth Bank-Cheque Account	\$2135.12	\$1057.66
Bankwest- Business Telenet Saver	\$4030.51	\$8510.52

General Income for September was \$838.55 which is 21% down on September 2014.

A total of \$4,500.00 was transferred from our Telenet Saver account to cover:

- \$2,000 for the purchase of stock for the gift shop.
- \$2500 to cover the Aurora Electricity accounts
  - \$1595.00 for the Community Centre
  - \$724.80 for the Memorial Hall

Attached is a copy of our 2015 budget.

Treasurer 6<sup>th</sup> October 2015

Rotary may be asked for assistance to buy another glass cabinet (\$1650), and

It was moved that the Treasurer's Report be accepted: Chris Hurford/Frank Halliwell, carried.

6. History report: Jenny Carter

- St Andrew's Uniting Church Open Day with information being delivered to and received from a number of interested parties.
- Numerous research enquiries have been dealt with.
- New members Maria and Barry Lawson.
- Maps from Prof. Maria Bardenhagen's research have been copied and will be framed and hung in the vicinity of the diorama. These depict positions of shafts, a frequently asked question from visitors.
- Launch of Guy Barnett's new book to be held at the Primary School, end of October.
- Box of award ribbons etc. from poultry shows received from Ron Langley for possible future display.
- December meeting at ECC on 10<sup>th</sup> December followed by Christmas get-together with ECC members.

7. Centre Management: Jenny Staal

- October roster has been sent to volunteers.
- Opening hours to be 10am – 4pm after E-mail sent to volunteers.
- Visitor numbers September: this year 378/last year 384. Years total 609/730 last year.
- Tear-Off Map – Jenny Carter is following this up.
- Flag Pole has been temporarily fixed, but will eventually need replacement.
- Four new volunteers, receiving basic training in computer, photocopy use etc.

## 8. Community Hall report: Bronwyn Rigby

1-16

- Bronwyn reported that bookings at the hall had been quiet, but Rotary and the Plowright Family have bookings coming up.
- Chairs were loaned for Ben Plowright's funeral at no charge.
- NMC have advised re painting of the outside of the hall. Waiting to hear from the contractor regarding removal of asbestos sheeting before new light can be installed prior to painting.

It was moved that the reports be accepted: Ruth Tilsley/ Bronwyn Rigby. Carried.

## 9. Any Other Business:

- Concerns were raised about the lack of information regarding the closure of Clarendon; Ruth had relayed concerns to Matt and is waiting for a reply. It will be closed indefinitely until water damage is fixed. In future the historical focus will not only concentrate on the Cox family, but will be brought more up to date until more modern times. The Costume Museum and the Fly Fishing Museum will be open, also the gardens.
- Rotary Trivia Night, Saturday 17<sup>th</sup> October.
- Ruth was thanked for her work upgrading the stock in shop, and also for improvements in the library.
- Reminder of the NBN meeting at the Prince of Wales, 10<sup>th</sup> October at 3pm.
- ECC activities could be advertised in the Neighbourhood Watch and School newsletters.
- To consider some fun-raising activities to raise funds for the Centre (new flagpole?). A Trash and Treasure day, or a car boot sale on a Sunday was suggested.

The meeting closed at 11am.

Next meeting Tuesday 3<sup>rd</sup> November at 10.00am



**MINUTES OF THE MEETING OF THE NORTHERN MIDLANDS DISABILITY  
DISCRIMINATION ACTION COMMITTEE HELD TUESDAY OCTOBER 6<sup>TH</sup> 2015  
STARTING AT 11.30AM IN THE COUNCIL CHAMBERS 13 SMITH STREET  
LONGFORD**

**Present:**

- Lorraine Green NMC Manager Economic and Community Development (Chair)
- Dale Luttrell CEO Eskleigh
- Jan Harvey Manager Community Services, Campbell Town Health and Community Services (CTHCS)
- Donald Watson/ Campbell Town resident and client of CTHCS
- Karen Bell Longford resident and carer
- Michael Higginson NMC Work Health and Safety Officer

**Meeting Business:**

1. Welcome and Introductions
2. Review of the Committee's Terms of reference  
The Committee agreed the terms of reference accurately reflected their understanding of the role and sphere of the committee.
3. Review of Council's Access Policy  
The committee agreed the original Access Policy was still relevant.  
Action: L Green to check if the DDA Act 1992 has been updated.
4. Review of the Council's Action Plan 2005-2010 and the Status report against that plan's goals  
Actions arising
  - L Green to obtain a listing of the locations of the disabled car parking spaces in our towns.
  - D Luttrell to arrange for Eskleigh residents and staff to develop a layout for a safe viewing area of the highway near the entrance to Eskleigh.
  - Consideration to be given to the footpath access from Eskleigh into Perth.
  - Need to include recommendation to lower speed limit on Scone Drive Perth to 20km.
  - Noted at item 2.2.1. that council now has an induction process for contractors.

5. The process for developing the 2015-2020 Council Disability Discrimination Action Plan including the possibility of again conducting staff and community surveys

It was agreed small groups would undertake an assessment of each town's council facilities, 'essential' businesses eg post office, police station re accessibility comprising:

- J Harvey, D Watson and L Green for Campbell Town/Ross (October 13<sup>th</sup>)
- D Luttrell and L Green to discuss Perth team and date
- K Bell and L Green to review Longford/Cressy (date to be advised) (NB Longford review to include the toilets at the Council cemetery)
- L Green to work on Evandale team
- L Green to discuss Avoca with Councillor Knowles

It was agreed to repeat the staff and community surveys, including a question with regard to satisfaction with the 'primary health care services' level of provision in the Northern Midlands

It was agreed to also seek community input via the Council website and facebook, Examiner, Midlands Herald, fliers in shop windows, and invite health providers to provide input and handout out fliers

It was agreed the draft plan that eventuated from these reviews, surveys and feedback would be widely distributed for feedback.

6. Other Business

Nil

7. Date for the next meeting

Tuesday November 17<sup>th</sup> 2015: 11.30am in the back meeting room at the Council Chambers

8. Meeting closed 12.30pm

## Minutes of Devon Hills Residents Committee

Tuesday 13 October, 2015

**Meeting Opened:** Meeting declared open at 8.06pm

**In Attendance:** Cheryl and Phil Canning, Graeme Gliddon, Margaret Webster, Lance Turner, Christine White, Lyn Lichon, Sheena Harris, Jim Stewart

**Apologies:** Lisa Lucas, Jamie Buckby, Janet Lambert

### **Confirmation of Previous Minutes:**

-Recommendation: That the minutes of the the meeting of the Devon Hills Residents Committee held on 11 August 2015 be confirmed as a true and correct recording of proceedings. Moved Phil Canning. Seconded Margaret Webster, Passed.

### **Declaration of any pecuniary Interest by a member of a special Committee of Council**

None declared.

### **Business Arising:**

-Aurora have been out to inspect power poles in the community

-Telstra and Tas Water issues are ongoing

-Fire demonstration has been discussed with the Fire Service, however, final approval is required to be given by the Youngtown depot. This is an ongoing matter but looking to encourage decision so that demo can be held at Garage Sale event on 7 November.

### **Treasurers report:**

Not provided due to absence of Treasurer on extended Overseas travel

### **Chairman report:**

Not provided due to absence of Chair on extended Overseas travel

### **Ongoing Business update:**

- Boom gates at Fire Shed now not happening – refer previous meeting minutes
- Security Camera replacement at Fire Shed – Refer previous minutes – cameras still not replaced by Council. This has been noted on the bi monthly Risk checklist.

**Action:**- Sheena to follow up with Janet Lambert

- Halloween Event has been advertised on Facebook and among the community.

**Action:**-Sheena to follow up

- Memorandum of Understanding document issued at last meeting has been reviewed by a number of the committee and further discussion about the content is to be had at the next Meeting
- Volunteer Forms have been provided to the Committee who have completed (those present at the meeting) and returned to Secretary (Sheena Harris). Pigeon Club forms also completed and handed to Secretary.

**Action:-** Sheena to deliver to the NMC, keeping a record of who has completed them before delivering.

- Risk Checklist required bi monthly in terms of the MOU has been completed by the Secretary of the Committee and will be done by the Secretary at each meeting and will then be delivered to Council.

**Action:-** Sheena to deliver to Council bi monthly.

- Garage Sale scheduled for 7 November is on target. The Committee agreed that proceeds from the site hire fees will go to the Northern Hospice and Palliative Care Foundation. The friends of the Foundation will be running the BBQ on the day also. Jim Stewart is arranging sale of manure via the Rotary Club on the day with proceeds from the sales going to Rotary. Moved by Phil Canning, Seconded by Graeme Gliddon
- Garage Sale advertising- discussion on how this has been undertaken in the past under Janet Lambert. This was thought to be most effective and the Committee agreed that perhaps a Media release be written from the Charity aspect of the event. It was also agreed by the committee that an advertisement would be provided to the Northern Hospice and Palliative Care Foundation (rep Lyn Lichon) to post on their website to attract attendees and stallholders.

**Action:-** Sheena to discuss and agree media and advertising schedule for Garage Sale with Janet Lambert.

- Garage sale – question asked as to whether there was a need for each Stall holder to have completed a Volunteer Form for insurance purposes particularly.

**Action:-** Sheena to discuss with NMC and arrange on the day of required

- Payment of Insurance for Devon Hills Neighbourhood Watch. Account has been tabled for the Committee to consider paying the account for \$25 for annual insurance under the Tasmanian Neighbourhood Watch policy. Agreed. Moved by Cheryl Canning, Seconded by Christine White. Passed.

- **Action:-** The Treasurer (Lisa Lucas) is to provide a cheque for payment to Margaret Webster (Secretary Devon Hills Neighbourhood Watch) on Lisa's return from Overseas on 24 October 2015.

- Meeting Closed at 8.58pm

- Next Meeting- The next general meeting to be held at the Devon Hills Fire Shed on Tuesday 8<sup>th</sup> December 2015 starting with the Neighbourhood Watch meeting at 7:30pm followed by the Residents Committee meeting at 8.00pm.

**Minutes of the meeting of the Rdss<sup>2</sup> Community Sports Club Inc.**  
**held on Tuesday October 14th 2015 at Clubrooms at 7.00 p.m**

Gov 46  
Child

PRESENT-: Pete Kirk, Eddie Goss, Karen Donlon, Molly Jones, Owen & Sue Kay, Sally Langridge, Pat Lewis and Dennis Rule.

APOLOGIES-: Keven Donlon, Graeme Lewis, Tania Woodard, Pete Kirk and Rose Goss.

NORTHERN MIDLANDS COUNCIL	
Location	
File No	
Topic	Pete Kirk and Rose
Attachments	
REC'D	23 OCT 2015
AM	✓

MINUTES -: 'Moved by Sue Kay and seconded by Karen Donlon that the minutes be accepted.' CARRIED

BUSINESS ARISING -: Sue purchased a Dyson vacuum cleaner as resolved. Amanda at Council is following up on our doggy doo bags and sign.

FINANCIAL REPORTS -: 'Moved by Pete Kirk and seconded by Dennis Rule that the Treasurer's Reports be accepted and that accounts be passed for payment.' CARRIED

**CORRESPONDENCE -:**

- IN - 1. NMC – re pool fence and sheds at recreation ground..
- 2. CT ACSB – Thank you for donation to Holman Clinic car.
- 3. Maintenance Systems – Quote for polysoft for paddling pool.

'Moved by Karen Donlon and seconded by Molly Jones.' CARRIED

**GENERAL BUSINESS -:**

Committee discussed ideas for the kiosk at the pool and had several ideas and will have further discussions with Damien Wilson. Chairman will also have further consultations with Damien on the sheds etc.

'Committee resolved to list the items in sheds for sale by advertising locally, then trying Gum Tree.'

Chairman offered old carpet to anyone who wanted it and to collect next Sunday as it would be disposed of.

Discussion was held on the preparations and help for our other major fundraiser for the year, Vintage Motorcycle Day on the 22<sup>nd</sup> November.

'Resolved to get dishwasher put in as soon as Pete Kirk returns from WA next month.'

'Committee resolved to go to Lake Leake for Christmas function on Friday 20<sup>th</sup> November, Sue Kay to see John Davis re bus and Pete Kirk to contact Jan at the Lake Leake Chalet.'

Meeting closed at 8.55p.m.  
Next meeting will be at the Clubrooms Tuesday 10th November 2015 at 7.00p.m.

MINUTES OF MEETING OF MORVEN PARK MANGEMENT &  
DEVELOPMENT ASSOCIATION INC.

HELD ON WEDNESDAY 14 OCTOBER 2015  
MORVEN PARK FACILITY, EVANDALE.

The Chairman declared the meeting opened 19-38pm.

PRESENT: Carmel Oates (Secretary/Cricket Club), Ian Pease (Light Rail & Steam), Brendon Crosswell (Chair,) Charmaine Whyman (Cricket Club), Stephen Baldock (Penny Farthing/Groundsman/EAC Rep), Scott Hill (EPS)

APOLOGIES:

David Houghton (Rotary), Patrick Davey (EFC) Di Guilbert (EPS), John Hughes, (Treasurer/ETC), Robert Chick, (EPS), Jeremy Cunningham (EFC)

MINUTES PREVIOUS MEETINGS (9 Sept 2015)

Moved Carmel Oates/seconded. Ian Pease that minutes are accepted as true and correct. CARRIED.

BUSINESS ARISING PREVIOUS MINUTES. 12 August 2015.

- *Grandstand-Discussions still continuing.*
- *Moved Jeremy Cunningham 2nd John Hughes that NMC investigate the problem that is being experienced with the main switchboard tripping when under load, for example ground lights running, kitchen in full operation, and check the size of main circuit breaker in relation to OH&S concerns. CARRIED (Pending) Matter been passed onto relevant department, awaiting contact from that department.*
- *Problem of potholes still exists. Needs to be attended to again.*
- *Floor resurfacing. Michael Higginson (NMC) has taken photos of area. Hazard form has been completed and forwarded to Amanda Mason (NMC) (Pending)*
- *Bi-monthly assessment – groundsman to attend to replacing light globes in required areas. - Completed*
- *MOU- Brendon Crosswell has visited NMC to discuss and sign. Not signing until water usage/costs sorted out. Waiting on Maree Bricknell.*
- *Role of Groundsman. Resigning from role effective 1 Nov 2015.*
- *Fertilising/dressing of ground. Received donation of half tonne of fertiliser from Pivot Longford (\$190.00 +GST). David Cunningham to spread fertiliser with help of Brendon Crosswell. Letter of thanks to be sent to Susie and Lyndon and David.*

CORRESPONDENCE IN

Apologies; David Houghton. Rotary, Aurora, Supa Gas, Veolia,  
NMC – re Grants program, MOU discussion, Volunteer workbook, Works Dept.,

CORREPENDENCE OUT

NMC – NMC re grass cutting  
Moved Carmel Oates 2<sup>nd</sup> Brendon Crosswell that correspondence IN/OUT is  
accepted. CARRIED

TREASURER'S REPORT

No report due to treasurer being overseas.

REPORTS

SCHOOL: Grade 6 Leavers Dinner 16 Dec 2015 at Morven Park facility.

TENNIS CLUB:

- No report

LIGHT RAIL:

- Approval given by NMC for new Ticket box and covered area.
- 8 Nov -train meet with Ulverstone club at Morven Park.
- Having trouble with blockage problems with Dumpsite. Requested that NMC place sign showing telephone number to report any problems also advising the nearest alternative dump site.
- *Moved Ian Pease 2<sup>nd</sup> Brendon Crosswell that Council erect a sign at Dump point showing telephone number to report any problems with dump site and advising nearest alternative dump site, also can Council advise Morven Park committee of an update of plans and time frame for landscaping this area and maintaining the dump point site area. CARRIED*
- Would like a direction sign erected to advise whereabouts of toilets
- Would like to place some shade cover behind rotary shed to provide some cover for people sitting. Will contact Rotary to discuss.

ROTARY:

- Holding Trivia quiz night at Community Hall 17 October 6-30pm
- Tables 8-10. Cost is \$10pp includes light supper. BYO.
- Money raised will go to Mental Health support services (eating disorders)
- Bookings/inquiries to Carol Brown at Post Office.

SKATE PARK: No report.

PENNY FARTHING: All ok.

NMC - No report

GROUND REPORT

- Cover for irrigator? What is happening? Follow up with Patrick Davey.
- Need new padlock for irrigator.
- Stephen Baldock tended resignation effective end of October 2015.
- Watering – Works department has requested that ground not be watered prior to cutting on Thursday. Chair to liaise with Matt Sytsma in relation to watering.

EVANDALE CRICKET CLUB.

- Milo cricket to start Sun 25 October 9-30am
- Need players for U/13 & U/15. Season start has been delayed until Friday 6 Nov 2015.
- Is it okay to erect scoreboard to boundary fence. Permission given.
- Middle light switch at main entrance needs repairing.
- Can we look at installing more picture rail in main area in order to hang more photos and shields?
- Need to contact EFC President if require any football items to be removed from walls,
- Is it okay to place bird netting or banner near hedge or boundary fence on Barclay St side to stop balls being lost/delaying matches to find ball. Permission given.

EVANDALE FOOTBALL CLUB:

- All ok. Change over was done 1 October.

GENERAL BUSINESS:

- Need to purchase pie heater/bain marie for kitchen. Chair to follow up with Patrick Davey Football Club.
- Plaque that was on tree near Skate Park commemorating Mr MacKinnon of "Dalness" and Evandale Show needs to be erected again. Chairman Brendon Crosswell to contact NMC.
- Next meeting need to discuss a replacement for groundsman.

NEXT MEETING: 11 October 2015

MEETING CLOSED: 21-30

Brendon Crosswell  
Chairman

Carmel Oates  
Secretary



**NOTES**

Gov 4(2)(x)

AS THERE WAS NO QUORUM PRESENT AN INFORMAL DISCUSSION WAS HELD IN THE UPSTAIRS MEETING ROOM AT THE TOWN HALL, CAMPBELL TOWN ON TUESDAY, 3 NOVEMBER 2015 COMMENCING AT 9:30AM

**1 PRESENT**

Mrs Jill Davis (Chairperson), Mr Bevis Perkins, Ms Sally Hills, Mr Michael Roach,

**2 IN ATTENDANCE**

Mr Des Jennings (General Manager), Miss Amanda Mason (Executive Officer), Mrs Laura Double

**3 APOLOGIES**

Cr Leisa Gordon, Mrs Jill Clarke, Mrs Judith Lyne, Mrs Debbie Thomas, Mr Owen Diefenbach, Mr John Ashman

**4 DECLARATION OF ANY PECUNIARY INTEREST BY A MEMBER OF A SPECIAL COMMITTEE OF COUNCIL.**

In accordance with the provisions of the *Local Government Act 1993*, a member of a Special Committee must not participate in any discussion or vote on any matter in respect to which the member:

- a) has an interest; or
- b) is aware or ought to be aware that a close associate has an interest.

A member has an interest in a matter if the matter was decided in a particular manner, receive or have an expectation of receiving or likely to receive a pecuniary benefit or pecuniary detriment.

**5 CONFIRMATION OF MINUTES**

*Deferred to December meeting*

That the minutes of the meeting of the Campbell Town District Forum held on Tuesday, 6 October 2015 be confirmed as a true and correct record of proceedings.

**6 BUSINESS ARISING FROM THE MINUTES**

**6.1 Campbell Town Water Pressure**

Request submitted to TasWater regarding poor water pressure in homes at northern end of Campbell Town.

Awaiting addresses of effected properties to advise TasWater.

Concern was noted by the Forum members regarding the Lake Leake levels.

**6.2 Motions to Council**

Meeting of 19	Northern Midlands Council note and	That the signs for the museum are re-hung so they are more visible for passing cars.
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October 2015: Min Ref 287/15	investigate the following recommendations of the Campbell Town District Forum	That council investigates Blackburn Park's suitability for free overnight camping for self contained vehicles and opportunities for relocation. That Council investigate installation of BBQs in Valentine Park.
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Update to be provided as matters progress.

Time frame sought for decision on request to relocate the Campbell Town museum signs.

## **7 MATTERS IN PROGRESS**

### **7.1 Campbell Town Traffic Management Strategy and Entrance Statements**

Update to be provided in early 2016.

### **7.2 Valentines Park Sign**

Signs to be installed by week ending 6 November 2015. This timeframe has been delayed due to planning amendment requirement. Council officers progressing as quickly as possible.

### **7.3 Campbell Town War Memorial Oval**

Anticipated the Financial & Economic Analysis to be reported to Council's November Council meeting.

Comments sought from Campbell Town District Forum regarding possible relocation of the War Memorial to Valentine Park (or alternative location if suggested). The Forum noted the oval is named the War Memorial Oval, therefore it is logical to retain the memorial at that location. It was suggested relocation within the site be considered, and that discussion be had with the ANZAC Centenary Committee.

### **7.4 Works / Infrastructure items**

<b>Item</b>	<b>Status</b>	<b>Action</b>
Macquarie Road	<p>19 October 2015 Council decision: <b>Cr Polley/Cr Gordon</b></p> <p>That as Council is of the opinion that it is desirable to remove the said trees to address the associated danger, obstruction and inconvenience to the users of Macquarie Road, Campbell Town, the General Manager is required to implement the following action:</p> <p>That pursuant to <i>section 39(7) of the Local Government (Highways) Act 1982</i>; Council resolves to require the occupier of the land situate and known as 'Rosedale' owned by Rosedale Rural Pty Ltd on which trees are growing on land adjoining Macquarie Road at Campbell Town, to remove each of the trees as identified in this report (minute reference 315/15) together with the plan attached to this resolution and described as follows:</p> <p><i>Situate adjacent to Road Asset number 774:</i></p> <p>1) <i>The first section of trees commences 235 metres from Ashby Road (on the Campbell Town side) to 663 metres from Ashby Road, number of trees in this section is 101.</i></p>	In progress

	<p>2) <i>The second section of trees commences 798 metres from Ashby Road (on the Campbell Town side) to 877 metres from Ashby Road, number of trees in this section is 19.</i></p> <p style="text-align: right;">Carried</p> <p><b>Voting for the motion:</b> Deputy Mayor Goss, Cr Adams, Cr Calvert, Cr Gordon, Cr Knowles, Cr Lambert, Cr Polley</p> <p><b>Voting against the motion:</b> Mayor Downie, Cr Goninon</p>	
Clock face	Requested the clock face be replaced immediately after 6 October meeting of the Campbell Town District Forum.	Will be followed up again.
Pump house	It is noted Council has allocated funding to repair the pump house (but not refurbish), time frame requested.	On Works schedule

## **8 GENERAL BUSINESS**

### **8.1 Australia Day Awards and Volunteer Recognition**

Applications are now open for the Northern Midlands Council 2016 Australia Day Awards and Volunteer Recognition. Nominations are currently invited for the following:

Northern Midlands Council Australia

Day Awards:

- Citizen of the Year
- Young Citizen of the Year
- Community Event of the Year

Volunteer recognition within the Northern Midlands community:

- 1 year volunteering service
- 2-5 years volunteering service
- Greater than 5 years volunteering

Prescribed nomination forms are available from the Council Offices at Longford or to download at [www.northernmidlands.tas.gov.au](http://www.northernmidlands.tas.gov.au).

The closing date for nominations is Monday, 30 November 2015.

Nominations are to be returned to the Executive Officer, PO Box 156, Longford Tas 7301.

Recipients are to be recognised at the Northern Midlands Council Australia Day event on 26 January 2016.

### **8.2 The Royal Life Saving Society Australia**

The Royal Life Saving Society of Australia will be holding First Aid, Bronze Medallion and Pool Lifeguard Courses at the Campbell Town Swimming Pool.

**First Aid Course only**

**When:** Saturday, 5 December 2015 from 9:00am

**Cost:** \$140

**First Aid Course and Bronze Medallion combined course**

**When:** Saturday, 5 December 2015 from 9:00am

**Cost:** \$220

**Pool Lifeguard Course**

**When:** Saturday, 12 December 2015 and Sunday, 13 December 2015

**Cost:** \$250 (for lifeguard course only)

**First Aid, Bronze Medallion and Pool Lifeguard Course**

**When:** Saturday, 5 December, Saturday, 12 December and Sunday, 13 December

**Cost:** \$430

For further information and bookings contact Royal Life Saving Tasmania on 6243 7558 or tas@rlssa.org.au

**8.3 End of Year Function**

Forum to note the End of Year Christmas dinner will be held on 7 December 2015 and RSVPs are to be submitted to Miss Mason or Mrs Eacher by 30 November 2015.

**8.4 Customer request**

- Lake River bridge – spikes protruding
- Fire hazards in Campbell Town

**8.5 Tyre Recycling**

Discussion was had in respect to article in Examiner on Monday, 2 November and the issue of tyre recycling.

**8.5 Works issues**

Enquiry was made as to why the kerb & guttering in Bond Street, Campbell Town has preceded the completion of Glenelg Street.

**9 CLOSURE**

Chairperson closed meeting at 10:21 am.

Next meeting to be held on **1 December 2015** at the Town Hall, upstairs meeting room.

**Planning Application Delegated Decisions - October**

**Note:** these are published in the monthly Northern Midlands Council meeting agenda/minutes.

P15-029	Dwelling & garage	51 Montagu Street, Campbell Town	T & V Faithful	0	E
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1-29  
**EVANDALE ADVISORY COMMITTEE**  
**ORDINARY MEETING MINUTES**  
**3 NOVEMBER 2015 AT 7.30PM**

Gov 4(2)(xi)

**1 IN ATTENDANCE**

Mr J Lewis (Chairperson), Mr R von Bibra, Mrs H Houghton, Mrs K Heathcote, Mr P Page, Mr S Baldock

Invited Guest:

Mr J McClintock (to 8.25pm)

In Attendance:

Mrs G Eacher (Secretary)

**2 APOLOGIES**

Mr T Terhorst, Mrs C Brown, Cr M Knowles, Cr J Lambert

**3 CONFIRMATION OF MINUTES**

*R von Bibra/K Heathcote*

*That the minutes of the meeting of the Evandale Advisory Committee held on Tuesday, 6 October 2015, be confirmed as a true and correct record of proceedings.*

*Carried*

**4 DECLARATION OF ANY PECUNIARY INTEREST BY A MEMBER OF A SPECIAL COMMITTEE OF COUNCIL**

In accordance with the provisions of the *Local Government Act 1993*, Part 5, S48A – S56, a member of a Special Committee must not participate in any discussion or vote on any matter in respect to which the member:

- a) has an interest; or
- b) is aware or ought to be aware that a close associate has an interest.

A member has an interest in a matter if the matter was decided in a particular manner, receive or have an expectation of receiving or likely to receive a pecuniary benefit or pecuniary detriment.

*\* It should be noted that any person declaring an interest is required to notify the general manager, in writing, of the details of any interest declared within 7 days of the declaration.*

**5 BUSINESS ARISING FROM THE MINUTES**

**i) Honeysuckle Banks**

Mr McClintock, appointed to develop a masterplan for Honeysuckle Banks, attended the meeting to consult with the committee at the invitation of the Chair.

The committee discussed/noted:

- Locations of and mediums to be used in forming the pathways/ tracks

that concrete footpaths between the water tower and bridge had been installed to improve access. Committee members agreed to meet on site at the Honeysuckle Banks car park with Mr McClintock at **10am on Friday, 13<sup>th</sup> November** (weather permitting).

Noted that the following comments of the committee would be forwarded to Mr McClintock:

**a) Masterplan**

Development of the masterplan is to include: consultation with community groups and consideration of signage. It is expected that the masterplan will be completed in the 2016 calendar year.

The committee made the following comments in relation to the Intra-Town Trail/Bikeway Study at the September meeting:

- 2.2 (High Street - Leighlands Road intersection) & 2.3 (Leighlands Road intersection to bridge access way) of the plan, had been implemented.
- 2.6 (Additional new link between High Street and bridge access way) needs to be investigated – opportune time as property is for sale. The report notes:

... an existing easement apparently left over from when the Evandale Railway Station was located in the vicinity of the existing railway storage area – may be suitable for use as an alternative route between High Street and the bridge.

The advantages of this link are that it is more direct ..., it affords pleasant views to the river and tiers ... it would offer users an alternative route, thus adding interest and variety to an excursion to Rotary Park ...

- need nice BBQ's installed.

The Committee noted that

- In relation to 2.6 above,
  - that plans show that a walkway exists; and that should the need arise, Council could have the property surveyed; and
  - that, should Council not hold the title for the walkway, if Council paid the out of pocket expenses, Mr Page would undertake a title search on the land.

#### b) Signage

The following signage has been placed on hold pending consideration in conjunction with the masterplan:

- story board – to be erected at entrance – text for story board researched, information provided. Tasmanian Aboriginal Centre to be consulted. Story board to incorporate Aboriginal and European history.
- additional signage to be erected on gazebo providing community information (details of facilities) – community centre, camping facilities, amenities, etc.

Mr McClintock left the meeting at 8.25pm.

#### ii) Clarendon House

At the October meeting, members noted that Clarendon House was closed for renovations; however, Information Centre volunteers (who had not advised visitors to visit Clarendon) were being abused by visitors who had tried to visit Clarendon House and found it closed.

Council subsequently contacted the National Trust and request that signage be erected advising that the site was closed. National Trust advised that signs had been requisitioned and would be installed.

Noted

- that signs were still not installed and visitors were still complaining to information centre staff re the closure.
- that Neighbourhood Watch had placed the information on their facebook page and in their newsletter, and that the information was being shared.

Council to follow up with the National Trust.

#### iii) Volunteers

At the October meeting committee received volunteer handbooks and volunteer forms for completion.

Members were advised that the registration forms were required to be returned to Council as a matter of urgency.

### 6 CUSTOMER REQUESTS/ACTION ITEMS

#### i) Task List

Date	Item	Description	Comment/ Action Taken
07/10/14	Signage – Memorial Hall / Medical centre	Query whether existing signage on opposite side of High St is to be removed (redundant) and whether curb/culvert head also needs to be painted yellow	Signage to be removed in due course.
03/02/15	Water/ fire Hydrants	Signage and maintenance of water/fire hydrants needs to be undertaken. Committee requested that Council ensure that triangle roadmarkings are also painted	Taswater advised that painting of fire hydrants and road markings would be undertaken. Council following up with TasWater re the timeline.
7/7/15	Rodgers Lane at entrance to Pioneer Park	TasWater water leak repaired – surface requires repair.	Surface required to be left to dry out – TasWater to undertake repairs in due course.

Date	Item	Description	Comment/ Action Taken
4/8/15	Repairs to solar lighting in walkways	Saddlers Court walkway & Berresford Reserve/Arthur Street walkway	Noted that batteries had been sourced and ordered and would be replaced in due course.
4/8/15	Russell Street – pedestrian signage	appropriate pedestrian signage be installed on eastern end.	Signage installed.
1/9/15	Pioneer Park	New tables and chairs now installed, old tables/chairs in BBQ shelter need some attention.	Included in works list. Committee requested that refurb be undertaken prior to April 2016.
6/10/15	Speed Limits in Evandale	Requested that 1) a 50km/h sign be placed on Logan Road (outside No. 20); & 2) all Evandale streets have 50km/h speed limits.	CR withdrawn – do not require the lowering of the speed limit or the installation of additional signage on Logan road
6/10/15	Installation of additional seating in Pioneer Park	Request for additional seating in Pioneer Park appropriately placed so as not to hinder stall at time of Village Fair.	To be included in the 2016/17 Committee wish list.
3/11/15	Replacement/ removal of dead tree	Requested that a dead tree in the row of trees at the entrance to Evandale, in the vicinity of the water tower be removed/ replaced.	

## **7 COMMUNITY GROUP REPORTS**

### **i) Rotary Club**

No report received.

### **ii) Community Centre/ Memorial Hall**

Nothing to report.

### **iii) Neighbourhood Watch**

NBN and Police talks well received and attended – approx. 50 attendees.  
Clarendon closure on facebook.  
Neighbourhood Watch Christmas function to be held on 17 December.

#### **P Page/H Houghton**

*That the reports from community group representatives be received.*

*Carried*

## **8 PENDING ITEMS**

### **i) Evandale Main Road**

The following queries raised in relation to Evandale Main Road are on hold pending the upgrade of Evandale Main Road.

Date	Description	Comment/ Action Taken
1/04/14 & 5/08/14	Council requested to liaise with DIER re reconstruction of Evandale Main Road.	<b>On hold -</b> Noted that DSG to further consider speed limits on completion of airport upgrade. Awaiting outcome of discussions with DSG and Pitt & Sherry.
1/07/14	<b>Breadalbane roundabout:</b> Additional road markings on accesses to Breadalbane roundabout from Old Hobart Road and Launceston (Midland Highway)	<b>On hold -</b> Committee requested further consideration be given to installation of line markings to provide a left turn lane on Old Hobart Road AND that arrows be included to define the two lanes at the entrance to the roundabout from the Launceston aspect of the Midland Highway.

### **ii) Heritage Brick Walls**

In relation to the repair of wall/s at Buffalo Park, the Committee to be advised of outcome when information released by Council.

## **9 NEW BUSINESS**

### **i) 2016 Australia Day Awards & Volunteer Recognition**

The Committee noted that applications were open for the Northern Midlands Council 2016 Australia Day Awards and Volunteer Recognition; that the closing date for nominations is 30 November.

Nominations are invited for the following: **1-32**

Northern Midlands Council Australia Day Awards:

- Citizen of the Year
- Young Citizen of the Year
- Community Event of the Year

Volunteer recognition within the Northern Midlands community:

- 1 year volunteering service
- 2-5 years volunteering service
- Greater than 5 years volunteering

Prescribed nomination forms are available from the Council Offices at Longford or to download at [www.northernmidlands.tas.gov.au](http://www.northernmidlands.tas.gov.au).

The closing date for nominations is Monday, 30 November 2015.

Nominations are to be returned to the Executive Officer, PO Box 156, Longford Tas 7301.

Recipients are to be recognised at the Northern Midlands Council Australia Day event in Longford on 26 January 2016.

#### **ii) Development applications**

The Committee noted and recorded no comment in relation to the following applications for development which have been submitted to Council:

- DA P15-169 - 888 White Hills Road, Evandale - Use dwelling for visitor accommodation
- DA P15-318 - 22 High Street, Evandale - Dwelling alterations & additions (heritage precinct)

#### **iii) Council Budget Alteration**

The committee noted that as per their request, the \$42,000 allocated to improve the footpaths on High Street had been reallocated to the reconstruction of the car park at the Memorial Hall.

#### **iv) Concerns with Hawthorn Hedge & Infrastructure – Falls Park, Evandale**

The committee noted the report/minute 294/15 tabled at the 19 October Council meeting and requested that the matter be held over for discussion at the December meeting.

### **10 CLOSURE & NEXT MEETING**

Chairman closed meeting at 8.50pm.

The next meeting to be held Tuesday, 1 December, commencing at 7.30pm.



MINUTES

Gov 4(2)(kii)

**MEETING OF THE ROSS LOCAL DISTRICT COMMITTEE HELD COMMENCING AT THE READING ROOM, ROSS ON WEDNESDAY, 4 NOVEMBER 2015 AT 3:00PM****1 PRESENT**

Mrs Fiona Doe (Chair), Mrs Debra Cadogan-Cowper, Mr Allan Cameron, Mrs Jill Bennett, Mrs Noelene Carroll, Ms Helen McQuade, Mrs Christine Robinson, Mr Herbert Johnson

**2 IN ATTENDANCE**

Mayor David Downie, Mr Des Jennings (General Manager), Miss Amanda Mason (Executive Officer), Mrs Marlena Richardson, Mr Dennis Rule, Ms Laura Williamson, Mrs Pat Kirk, Mr Baden Helm, Mr Stephen Gafney and others

**3 APOLOGIES**

Cr Andrew Calvert, Mr Keith Draper, Mr Arthur Thorpe

**4 WELCOME AND COMMENT BY GUESTS**

Mrs Doe welcomed attendees to the meeting and invited the guests to make their comment.

Mrs Marlena Richardson – Ross

Mrs Richardson made comment in support of a couple who had moved to Tasmania to make a new life here (it was inferred Ms Richardson was referring to Mr and Mrs Gafney, the owners of 41 Park Street, Ross).

Mr Dennis Rule – Ross

Mr Rule advised a flyer had been distributed to Ross residents stating the Ross Local District Committee was against the planning application for Park Street, Ross. It was noted that not all residents of Ross received a copy of the flyer.

Mrs Doe advised attendees that the flyer was distributed by the Committee in its capacity as an information provider to the community. Nothing disseminated in the flyer was not already in the public domain. It was acknowledged that the interpretation of the flyer could have been misunderstood. The only reason for disseminating the information was to provide information. There was no intent for the flyer to guide any decision or outcome of the planning application.

Mrs Doe advised that if the flyer was misunderstood an apology is offered by the Ross Local District Committee.

Mr Jennings (General Manager) advised that planning applications are distributed to the District Committee as information. The District Committee does not consider planning items. The Planning Authority (Council) makes the ultimate decision on planning applications.

Mr Baden Helm – Ross

Mr Helm advised he has lived in Ross for 35 years. He did not receive the flyer and expressed his concern regarding the circulation of the flyer. It was particularly noted the flyer was unsigned.

Mrs Doe clarified that the flyer did make reference to the Ross Local District Committee.

Mr Stephen Gafney – Badajos Street

Mr Gafney advised that residents in Badajos Street did not receive the flyer. The Committee advised a limited number of flyers were distributed and there was no intent as to who did/didn't receive the flyer.

Ms Laura Williamson - Ross

Ms Williamson asked what the Ross Local District Committee could do regarding delay caused to the planning application.

Mrs Doe advised the Ross Local District Committee has no power to impact the progress of a planning application, that is an issue between Council and an Applicant.

It was noted this is the first flyer of this nature distributed amongst the community about planning applications and that the committee does not see every planning application that is made, only discretionary applications.

Mr Allan Cameron – Ross

Mr Cameron advised he has been a member of this committee for many years. He did not see the flyer and also expressed his concern regarding its distribution.

It was raised by Mr Gafney that there had been rumours in respect to the application and the type of building to be built.

Mrs Doe explicitly stated that rumours are to stay out of this room and would not be discussed further.

It was reiterated by Mr Jennings (General Manager) that anyone has the right to make a representation, for or against an application and the Planning Authority then deals with it.

Mrs Doe concluded the discussion by reiterating if anyone feels they have been negatively targeted by the flyer the Committee apologises. Further, the Committee has learnt from the outcome of this situation.

It was requested that in future if this committee is giving consideration to disseminating information there should be a formal vote and the information placed in a public place.

#### **Other items**

Two attendees requested that Council prune the trees that have replaced the pine trees at the recreation ground, and that additional dog waste bag disposal units be erected within the town of Ross.

The guests left the meeting at 3:30pm.

## **5 DECLARATION OF ANY PECUNIARY INTEREST BY A MEMBER OF A SPECIAL COMMITTEE OF COUNCIL**

In accordance with the provisions of the *Local Government Act 1993*, Part 5, S48A – S56, a member of a Special Committee must not participate in any discussion or vote on any matter in respect to which the member:

- a) has an interest; or
- b) is aware or ought to be aware that a close associate has an interest.

A member has an interest in a matter if the matter was decided in a particular manner, receive or have an expectation of receiving or likely to receive a pecuniary benefit or pecuniary detriment.

*\*It should be noted that any person declaring an interest is required to notify the General Manager, in writing, of the details of any interest declared within 7 days of the declaration.*

Nil.

## **6 CONFIRMATION OF MINUTES**

***Mr Allan Cameron/Mr Herbie Johnson***

*That the minutes of the meeting of the Ross Local District Committee held on **Wednesday, 7 October 2015** be confirmed as a true and correct record of proceedings with following addition being made to item 6.8:*

*It was further noted by the Committee that rabbit bait is available over the counter from farm supplies retailers.*

*Carried unanimously*

## **6 BUSINESS ARISING FROM THE MINUTES**

### **6.1 Interpretive signage at Ross**

Committee to discuss. The Committee met at the Tacky Bridge prior to the commencement of the meeting.

The Committee wishes to investigate an interpretive sign at the bridge and seeks suggestions for the location of such signage.

Enquiry was made as to who owns the Tacky Bridge and the surrounding land.

Regarding the entrance statement, it was requested that Council put forward suggested locations and mark the area.

***Mr Allan Cameron/Mrs Fiona Doe***

*That Council tidy up the Tacky Bridge, removing the cumbungi weed, suckers and rubbish with the view to beautify the bridge, and that the regular cleaning up be included on the works roster with mowing on the southern side of Chiswick Road being extended toward the Midland Highway.*

*Carried unanimously*

## **6.2 Macquarie River – water testing**

Property owners who draw drinking water out of rivers are responsible for testing of the water themselves. Should an issue arise they are to notify the body responsible for the water, eg DPIPW and seek alternative water sources until resolved.

## **6.3 Cannon**

Report on condition and recommendations for restoration was received on 4 November 2015. Photographs of the original design have also been received.

### **Action**

Miss Mason to progress and request the watering system not be set to spray the cannon directly.

## **6.4 Bus stop**

Awaiting comment from State Growth.

## **6.5 Vacant land in Ross**

Investigations in progress.

## **7 MATTERS IN PROGRESS**

### **7.1 Motions to Council**

**Motion (17/02/2015):** *The Ross Local District Committee request the Northern Midlands Council to have all cats registered is being investigated by Council officers.*

#### ***Update:***

To be provided in January 2016 when outcome of State Government Cat Management Plan released.

**Motion (05/05/2015):** *That the Ross Canon be included on the heritage listing in the Northern Midlands Council Planning Scheme was noted by Council at its meeting of 18 May 2015 for investigation by Council and has been referred to the Planning Department to be included in next amendment to the Northern Midlands Planning Scheme.*

#### ***Update:***

Time frame is dependent on finalisation of Interim Scheme. Approx. 12 months.

**Motion (05/05/2015):** *That Council investigate the possibility of offering a subsidy for returning bottles/can/drink bottles was noted by Council at its meeting of 18 May 2015 and has been referred to Northern Regional Waste Management committee.*

#### ***Update:***

No update available.

**Motion (07/10/2015):** *That the Badajos Street and Boulevard railway crossings be widened to allow for traffic to pass simultaneously was noted for investigation by Council at its meeting of 19 October 2015.*

#### ***Update:***

Accepted by Council at the previous Council meeting.

**7.2 Ross Public Toilet**

At Planning and Building Permit stage.

**7.3 Ross Entrance Statement**

Awaiting receipt of quotes. It was requested Council investigate using the sandstone from the stockpile at Campbell Town.

**Action**

Miss Mason to pass on request.

**8 NEW BUSINESS****8.1 Chairperson of Ross Local District Committee****Mrs Debra Cadogan-Cowper/Mrs Noelene Carroll**

*That Mrs Christine Robinson be nominated as the Chairperson of the Ross Local District Committee.*

*Carried unanimously*

Mayor Downie left the meeting at 3:45pm

**8.2 Australia Day Awards and Volunteer Recognition**

Applications are now open for the Northern Midlands Council 2016 Australia Day Awards and Volunteer Recognition. Nominations are currently invited for the following:

Northern Midlands Council Australia

Day Awards:

- Citizen of the Year
- Young Citizen of the Year
- Community Event of the Year

Volunteer recognition within the Northern Midlands community:

- 1 year volunteering service
- 2-5 years volunteering service
- Greater than 5 years volunteering

Prescribed nomination forms are available from the Council Offices at Longford or to download at [www.northernmidlands.tas.gov.au](http://www.northernmidlands.tas.gov.au).

The closing date for nominations is Monday, 30 November 2015.

Nominations are to be returned to the Executive Officer, PO Box 156, Longford Tas 7301.

Recipients are to be recognised at the Northern Midlands Council Australia Day event on 26 January 2016.

**Action**

Miss Mason to send flyer to group and nomination forms to Post Office.

### **8.3 The Royal Life Saving Society Australia**

The Royal Life Saving Society of Australia will be holding First Aid, Bronze Medallion and Pool Lifeguard Courses at the Campbell Town Swimming Pool.

#### **First Aid Course only**

**When:** Saturday, 5 December 2015 from 9:00am

**Cost:** \$140

#### **First Aid Course and Bronze Medallion combined course**

**When:** Saturday, 5 December 2015 from 9:00am

**Cost:** \$220

#### **Pool Lifeguard Course**

**When:** Saturday, 12 December 2015 and Sunday, 13 December 2015

**Cost:** \$250 (for lifeguard course only)

#### **First Aid, Bronze Medallion and Pool Lifeguard Course**

**When:** Saturday, 5 December, Saturday, 12 December and Sunday, 13 December

**Cost:** \$430

For further information and bookings contact Royal Life Saving Tasmania on 6243 7558 or [tas@rlssa.org.au](mailto:tas@rlssa.org.au)

### **8.4 End of Year Function**

Committee to note the End of Year Christmas dinner will be held on 7 December 2015 and RSVPs are to be submitted to Miss Mason or Mrs Eacher by 30 November 2015.

### **8.5 Planning & Development**

#### *8.5.1 Draft Amendment to Interim Planning Scheme*

Committee to note Council under section 34 (1) of the *Land Use Planning & Approvals Act 1993*, initiated Draft Amendment 06/15 to rezone part of 9 Bond Street, Ross, from Community Purposes to General Residential at its meeting of 19 October 2015. The proposal is now on public display until 25 November 2015.

A question was raised as to whether or not this proposal was previously refused due to proximity to the railway line. It was further queried whether there would be any implications for the Tasmanian Fire Service.

It was noted that any queries in respect to implications on other entities are to be raised with the Northern Midlands Council Planning Department directly.

#### *8.5.2 Grain Processing Facility*

Committee to note Council at its meeting of 19 October 2015 approved a grain processing facility at "Williamwood", Ross, access from Auburn Road.

#### *8.5.3 Planning items – general*

It was requested that Council display of planning notices on the public notice board in Ross.

#### 8.5.4 Shipping containers

Discussion was had in respect to shipping containers in Ross. It was noted that should the Committee wish to know how many containers have approval, a request can be made.

#### 8.5.5 Signage

It was noted there are several new flags and signs in Ross. Miss Mason to follow up review conducted earlier this year.

**Mrs Debra Cadogan-Cowper/Mrs Christine Robinson**

*That Council investigate the installation of a consolidated sign (eg Evandale) for businesses in Ross.*

*Carried unanimously*

#### 8.6 Watering

Trees on Roseneath Road and verges within Ross.

##### **Action**

Mrs Bennett to speak with new owners of Roseneath re watering of trees.

Miss Mason to locate plan of taps for watering Church Street verges.

#### 8.7 Garden beds

It was noted that some individuals are caring for the garden beds outside their properties.

##### **Action**

Mrs Bennett to approach businesses requesting they adopt a garden bed.

#### 8.8 Customer requests

- TasRail regarding vegetation.
- Lovers Lane tidy up.
- Gorse / fire hazards within the town.

It was noted by the Committee that Council's compliance officer will be conducting inspections and issuing fire abatement notices this month.

- Weeds

Miss Mason to seek update from NRM Officer.

- Badajos and Bond Streets pothole

It was advised by other committee members the works are complete.

#### 8.9 Tour of Ross

It was suggested the Ross Local District Committee participate in a guided tour of Ross to see the town through tourist's eyes.

#### 9 NEXT MEETING/CLOSURE

Next meeting to be held **2 December 2015 at 3:00pm.**

The Chair closed the meeting at 4:31 pm.

## MINUTES

Gov 4(2)(xiii)

**MEETING OF THE LONGFORD LOCAL DISTRICT COMMITTEE HELD AT THE COUNCIL CHAMBERS, SMITH STREET, LONGFORD ON WEDNESDAY, 4 NOVEMBER 2015, COMMENCING AT 7:00 PM**

**1. PRESENT**

Mr Linus Grant (Chairperson), Mr John Cauchi, Mr Neil Tubb, Ms Dee Alty, Mrs Lesley McKenzie

**2. IN ATTENDANCE**

Cr Dick Adams, Mr Des Jennings (General Manager), Miss Amanda Mason (Executive Officer)

**3. APOLOGIES**

Mr Harry Galea, Mr Anthony Morehouse, Mr Rein Wever

The Committee noted Mrs O'Hara's resignation from the committee.

**4. DECLARATION OF PECUNIARY INTEREST**

Nil.

**5. CONFIRMATION OF MINUTES**

*Mr John Cauchi/Ms Dee Alty*

That the Minutes of the Longford Local District Committee Meeting held on 7 October 2015 be confirmed as a true record of proceedings.

Carried unanimously

**6. BUSINESS ARISING FROM MINUTES****6.1 Longford Streetscape & Traffic Study**

Committee to note Village Well workshops held on 26 October 2015.

Mr Grant reported he attended the "Walk the Beat" and the evening workshop. It was noted several committee members attended the evening workshop after the invitation was extended to the entire committee (due to vacancies available).

It was commented that the workshop was useful and should encapsulate a lot of the issues the committee has been discussing for some time. It was noted:

1. The Committee requested Council make this investigation; and
2. The study is to incorporate traffic matters.

It was noted the traffic issues identified by the Longford Local District Committee have been forwarded through to Village Well.

The Committee will await the outcome of the report due prior to Christmas.

**6.2 Signage**

Council's signage committee is scheduled to meet on Tuesday, 3 November 2015 and signage on Illawarra Road has been listed for discussion. Update as to outcome of meeting to be provided as available.



Cr Adams reported a proposal for a new sign for Illawarra Road was discussed at the signage committee meeting. It was suggested the sign be circulated to the Local District Committee. It was noted that some changes were proposed to the sign at the signage committee meeting and once those have been prepared the proof can be circulated to the Committee. Individual event holders would be responsible to put up and remove their signs within a timely manner.

It was noted that the slogan on the sign should be consistent with other signage within Longford "History & Gardens entwined".

It was noted that the "Longford" sign at the end of Woolmers Lane has been relocated, this has been raised through the signage committee.

## **7. GENERAL BUSINESS**

### **7.1 Longford Planning Applications**

Nil.

It was noted that approval cannot be given for smoking in eating areas.

## **8. OTHER BUSINESS**

### **8.1 Longford Criterium**

It is proposed that Longford will host a criterium event on 5 December 2015. Further details to be provided as made available. Will be a significant event for Longford.

### **8.2 Longford Revival Festival**

A crowd funding campaign has been launched to raise funds for the Longford Revival Festival.

### **8.3 Australia Day Awards and Volunteer Recognition**

Applications are now open for the Northern Midlands Council 2016 Australia Day Awards and Volunteer Recognition. Nominations are currently invited for the following:

Northern Midlands Council Australia Day Awards:

- Citizen of the Year
- Young Citizen of the Year
- Community Event of the Year

Volunteer recognition within the Northern Midlands community:

- 1 year volunteering service
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Prescribed nomination forms are available from the Council Offices at Longford or to download at [www.northernmidlands.tas.gov.au](http://www.northernmidlands.tas.gov.au).

The closing date for nominations is Monday, 30 November 2015.

Nominations are to be returned to the Executive Officer, PO Box 156, Longford Tas 7301.

Recipients are to be recognised at the Northern Midlands Council Australia Day event on 26 January 2016.

**8.4 Outstanding motions**

It was requested advice be provided on the status of the request for the replacement of the hawthorn hedge between the Caravan Park and Carins Park.

It was requested advice be provided on the status of the upgrade to Stokes Park.

**8.5 Heritage**

Ms Alty advised she had heard mention of a statewide heritage planning scheme.

**Action**

Miss Mason to seek further information from the planning department and advise.

**8.5 Mill Dam Committee**

Mr Tubb enquired as to the operation of the Mill Dam Committee.

**Action**

Mr Grant to follow up with Mr Tubb.

**9. NEXT MEETING:**

Next meeting to be held at the Ringwood Hotel, Cressy at 6:00pm, prior to the Christmas Dinner.

**10. CLOSURE**

The Chairman closed the meeting at 7:45 pm.

**MOTIONS OF THE LONGFORD LOCAL DISTRICT COMMITTEE  
2013-2015 TERM  
Still outstanding**

<b>DATE</b>	<b>MOVE/SECOND</b>	<b>MOTION</b>	<b>STATUS</b>
1 May 2013	Robert Henley/Dee Alty	That the priority project for the Longford LDC for the 2013/14 Budget is the rehabilitation and development of the Stokes Park precinct.	Under investigation
6 November 2013	Robert Henley/John Cauchi	That the fence line between the caravan park and Carins Park be planted with hawthorn.	To be progressed
4 June 2014	Dee Alty / John Cauchi	The Committee recommends to Council that the system of signage in Longford be simplified and made coherent by: a) being in sympathy with the entrance to the town; b) being in sympathy with the historic precinct and social viability of the town; c) removing outdated signs; and d) signs be grouped in like colour and font according to the category of the sign.	See items 6.1 and 6.2
3 December 2014	Mr Robert Henley/Ms Dee Alty	That the Longford Local District Committee agrees with the principles of simplification of the signage system within Longford and that the standard white signs with black print be maintained outside of the heritage precinct area, and the heritage street signs be kept within the heritage area.	See items 6.1 and 6.2
6 May 2015	Dee Alty/Lesley McKenzie	That the Longford Local District Committee recommends Council develop a system of standardised signage incorporating a style guide consistent with state requirements.	See items 6.1 and 6.2
6 May 2015	Mr Rein Wever/Mr Neil Tubb	The Longford Local District Committee recommends Council establish a bi-lateral agreement with State Growth for the maintenance of the appearance and condition of the roundabout and its surrounds.	Discussions with State Growth regarding entrance to Longford in progress

Action the items.



PAGE 2 WORKS PROGRESS REPORT		4/11/2015		POSITION / INDICATES WEEK & MONTH CAPITAL WORKS TO BE CARRIED OUT													
CAPITAL WORKS	LOCATION	ALLOC FUNDS	POSITION	EACH / = ONE WEEK													
				JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Supervisor	
<b>STORMWATER</b>																	
Flood levee	Testing site for flood pumps	\$ 10,000	SC														
Frederick St, Perth ?	Main Rd to Norfolk	\$ 150,000															
Translink	Capacity review and upgrades	\$ 250,000				ongoing											
<b>BRIDGES INSTALL</b>																	
Bridge 7350 Lake River	Macquarie Road	\$ 1,250,000															subject to grant
Bridge 20390 Macquarie River	Powanna Rd	\$ 1,922,000	IP	IP	IP												subject to grant
Bridge 31777 Macquarie River	Powanna Rd	\$ 150,000				included above											
Bridge 3767, Un-named Creek	Royal George Rd	\$ 100,000															
Bridge 3259, O'Connors Creek	Lake River Rd	\$ 160,000	SC														
<b>CAPITAL WORKS FOOTPATHS</b>																	
Arthur Street	Fairfough 565 to Clarence 832	\$ 110,000							/								
St George's Square	Smith Street to Tasman Avenue	\$ 50,000							/								
Wellington Street	High 1323 to Swan 1425	\$ 26,000							/								
George Street	Fairfough 0 to End of Kerb 130	\$ 24,000															/
Stockmans Road	Logan Road 0 to End	\$ 55,000	SC														/
Bridge Street	Esplanade 0 to King 252	\$ 70,000															/
Wellington Street	JLs to Archer	\$ 30,000															/
Fairfough Street	Midlands Highway to Doctors	\$ 24,000	/														
Callistemon Court	Arthur 0 to Banksia 100	\$ 22,000	IP	SC													
Banksia Grove	Phillip 0 to end 100	\$ 20,000	IP	SC													
Callistemon Court	Callistemon 110 to Banksia 190	\$ 17,000	IP	SC													
Wellington Street, West side	Property No. 14 1091 to High 1201	\$ 25,000															/
Wellington Street, East side	To Swan Ave	\$ 5,500															
Gatenby Street	No. 10 to Spencers Lane	\$ 23,000								IP							
Spencers Lane	Cressy Rd to Gatenby St	\$ 18,000								IP							









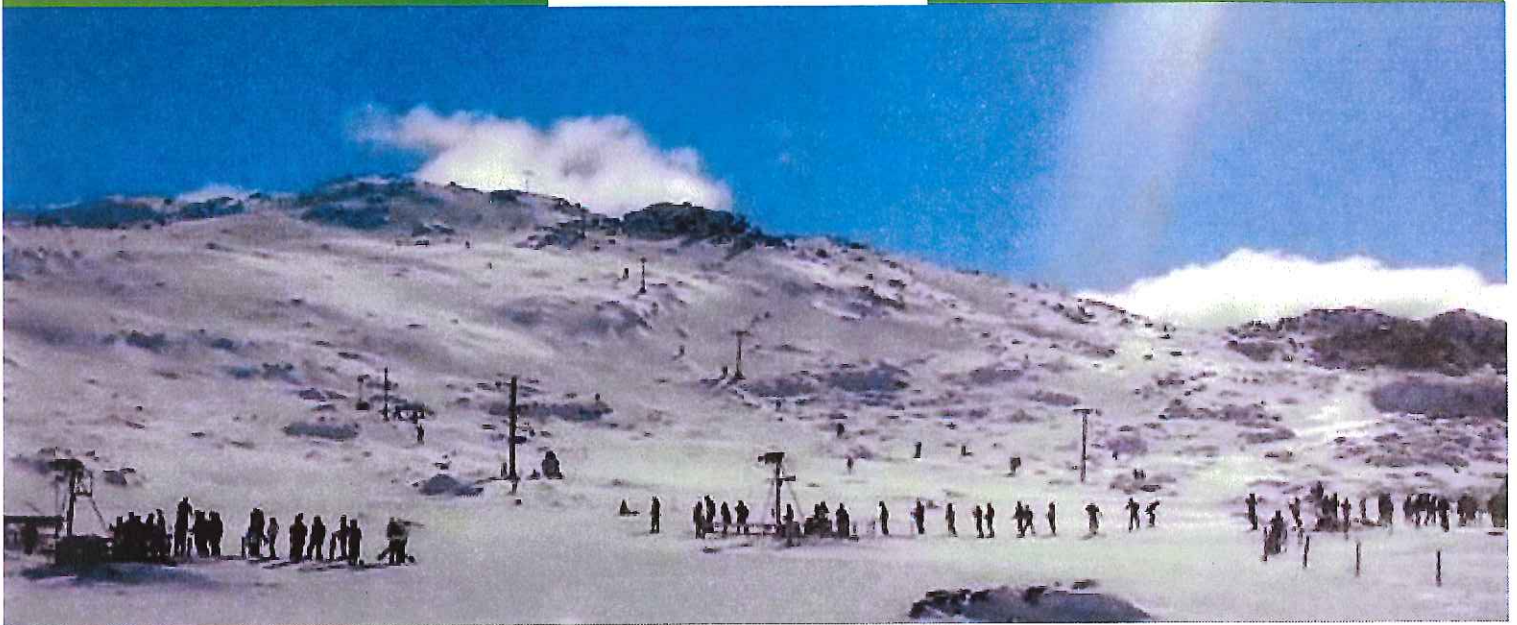




Resource Sharing Summary 1/7/15 to 30/6/16 As at 31/10/15	Units Billed	Amount Billed GST Exclusive \$	Rate inclusive of Oncosts and Admin \$
<b>Launceston City Council</b>			
Service Provided by NMC to LCC			
	-	-	
<b>Total Services Provided by NMC to Meander Valley Council</b>	-	-	
<b>Service Provided by Launceston City Council to NMC</b>			
<b>Wages and Oncosts</b>			
Immunisation Services	61.25	4,333.75	70.76
<b>Total Service Provided by MVC to NMC</b>		<u>4,333.75</u>	
<b>Net Income Flow</b>		<u>- 4,333.75</u>	
<b>Meander Valley Council</b>			
Service Provided by NMC to MVC			
<b>Wages and Oncosts</b>			
Traffic Engineers Services	3.50	349.75	99.93
<b>Total Services Provided by NMC to Meander Valley Council</b>	<u>3.50</u>	<u>349.75</u>	
<b>Service Provided by Meander Valley Council to NMC</b>			
<b>Wages and Oncosts</b>			
Plumbing Inspector	331.80	13,272.00	40.00
<b>Total Service Provided by MVC to NMC</b>		<u>13,272.00</u>	
<b>Net Income Flow</b>		<u>- 12,922.25</u>	
<b>Total Net</b>		<u>- 17,256.00</u>	
<b>Private Works and Council Funded Works for External Organisations</b>			
	<b>Hours</b>		
<b>Economic &amp; Community Development Department</b>			
<b>Northern Midlands Business Association</b>			
Promotion Centre Expenditure		Not Charged to Association Funded from Council Budget A/c 519035	
- Tourism Officer	20.00	Not Charged to Association Funded from Council Budget A/c 500400	
Administration and Development			
- Economic and Community Development Manager	135.00		
<b>Works Department Private Works Carried Out</b>	55.00		
	<u>210.00</u>		



The Ben Lomond Committee



# **FEASIBILITY STUDY**

## **Investment in Ben Lomond Skifield Northern Tasmania**



## Acknowledgements

The Feasibility Study for Ben Lomond Skifield has been prepared by TRC Tourism Ltd ([www.trctourism.com](http://www.trctourism.com)) for the client which includes Northern Midlands Council, Launceston City Council, Department of State Growth, the Ben Lomond Committee, Northern Tasmania Development, Tourism Northern Tasmania, Tasmanian Parks and Wildlife Service, and Regional Development Australia (Tasmania).

Photos have been reproduced courtesy of Tourism Tasmania and Tourism Victoria.

## Disclaimer

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# Executive Summary

The Ben Lomond skifield is located in Ben Lomond National Park in Northern Tasmania. It is the state's only commercial skifield and provides opportunities for the community and visitors to the region to participate in a range of snow based activities including beginner and intermediate skiing and snowboarding, tobogganing, and snow play.

There only a handful of small ski areas like Ben Lomond left in Australia. Costs associated with snow making equipment, facilities, services and insurance has resulted in the consolidation of smaller ski areas into larger resorts.

The small ski areas that remain viable generally have the following characteristics:

- » a sole operator and provider of all snow area services (parking, lifts, ski hire, instruction, food & beverage) giving control and management of customer service and the guest experience
- » clear market positioning as beginner and family snow experience area
- » reliable low cost snow making
- » intensive summer grooming
- » reliable water supply to support snowmaking
- » low operating costs and affordable lift ticket prices
- » long term leases that give certainty to the business operators and investors.

The Ben Lomond ski season is often short, hampered by unreliable snow cover. It continues to experience seasonal challenges that have been overcome through snowmaking in other small ski areas in Australia, New Zealand and elsewhere. The continued reliance on natural snow falls and two snow making guns to support skifield activities is no longer considered viable. Despite attempts by ski area operators to secure small amount of grant funding to extend snowmaking in the skifield, little investment has occurred in recent years. The lack of investment is symptomatic of the level of uncertainty associated with return on investment given the highly intermittent nature of snowfall and whether the skifield has the potential to become a key driver for

tourism growth in the traditionally low tourism season.

In order for Ben Lomond skifield to successfully compete in today's competitive marketplace as a snow destination and support tourism growth to the region, it will need to "guarantee" snow and reposition itself as an exciting value for money snow experience for 6-8 weeks of the year for families and young people.

Participation in snow sports in Australia is, at best, keeping up with national population trends. High quality, value for money snow play experiences continue to remain popular. In light of these trends, any investment in the Ben Lomond skifield must be realistic and pragmatic and focussed on improving the offer to those who are most likely to find it appealing.

The goal should be to establish a sustainable beginners snow play destination with similar features of other viable ski areas in Australia and New Zealand.

Initially investment should focus on infrastructure that supports the development of a new revitalised snow play experience that:

- » specifically targets the intrastate visitor market - families and young people
- » increases the number of visitors who return to the ski area annually
- » increases the length of stay in the region by offering a new range of activities in the ski area
- » increases visitor spending opportunities to support local businesses
- » raises the profile of Ben Lomond National Park.

Investment in the order of \$1.3 million to \$1.8 million is required to achieve this outcome. Investment consists of:

- » additional snowmaking
- » a revitalised snow play experience with magic carpet and snow tube park
- » intensive summer grooming to maximise snowmaking effort
- » increased water supply and energy capacity
- » a new walking track that takes visitors to the Legges Tor from the village
- » signage and interpretation and new visitor amenities; and
- » integrated marketing.

This level of investment is beyond the capacity of current operators. Whilst investment from local skifield operators should continue to occur, the lease/licence arrangements will need to be restructured to attract new investors.

Revitalised facilities must be designed to meet today's alpine industry criteria and service standards, comply with current safety and building codes. Establishing a "champion" or "investment leader" to enable investment to develop infrastructure that meets these standards is considered fundamental to offering a consistent, high quality snow experience that generates sufficient demand to drive investment in other ski area services.

The likely impact on visitor numbers as a result of the required investment has been estimated according to high, medium and low growth scenarios. Under a high growth scenario total annual visitors increase to 65,247; 58,261 under a medium growth scenario; and 55,636 under a low growth scenario in 2021.

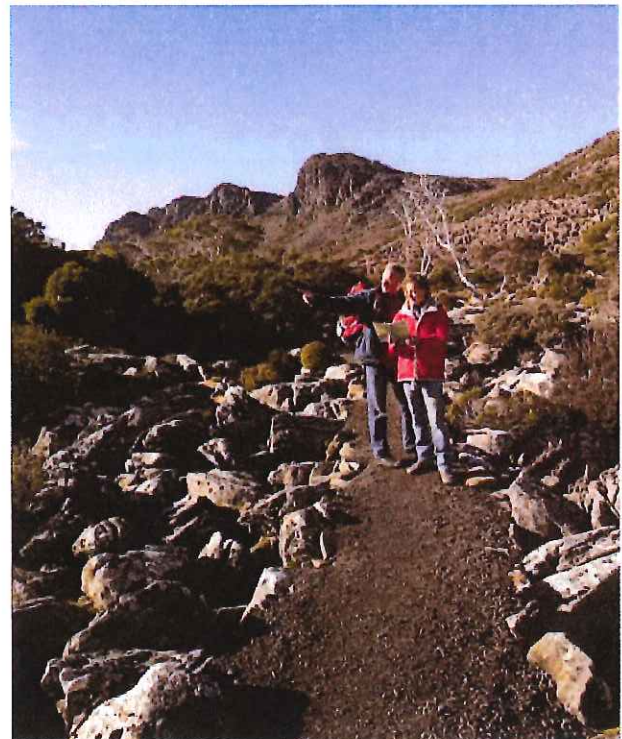
Based on the various growth scenarios, regional spending would increase from \$3.6m in 2015 to \$5.4m under a high growth, \$4.3m under medium growth \$4m under a low growth scenario.

It is estimated that a total of 22.3 local jobs were generated by visitor spending in the winter season in 2015 and 36.6 jobs were generated by visitor spending in non-winter periods. It is estimated that this would increase with visitor growth to 33.1 jobs under a high growth scenario; 26.5 jobs under a medium growth scenario and 24.6 jobs under a low growth scenario by 2021.

Total regional income associated with visitors would increase from: \$3.6 million in 2015 to income in \$4.8m under a high growth scenario, \$4.2m under a medium growth scenario and \$4.0 under a low growth scenario by 2021..

In the event that the recommended capital improvements are not made, visitor numbers would be likely to fall over the period to 2021 and local jobs would decline.

Investment of \$1.8 million in the Ben Lomond Skifield will provide a major tourism and recreational product of state significance, capable of generating new and complimentary tourism investment in Northern Tasmania and contributing to the economic growth of the wider region.



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# 1 Introduction

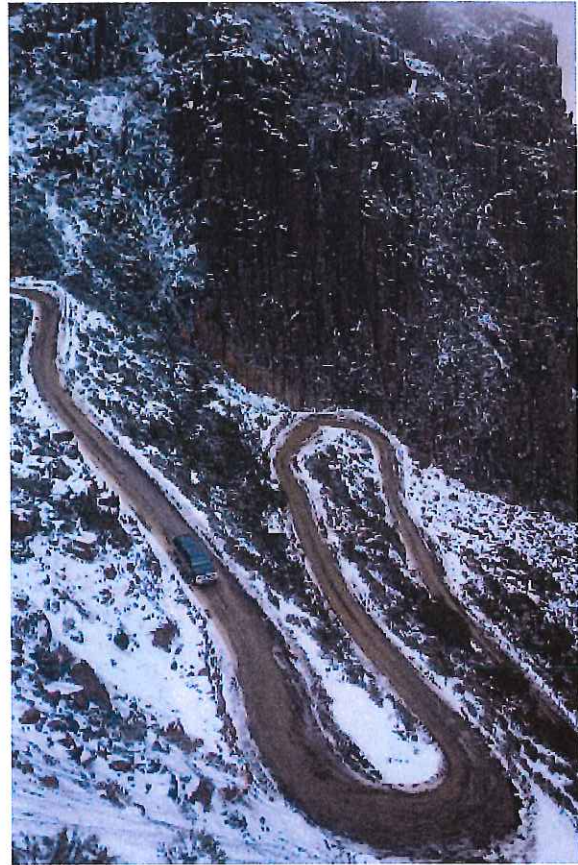
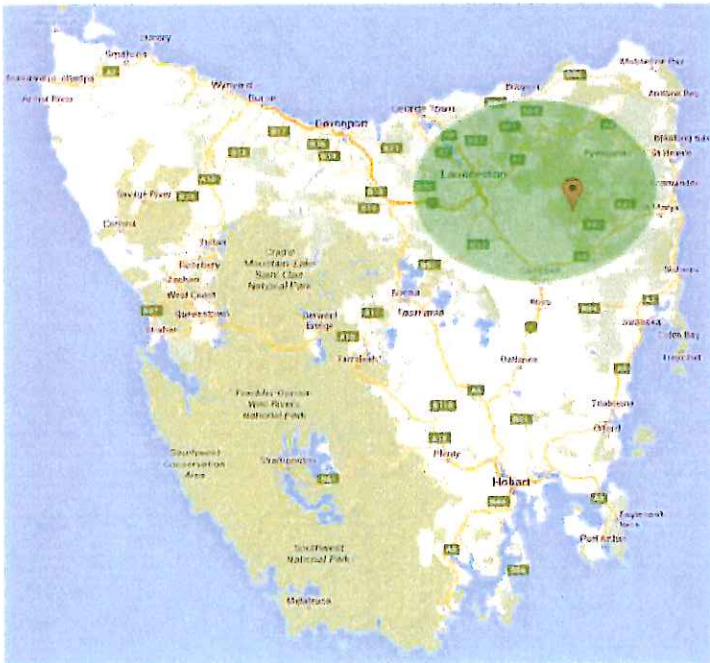
## 1.1 THE BEN LOMOND SKIFIELD

The Ben Lomond Skifield is a small ski area situated on a spectacular mountain plateau between 1,460 and 1,570 metres above sea level in Ben Lomond National Park south east of Launceston in northern Tasmania (Figure 1). The skifield is about a one hour drive from Launceston and a three-hour drive from Hobart.

Being the only commercial skifield in Tasmania it provides limited opportunities for beginner and intermediate skiers and snowboarders and facilities for tobogganing, snow play and socialising.

It has 7 ski tows (T-Bars and Pomas) and ski runs with limited fall and length (no greater than 100 metre fall and 500 metre length) and a ski village consisting of a car park, a day shelter and amenities, a cafe, equipment hire and ski instruction, a hotel and club lodges with a total bed capacity of 500 (Figure 2).

**Figure1: Location of the Ben Lomond Skifield**

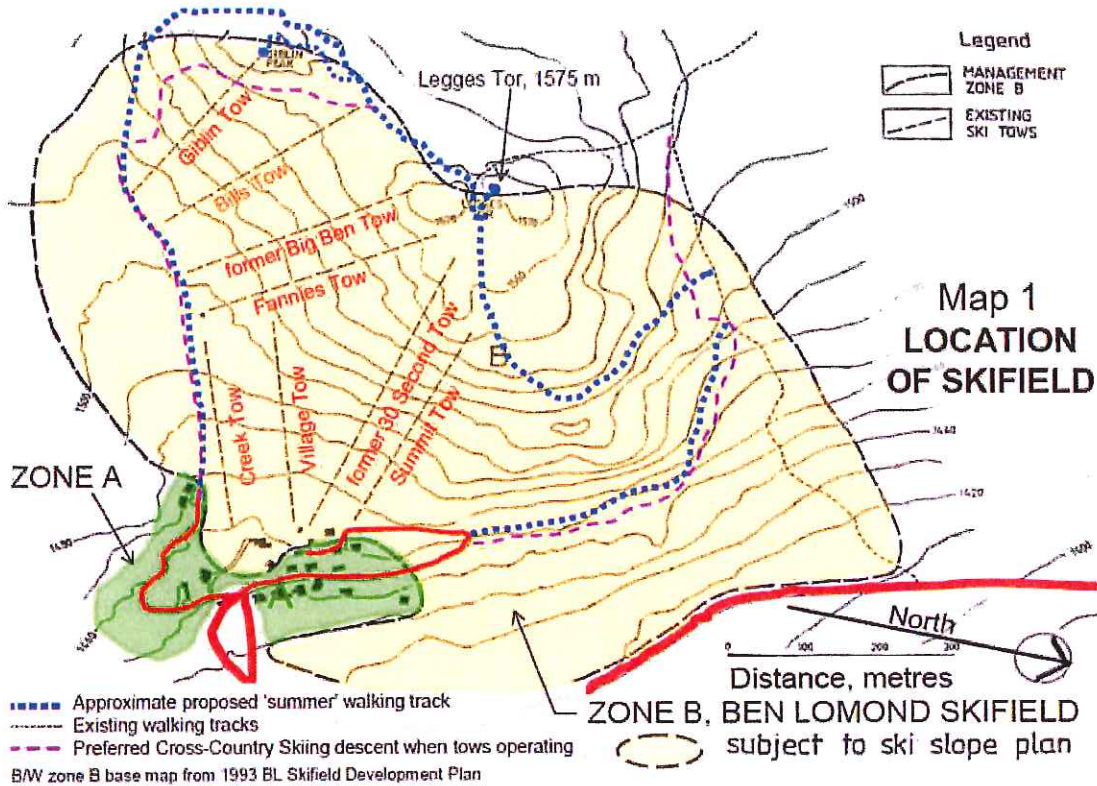


Close to the city of Launceston and its many visitor assets, Ben Lomond National Park is located in a region with heritage towns and properties, several national parks and nature-based attractions, local produce, outdoor adventure activities and touring routes. It is also an emerging cycling and mountain biking destination stimulated by recent investment, infrastructure and promotion.

Outside of the cooler months, rock climbing, alpine walking and road touring are popular activities in the Ben Lomond National Park.

The Ben Lomond ski season extends from early July to late September but is often much shorter, hampered by unreliable snow cover which makes the extent of the ski season unpredictable. The retention of snow on the slopes has been a problem due to a decrease in snow falls and the rate of snow melt on exposed rocky terrain. In recent years, two snowmaking guns have been installed on the front slopes of the beginners ski area. While there are a number of cross country skiing routes marked by snow poles, the unreliability of snow cover also means the general mountain area is little used for cross country skiing. The continued reliance on natural snow falls to support ski field activities is no longer considered a viable option, as over time, the skifield will not be able to operate.

Figure 2: The Ben Lomond Skifield area



Little investment has occurred in the skifield in recent years due to the level of uncertainty within both the private and public sector about whether return on investment will be realised and if the skifield has the potential to become a key driver for tourism growth in the traditionally low tourism season.



This uncertainty stems from contrary views on whether:

- » the mountain's altitude, topography, rainfall and terrain challenge the technical feasibility of achieving consistent snow coverage across the winter season
- » improving the beginners' skiing and snow play experience will increase visitation sufficient to warrant additional investment. In particular, winter offerings on the Australian mainland and New Zealand are competitive, and Tasmania's small population means intra-state patronage may never be high enough to justify extra investment.

## 1.2 FEASIBILITY STUDY

This feasibility study aims to clarify the sustainability of Ben Lomond Skifield as a financially viable, seasonally reliable, beginner to low/intermediate ski and snow play destination. It seeks to confirm if Ben Lomond can offer consistent snow cover during the ski season and generate sufficient visitor numbers to justify investment.

The report aims to answer the following questions:

- a) Would infrastructure and associated developments, above and below ground, contribute to a more reliable and longer snow season?
- b) Would a more reliable and longer snow season attract sufficient increased tourist visitation and spend in the region generally, and alpine businesses specifically, to warrant expenditure on the infrastructure and associated developments and ongoing operating costs?
- c) Taking into account a) and b) what other tourism offerings would significantly enhance Ben Lomond National Park as a year-round destination?

### 1.3 METHODOLOGY

The preparation of the feasibility study has involved three stages as outlined below.

#### Literature Review

This stage of the project involved a review of the relevant plans and strategies relating to economic development, tourism and specific recreation activities relevant to the ski field area, Ben Lomond National Park and the region. These reports were reviewed to identify any specific recommendations relating to proposed infrastructure developments or other relevant opportunities.

#### Site Analysis and Consultation

The consultants undertook a field trip in August 2015 to assess the skifield and to consult with stakeholders. During this period conditions were optimal with ample snow cover. Consultations were undertaken with the Ben Lomond Committee, Tasmanian Parks and Wildlife Service, local and State Government representatives, regional tourism organisations, accommodation providers and business operators in the ski field. The primary focus of the consultation process was to gather information relating to the study area and identify issues, opportunities and aspirations of the local business community.

### Assessment of development opportunities and report preparation

The next stage of the project involved analysing and compiling the findings from the previous stages of the project into a draft report for consideration and discussion with key stakeholders. The draft feasibility study was finalised following feedback from the Steering Committee which is made up of representatives from Ben Lomond Steering Committee, Parks and Wildlife Service, Regional Development - Australia (Tasmania), Northern Development Tasmania, Northern Midlands Council, Launceston City Council, Tourism Northern Tasmania and State Growth

### 1.4 REPORT STRUCTURE

The remainder of this report is structured as follows:

Section 2	provides an overview of the <u>regional context</u> including an overview of tourism to Ben Lomond National Park and the region
Section 3	presents a summary of <u>Ben Lomond Ski Field</u> and <u>visitor experience</u>
Section 4	presents an analysis of <u>other ski fields in Australia</u> and elsewhere and key market trends affecting snow based recreation and tourism to the region
Section 5	presents a summary of the challenges and opportunities for the ski field and <u>priority investment requirements</u> . This section also includes the indicative costs of investment
Section 6	presents the findings from the <u>cost benefit analysis</u> of investment and includes an assessment of the net community benefits and the economic impacts on the local economy
Section 7	presents a summary of findings and recommendations

## 2 Regional Context and Tourism Demand

Ben Lomond National Park is located within the boundaries of Northern Midlands Council (pop 12,500) and is zoned national park under the Northern Midlands Interim Planning Scheme 2013. The park is managed by Tasmanian Parks and Wildlife Service under the *National Parks and Reserve Management Act 2002*. The Council collects rates from the lessees and licensees in Ben Lomond Skifield although it does not provide direct services to them.

Launceston is the largest regional city in Northern Tasmania (pop 143,000) and is a major point of entry for visitors and trade to the State. Launceston City Council have an interest in the development of the skifield as it manages part of the road infrastructure that services the area and is a tourism asset for the community. The region is serviced by Launceston airport, with Launceston being an integral part of the principal air-route network for south-eastern Australia.

Both Northern Midlands and Launceston Councils have a clear commitment to tourism as an important pillar of their economic development as seen throughout local planning, economic development and community plans that set out local priorities and development opportunities.

### 2.1 REGIONAL AND STATE STRATEGIES

Economic development in Northern Tasmania is focused on addressing two challenges:

- » creating job opportunities (Northern Tasmania's unemployment rate sits at 8.2% which is well above both Tasmania's rate of 6.6% and Australia's rate of 6.3%.)
- » improving Northern Tasmanians' standard of living<sup>1</sup>.

<sup>1</sup> Northern Tasmania Regional Futures Plan Discussion Paper June 2015

The Northern Tasmania Regional Futures Plan (RFP) seeks to raise the economic profile of the region, seek new opportunities for economic development in the region, and make more effective use of resources in promoting regional economic development. The RFP identifies the pillars of the Northern Tasmanian economy<sup>2</sup> as:

- » food and agribusiness
- » tourism
- » advanced manufacturing.

Northern Tasmania's tourism products, experiences and destinations are recognised as having key roles to play in contributing to delivery of the \$2.05billion annual spend target by interstate and international visitors in Tasmania by 2021.

### 2.2 TOURISM TO THE REGION

#### Overview

Northern Tasmania received 2.4 million visitors in 2014/15<sup>3</sup>. Intrastate visitors (Tasmanian residents) comprise 81% of total annual visitation (see Table 1), the vast majority (67%) being day trippers. Interstate visitors comprise 16% (368,000) of total visitors and there is a small international visitor component (3.4%). The estimated 702,000 annual domestic overnight visitors comprised 30% of total visitation to Northern Tasmania in 2014/15 (refer Table 1)

Interstate, international and overnight intrastate visits and nights have all grown strongly since 2012, with day visitors also showing 1.6% per annum growth. Growth in interstate visitor nights has been strong over the period however there have been falls in international and intrastate visitor nights (despite the growth in overall visitors), indicating shortening average lengths of stay (ALOS).

Between 2012 and 2015, Northern Tasmania's market share of the State's visitation has remained broadly constant at 32.5% (0.5% growth).

<sup>2</sup> Ibid

<sup>3</sup> Sourced from Tasmanian Visitor Survey (interstate overnight), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) (day visits, intrastate overnights). All data is for the year ending March 2015.

### Seasonality

As would be anticipated, Northern Tasmania exhibits strong levels of seasonality in trading patterns. For overnight visitors 64% of visitation is between November and April, while for day visitors, November and December is the peak period (25% of visitors)<sup>4</sup>. June and September are the quietest months for day and overnight markets presenting an opportunity to Ben Lomond skifield to grow visitation during this time (refer Figure 3)

Key characteristics of visitors to Northern Tasmania and relevant to Ben Lomond Skifield are presented in Table 2 and detailed in Appendix 1.

**Table 1: Annual Visitation to Northern Tasmania, year ending March 2015<sup>5</sup>**

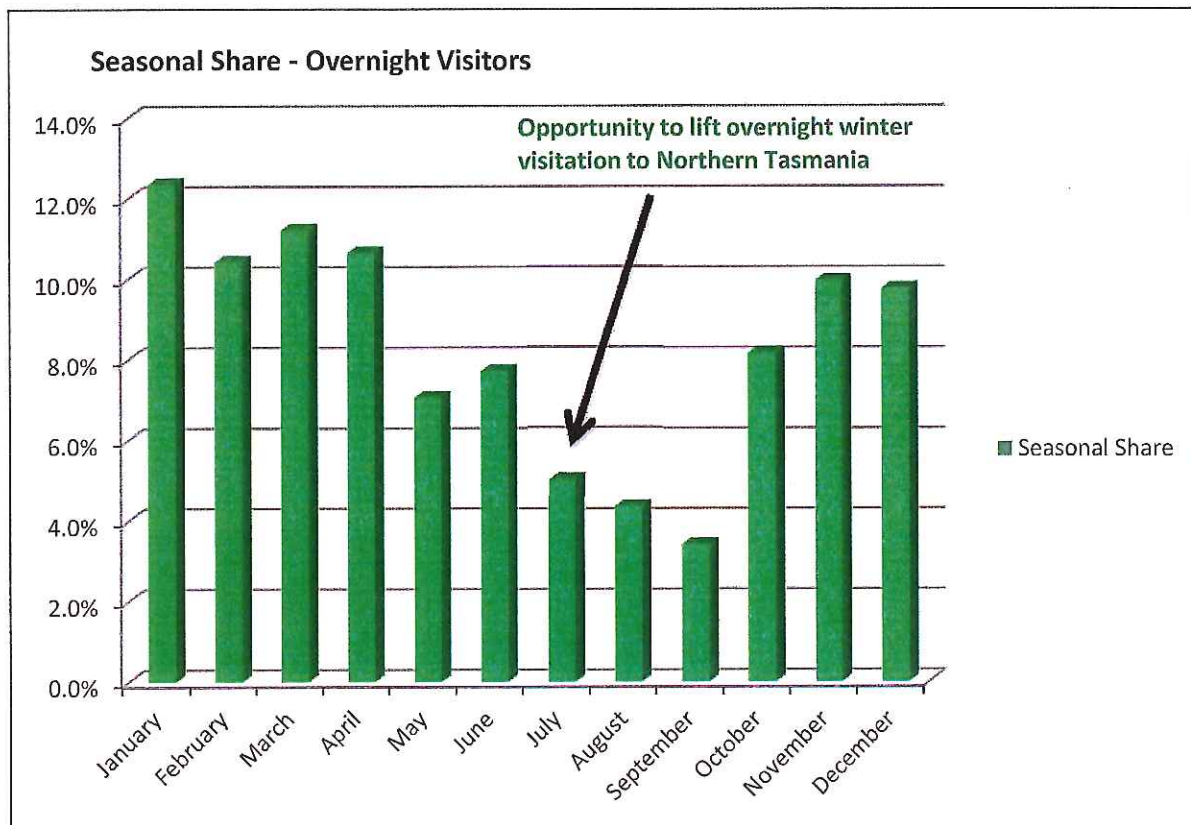
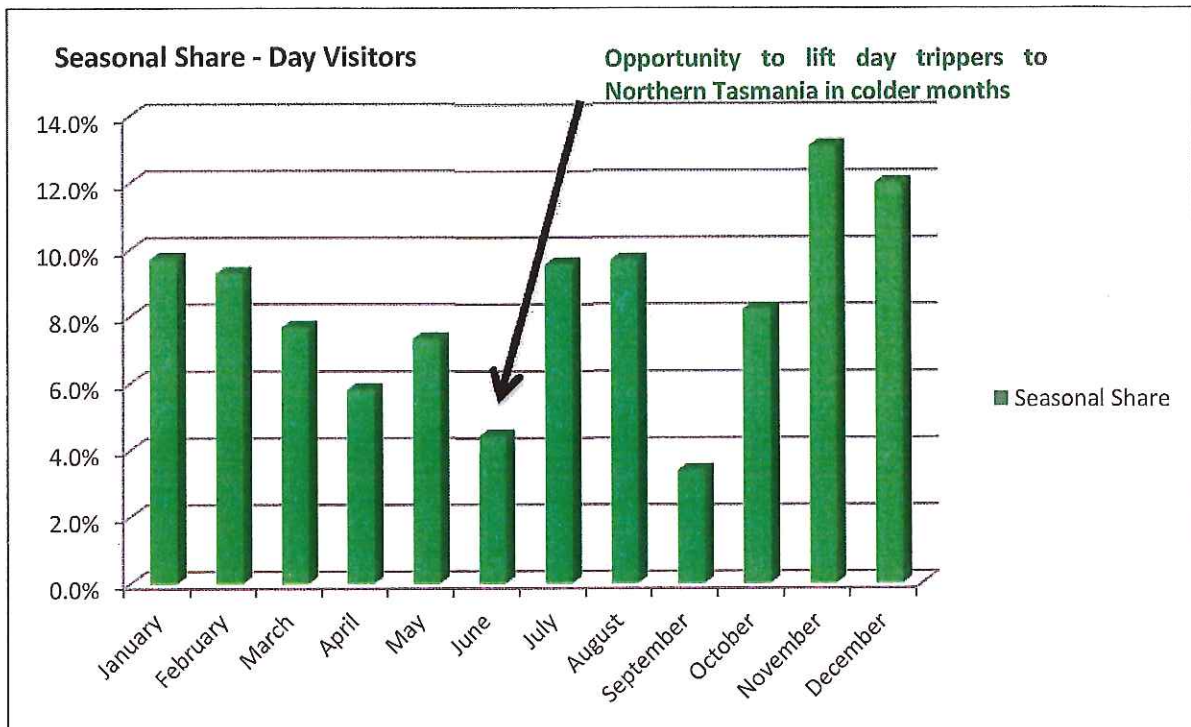
Visitors	Numbers	% change between March 2012 and March 2015	Nights	% change between March 2012 and March 2015
Intrastate Day	1,589,895	+6.4%	-	-
Intrastate Overnight	333,965	+11%	616,381	-10.2%
Interstate Overnight	367,890	+23%	4,884,455	+25%
International	79,691	+50%	797,740	-2.7%



<sup>4</sup> Source from IVS, NVS All data is for the year ending March 2015.

<sup>5</sup> Sourced from Tasmanian Visitor Survey (Interstate overnight), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) (day visits, intrastate overnights). All data is for the year ending March 2015.









Figure 3: Seasonal Share - Day and overnight visitors to Northern Tasmania



## 2.3 OVERVIEW OF VISITOR CHARACTERISTICS

A summary of the key characteristic of visitors to Northern Tasmania is presented in Table 2.

**Table 2: Key market characteristics**

	<ul style="list-style-type: none"> <li>» Intrastate visitors (day and overnight visitors) account for the majority of visitors to the region - 81%</li> <li>» 1.6 million Tasmanian residents made a day visit to the region in 2014/15</li> <li>» 334,000 Tasmanian residents stayed overnight in the region</li> <li>» 367,890 interstate visitors and 79,691 international visitors account for approximately 3% of visitors.</li> </ul>
	<ul style="list-style-type: none"> <li>» Northern Tasmania's market share of the State's visitation has remained steady in the last 3 years</li> <li>» Day visitor volume has grown by 6.4% since 2012</li> <li>» International visitor numbers have doubled since 2012 however; there has been a 3% decrease in nights in the same time period</li> <li>» Interstate visitors and nights have grown by 23% and 25% since 2012</li> </ul>
	<ul style="list-style-type: none"> <li>» The region has a strongly season tourism trading pattern – for overnight visitors, 64% of visitation is between November and April</li> </ul>
	<ul style="list-style-type: none"> <li>» China, Hong Kong, USA and UK account for half of all international visitors – Chinese visitor numbers have grown by 250% since 2012</li> <li>» Victoria and NSW are the key interstate source markets - 64% of interstate visitors</li> </ul>
	<ul style="list-style-type: none"> <li>» Older visitors love Northern Tasmania– the 50+ age group is the largest for international; day and interstate visitors</li> <li>» Overnight domestic visitors tend to travel as families with children or as older couples. Couples with no kids are our largest single grouping</li> </ul>
	<ul style="list-style-type: none"> <li>» Nearly 4 in 10 overnight visitors use hotel accommodation</li> <li>» Nearly 20% of visitors stay with friends and relatives</li> </ul>
	<ul style="list-style-type: none"> <li>» 78% of visitors take part in outdoor and other activities - 64% of visitors take part in bushwalking and other walks and 52% of overnight visitors, visit national parks</li> </ul>
	<ul style="list-style-type: none"> <li>» Less than half of the visitors who travel the driving routes in the region, stay overnight for at least 1 night</li> </ul>

## 2.4 VISITORS TO BEN LOMOND NATIONAL PARK

Accurate visitor data for Ben Lomond National Park is limited. The most recent estimate from the Tasmanian Parks and Wildlife Service (PWS) indicates that Ben Lomond National Park receives anywhere between 30,000 and 49,900 visits per annum, most of which visit during winter<sup>6</sup> (refer Appendix 1). The direct relationship between visitation and snow conditions can be seen in the PWS vehicle counts from 2012. Put simply, when there is snow, visitors arrive. Outside the snow season around 630 vehicles a month or 20 a day visit the mountain. Assuming an average of two persons per vehicle the out of season visitation could be 40 persons per day<sup>7</sup>.

### Skier Days at Ben Lomond Ski Field

The 2010 Ski Slope Plan indicates that visitation to Ben Lomond had declined in the previous 17 years, mainly in winter. The reasons cited by visitors for this trend included unreliable and poor snow cover, inaccurate snow reports, queues, tow breakdowns and unreliable operating times, short runs, relative cost, cheap airfares and packages to resorts with reliable snow and better facilities. Ageing of skiers who had previously used the skifield was also reported.

The skier day history of the resort which has been supplied to the Australian Ski Areas Association (ASAA) by Alpine Enterprises P/L shows a very unreliable skier day history<sup>8</sup>.

**Table 3: Ben Lomond Skier Days**

2004	2005	2006	2007	2008	2010	2009	2011	2012	2013	2014	2015
13,000	3,000	0	1,000	0	0	3,000	0	3,000	0	No data	No data

To put the above into some perspective the Australian ski resorts ski a total average of approximately 2.2 million skier days per season (approximate average for past 5 seasons)<sup>9</sup>. Hence Ben Lomond Skifield receives at best less than 0.5% of the total.

<sup>6</sup> Estimation of visitation to the park and skifields is based on traffic counters and car counts conducted by park staff. The visitation record is unreliable and has gaps due to malfunction of the under-road traffic counters

<sup>7</sup> Groupwork, Ben Lomond National Park Tourism Feasibility Study 2012

<sup>8</sup> Note that the data on skier days have not been validate by the ASAA and are to be used with caution

<sup>9</sup> Australian Ski Areas Association 2015 – Unpublished

### Market characteristics of winter visitors

The majority of winter visitors are from Tasmania including around 49% from southern Tasmania and around 48% from Northern Tasmania<sup>10</sup>.

Snow Sports rental data for 2015 winter season<sup>11</sup> indicates that 49% of visitors were from North, North East and East Tasmania; 17% from the North West; and 18% from Southern Tasmania, suggesting that there has been a reduction in the number of southern based visitors over the last 15 years.

While only a small proportion of visitors to Ben Lomond are from interstate and other countries, anecdotal data suggests that this proportion is increasing. For example, snow sports rental data for the 2015 winter season<sup>12</sup> indicates that 8% of visitors were from interstate and 3% were international visitors which means around 12% of visitors to Ben Lomond ski field in 2015 were not from Tasmania.

Ben Lomond skifield operators have also noted that the majority of winter visitors are families enjoying snow play activities, beginners, intermediate skiers and snow boarders and club members who traditionally visit during winter. Other trends that the operators have noted include:

- » an increase in day visitor numbers over the last 3 years
- » an upward trend in young adults interested in downhill sports requiring uphill tows eg snowboarding
- » local families and lodge members were traditionally the main customers but local lodges are struggling to maintain visitor numbers due to better value propositions for families at Australia's mainland alpine resorts as well as overseas resorts
- » around 5% of intrastate visitors are making repeat visits. Families with school age children are the main group undertaking repeat visits. It is important to note that this equates to 95% of visitors who are not coming back to the skifield, representing growth potential to win them back with a more compelling product offering.

<sup>10</sup> A survey conducted by the Ben Lomond Ski field Management Authority in 2000

<sup>11</sup> Data collected from Snow Sports Rental Hire Information 2015 from 2,133 rental cards

<sup>12</sup> Ibid



### Awareness of Ben Lomond National Park

According to the 2014 Community Monitor (refer Appendix 1) awareness of Ben Lomond National Park with Tasmanian residents is high, however visitation is low:

- » 65% of Tasmanian respondents to the survey said they were aware (knew about) the Ben Lomond National Park
- » awareness was highest nearby in the Launceston and North East region:
  - 59% of respondents living the Hobart region were aware of Ben Lomond
  - 59% of respondents in the South East region were aware
  - 76% of respondents in the Launceston and North East region were aware
  - 66% of respondents in the West and North West region were aware
- » Ben Lomond was one of the most well-known parks or reserves in the region – along with Freycinet National Park, the Bay of Fires, Maria Island National Park and Friendly Beaches
- » although awareness was high, the number of Tasmanians visiting Ben Lomond was much lower
- » Only 9% of Tasmanian residents who had been to a National Park or reserve in the previous 12 months went to Ben Lomond
- » Ben Lomond is not the only park or reserve where awareness is high but visitation is relatively low – for example, 63% of Tasmanians are aware of the Mole Creek caves, but only 11% visited in the previous 12 months
- » However, when thinking only about parks and reserves in the east region, Ben Lomond is regionally important. Of the Tasmanians who had been to a park or reserve in the East Region in the previous 12 months, Ben Lomond was ranked fourth after Freycinet, Bay of Fires and Friendly Beaches
- » Residents who lived nearby were, not surprisingly, more likely to have visited Ben Lomond
  - 12% of residents who lived in the Launceston North East region (who had visited a park or reserve in the previous 12 months) had been to Ben Lomond; compared to only 6% of residents who lived in the South East region of Tasmania.

## 2.5 KEY CONSIDERATIONS RELEVANT TO BEN LOMOND SKI AREA

- » The intrastate market is currently the primary market for Northern Tasmania. This will continue to be the case.
- » Growth in interstate and international visitors is likely to be consistent with growth from these markets to Tasmania as a whole.
- » Northern Tasmania is attractive to the family market (parents with children), specifically Launceston and Northern Midlands.
- » These markets are trending toward a decreasing length of stay
- » The region experiences low overnight visitation in the winter months (June –September) .
- » The high rates of awareness of Ben Lomond by the intrastate market indicate that this market has the potential to grow.
- » The skifield presents an opportunity to offer high quality low-cost snow based experience for families and increase the length of stay in the region.
- » Ben Lomond already has a market from which to draw - existing visitors are predominately from intrastate and are likely to have some established connection and more likely to return for a snow experience if the offering is appealing.
- » Ben Lomond is the only commercial ski area in Tasmania. The only other ski area in Tasmania is at Mount Mawson in Mount Field National Park which is a small club field operated by the Southern Tasmanian Ski Association which cannot compete with the Ben Lomond ski area.
- » Nature based tourism is a popular activity which presents an opportunity for the ski area and Ben Lomond National Park to increase length of stay in non-winter periods.
- » Ben Lomond's proximity to Launceston means it is well placed to leverage new visitors and extend length of stay if a high quality snow based experience is offered in off peak periods.
- » Visitors are demanding more sophisticated product with food and accommodation offerings that appeal to their market segment.
- » The most popular activities across the holiday types are bushwalking, visiting National Parks, tasting Tasmanian food and wine and visiting historic sites. These activities are compatible with what Ben Lomond has to offer.
- » Tourism growth is a focus point of both State and Federal Government priorities due to its value adding potential.

# 3 Ben Lomond Skifield

## 3.1 BEN LOMOND NATIONAL PARK

Ben Lomond National Park is an alpine plateau over 1500 metres high and visible from much of Tasmania's north. The plateau is roughly 14 kilometres in length, 6 kilometres wide and is in excess of 1300 metres in height. A summit on the plateau named Legges Tor is the second highest point in Tasmania (1572 metres). Jacobs Ladder, a steep and narrow section of road with striking features including dolerite columns and scree slopes is a spectacular feature of the drive to the plateau for visitors.

The Ben Lomond National Park is invaluable for the conservation of the flora communities and species diversity of Tasmania's alpine areas and is an important asset for the Tasmanian community. The area consists of an outstanding variety of glacial and periglacial features which are considered of national significance. The main values of the skifield and nearby areas are summarised in Appendix 2.

The Ben Lomond Skifield occupies part of the park's alpine landscape that has been modified over at least 80 years by skiing and associated developments and, to a lesser extent, by summer recreation.

The Northern Tasmanian Alpine Club formed in 1929 and pioneered trips to the mountain and improved the access track. In 1932, a chalet was built at Carr Villa and construction of a road from Upper Blessington to Carr Villa began soon after. It was finally completed in 1953.

In 1950 a Parliamentary Standing Committee recommended that Ben Lomond be developed as a ski resort. The Australian National Championships were held at the site in 1956. In 1963 the access road was extended to the top of the plateau via the steep and scenic "Jacobs Ladder". Subsequent developments have included ski lifts, visitor facilities, a licenced hotel and accommodation, sewerage system, and improved access. The skifield has historic heritage that is considered of social value to the skiing community and other park users.

## 3.2 BEN LOMOND SKIFIELD

### Management

The PWS assumed the role of managing authority for the skifield from the former Ben Lomond Skifield Management Authority in 2007. PWS also manages the surrounding Ben Lomond National Park.

The PWS is responsible for road infrastructure, snowclearing operations and management of sewage treatment plant and water supply. It also owns four buildings one of which is leased for ski hire / snow sports operation, one to house the ski patrol, a public day shelter and a garage/workshop. Skifield businesses (including the ski lifts, equipment hire, and accommodation) are operated under lease or licence from PWS with varying terms. PWS allocates \$120k per annum<sup>13</sup>, to support winter operations. This allocation includes some revenue from park entry fees collected from the mountain. PWS focuses on critical infrastructure issues such as road access, sewerage, water supply and the day use shelter. There is no direct expenditure on the slopes of the ski area.

Northern Midlands Council collects rates from each ski field business which are calculated by property assessed annual value (AAV) multiplied by a rate of 6.2 cents in the dollar. A minimum charge applies of \$211 plus state fire levy of \$38 (total \$249). Total revenue retained by council is estimated to be approximately \$15, 000 per annum<sup>14</sup>. There is no direct expenditure by council in relation to the ski field operation.

The total revenue collected on average from the Club lodges for base rental, shire rates and sewerage and water services is very low on a per bed basis compared with mainland alpine resorts.

The club / lodge and business operators at Ben Lomond have formed the Ben Lomond Committee which acts as a lobby group for Ben Lomond skifield and seeks to coordinate promotion of Ben Lomond, an events program and mountain operations. It operates a website (benlomond.org.au) which includes snow and weather reports and skifield information.

<sup>13</sup> Pers comms PWS 12 August 2015

<sup>14</sup> Email advice from Northern Midlands Council, Corporate Services Manager 24 August 2015

### Ski Slope Plan

The *Ben Lomond National Park Management Plan 1988* zones the area for skifield development activities which encompasses the existing ski village and ski infrastructure and most of the snowfields suited to downhill skiing. This Zone includes the Meadow Vale catchment except for about 25 hectares in the vicinity of Hamilton Crags which is the only known Australian location of the Rock Cushion Plan (known as *Chionohebe ciliolata* or *Veronica ciliolata*) listed as vulnerable under the EPBC Act and Tasmania's *Threatened Species Protection Act 1995*. The Skifield Development Area Zone is intended to provide for coordinated development of skiing and other visitor activities and facilities throughout the year while protecting the areas natural and heritage values. It is also intended to be the site of the park's principal visitor and management services and facilities.

The 1988 Management Plan requires that detailed management of the skifield be guided by a Skifield Development Plan that must be compatible with the prescriptions in the Plan of Management. The *Ben Lomond Ski Slope Plan* in 2010<sup>15</sup> is a framework for long term ski slope and associated infrastructure and visitor services development and management. It assesses the existing conditions and infrastructure and proposes measures to achieve improved use, development and management of the slopes and winter and summer visitor activities taking account of the protection of the environment and heritage, the marginal snow conditions, and the aim to provide affordable visitor experiences. Proposals in the plan include:

- » providing more reliable snow cover through summer slope grooming and winter snow farming and snow grooming
- » further trialling and assessment of snow making (by commercial interests)
- » a more reliable and enjoyable snow experience through ski tow capacity increases and improvements for tobogganing, tubing and snow play and development of a terrain park
- » construction of a vehicle service route to minimise environmental impacts and reduce maintenance costs
- » short walking tracks for summer visitors.

The ski slope plan provides a comprehensive program of works that can be undertaken by business enterprises in the ski area. Other than the installation of snowmaking and minor summer slope grooming maintenance activities, few of the recommendations have been implemented as it relies on resourcing by commercial operators and volunteer assistance. In the absence of a major commercial operator to drive investment, implementation of the ski slope will continue to be slow.

### 3.3 SNOW COVER

According to the 2010 Ski Slope Plan snowfalls from 2 to 25 millimetres are common, but heavier falls (which could lay down a deep snow pack) occur less frequently. Snow deposition on the slopes is also adversely affected by frequent strong winds. There is no systematic snow depth monitoring, but the 2010 Ski Slope Plan identifies that total winter snow fall is unlikely to exceed 2 metres. The retention of snow on the slopes is affected by melting during warmer days (including the warming effect of solar radiation on the many rocks in the area) and winter rainfall.

A 2007 study found that snowmaking is feasible at Ben Lomond with most nights from late June until late July reaching the required conditions (low temperatures). The Ski Slope Plan permitted a formal trial of snowmaking which commenced in 2010. Details of when and how often snowmaking occurred are not available although anecdotal feedback suggests that it has occurred intermittently over the years as conditions have allowed and when there has been sufficient water.

No detailed modelling of future climate change related snow cover changes has been conducted for Ben Lomond Skifield.

The 2010 Ski Slope Report draws on the results of a 2006 report by the CSIRO and Hydro Tasmania<sup>16</sup> that concluded that climate change would minimally affect Tasmania up to 2040 due to the moderating effect of the Southern Ocean. The report predicted that north-east Tasmania would experience warmer winter temperatures of about 1°C by 2040, which translates into an annual maximum temperature rise of 0.2 to 0.3°C at Ben Lomond.

<sup>15</sup> Parks and Wildlife Service (2010), *Ben Lomond National Park Ski Slope Plan*, Parks and Wildlife Service, Department of Primary Industry Parks Water and the Environment, Hobart.

<sup>16</sup> CSIRO, Hydro Tasmania and the Tasmanian Partnership for Advanced Computing (2006), *Report on Climate Change in Tasmania*.

Modelling of Tasmania's climate change trends was also conducted in 2010 for the Climate Futures for Tasmania project. That report concluded that Tasmania would experience rises in mean annual temperature during the 21<sup>st</sup> century, but at a lesser rate than for the Australian and global predicted temperature increases. Daily minimum temperature is projected to increase more than daily maximum temperature.

Changes in climate are not a unique concern for Ben Lomond Skifield. All ski areas across the world including mainland Australia have a real concern regarding climate change. The average number of temperature windows that are suitable for ski areas to make snow are shortening in duration. Improvements in technology have however largely mitigated this concern to date.

The implications of these predicted changes for snow falls on Ben Lomond Skifield are not known. As there is no Bureau of Meteorology data specifically for Ben Lomond National Park or the skifield, data from nearby sites has been utilised, recognising that Ben Lomond could have its own unique weather conditions. Estimates are:

- » Between 1976 and 2015 the average 9 am & 3pm relative humidity for Ben Lomond area was between 60 & > 90%, slightly higher than rest of snow covered Australia. Minimum temps in Ben Lomond area increased by 0.6 degrees C in last 35 years
- » The temperature needs to be below minus 2.5 wb (or @ 90% rh) to be able to make snow. Snow can be made at higher temperatures with lower levels of production
- » In Australia most snowmaking takes place with a relatively high RH level as, due to the effect of cold air drainage, cold air gets heavier and RH levels generally increase the colder the air gets. It is quite normal to have RH levels of 70% - 80% during snowmaking operations in Australian resorts
- » Potential frost days (less than minus 2 degrees) are: 8 in June, 12 in July, 7 in August which means that Ben Lomond will have around 25 snowmaking days per annum. Given that snowmaking days does not necessarily cover a full 24 hr period there are likely to be weather windows in which conditions are right for snowmaking over around 8 weeks.

### 3.4 SNOW PLAY AND SNOW SPORTS TERRAIN

The designated toboggan/snow play area is on the front slope of the skifield area. Most of the toboggan area is prone to thin snow with rock hazards and the area is not groomed or shaped for tobogganing. There is little area available for general snow play that is safe and away from toboggan and ski/board activity and when snow is available activity is concentrated in this small area.

There are 7 ski tows (T-Bars and Pomas) and ski runs with limited fall and length (no greater than 100 metre fall and 500 metre length). It should be noted that some of these lifts have had little usage over the last ten years with one or two lifts having had virtually zero usage in that time.

Most grooming has been superficial and obstacles are present throughout the snow sports area. Rocks, bushes and water present holes or cause snow to break under the snow user even under good conditions. These items present safety hazards for visitors as recognised in the ski slope plan.

The lack of slope grooming is one of the major concerns of all interested parties and is a must for the future of the operation. Even with approvals in place for more grooming to take place it has not eventuated due to a lack of funds or volunteer labour and materials to carry out the approved work.

### 3.5 COMMERCIAL ENTERPRISES

Three commercial enterprises operate in the ski field: Alpine Enterprises Ski Tow Service, Ben Lomond Snow Sports and Ben Lomond Alpine Hotel.

Interviews conducted with each of the operators indicated that profitability is variable depending on snow. A lack of co-ordination regarding investment and mountain operations is a major issue. Each operator felt that other operators were competing with the small number of visitors to Ben Lomond which causes tension. There was general agreement that a new management structure that invested, marketed and co-ordinated all on mountain operations would be preferable..

All operators indicated that investment was required in the following areas for the snowfield to remain viable:

- » Snowmaking and increased water supply capacity to support it
- » Summer slope grooming and snow fencing
- » Branding and marketing
- » Reticulated energy supply.

#### Alpine Enterprises Ski Tow Service

The ski tow company reported that the business historically requires between 4 - 6 weeks operation per season to break even. If the ski field is fully operational more than 70% of visitors to the mountain use the tows. In a poor season this reduces as tobogganing and snow play increases. The operator indicated that there is an expectation by other commercial enterprises and clubs in the village that the lifts will continue to operate throughout the season regardless of conditions.

The ski tow operator is reliant on snowmaking noting that Alpine Enterprises are joint asset owners of snowmaking infrastructure together with Ben Lomond Snow Sports.

In 2014 the operator traded for 3 days due to lack of snow.

The enterprise employs 10 casual staff:

- » 2 maintenance staff
- » 6 ski lift operators
- » 1 ticket seller
- » 1 owner/manager.

The variability of snow means staff can only be employed casually – in a good season the business may employ up to 22 casual staff. Regardless of the season full time staff are asked to commit to a 6 day week.

To increase the level of certainty, the operator indicated that an increase in snowmaking is required to provide a consistent and reliable snow experience to visitors.

The lift ticket prices for Ben Lomond are comparable to other similar small resorts on the mainland such as Baw Baw (\$75 Day weekend, \$25 midweek).

**Table 4: Ben Lomond Ski Lift Ticket Prices 2015**

2015 Lift ticket costs (benlomond.org.au)
ADULT (18-64) Day – \$65 Afternoon (from 12.30) – \$40
SENIOR (65-69) Day – \$50 Afternoon (from 12.30) – \$35
JUNIOR (13-17) Day – \$45 Afternoon (from 12.30) – \$30
CHILD (7-12) Day – \$30 Afternoon (from 12.30) – \$20
The young (Under 7) and the young at heart (70 and over) FREE
School Groups of 10 or more
SECONDARY Day – \$35
PRIMARY Day – \$25
Value Season: 6th June to 21st June 2015 and 31st August to 6th October 2015
Peak Season: 22nd June to 30th August 2015
Adult: 16 to 65 Child: 8 to 15 Senior: 65+
Multi day passes run over consecutive days only
Half day passes are valid between 8:30am to 12:30pm or 12:30pm to 4:30pm

#### Ben Lomond Snow Sports

Ben Lomond Snow sports operate the snow sports hire and lessons, café, shuttle services. Snowsports are joint asset owners of the snow making facilities, together with Alpine Enterprises. Snowmaking is undertaken with two snowguns. The estimated cost to run the snow guns is \$500 per night and the capacity to expand snowmaking is currently limited due to water supply.

The shuttle service is offered to guests on peak days when the car park is full and for overnight guests who leave their vehicle in the overnight carpark. Two troupe carriers are used to transport guests (each one licenced to carry 10 passengers).

The business employs up to 5 full time equivalent (FTE) during snow season (including owners), but varies with snow cover. The operator indicated that employing full time qualified ski instructors is challenging due to short and unpredictable snow season.

The operator also runs a snow grooming service although there is insufficient snow to undertake grooming without risking damage to equipment and the slopes.

It should be noted that to have a non-lift operator providing both the snow making and lessons is highly unusual in Australia and most ski resorts around the world.

### The Ben Lomond Alpine Hotel

The Ben Lomond village offers a total of 500 beds divided between the Ben Lomond Alpine Hotel and 15 club lodges. The main accommodation open to non-members is the Ben Lomond Alpine Hotel. The Ben Lomond Alpine Hotel is the only regular provider of year-round accommodation, having established summer trading for the first time in 2014/15. It provides 6 motel cabin rooms (double bed plus one bunk bed) and 3 lodge suites (one double bed) with shared facilities<sup>17</sup>, and is geared more to adults than children. The hotel is fully licenced and operates a restaurant, cafe and tavern. The operator reports good occupancy in the summer period with variable occupancy in winter. The operator reports that club lodges offering accommodation to non-members and lack of co-operative marketing are impacting on occupancy rates in winter.

### Other Accommodation

There are 15 club lodges in Ben Lomond ski field area ranging in bed capacity. Ten lodges have bed capacity of over 20 beds, the largest being 73 beds.

The Northern Tasmania Alpine Club operates two lodges – The Lodge which has a capacity of 68 people in lodge rooms with shared facilities and Frederick Smithies Lodge which accommodates 34 people in 4 self-contained units. Guests must supply their own linen. The lodges are available to members and their guests year round and are also available for large group bookings for clubs, corporate groups and schools<sup>18</sup>.

Rovers Ski Lodge accommodates 66 persons in rooms with shared facilities. It is open to non-members on payment of a nominal affiliate membership fee of \$1 a season and is also open to school groups<sup>19</sup>. While normally closed out of the ski season, Rover Ski Lodge opens in summer for not for profit groups and organisations.

It is understood that winter accommodation occupancy is high on Friday nights and weekends during good snow conditions with lesser mid-week occupancy. Lodge operators have commented that there is scope for the existing lodges to take on more guests.

It should be noted that there is a major conflict between the commercial accommodation provider and the other club lodges providing accommodations to non-club members and friends.

It is essential if Ben Lomond is to continue to improve and move forward that all available accommodation in Ben Lomond is available for any visitor to be able to book.

## 3.6 MOUNTAIN ACCESS AND PARKING

Entry to Ben Lomond National Park (as with all Tasmanian national parks) requires a valid entry permit. Day passes are available in the village or online from PWS. Annual park passes can also be purchased from the PWS or Service Tasmania.

Ben Lomond Road, an 18 km unsealed mountain road, provides access to the village from the main road (C401) between Blessington and Mathinna. The road is subject to snow and ice on the winding upper reaches (known as ‘Jacobs Ladder’) requiring the use of snow chains which must be carried by all vehicles from June to September. Alternatively winter visitors can leave their vehicles at the national park entry station and use a shuttle bus service (run by Ben Lomond Snow Sports) to the village.

Commercial operators are reliant on good access for visitors, staff and supplies to access the mountain. Consultation with operators indicates that the road clearing operations are mostly reliable although during the heavy falls experienced in July 2015 slow clearing operations did not commence until 6am resulting in delays for visitors to access the mountain.

Commercial operators also indicated their dependency on the shuttle service during the peak periods to get guests on and off the mountain quickly each day and the limited capacity of the shuttle service was frustrating.

<sup>17</sup> [www.benlomondalpinehotel.com.au](http://www.benlomondalpinehotel.com.au)

<sup>18</sup> [www.ntac.org.au](http://www.ntac.org.au)

<sup>19</sup> [roverskiclub.com](http://roverskiclub.com)

### 3.7 PEDESTRIAN ACCESS AND CIRCULATION

Visitors can park in the designated parking area in the village area to walk to snow sports hire, lifts and accommodation. Club lodges are permitted to use skidoos to transport members and supplies to the lodges in winter.

Signage around the village is limited and there are no formed/groomed paths for visitors in winter making access around the village difficult and dangerous during snow melt.

Apart from the boarded walk to Snow Sports, tracks in and around the ski area range from very rough to marked routes. There is limited signage/interpretation and wayfinding signage is very poor. Pedestrians often wander onto the southern skiing slopes, some with toboggans and are often asked to leave the downhill slopes for safety reasons.

### 3.8 PUBLIC SHELTER AND TOILETS

A day shelter approximately 400 meters from the ski field base area provides the only public toilets for visitors to Ben Lomond. This is an awkward walk for parents with small children and skiers/boarders. The shelter is owned by PWS and maintained in winter under contract.

### 3.9 OTHER MOUNTAIN SERVICES

Food and beverage offering for visitors is limited to the Ben Lomond Alpine Hotel and Snow Sports cafe. There are no grocery supplies available in the village. There are limited retail /souvenirs available for visitors.

### 3.10 UTILITIES

The Ski Slope Plan outlines the current state and capacity of utility infrastructure servicing the village. Of particular note is the limitations on water supply and electricity which will impact on the future viability of the ski field with respect to snowmaking.

### Water Supply

Water is currently supplied by a 900m<sup>3</sup> dam located on Big Ben Creek. The capacity of the dam is approximately 0.9 ML with a maximum wall height of 2.7 metres<sup>20</sup>. The storage is the main water supply for domestic purposes within the village. Water is gravity fed from the storage to the various dwellings. No treatment of the water is undertaken as the water is of very high quality.

The domestic water usage requirements for the Ben Lomond Village are not known but are generally quite low. However, during peak visitor times the water usage for the village increases for short periods of time. During these periods water usage for snowmaking is closely monitored.

A report on water availability from the Ben Lomond Village water supply storage for snow making purposes was undertaken in 2011<sup>21</sup> as a requirement of the 2010 Ski Slope Plan. The report concluded that the existing supply was sufficient to provide for a small amount of snow making which has been undertaken since that time (2 guns).

The report recommended that before the allocation of water for any additional snow making (as outlined in the Ski Slope Plan) water flows in Big Ben Creek will need to be accurately monitored to determine if there was sufficient supply. It was recommended that water monitoring should occur once a week during the winter period and each day during the snow making period. It was also recommended that the village should be metered to gain a better understanding of the village's average and maximum water requirements.

Despite the recommendations in the report, it is understood that monitoring has not occurred. Anecdotal evidence suggests that the dam has been drained on a few occasions during snowmaking confirming that additional capacity will be required to enhance snowmaking in the ski field.

Without increase water supply and/or extra storage that can be made available for increased snowmaking it will be near impossible for Ben Lomond to continue or to offer an improved product.

<sup>20</sup> Taswater Consulting Pty Ltd Ben Lomond Ski Field Water Assessment Report for Snow Making Proposal May 2011

<sup>21</sup> Ibid

### Energy Supply

Energy is supplied via diesel and gas and there are a few solar panels and small petrol generators. Gas is widely used for light, cooking and heating and most electricity is diesel generated. The current situation is not considered optimal as servicing and delivery is difficult in winter, is noisy and presents a number of OH&S and environmental risks to business operators.

The ski slope plan indicated that grid electricity would be a preferred option at an estimated cost of up to \$5 million. This is no longer considered feasible, and a more pragmatic approach would be reticulated gas (via large tank) and electricity via a common generator. This could be further investigated.

### 3.11 WALKING TRACKS

There is no defined track to Legges Tor from the car park or Village. The Carr Villa Track from the north ends at the top of Summit Pass near Bills Tow. In the extreme north of the Ski Slope a rough track runs from the road to the Carr Villa Track near Ben Bullen. An unsigned runs to the East from the plateau road to a small waterfall on the Ben Lomond Rivulet.

### 3.12 KEY POINTS

- » The skifield has historic heritage and social value to the Tasmanian skiing community and other park users and with little investment in recent years it is becoming an asset liability for Government.
- » PWS is the managing authority and individual businesses are charged rates by Northern Midlands Council despite there being no services provided.
- » The ski area operates through individual business operations that are loosely co-ordinated through the Ben Lomond Committee. This is not the optimal arrangement.
- » The current situation where the lift operator does not control snow making, snow grooming and the ski school is highly unusual in Australian and most ski resorts around the world.
- » The *Ben Lomond Ski Slope Plan* in 2010<sup>22</sup> provides a solid framework for long term ski slope and associated infrastructure and visitor services development and management, however

implementation has been slow and investment limited.

- » The ski area suffers from infrequent snowfall over the winter period, making it unreliable for visitors and operators.
- » Some snowmaking has been installed however, additional snowmaking is required to guarantee a beginner/intermediate ski/board and snow play experience.
- » It is estimated that snowmaking is considered feasible for around 8 weeks of the year. The water supply will require augmentation for this to occur. Detailed assessment is required.
- » The lack of slope grooming is one of the major concerns of all interested parties and is a must for the future of the ski area to ensure natural and artificial snow is retained and the risk to visitors is reduced.
- » All operators indicated that investment was required in the following areas for the snow field to remain viable:
  - Snowmaking and increased water supply capacity
  - Summer slope grooming and snow fencing
  - Branding and marketing
  - Reticulated energy supply
- Conflict between the commercial accommodation provider and the other club lodges providing accommodation to non club members and friends needs to be addressed.
- All available accommodation in Ben Lomond needs to be available to visitors to maximise occupancy and provide benefits to visitors and businesses.
- Visitors and commercial operators depend on a reliable and efficient shuttle service during peak periods to get guests on and off the mountain quickly each day.
- Improvements to visitor amenities in the ski area (signage, toilets, walking tracks, interpretation) could greatly improve the visitor experience.
- Individual gas and diesel generators impact on the operation of the resort and the visitor experience. Reticulated gas from a large gas tank and electricity supply from a common generator would greatly improve the environmental, OH&S, operational issues currently experienced by individual businesses.

<sup>22</sup> Parks and Wildlife Service (2010), *Ben Lomond National Park Ski Slope Plan*, Parks and Wildlife Service, Department of Primary Industry Parks Water and the Environment, Hobart.



# 4 Other ski areas and key market trends

## 4.1 AUSTRALIA

Australia, in common with many other parts of the world, has experienced a decline in the number of small ski resorts and the consolidation of facilities into larger resorts. Costs associated with snow making equipment, facilities, services and insurance now expected by the market are possible reasons.

Operational ski resorts that were members of the Australian Ski Areas Association have reduced from thirteen resorts in 1987 to six resorts currently. This has included the consolidation of the Perisher Smiggins, Guthega and Blue Cow resorts in NSW into the Perisher resort and the consolidation of Falls Creek, Mount Hotham and to a degree Dinner Plain resorts in Victoria under a single operator. Several small club ski fields such as at Mount Field in Tasmania are managed by volunteers.

Small resorts are under enormous pressure to continue to exist. In the USA / Canada, where many of these ski fields have simply discontinued to operate, the local community / town/ city or county have stepped into operate these resorts as community assets that provide employment for youth, sporting activities and cultural reasons.

Small resorts in Australia are clearly under similar pressures as other ski areas around the world. Australian ski resorts operate under some of the most marginal conditions in the world combined with the highest cost pressures, such as labour, cost of all imported equipment, from ski lifts to skis and clothing. Further, the cost of conducting a business in Australia's regulated and legalised environment is high in comparison to other places.

### Mt Selwyn NSW

- » Selwyn is one of Australia's most successfully small resort operations.
- » This is largely due to its simple structure (one company, one operator, one lease), the right investment into snowmaking at a time when infrastructures costs were lower. A very well run operation which also had the benefit of a large secondary supplement business that were complimentary to each other (this will no longer be the case).
- » Highly regarded for snow making knowledge and commitment to invest.
- » The rates are listed below and offer a much greater value than Ben Lomond. Selwyn offers a great product largely based on 100% snowmaking.
- » Both summer and winter groomed runs, great snow play and tube park.
- » It is a simple day resort with great facilities.
- » Currently the resort has a lease term of approx. 12 years remaining with the NSW NPWS which is concerning to the current operator as it makes any capital ongoing investment questionable.



Table 5: Selwyn Snowfield Ticket Prices<sup>23</sup>

	Value Season		Peak Season		All Season	
	Adult	Child	Adult	Child	Senior	7 & Under
1/2 Day	\$57	\$31	\$75	\$42	\$36	\$7
1 Day	\$66	\$36	\$88	\$48	\$42	\$12
2 Days	\$127	\$70	\$169	\$93	\$80	\$22
3 Days	\$179	\$99	\$245	\$134	\$116	\$32
4 Days	\$221	\$121	\$310	\$169	\$147	\$40
5 Days	\$251	\$137	\$356	\$195	\$170	\$47

#### Charlotte Pass NSW

- » Very similar to Mt Selwyn, however this small resort is managed under a head lease by the NSW NPWS and provides services such as sewage and water and access and commercial licences for other third parties.
- » The main concern for the current head lessee is the lease period has effectively run out, which means there has been little investment in recent times.

#### Mt Baw Baw Victoria

- » Baw Baw still continues to operate largely due to the continued funding by the Victoria Government.
- » The operating model has changed from a resort management board model to a commercial operator who has been contracted by government to operate the Baw Baw resort.
- » This model is fully underwritten by the Victoria state government at a cost of between \$2 million - \$3 million per annum.

#### Lake Mountain Victoria

- » This small snowplay and cross country ski facility, which historically was operated by government, is now operated by a third party commercial operator. The new operator also took over the operation of a new large base facility which the government developed and funded. It is managed on a relatively short agreement with funding from both the government and revenue returned from the operation of the facility.

- » Lake Mountain is largely dependent on artificial snow for its snow play area. Its cross country operation is dependent on natural snow and is infrequently open.

#### Mt Buffalo Victoria

- » No longer operates summer or winter due to a lack of Governmental investment. It became uneconomical due to a total lack of services, no mains electricity and limited water supply.
- » Mt Buffalo had at its peak 53,000 skier days in 1986.

## 4.2 NEW ZEALAND SKI AREAS

New Zealand ski areas are following a similar trend with the larger commercial ski areas growing such as Coronet Peak and The Remarkables in Queenstown and Mt Hutt in Methven, Canterbury. These three ski areas are owned and operated by NZSki Ltd (NZSki). Extensive capital investment in recent years has considerably upgraded the infrastructure at all three mountains. This has been complemented by investing heavily in staff, snowmaking, grooming, transport and ski and snowboard hire to ensure that the guests' experience is the best it can possibly be. Coronet Peak, Mt Hutt and The Remarkables ski operational season is normally from early June to mid October.

Porter Ski Area is about to undergo a major expansion with new investors assuming finance is secured.

There is a declining number of skier days on Whakapapa Ski Area and steady performance on Turoa Ski Area - both of which make up Mount Ruapehu, the biggest ski area in New Zealand.

<sup>23</sup> Selwynsnowfields.com.au

The smaller ski areas and club fields are staying afloat with variable commercial results. Round Hill at Lake Tekapo has been closed for several years. Rainbow Ski Area near Nelson Lakes National Park, 1.5hrs from Nelson is a small field owned by a community trust and operates with a small surplus after the community purchased it from the previous owner. Most other club fields on the Craigieburn Range (Mt Cheeseman, Broken River and Craigieburn), Mt Olympus and Temple Basin are still operating independently by ski clubs. Some ski clubs in the North Island are struggling with decreasing membership. Club fields largely are under great pressure to continue to survive.

### 4.3 KEY LEARNINGS RELEVANT TO BEN LOMOND SKI AREA

The critical success factors for small ski areas across Australia and New Zealand are:

- » a sole operator and provider of all snow area services (parking, lifts, ski hire, instruction, food & beverage) giving control and management of customer service and the guest experience
- » clear market positioning as beginner and family snow experience area
- » reliable low cost snow making system that guarantees a snow experience
- » intensive summer grooming maximises snowmaking effort and tops up thin snow cover
- » reliable water supply is required to support snowmaking
- » low operating costs and affordable lift ticket prices
- » continuous investment resulting in reliable lifts and excellent beginner to intermediate skiing products
- » coordinated/integrated marketing of snow experience across the ski area and embedded in destination marketing for the region
- » long term leases that give certainty to the business operators and investors.

## 4.4 MARKET TRENDS AND DEMAND DRIVERS

### Participation rates in snow sport activities

The Australian Bureau of Statistics estimated that 0.8% of Australians participated in ice/snow sports in 2011-12<sup>24</sup>. The figure for Tasmanian residents is slightly lower at 0.7% which accounts for 3,605 people in 2015 (excludes snow play). This is a similar participation rate to horse riding, canoeing/kayaking and squash/racquetball and a higher participation rate than a range of other physical activities including hockey, rugby league and rugby union (all 0.6%), sailing (0.4%) and scuba diving/snorkelling (0.4%). Ice and snow sports are a niche activity among Australians, with a much lower participation rate than popular outdoor physical activities such as walking (23.6%), swimming/diving (7.8%), cycling (7.6%), golf (4.8%) and bushwalking (2.4%).

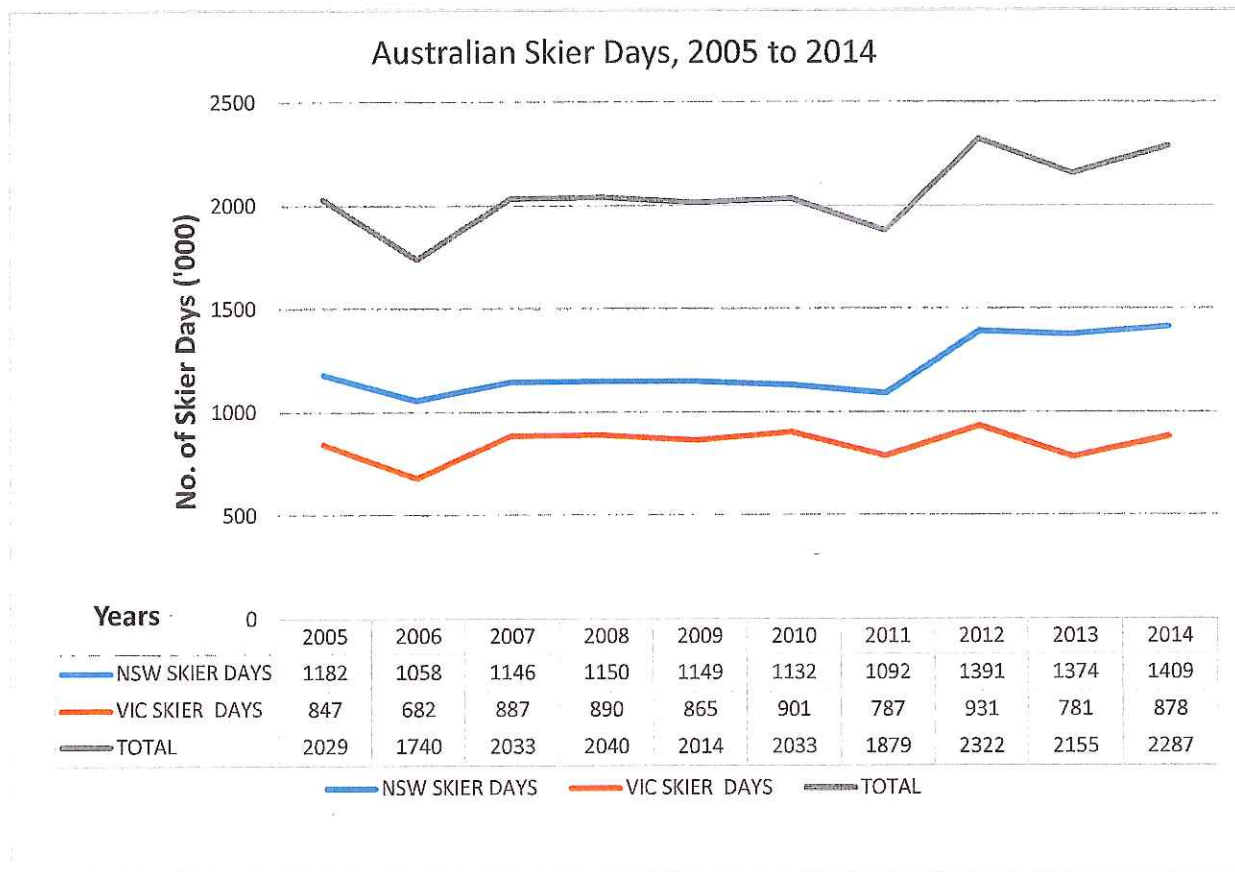
Estimates by the Australian Ski Area Association of skier days (a lift ticket purchased by one person for one days' skiing) from 2005 to 2014 show variation in skiers/ boarders visiting the ski resorts in NSW and Victoria in recent years<sup>25</sup> (see Figure 4). However, this does not indicate the numbers of visitors who did not buy lift tickets and who may have participated in other snow-related activities such as tobogganing, snow play and cross-country skiing.

In summary figures from the ASAA indicate that participation in skiing in Australia is, at best, keeping up with national population trends and is heavily influenced by season. These trends do not account for the number of Australian residents travelling overseas to participate in snow sport activities which is estimated to be at least 1 million skier days each year.

<sup>24</sup> Australian Bureau of Statistics (December 2012), 41770DO001\_201112 Participation in Sport and Physical Recreation, Australia, 2011-12

<sup>25</sup> [www.asaa.org.au](http://www.asaa.org.au)

**Figure 4: Estimated skier days in NSW and Victorian Ski Resorts, 2005 to 2014**



**Trends in Nature-Based Tourism**

A 2014 snapshot by the Adventure Travel Trade Association noted that there has been a significant increase in interest in adventure tourism in Australasia since 2012 with bicycling, trekking and cultural experiences the most frequently requested activities by travellers. Adventure activities including mountain biking, bungy, ziplines, and soft-adventure sports are growing at 9-13% per annum in Australia, well above the 2-3% average annual growth rate (Tourism Research Australia, 2013). Mountain-biking has seen a 21% growth while walking has grown by only 3% since 2008.

Domestically, Australian outdoor visitors expect much richer experiences in nature, seeking to reconnect with the environment on a personal level. Many are seeking more active and adventurous experiences – activities which are showing greater growth in Australia compared with the more traditional protected area activities of walking and nature experiences.

Key growth areas in Australia include:

- » Boutique luxury lodges and camps in remote locations
- » Overnight accommodated (including luxury) walks
- » Food and gourmet tourism
- » Ziplines and high-ropes
- » Mountain-bike trails
- » Participation sports events
- » Heli-touring, jet boating and rapid transport.

## Events

Nationally, event participation has been growing at an average of 5.9% p.a. since 2010. The most popular event categories are food and wine, music related, garden and botanical, sport and art exhibitions. A recent survey undertaken by Tourism Research Australia suggests that events in natural settings are gaining popularity.<sup>26</sup> The findings suggest that event participation is strongly influenced by word of mouth recommendations, with events in natural settings such as food and wine events being more likely to be recommended than others.

Whilst Ben Lomond is not suitable to host major events, the opportunity exists to leverage off larger events occurring in the region and offer small festivals and niche events with guests accommodated in existing lodge style accommodation.

### Food and Beverage

Food and wine is becoming a more significant part of Tasmania's overall tourism experience and one of the first things that comes to mind when asked about Tasmania. According to the Tasmanian Visitor Survey, there was significant growth in the number of visitors going to local food producers, wineries, breweries and distilleries during their stay in Tasmania in 2014.

Tourism Tasmania's Tourism Info Monitor (TIM) indicates that travellers are looking for the opportunity to:

- » Eat fresh, locally grown food for breakfast, lunch and dinner
- » Buy local produce in its various forms
- » Take short drives to places of interest near the main destination
- » Make the journey a part of their holiday, with 'interest' stops on the way to the main destination and the return journey home.

## 4.5 KEY CONSIDERATIONS

- » All other commercial ski areas in Australia are managed through a sole operator and provider of all snow area services (parking, lifts, ski hire, instruction, food & beverage) giving control and management of customer service and the guest experience. Long term leases that give certainty to the business operators and investors are critical.
- » Participation in snow sports is heavily influenced by season and is, at best, in keeping with national population trends. This means that investment in infrastructure at Ben Lomond should be practical and staged to achieve a reasonable return on investment.
- » The first step is to ensure clear market positioning for Ben Lomond ski area to remain viable. A high quality low cost family snow experience for Tasmanian residents is recommended. The first stage of investment should focus on achieving this outcome.
- » Low cost snow making system that guarantees a snow experience for a revitalised snow play /beginners area is the highest priority together with intensive summer grooming to maximise snowmaking effort.
- » Non winter activities are essential for businesses in the ski area to remain viable. A new walking track that takes visitors to the Legges Tor from the village with interpretation is recommended as a minimum
- » Opportunities to host small events and festivals focussed on local food/wine offerings through the year will enhance the appeal/atmosphere of the village and create and increase occupancy
- » Coordinated/integrated marketing of snow experience must be embedded in destination marketing for the region to attract new visitors to the ski area.

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<sup>26</sup> Tourism Research Australia, 2014. Events: Drivers of Regional Tourism

# 5 Opportunities for Ben Lomond Ski Field

The strengths, weaknesses and potential opportunities for the Ben Lomond Ski Area are summarised in Table 6. It draws on the information presented in Section 3 and 4 and points raised during consultation with stakeholders. There are some strengths in the existing offer and a number of significant challenges to overcome if it is to become a sustainable tourism resource for the community and visitors to Tasmania.

The ski area's strengths are:

- » proximity to Launceston, Devonport and 3 hours from Hobart
- » established market – club lodge members and local residents
- » good beginner ski slope (skiers snow borders and snow play) that are suitable when covered in snow
- » road and lift infrastructure in place
- » supportive regulatory framework for snowmaking and slope improvement
- » located on popular touring route in summer offering some excellent viewpoints and walking tracks
- » located in tourism region offering visitor services and attractions in surrounding areas
- » a range of accommodation exists on the mountain with year round hotel accommodation offering food and beverage
- » the product has potential to fit with Tourism Tasmania's brand.

The issues can be summarised as:

- » offering a reliable snow cover to deliver on the Ben Lomond snow experience and overcome the seasonal challenges experienced by operators
- » no leadership in *future proofing* the ski area in light of climate change, and changing market preferences
- » an undefined visitor experience that is not owned or managed by any one entity, evidenced by the 95% of visitors that do not come back to the ski area after their first visit
- » lack of brand, market positioning and integrated marketing
- » lack of investment in ski lift, snowmaking and slope grooming – the three essential elements of a ski area
- » lease and licence structure and tenure the current structure cannot continue if Ben Lomond is to develop and continue to invest – it needs a structure that enables one party to control and provide all services such as a head lessee
- » lack of overarching investment strategy and entity driving the investment. Without investment the area will be known as a hazardous, unreliable ski area and will be positioned as such in the market place
- » businesses are challenged to remain profitable in below average snow years and often close, impacting on all other businesses that are willing to remain open
- » the scale of resources required to bring the infrastructure up to the standard necessary for the destination to develop, especially the capacity of water and electricity to increase snow making is beyond the capacity of current operators
- » unreliable access in peak snow periods resulting in delays and safety issues for visitors
- » lack of summer activities that encourage visitors to visit or return to Ben Lomond.

Table 6: Strengths, Weaknesses and Opportunities – Ben Lomond Skifield

Core Element	Strength of Ski Area	Weakness	Desired Experience	Potential Strategies to Optimise
Activities & Products	<ul style="list-style-type: none"> <li>» Area is within an hour's drive of a major population centre</li> <li>» Launceston and 3 hours from Hobart</li> <li>» Lifts infrastructure good with competitive lift prices</li> <li>» Beginner ski slope (skiers snow borders and snow play) are suitable when covered in a suitable snow cover. Location is good etc.</li> <li>» Views / lookouts – the main road to the village offers some excellent viewpoints</li> <li>» Located in tourism region offering visitor services and attractions in surrounding areas</li> <li>» Year round hotel accommodation and food and beverage offer</li> <li>» Popular touring route in summer</li> </ul>	<ul style="list-style-type: none"> <li>» Lack of reliable snow cover and reduction of non-viable season length</li> <li>» Contracting skier market</li> <li>» Increasing competition</li> <li>» Lift infrastructure operates on diesel fuel generators (noise, risk issues, cost)</li> <li>» Lack of summer slope grooming making snow activities hazardous</li> <li>» Products are not tailored to appeal to specific market segments</li> <li>» Limited signage throughout village from main entry point, shuttle drop off to main snow play areas and food and beverage areas</li> <li>» Lack of sense of arrival</li> <li>» Skiing facilities are some distance from car parking</li> <li>» Lack of toilets and shelter at the lifting / Snowsports base</li> <li>» Location of current facilities is poor</li> <li>» Seasonal fluctuations make operations challenging for the three small enterprises</li> <li>» High competitor standards</li> </ul>	<ul style="list-style-type: none"> <li>» Ben Lomond is known as Tasmania's premier <i>affordable snow experience</i> for a minimum of 6 weeks per year</li> <li>» Experiences on offer meet the needs and aspirations of the target markets and maximise economic benefits to local communities</li> <li>» First time visitors are attracted to the area to make it worthwhile - a guarantee of snow and a fun day out</li> </ul>	<ul style="list-style-type: none"> <li>» Clear positioning in market place as premium snow play area and entry point for beginner snow sports in Tasmania that offers guaranteed snow cover for 6 weeks to 8 week season, not as the slope plan suggests (12 – 16 weeks)</li> <li>» Focus investment on:             <ul style="list-style-type: none"> <li>» Increasing capacity of water supply to provide limited snowmaking in beginners and snow play/beginner areas of front slopes – 2 additional guns</li> <li>» Reticulated energy supply that provides electrify supply to lifts</li> <li>» Installation of snow tube park to enhance snow play experience for families</li> <li>» Summer slope grooming (drainage, excavation of soil, shrubs)</li> <li>» Installation of snow fences</li> <li>» Install toilets and shelter in base area</li> <li>» Signage throughout village</li> <li>» Products are tailored to appeal to specific market segments and invite commercial operators to offer</li> <li>» Continual benchmarking against competitors.</li> </ul> </li> </ul>

Core Element	Strength of Ski Area	Weakness	Desired Experience	Potential Strategies to Optimise
<b>Branding and marketing</b>	<ul style="list-style-type: none"> <li>» The product is a good fit with Tourism Tasmania's brand</li> </ul>	<ul style="list-style-type: none"> <li>» No clear market positioning and marketing and promotion is currently uncoordinated and confusing to visitors</li> <li>» The elements that contribute to making the site unique are not defined for each segment—why visit?</li> <li>» The area will have to compete with other activities/destinations in a competitive tourism environment - the offer will have to be compelling to appeal to locals, and interstate markets</li> </ul>	<ul style="list-style-type: none"> <li>» The ski area has a personality that evokes a set of emotions for the Tasmanian community to make it a must do and return again destination</li> <li>» Experiences are offered that will engage families and connect them with the snow experience</li> </ul>	<ul style="list-style-type: none"> <li>» Define core values and experiences that fit within the Regional Tourism brands. Integrate marketing effort with regional tourism boards and commercial operators</li> <li>» Develop cop-operative marketing strategy</li> <li>» Develop village events where possible</li> <li>» Site/park visitor use patterns (eg. length of stay, activities undertaken) are monitored</li> <li>» Visitor surveys are conducted regularly</li> <li>» The site collaborates with regional tourism authorities and marketing organisations to reach each segment</li> </ul>
<b>Accommodation</b>	<ul style="list-style-type: none"> <li>» A range of accommodation exists</li> </ul>	<ul style="list-style-type: none"> <li>» Limitations on ability of clubs to offer accommodation to non-members or visitors</li> <li>» Seasonal fluctuations</li> <li>» No transfer services</li> </ul>	<ul style="list-style-type: none"> <li>» Accommodation options are linked to the experiences on offer</li> <li>» Clubs and Commercial enterprise offer accommodation</li> </ul>	<ul style="list-style-type: none"> <li>» Establish point of difference between club style accommodation and commercial accommodation experience for visitors</li> <li>» Package accommodation and experiences with local operators</li> <li>» Provide user transfer service</li> </ul>
<b>Transport and Access</b>	<ul style="list-style-type: none"> <li>» Popular touring routes</li> <li>» Good road</li> </ul>	<ul style="list-style-type: none"> <li>» Own transport required</li> <li>» Limited public transport options</li> <li>» Snow clearing operations could be more responsive to changing conditions</li> <li>» Lack of road signage which makes it very hard for a first time user – where to get chains and how to fit them</li> <li>» Lack of info re shuttle bus - when to where etc. a lack of organised parking in lower of mountain car park</li> <li>» Lack of shelter etc for visitors waiting for shuttle in inclement weather.</li> </ul>	<ul style="list-style-type: none"> <li>» Reliable, service transports visitors to ski area</li> <li>» Road information readily available</li> <li>» Reliable safe road access with safe chain fitting bays in winter</li> <li>» Road safety information available to visitors from main sources in Launceston</li> <li>» Electronic signage informs visitors or road condition in winter at turn off to park</li> <li>» Access to the village from the overnight carpark and roadside parking on peak days is seamless</li> </ul>	<ul style="list-style-type: none"> <li>» Establish luggage transfer to accommodation</li> <li>» Provide Integrated booking service</li> </ul>



Core Element	Strength of Ski Area	Weakness	Desired Experience	Potential Strategies to Optimise
<b>Summer time activities'</b>	<ul style="list-style-type: none"> <li>» Rich stories of history of use of the corridor</li> <li>» Existing walking tracks</li> <li>» Summer trading - commercial hotel</li> <li>» Popular rock climbing.</li> </ul>	<ul style="list-style-type: none"> <li>» Interpretation is limited</li> <li>» No walking track linking village</li> <li>» Terrain not suitable to MTBs.</li> </ul>	<ul style="list-style-type: none"> <li>» Broad range of interpretation methods are used that appeal to target markets</li> <li>» Walking track links village.</li> </ul>	<ul style="list-style-type: none"> <li>» Establish walking track from village to Legges Tor</li> <li>» Offer a broad range of personal and non-personal interpretive products and programs.</li> </ul>
<b>Management</b>	<ul style="list-style-type: none"> <li>» Existing organisational model of state and local governments and Ben Lomond Steering Committee working together.</li> </ul>	<ul style="list-style-type: none"> <li>» Lack of co-ordination and investment is compromising the visitor experience</li> <li>» Lease/license structure limits cash flow for operators making trading challenging</li> <li>» Disconnect and tension between service providers as a result of management structure</li> <li>» No incentive for investment</li> <li>» Rates charged by Northern Midlands Council not invested back to village</li> </ul>	<ul style="list-style-type: none"> <li>» The coordinated organisational model supports visitor growth and provides for business enterprise.</li> </ul>	<ul style="list-style-type: none"> <li>» Establish new organisational model for management of the village and mountain operations</li> <li>» One head lease or mountain lease operation.</li> </ul>

## 5.1 RECOMMENDATIONS AND INVESTMENT PRIORITIES

In order for Ben Lomond ski area to successfully compete in today's competitive marketplace as a snow destination it will need to guarantee snow.

Investment must be realistic and pragmatic and focussed on positioning Ben Lomond as an exciting value for money snow experience for 6-8 weeks of the year for the families and young people.

The Ben Lomond *snow play in day*<sup>27</sup> experience should focus on:

- » the intrastate visitor market - families and young people
- » increasing the number of visitors who return to the ski area annually
- » increasing the length of stay in the region by offering a new range of activities in the ski area
- » increasing visitor spending opportunities to support local businesses
- » raise the profile of Ben Lomond National Park.

## 5.2 MINIMUM INVESTMENT REQUIREMENTS FOR SNOW BASED TOURISM

### Snowmaking

Technological improvements have meant that snowmaking is now a much more viable option for Ben Lomond Ski area than in the past. Snowmaking technology is continuing to improve in both the production of snow in very marginal conditions and the cost associated with this production is continuing to drop.

It is estimated that 200 hours of snowmaking is achievable at Ben Lomond (based on a small number of hours of say 20 days at 10 hours per day) which would be sufficient to provide a good snowmaking base for the skifield area. This is comparable to an assessment undertaken in 2003 which indicated that snow making could occur between June and September for a maximum of around 50 days<sup>28</sup>.

<sup>27</sup> [www.mtbuller.com.au/Winter/events-activities/.../snowplay-in-a-day](http://www.mtbuller.com.au/Winter/events-activities/.../snowplay-in-a-day)

<sup>28</sup> Taswater Consulting Pty Ltd Ben Lomond Ski Field Water Assessment Report for Snow Making Proposal May 2011

This means that with the right level of investment Ben Lomond should be able to produce sufficient snow to offer a snowplay/beginner area ski/board experience between 6-8 weeks per annum. To keep investment low, it is recommended that 2 additional snow guns be installed in a new revitalised snow play/beginners area.

### Revitalise snow play experience with magic carpet and snow tube park

A magic carpet is a conveyor belt installed at the level of the snow. Passengers slide onto the belt at the base of the hill and stand with skis or snowboard facing forward. The moving belt pulls the passengers uphill. At the top, the belt pushes the passengers onto the snow and they slide away.

Magic carpets are limited to shallow grades due to their dependence on friction between the carpet and the bottom of the ski or board. Their slow speed, limited distance, and capacity confine them to beginner and novice areas. They are easier to use than T-bar lifts and Poma lifts that exist in the ski area and ideal for first time skiers.



Tubing on snow is almost always performed on a hill or slope, using gravity to propel the rider to the bottom of the grade. The rider often returns to the top of the slope with the tube to repeat the process. The low amount of friction between most tubes and snow allows tubers to reach considerable speeds while riding, especially on steep slopes. Snow grooming establishes the slopes or barriers on the periphery to guide the tubes along a safe course. Motorized pulley towlines are used to tow riders and their tube back to the top of the course after riding to the bottom.

### **Increase water supply capacity**

In order to produce more snow, the water supply capacity in the ski area will need to be increased. Further investigation is required to determine the impact of the existing snow making operation (as required by the licence agreement) to determine the amount of additional water required and most appropriate source/storage solution. Options include desilting the existing storage to create greater capacity, increasing the height of the storage wall or establishing a new storage area.

### **Electricity / Gas Reticulation**

It is recommended that further investigation be undertaken to install a central generator that services all businesses/lodges and replaces the individual diesel generators currently being used. In addition reticulated gas from one centrally located single bulk storage depot will facilitate storage and distribution of gas via a reticulated service to customers in the ski area. A concept design and feasibility study for the reticulation of LP gas across the ski area and common generator should be investigated.

### **Shuttle Service and Shelter**

To support the snow experience improved shuttle services and weather shelters will be required for visitors from the carpark during peak periods. A reliable and safe service will reduce the number of visitors using the road.

### **Signage and Interpretation**

Improved way finding signage and interpretation for visitors to the area is required for both winter and non winter visitors. A signage and interpretation strategy is recommended prior to the installation of any additional signage to ensure it is consistent, high quality, maintained.

### **Snow fencing**

The existing permanent and temporary fences in the ski area are very useful. It is recommended that the number of snow fences be increased to maximise snow retention in the new snow play area.

### **Summer slope grooming in beginner /snow play areas**

Snow retention at Ben Lomond has suffered because of insufficient grooming. The installation of new snowmaking will need to be supported with intensive summer grooming as recommended in the ski slope plan.

### **Toilets**

A new toilet facility is required closer to the snow play/beginners area. Further investigation is required regarding a suitable site.

## **5.3 EXPAND LODGE ACCOMMODATION OFFERING TO BROADER MARKETS**

There are 500 beds available in the village with estimated occupancy at around 40% for most of the year. At present only club lodge members are legally permitted to stay in the lodge under current lease agreements. This presents an opportunity to offer the accommodation to a broader range of visitors and increase occupancy. Visitors would only be attracted to stay in the lodge style accommodation if there were a range of interesting activities to do.

Visitors are increasingly looking for opportunities to get actively involved and to learn more about significant places, try local food and wine and interact with locals. This trend is expected to continue and also presents an opportunity for Ben Lomond National park and the accommodation establishments in the ski field area.

Lodge accommodation traditionally has large kitchens and some of these could host local cooking classes leveraging the high quality regional food and wine offering with local celebrity chefs which could be appealing throughout the year.

The lodge style accommodation is perfectly suited to large groups and could host arts and crafts classes, small festivals and events in the village throughout the year.

Offering overnight accommodated walks in Ben Lomond National Park with local food gourmet offering, and highly regarded experts or thought leaders to interact with guests in lodge style accommodation could be very appealing to some markets.

## **5.4 CONSTRUCTION OF WALKING TRACKS**

The Ski Slope Plan recommended that an easy 'dry shoe' walking loop from the village to Legges Tor should be constructed with a link to Giblin Peak. It is also recommended that signs be installed for interpretation (features like geomorphology, huts, skiing and flora) and 'way finding' to show the location of toilets, tracks, features and views. This recommendation is supported.

## 5.5 OUT OF SNOW SEASON ACTIVITIES

Ben Lomond National Park Tourism Feasibility Study<sup>29</sup> concluded that Ben Lomond National Park's altitude, scenery, walks, views, rock climbing, wildlife, the village precinct (in the ski field area), Storeys Creek and Rossarden provide a solid foundation for it becoming a year round attraction.

It recommended the development of nature-based tourism supported by heritage activities and food and beverage services. In particular it identified that Ben Lomond has international standard rock crack climbing. Rock climbing is a niche market that could attract international visitors and provide a base for a guiding business that could utilise village accommodation.

It also recommended the development of walking trails in the ski field area with possible dual use for mountain biking. Mountain biking in the plateau area is not considered feasible given the nature of the soil and the development of other areas in the region for mountain biking.

Opportunities for other non winter opportunities in Ben Lomond National Park include:

- » Rock climbing events and other adventure activities
- » Charity events and historic car rallies
- » Road based sports events such as cycling, running festivals events
- » Heli-touring involving sightseeing over region and landing on Ben Lomond Plateau.

## 5.6 RESTRUCTURE LEASE AND LICENCE ARRANGEMENTS

To attract additional investment beyond the current operators it is recommended that the the lease/licence arrangements be restructured. Revitalised facilities must be designed to meet today's alpine industry criteria and service standards, and be in compliance with current safety and building codes. Establishing a "champion" or "investment leader" to enable investment is considered fundamental to offering a consistent, high quality snow experience that generates sufficient demand to drive investment in other ski area services.

<sup>29</sup> Groupwork, Ben Lomond National Park Tourism Feasibility Study 2012

## 5.7 OTHER CONSIDERATIONS

### Integrated marketing

All marketing activity associated with the Ben Lomond experience will need to be consistent with the overarching brand for Tourism Tasmania. An integrated marketing strategy that includes channels such as a high quality and media rich website that illustrates the snow play and snow sports opportunities as well as the other opportunities in Ben Lomond will be critical. The website will be an important source of information for potential visitors.

The website will need to use rich media tools (video, blogs, photos and interactive maps) to capture the imagination of visitors and entice them to visit. The website should also provide information that makes trip planning easy. This includes accommodation and transport links as well as competitive packages. Links to and from the website, visitor destinations, and Tasmania visitor attraction sites are also an important part of its function.

At the State level there needs to be a reference to the snow play/sports activities on Discover Tasmania.

The Mount Baw Baw website <https://mountbawbaw.com.au/> is an excellent example of a comprehensive and well-designed website that provides alpine enthusiasts with all the information to make an informed decision about travelling to the mountain.

Social media tools like Facebook and YouTube provide a way to personalize the Ben Lomond experience and help spread the message in a relaxed and conversational way. This allows user generated content, which is arguably more credible to consumers. A Facebook page should also be created to complement the website and communicate with the market more directly.

## 5.8 MINIMUM INVESTMENT REQUIREMENTS

The following table lists the priority projects considered worthy of investment. These investments are considered the minimum required to ensure that Ben Lomond delivers a fun high quality value for money snow experience and summer time offering.

Table 7: Cost estimates for investment

Item	Rationale	Estimated capital cost	Ongoing operations and maintenance
Increase water supply capacity	To enable snowmaking	\$500,000	10,000
Electricity / Gas Reticulation	To address cost, environmental, and noise issues  (Note this could be self-funding)	\$500,000	10,000
Install snowmaking in beginner snow play areas	To increase snow cover and double current snowmaking out put	\$200,000	10,000
Install magic carpet and snow tube park in beginners area	To enhance offering to family market	\$100,000	10,000
Summer slope grooming and snowfencing in beginner / snow play areas	To maximise snow retention	\$100,000	20,000
Shuttle Service Shelter	Safety and convenience directed at family market	\$100,000	20,000
Toilets	Visitor comfort and expectation	\$100,000	\$20,000
Walking Track to/from village to Legges Tor	Summer experience	\$100,000	\$10,000
Signage/Interpretation	Experience enhancement	\$100,000	\$10,000
<b>TOTAL CAPITAL COST</b>		<b>\$1.8 Million</b>	<b>\$120,000</b>
<b>TOTAL CAPITAL COST Excluding Electricity / Gas Reticulation</b>		<b>\$1.3 Million</b>	<b>\$110,000</b>

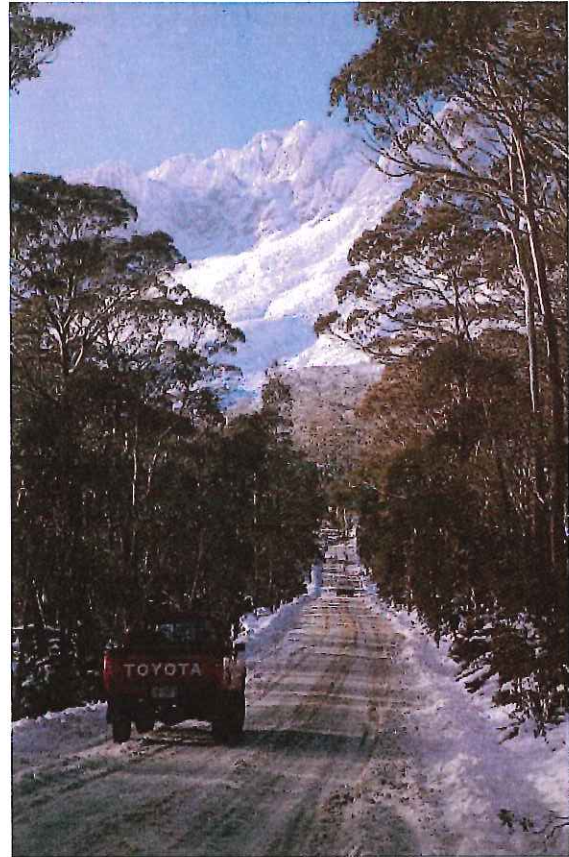
# 6 ECONOMIC BENEFITS AND SOCIAL IMPACT

This section examines the economic impacts of the \$1.8 million (or \$1.3 million) infrastructure upgrade recommended for Ben Lomond. It covers two elements:

- » Construction phase: regional economic impacts of the capital works proposed.
- » Operations phase: analysis of the economic impacts of potential increases in visitors covering the winter period and non-winter period.

## 6.1 MODELLING ASSUMPTIONS

The following tables show the modelling assumptions used in the economic impact analysis.



**Table 8: Modelling assumptions**

### Visitor Growth

Scenarios	Winter	Non-Winter
	Growth Rate	Growth Rate
<b>Case 1 Low</b>	2.2% pa (11.5% over 5 years) <Growth rate for Tasmanian Tourism>	2.2% pa (11.5% over 5 years) <Growth rate for Tasmanian Tourism>
<b>Case 2 Medium</b>	20% growth over 5 years (3.7% pa)	15% over 5 years (2.8% pa)
<b>Case 3 High</b>	50% growth over 5 years (8.4% pa)	20% over 5 years (3.7% pa)

### Visitor Spending

	Spend Trip	Spend Per Night
<b>Day Visitors</b>	\$132.60	
<b>Overnight Visitors</b>	\$476.05	\$190.42

(assumed average stay 2.5 nights)

## 6.2 FORECAST VISITOR NUMBERS

The following table shows estimates of annual visitor numbers by category (winter and non-winter; day trips and overnight visits). The 2015 estimates from Parks Tasmania (49,900 total visitors) has been used as the base for 5 year visitor projections (2017-2021) for each of the growth scenarios.

**Table 9: Visitor Number Assumptions<sup>30</sup>**

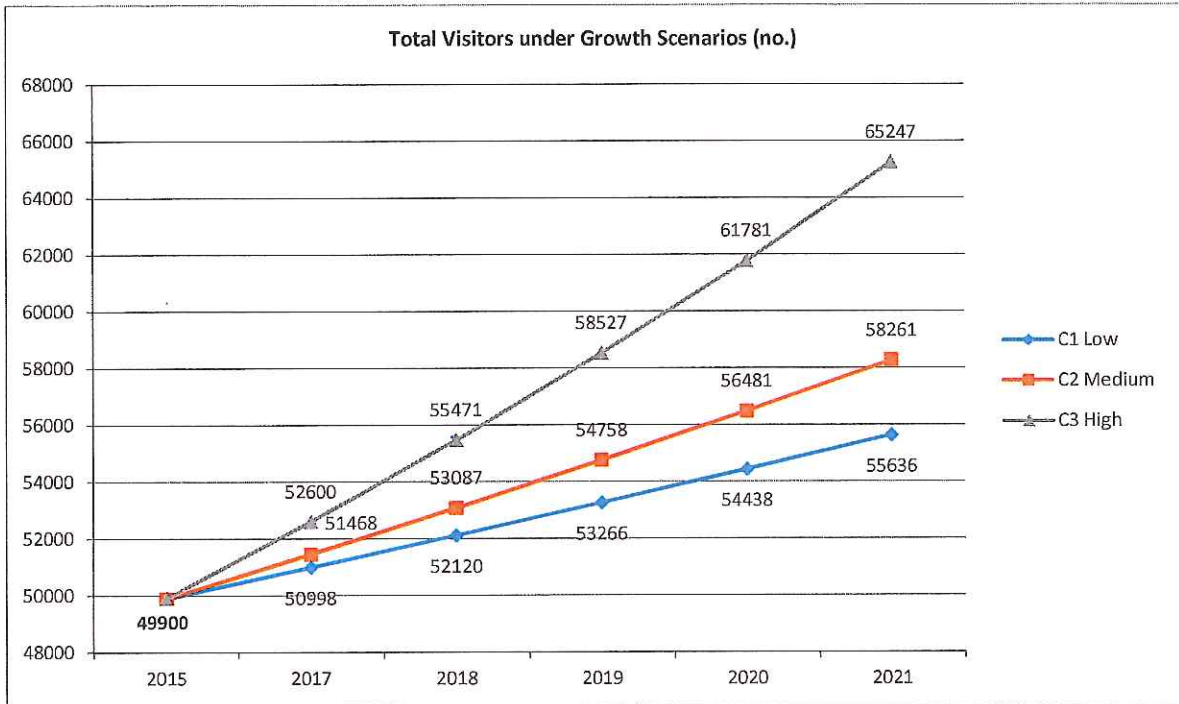
	2010	2015	
Estimate of Visitors	Annual Visitors	Annual Visitors	Shares
Total (Annual)	30,000	49,900	1.00
Winter (3 months)	10,800	17,964	0.36
Non-Winter (9 months)	19,200	31,936	0.64
Winter			
Day Trips (intrastate)	8,640	14,371	0.8
Overnights	2,160	3,593	0.2
Total	10,800	17,964	
Non-Winter			
Day Trips (intrastate)	15,360	25,549	0.8
Overnights	3,840	6,387	0.2
<b>Total</b>	<b>19,200</b>	<b>31,936</b>	

The following charts show projections of the increase in visitor numbers under each of the scenarios. Total annual visitors increase from 49,900 in 2015 (base) to 2021 levels of:

- » 65,247 in 2021 under the C3 High Growth scenario
- » 58,261 under the C2 Medium Growth scenario
- » 55,636 under the C1 Low Growth scenario.

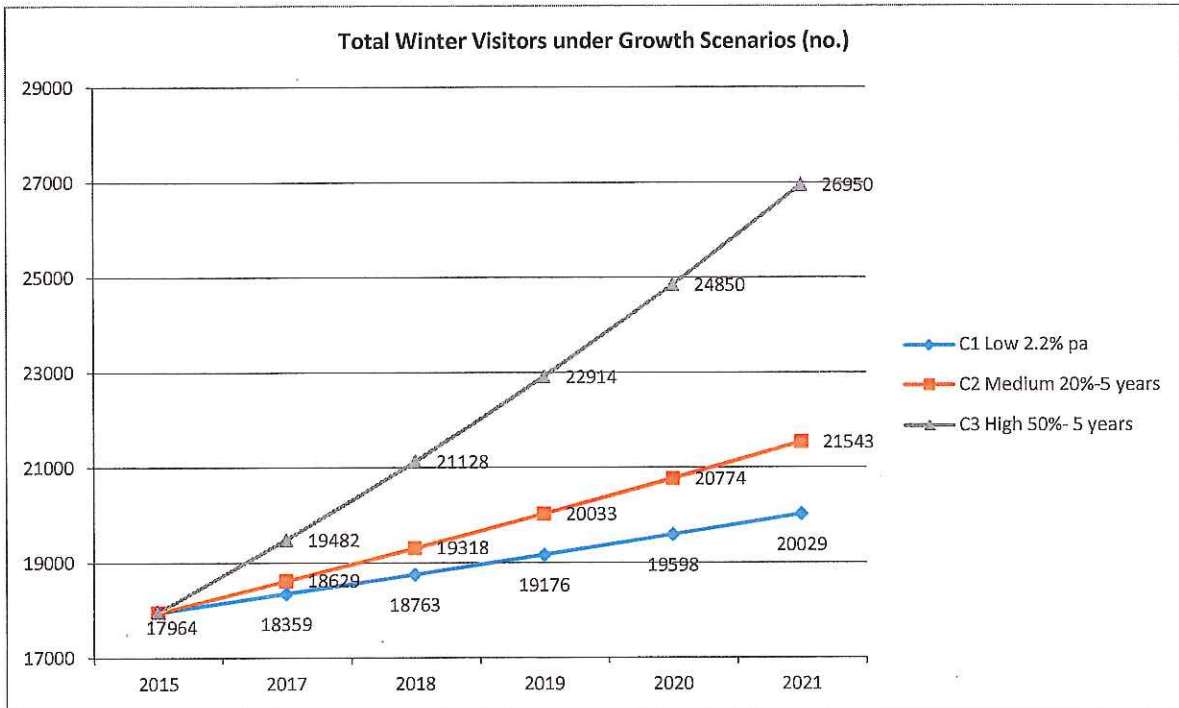
<sup>30</sup> Source: Parks Tasmania and MCA estimates

Figure 5: Total Visitors under Growth Scenarios (no.)



Winter Visitors: visitors in the winter season are projected to increase to: 20,029 (C1 Low), 21,543 (C2 Medium) and 26,950 (C3 High) in 2021.

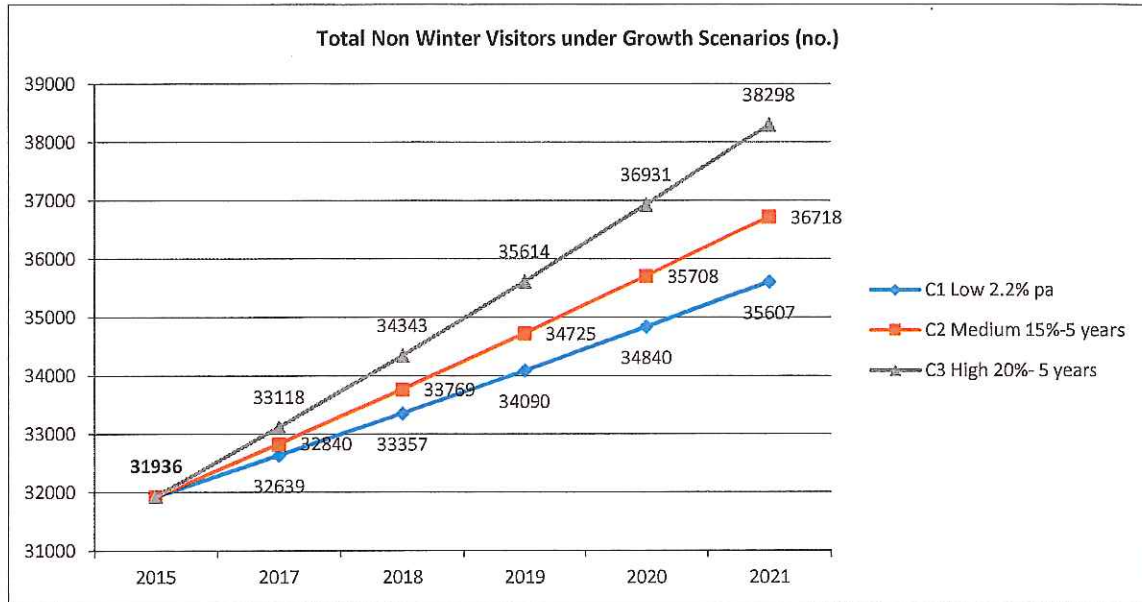
Figure 6: Total Winter Visitors under Growth Scenarios





**Non-Winter Visitors:** visitors in non-winter periods are projected to increase to: 35,607 (C1 Low), 36,718 (C2 Medium) and 38,298 (C3 High) in 2021.

**Figure 7: Total Non Winter Visitors under Growth Scenarios (no.)**



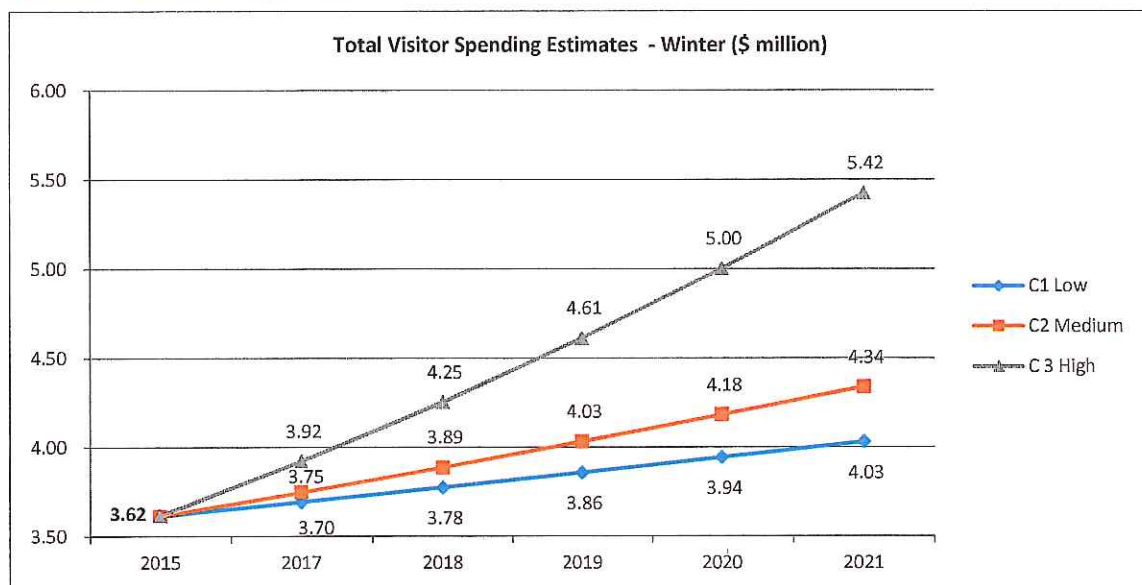
### 6.3 FORECAST EXPENDITURE LEVELS

The visitor scenarios have been used to estimate regional spending by visitors over the period to 2017-2021. This estimation combines visitor number estimates with of daily expenditure per person.

#### Winter Period

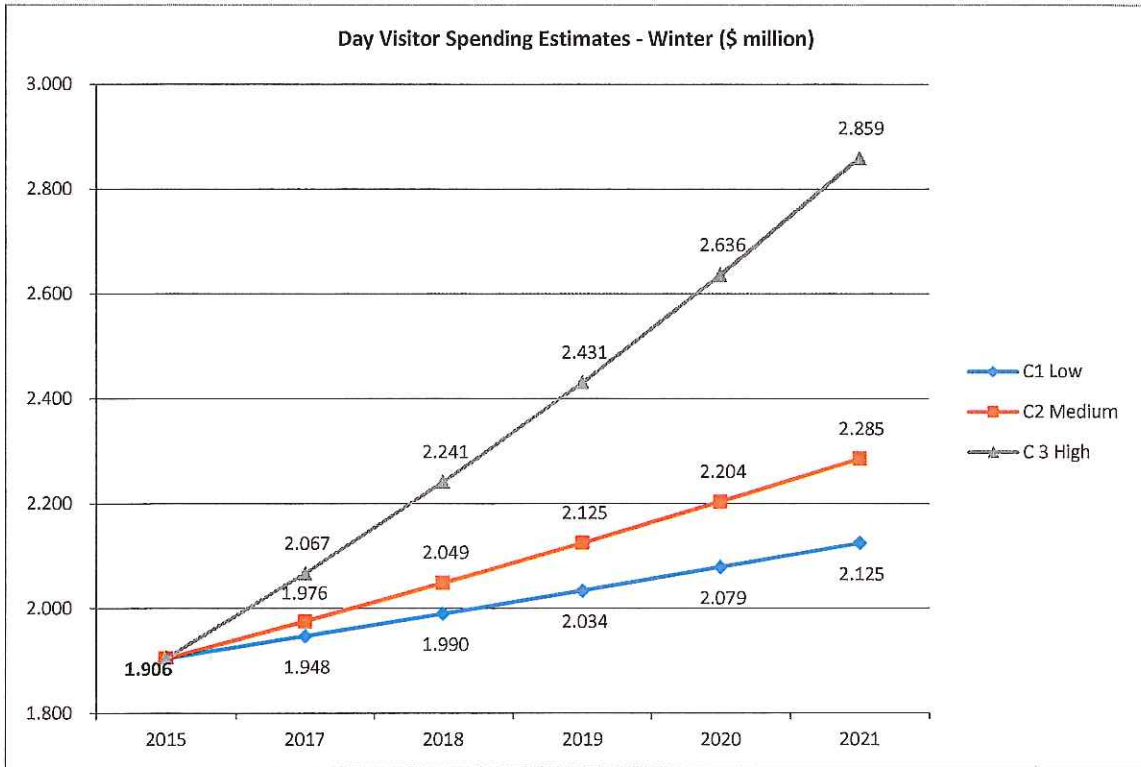
The following chart shows the estimated winter visitor spending over the period to 2021. Based on the various growth scenarios, regional spending would increase from \$m 3.62 in 2015 to \$m5.42 (C3 High), \$m 4.35 (C2 Medium) and \$m 4.03 (C1 Low).

**Figure 8: Total Visitor Spending Estimates - Winter**



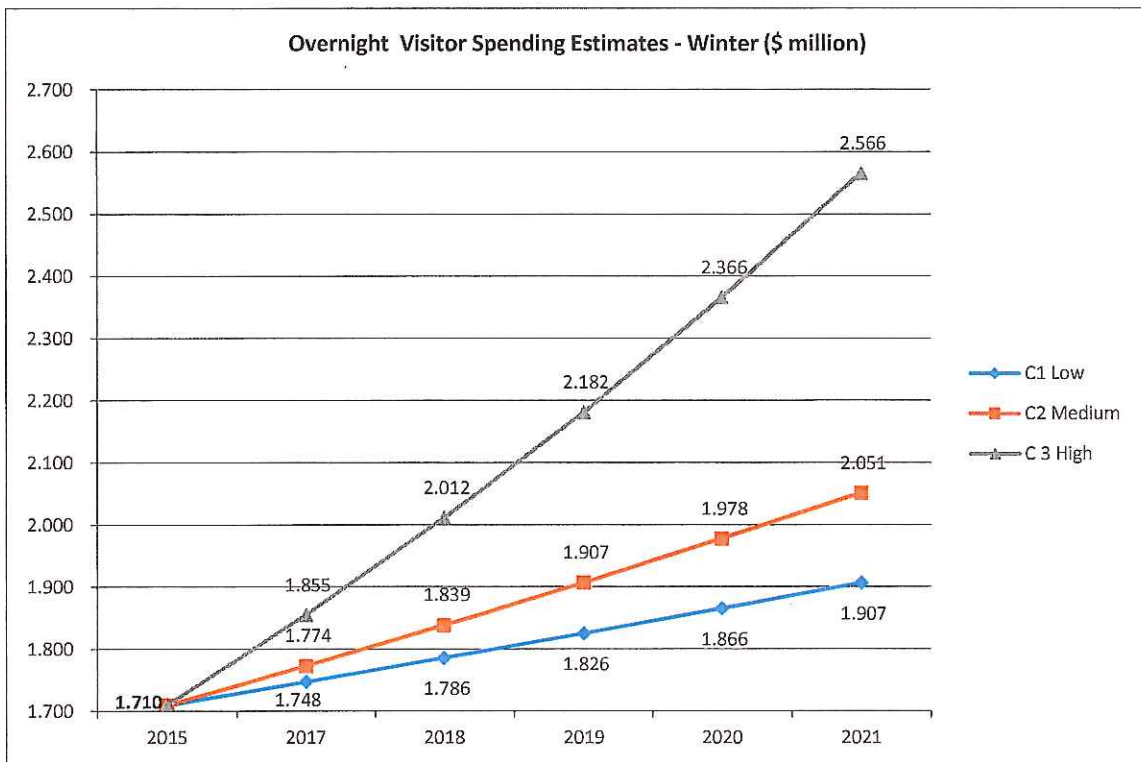
The following charts show the estimates for day visitors and overnight visitors for the Winter period.

Figure 9: Day Visitor Spending Estimates - Winter



Source: MCA Analysis September 2015

Figure 10: Overnight Visitor Spending Estimates - Winter

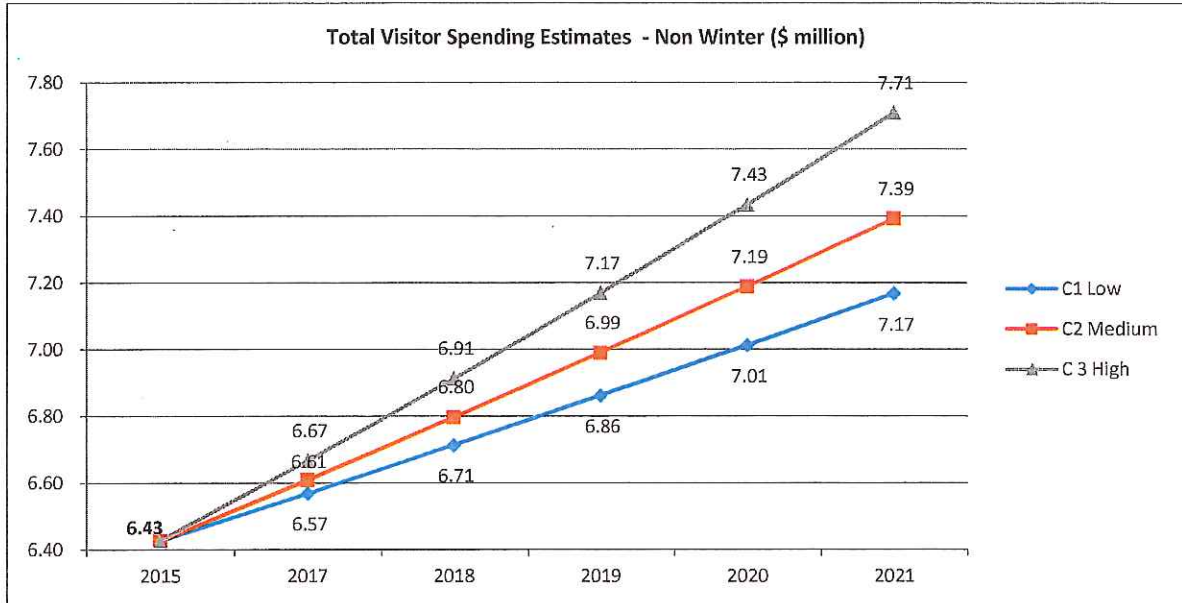


Source: MCA Analysis September 2015

**Non-Winter Period**

The following chart shows the estimated non-winter visitor spending over the period to 2021. Based on the various growth scenarios, regional spending would increase from \$m 6.43 in 2015 to \$m 7.71 (C3 High), \$m 7.39 (C2 Medium) and \$m 7.17 (C1 Low).

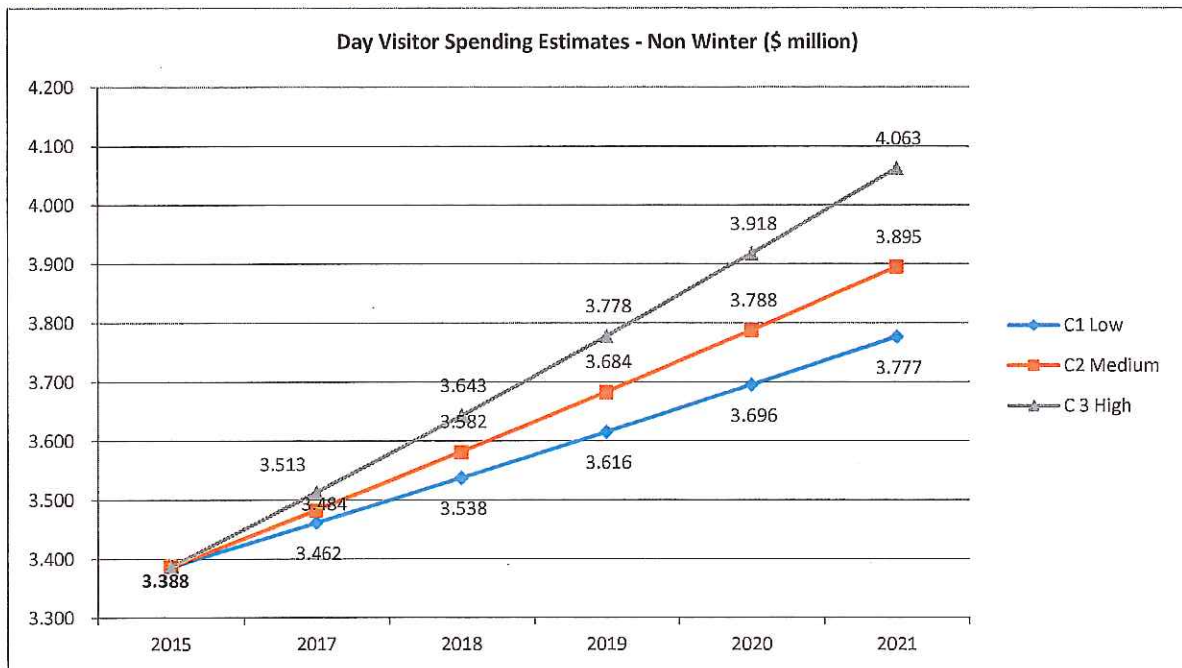
**Figure 11: Total Visitor Spending Estimates – Non Winter**



Source: MCA Analysis September 2015

The following charts show the estimates for spending by day visitors and overnight visitors for the Non-Winter period. Day visitor spending is projected to increase from \$m3.388 in 2015 to \$4.063 (C3 High Growth scenario).

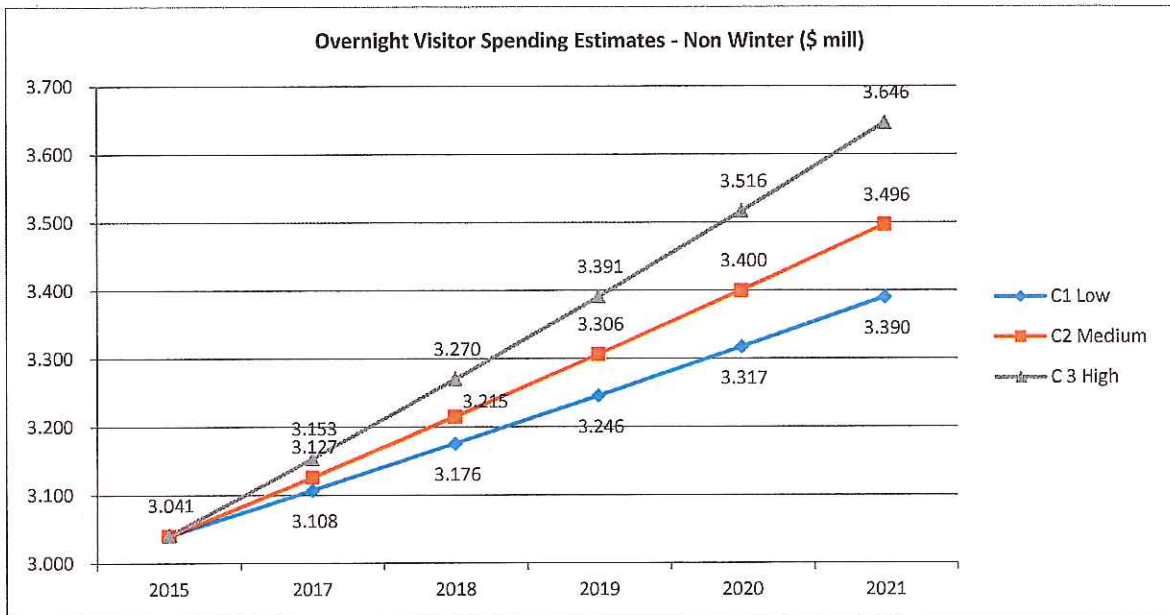
**Figure 12: Day Visitor Spending Estimates – Non Winter**



Source: MCA Analysis September 2015

Overnight visitor spending is projected to increase from \$m 3.041 in 2015 to \$m 3.646 (C3 High Growth scenario); \$m 3.496 (C2 Medium); \$m 3.390 (C1 Low).

Figure 13: Overnight Visitor Spending Estimates – Non Winter



### 6.4 ECONOMIC IMPACTS

The spending estimates were run through our tourism model to estimate the economic impacts, comprising jobs impacts and regional income impacts.

#### Construction Phase

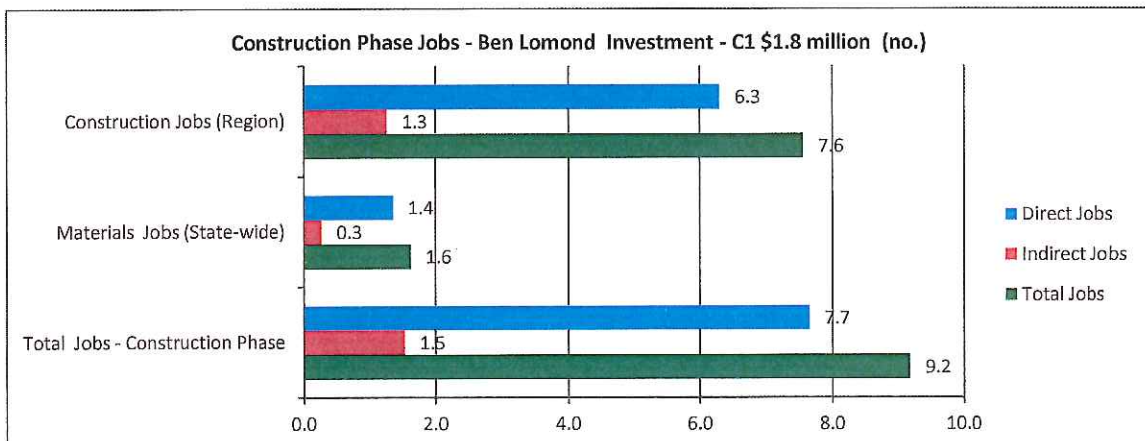
The capital investment proposals analysed are those outlined in Section 6.3. Two levels of investment were examined:

- » C1 - All proposed investment: \$1.8 million covering up all upgrades, including electricity/gas reticulation (\$500,000)
- » C2 – Proposed investment (excluding electricity/gas reticulation) : \$1.3 million.

#### C1 - All proposed investment

The \$1.8 million investment would generate an estimated total of 7.7 direct jobs during the construction period. These comprise 6.3 direct construction jobs in the region and 1.4 direct jobs in the materials supply. When indirect jobs (multiplier impacts) are included, there are a total of 9.2 jobs during the construction phase.

Figure 14: Construction Phase Employment - \$1.8 Million

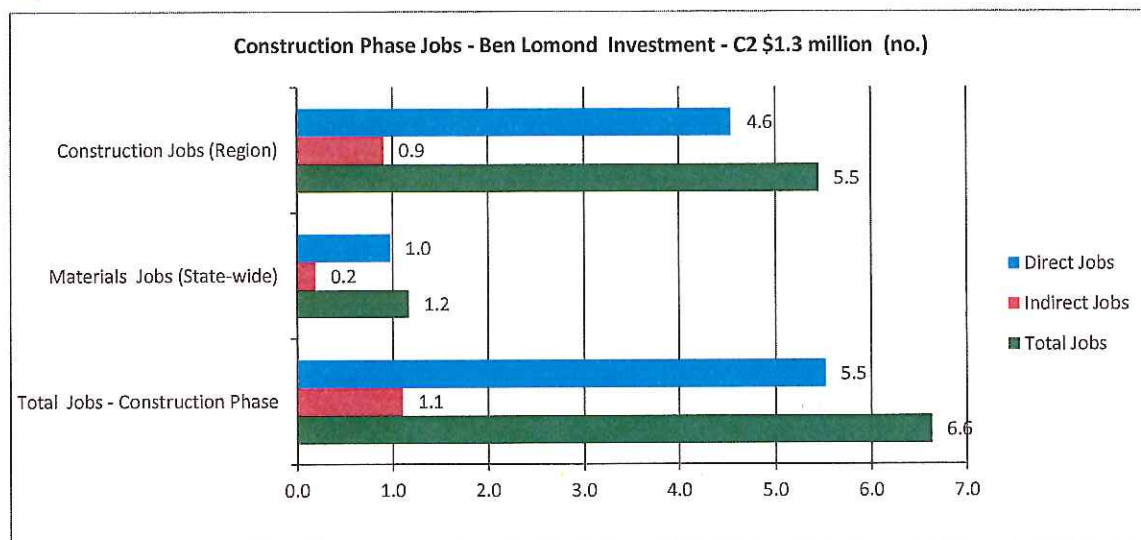


Source: MCA Analysis September 2015

**C2 – Proposed investment (excluding electricity/gas reticulation)**

The \$1.3 million investment would generate an estimated total of 5.5 direct jobs during the construction period. These comprise 4.6 direct construction jobs in the region and 1.0 direct job in the materials supply. When indirect jobs (multiplier impacts) are included, there are a total of 9.2 jobs during the construction phase.

**Figure 15: Construction Phase Employment - \$1.3 Million**



Source: MCA Analysis September 2015

**Operations Phase**

Detailed modelling was undertaken of alternate scenarios in relation to potential increases in visitor numbers to Ben Lomond. This covered: day visitors and overnight visitors; and the winter season and non-winter periods.

**6.5 EMPLOYMENT IMPACTS**

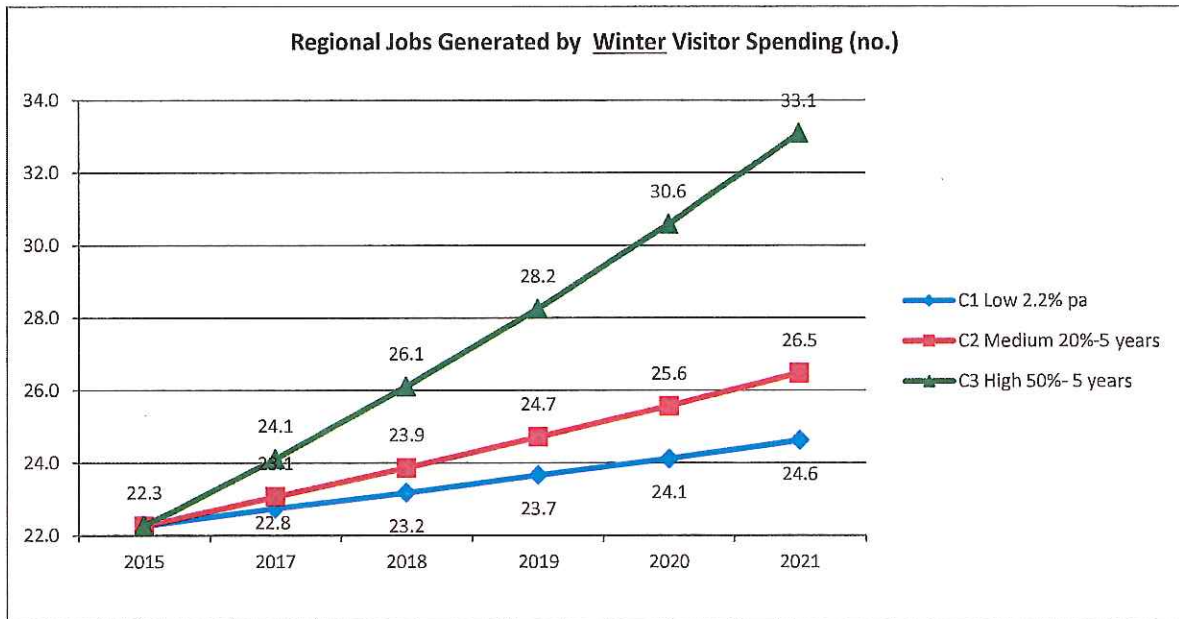
The charts below shows that a total of 22.3 local jobs were generated by visitor spending in the winter season in 2015 and 36.6 jobs were generated by visitor spending in non-winter periods.

The charts also show growth patterns for jobs under each of the scenarios:

- » **Winter:** with the growth in visitor numbers, jobs generated by spending would be 33.1 (C3 High); 26.5 (C2 Medium); and 24.6 (C1 Low)
- » **Non-Winter:** with the growth in visitor numbers, jobs generated by spending would be 44.7 (C3 High); 42.0 (C2 Medium); and 40.6 (C1 Low).

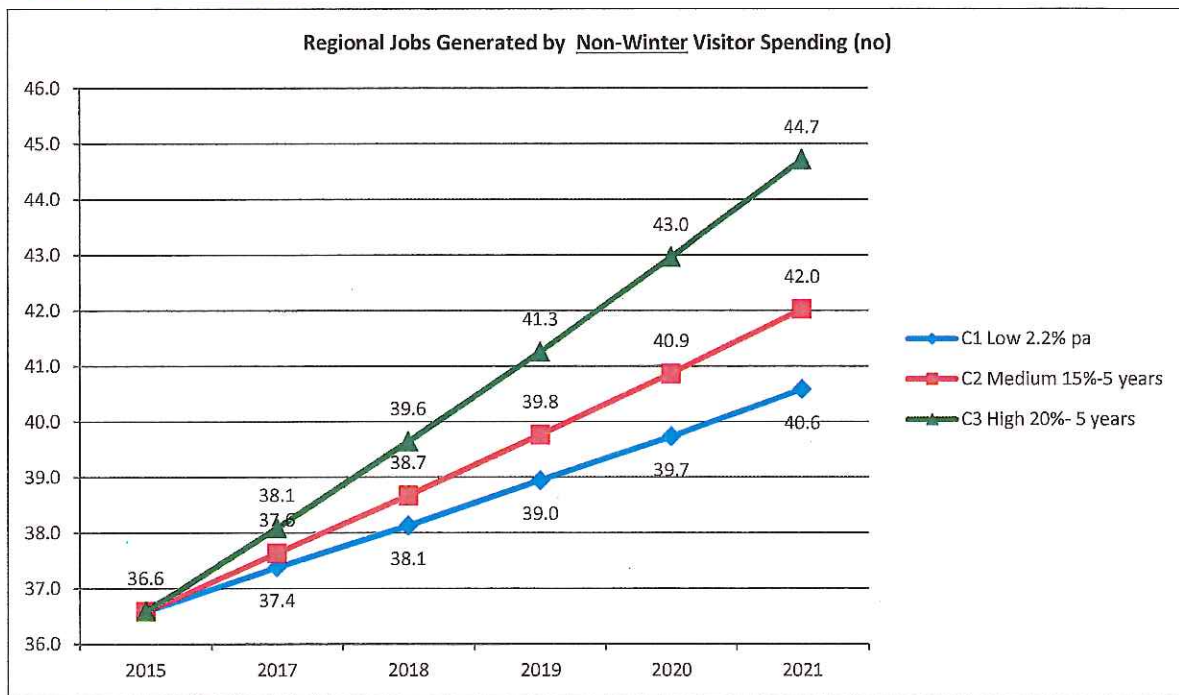
In the event that the capital improvements are not made, visitor numbers would be likely to fall over the period to 2021 and jobs would decline.

Figure 16: Regional Employment - Winter Spending



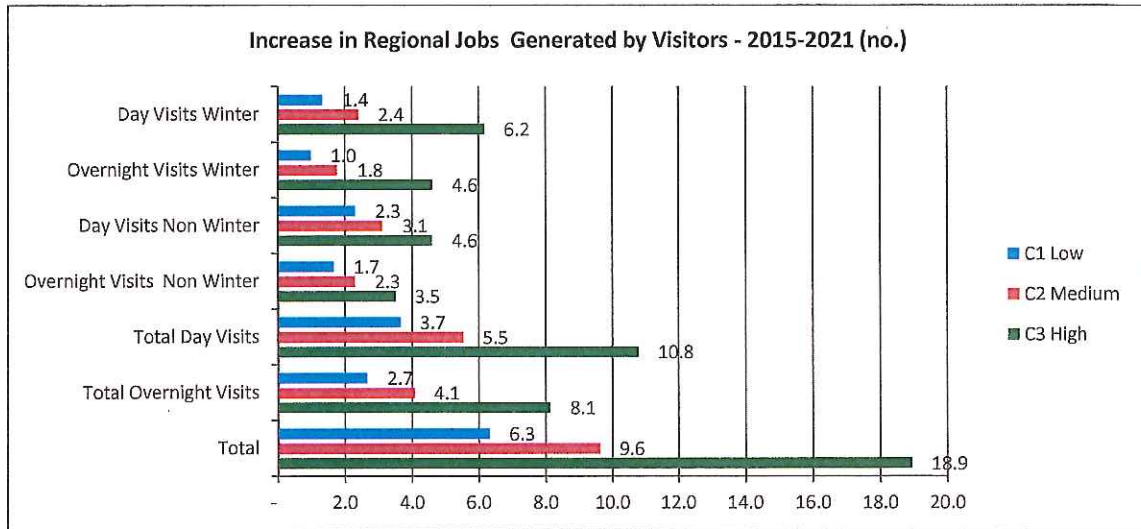
Source: MCA Analysis September 2015. <Growth rates in scenarios refers to growth rates in visitor numbers>  
 <Jobs are total jobs and include direct jobs in visitor related activities and indirect jobs generated by the multiplier impacts of these direct jobs>

Figure 17: Regional Employment –Non winter Spending



Source: MCA Analysis September 2015 <Growth rates in scenarios refer to growth rates in visitor numbers>  
 <Jobs are total jobs and include direct jobs in visitor related activities and indirect jobs generated by the multiplier impacts of these direct jobs>  
 The following table shows the projected increase in jobs under each growth scenario and for each period (winter and non-winter) and for each type of visitor (day visitors and overnight visitors).

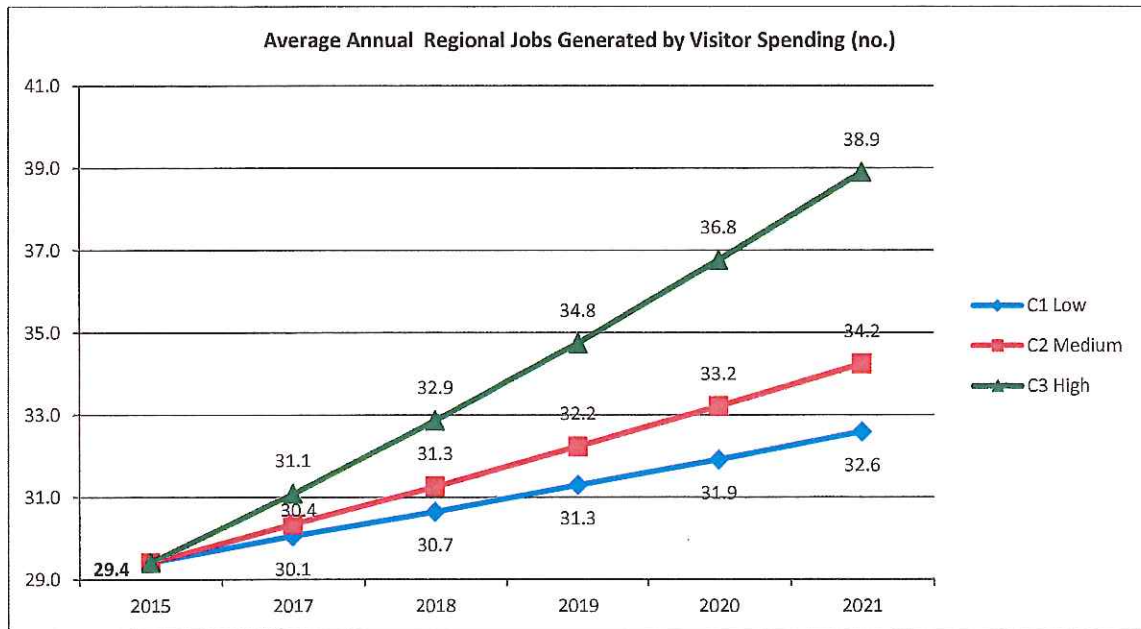
Figure 18: Increase in Regional Employment 2015 - 2021



Source: MCA Analysis September 2015 <Jobs are total jobs and include direct jobs in visitor related activities and indirect jobs generated by the multiplier impacts of these direct jobs.>

To measure the year round impacts these seasonal jobs were averaged to provide annual measure of jobs generated by visitors to Ben Lomond. The chart below shows the growth in jobs associated with each scenario. In 2015 an estimated 29.4 ongoing jobs were associated with the current level of visitors and this increases in 2021 to 38.9 (C3 High), 34.2 (C2 Medium) and 32.6 (C2 Low).

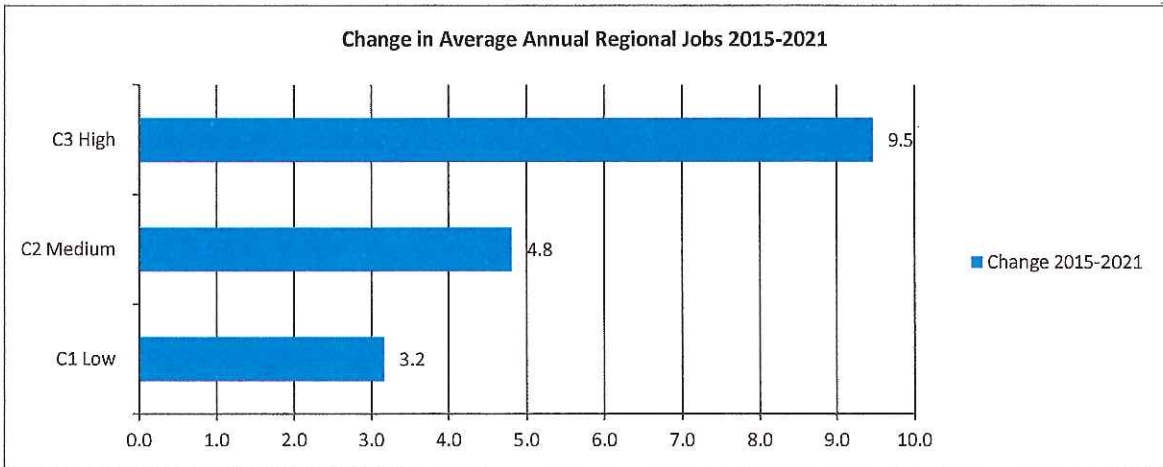
Figure 19: Annual Regional Employment



Source: MCA Analysis September 2015. <Jobs are total jobs and include direct jobs in visitor related activities and indirect jobs generated by the multiplier impacts of these direct jobs.>

The chart below shows the change in jobs from the 2015 base to 2021 under each of the scenarios. On an annualised basis the increase in ongoing jobs varies from 3.2 to 9.5 jobs. As noted earlier, in the event that the improvements are not made, visitor numbers would be likely to fall over the period to 2021 and this would lead to a fall in regional jobs.

**Figure 20: Change in Average Regional Employment - 2015 - 2021**



Source: MCA Analysis September 2015 <Jobs are total jobs and include direct jobs in visitor related activities and indirect jobs generated by the multiplier impacts of these direct jobs>

**Regional Income**

The following charts show the regional income associated with visitors to Ben Lomond.

Total regional income associated with visitors would increase from: \$3.630 million in 2015 to income in 2021 of: \$m 4.825 (C3 High), \$m 4.250 (C2 Medium) and \$m 4.046 (C1 Low).

**Figure 21: Regional Income – All visits**

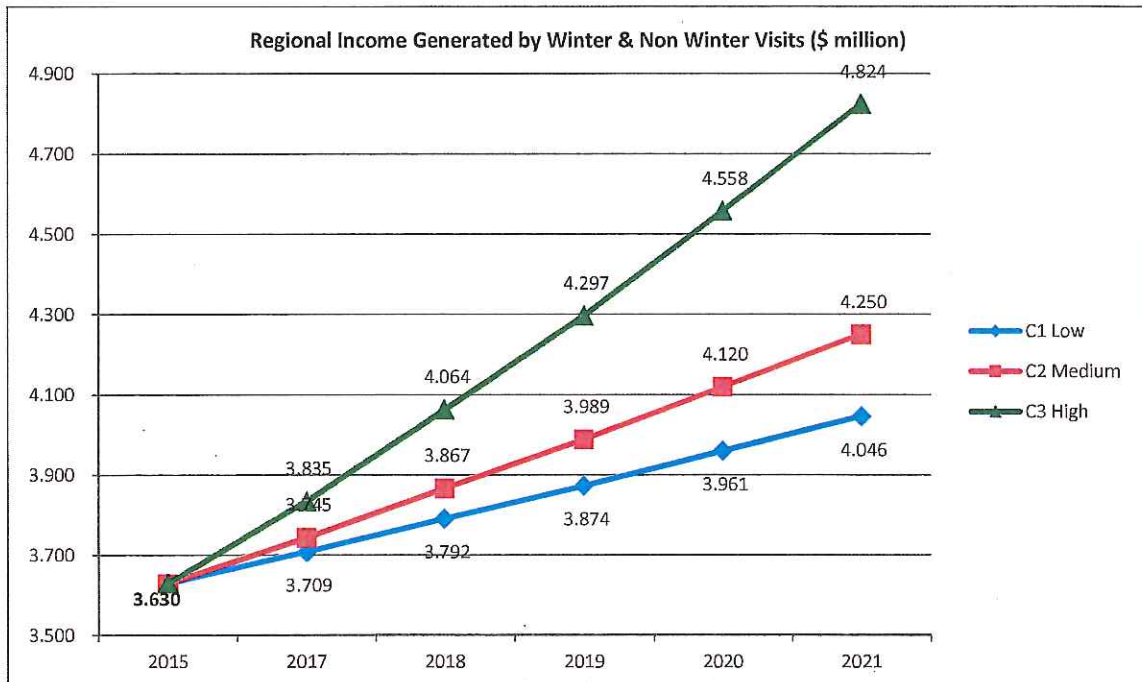




Figure 22: Regional Income – Winter Visits

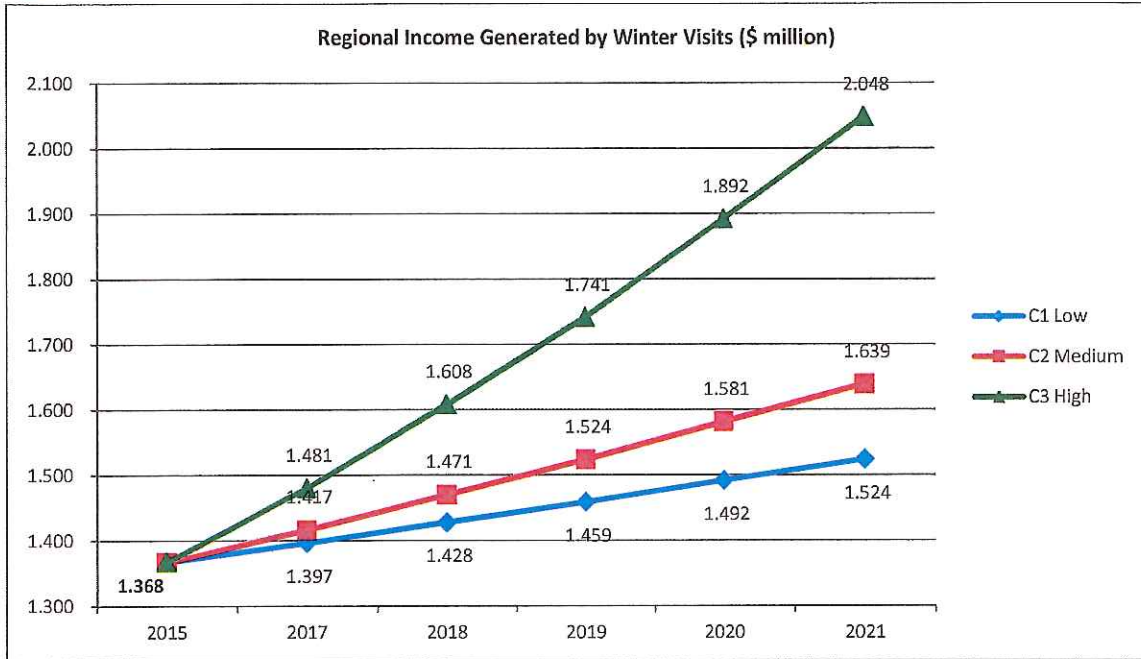


Figure 23: Regional Income – Non Winter Visits

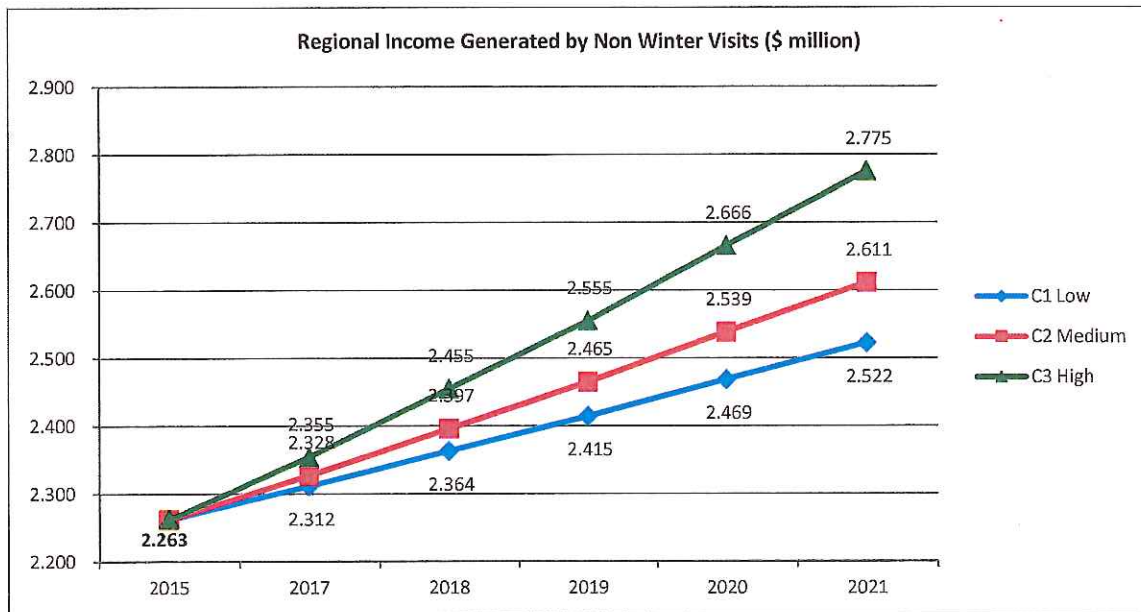
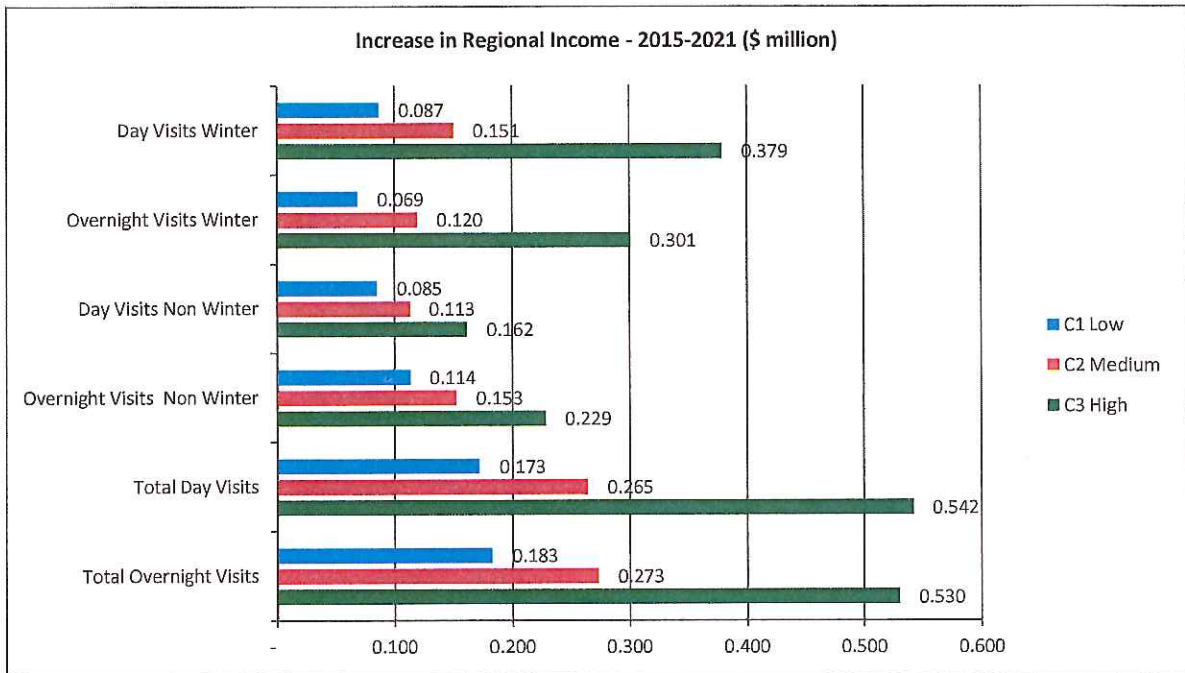


Figure 24: Increase in Regional Income – 2015 - 2021



## 7 Conclusion

In order for Ben Lomond ski area to successfully compete in today's competitive marketplace as a snow destination it will need to guarantee snow. The skifield continues to experience seasonal challenges that have been overcome through snowmaking in other small ski areas in Australia, New Zealand and elsewhere.

Investment must be realistic and pragmatic and focussed on positioning the Ben Lomond Skifield as an exciting value for money snow experience for 6-8 weeks of the year for the families and young people.

Investment should focus on infrastructure that supports a new revitalised snow play experience that:

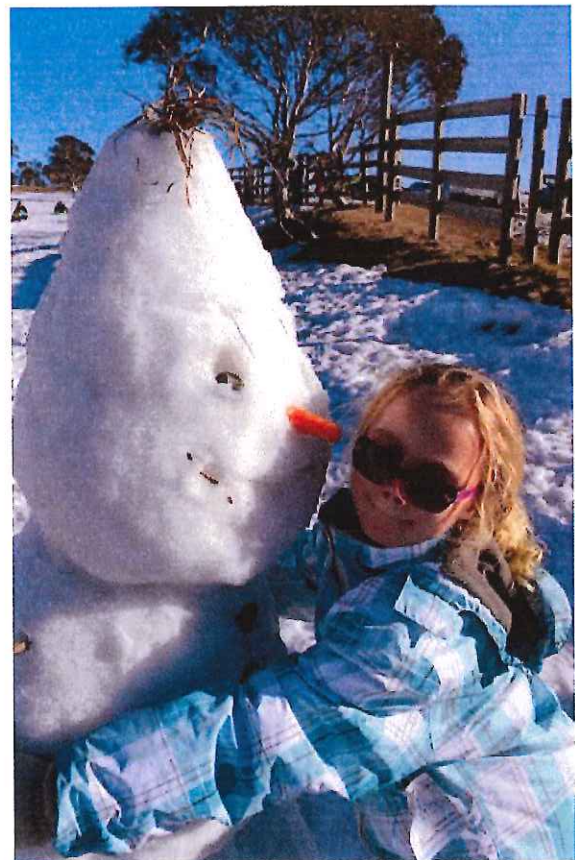
- » targets the intrastate visitor market - families and young people
- » increases the number of visitors who return to the ski area annually
- » increases the length of stay in the region by offering a new range of activities in the ski area
- » increases visitor spending opportunities to support local businesses
- » raises the profile of Ben Lomond National Park.

Investment in the order of \$1.3 million - \$1.8 million is required to achieve this outcome. This will provide a major tourism and recreational product of state significance, capable of generating new and complimentary tourism investment in Northern Tasmania and contributing to the economic growth of the wider region.

The short to medium term benefits that are likely to arise from the investment are:

- » creation of short term jobs through design and construction
- » creation of demand for secondary services throughout region as construction progresses
- » employment growth directly related to the ski area revitalisation
- » employment growth indirectly related to the investment in regional accommodation and tourism services

- » increased complementary benefits for Tasmanians such as active recreation, health, and social experiences
- » diversification of the region's tourism product mix
- » longer term benefits are likely to be increased employment and economic development opportunities for the regional and state economy.



## Appendix 1. Tourism Market analysis

Tourism in Tasmania is dominated by intrastate visitors (Tasmanian residents) who comprised 84% of total annual visitation in the year ending March 2015 (see Table 1). Of these the vast majority (66% of total visitation) are day trippers. Interstate visitors comprise 13% of total visitors and there is small international visitors component (2.5%). Interstate, international and overnight intrastate visitation show recent increases while intrastate day trips have been decreasing.

**Table 10: Annual Visitation to Tasmania, year ending March 2015<sup>31</sup>**

Visitors	Nos.	% change <sup>32</sup>	Nights	% change	Expenditure	% change
Intrastate Day	4,648,000	-2%	-	-	\$517 million	+4%
Intrastate Overnight	1,270,000	+12%	3,055,000	+10%	\$368 million	-2%
Interstate	946,100	+3%	7,310,000	+3%	\$1,578,000	+13%
International	177,100	+11%	3,179,000	+9%	\$265 million	+9%

### Tourism to the region

Analysis of visitation to Northern Tasmania indicates that it is dominated by intrastate visitors (Tasmanian residents) who comprised 81% of total annual visitation in the year ending March 2015. The vast majority (67% of total visitation) are day trippers. Interstate visitors comprise 16% (368,000) of total visitors and there is small international visitor component (3.4%). The estimated 702,000 annual **domestic overnight visitors** comprised 30% of total visitation to northern Tasmania in 2014/15.

Analysis of performance over the three year period since 2012 shows that interstate, international and overnight intrastate visits and nights have all grown strongly, with day visitors also showing 1.6% per annum growth. Growth in interstate visitor nights has been strong over the period however there have been falls in international and intrastate visitor nights (despite the growth in overall visitors), indicating shortening average lengths of stay (ALOS) Tasmanian Visitor Survey data indicates a fall in average length of stay from 2.98 to 2.91 in 2015, however ALOs for holiday visits rose from 2.34 to 2.53. NVS data indicates spend per day/night, ranging from \$86 per day for international visitors to \$190 for domestic overnight visitors.

Between 2012 and 2015, Northern Tasmania's market share of the State's visitation has remained broadly constant at 32.5% (0.5% growth). The day and international visitor segments saw small rises during this period with domestic overnight visitors (interstate and intrastate) both losing a small amount of market share.

**Table 11: Annual Visitation to Northern Tasmania, year ending March 2015<sup>33</sup>**

Visitors	Numbers	% change between March 2012 and March 2015	Nights	% change between March 2012 and March 2015
Intrastate Day	1,589,895	+6.4%	-	-
Intrastate Overnight	333,965	+11%	616,381	-10.2%
Interstate Overnight	367,890	+23%	4,884,455	+25%
International	79,691	+50%	797,740	-2.7%

<sup>31</sup> Sourced from Tourism Tasmania (2015), *Tasmanian Tourism Snapshot: Year ending March 2015*. Visitor estimates are based on the Tasmanian Visitor Survey, the International Visitor Survey (IVS) and the National Visitor Survey (NVS). Data for intrastate and international visitors is for the year ending December 2014 due to delays in reports from the NVS and IVS.

<sup>32</sup> Percentage change from the previous year.

<sup>33</sup> Sourced from Tasmanian Visitor Survey (interstate overnight), the International Visitor Survey (IVS) and the National Visitor Survey (NVS) (day visits, intrastate overnights). All data is for the year ending March 2015.