

WEST COAST

TAS

ADVENTURE



TOURISM



**INVEST IN
THE WEST**



In recognition of the deep history and culture of this place, we acknowledge the Tasmanian Aboriginal people as the Traditional Custodians of this land and sea.

We acknowledge the determination and resilience of the palawa people of lutruwita/Tasmania who have survived invasion and dispossession and continue to maintain their identity, culture and rights. We acknowledge Elders – past and present.



THIS DOCUMENT WAS PREPARED BY EPISTEME CONSULTING
WITH ASSISTANCE FROM JULIA DINEEN DESIGN.
IMAGES AND DESIGN GUIDELINES SUPPLIED BY WEST COAST COUNCIL.

WEST
COAST

MESSAGE FROM THE MAYOR WEST COAST COUNCIL

Welcome to the West Coast Adventure Tourism Prospectus. We have produced this because we are optimistic and excited about our adventure tourism future and we are looking for people who love our place as much as we do to share in the opportunities.

Our living mining, timber, fishing and hydro power industries have made the West Coast an ideal place to establish adventure tourism, with existing infrastructure and access providing many opportunities for new and innovative businesses to build out of the ordinary adventures. Our growing Mountain Biking (MTB) trail network and announcement of Tasmania's next iconic walk to be built in the region, as well as many other walking tracks, river landings, dams and wharves, are building a momentum in the industry.

The projects listed in this prospectus have been evaluated based on their potential return on investment, brand alignment, capital investment, planning constraints and likelihood to proceed. Adventure tourism is a priority for the West Coast Council. We welcome you to discuss these, and any other exciting ideas you have, with our staff at council to see how we can assist in making your business development as smooth as possible.

WE LOOK FORWARD TO DOING BUSINESS WITH YOU.

MESSAGE FROM THE CEO WEST BY NORTH WEST TOURISM

This prospectus is an invitation to adventure tourism entrepreneurs and investors to become a part of the growing adventure tourism industry on Tasmania's remarkable West Coast. The diversity and beauty of our region is staggering. Our towns are at the meeting point of soaring, rugged mountain ranges with World Heritage listed temperate rainforest and rich mining and pioneering heritage, underpinned by more than 35,000 years of Aboriginal culture.

The West Coast is an untamed, challenging and wild place to visit, where paths are made, not followed. We have the opportunity to be the adventure capital of Australia, where hard adventure pushes people to their limits and soft adventure invigorates and demands presence. We invite you to be a part of this opportunity.

West by North West Tourism exist to support tourism product marketing and development in Tasmania's West and North West regions. We welcome every opportunity to work with and support new, emerging and established tourism operators on the West Coast.



Tom Wootton,
CEO West by North West Tourism

THE WEST COAST



**TASMANIA'S WEST COAST IS COVERED BY THE
WEST COAST COUNCIL, WITH FIVE MAIN TOWNS:**

QUEENSTOWN A unique valley steeped in mining heritage with a flourishing arts and tourism community, surrounded by the mountains of Mt Owen and Mt Sedgewick. It is the southern gateway to the West Coast.

STRAHAN A fishing village and jumping off point for exploration into the Tasmanian Wilderness World Heritage Area (TWWHA), the Gordon River, Island convict settlement and pining and mining history.

ZEEHAN Once called the Silver City with a population of 10,000 people, Zeehan still has many beautiful old buildings and the access point to Trial Harbour on the Coast.

ROSEBERY Lying in the shadow of Mt Black within the West Coast Range, Rosebery is an active mining town, surrounded by rainforest with Tasmania's highest waterfall nearby.

TULLAH The smallest 'town' on the West Coast, Tullah was once a mining town and then became a hydro village. It is the northern gateway to the West Coast and dominated by the magnificent Mt Farrell and serene Lake Rosebery.

ADVENTURE TOURISM ON THE WEST COAST

Adventure tourism is about stepping just outside your zone into a place or experience that is unknown. The mystery, diversity and wild of the West Coast already provides many thrilling adventures for visitors, including

- Mountain biking in Queenstown, Zeehan and Rosebery.
- Rafting the King or Franklin rivers
- Taking the West Coast Wilderness Railway between Strahan and Queenstown
- Cruising or sailing Macquarie Harbour and the Gordon River
- Kayaking lakes and rivers
- Walking on the many day and overnight tracks in the area
- Rock climbing

Whilst some of these experiences have commercial and organised tours attached to them, there is significant opportunity for growth, with much of the infrastructure already in place. We're inviting YOU to be a part of it.



KEY MARKET SEGMENTS

Tasmania targets two key segments, the Raw Urbanites and the Erudites. The Raw Urbanites are the key market to travel to the West Coast and to enjoy Adventure tourism, but the Erudites will come if the product is innovative and provides a chance to experience new and different things.

RAW URBANITES

- Motivated by a need to escape a busy lifestyle and refresh the mind
- Fulfilment comes from taking a moment to pause and reflect upon the world
- Travel for this group is about reconnection with the things that matter most
- The Raw Urbanites have a deep need to get back to basics: travel for them is about intimacy with self and others, simple and natural experiences that nurture mind and soul
- They share a common need everyone has to escape the rat race, but have a more pronounced need for quietude and simplicity
- They will generally travel with others – family and friends – so while peace and quiet are paramount, the need to pause and reflect is more about reconnection than about isolation – connecting with self, with nature, and with other people including locals.

ERUDITES

- Not just travellers, they are explorers
- Travel is not simply about escaping but about discovering
- Refreshment and renewal come from new and unique experiences they can take home and enrich their minds
- Their motivation is not centred around relaxation and getting away, but about discovering new experiences
- They are driven by the need to learn, to explore and to challenge themselves with unique activities and moments to remember
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PROJECTS

These projects are proposed because they require only a small to medium capital outlay to start. With lower barriers to entry, we are hoping to build a more connected and diverse adventure tourism industry in the West Coast region, built of many businesses that cooperate and interconnect with one another. We want to play a key role in drawing enthusiasm and innovation to our community, and harnessing the talent already here.

These projects have been chosen for their alignment to market needs and the Tasmanian and West Coast brands. These brands are however as much about attitude, language and connection with people and place as they are about the actual products on offer. Any of these products can and need to connect with the essence of the West Coast brand – to acknowledge and celebrate the Aboriginal heritage, mining and cultural heritage, significant natural values and the community who lives there today. The requirements listed are not comprehensive – all of these will require the basic training of staff, marketing, quality interpretation, signage and health and safety provisions. Needs specific to the project have been listed.

Whichever the project, early and respectful engagement with the Aboriginal community is critical to success. Every township and wild area of Tasmania's West Coast is steeped in Aboriginal cultural heritage. The tourism industry is committed to celebrating that heritage in a way that's consistent with Aboriginal cultural values.

Planning and environmental approvals can depend on the exact nature of the project and where it is. If you want to understand more about what the approvals process might be you can talk to West Coast Council, look up your future business site on PlanBuild or talk to a professional planner.

If you would like to know the tenure and conservation status of the land you are considering, you can look up LISTmap online: maps.thelist.tas.gov.au.

Commercial operators on any reserved land in Tasmania need to apply for a commercial visitor service (Parks Business Licence) with Parks and Wildlife. The application process is relatively simple and inexpensive, requiring operators to detail the nature of their services and how they will look after their customers.

Help is available for writing a business case and in many cases it is absolutely free or low cost. The best way to find out where to go for this help is to contact Council or West by North West Tourism who can put you in touch with people that can assist.



HENTY BOARDING ADVENTURES

THE PITCH.

Paddle through the wilderness on the inky waters of a river through wet temperate rainforest. Sand board down towering 30m high dunes that seem to go on forever. Have a bite to eat and hear some stories from or about the people who have hunted, fished and lived in this place for tens of thousands of years. Emerge from the serenity and protection of the dunes onto the wild Ocean Beach, where the winds and waves have travelled all the way around the globe from South America to greet you. Land-surfing could also be a great opportunity here.

COMPETITIVE EDGE.

The image of stand up paddle boarding (SUPping) is becoming synonymous with peaceful, connected serenity. It links nature with wellness, being centred and connected. Although Tasmania's target markets have a need for connection and a break from the everyday, there are currently very few opportunities to experience it in such a quintessential Tasmanian environment in a commercial operation, on sheltered waters, with key landmarks such as Henty Dunes and Ocean Beach to complement it.

SUPping is also growing exponentially in Australia, with increasing market size presenting a genuine opportunity for the right experience.

PLANNING AND APPROVALS.

- Land is a Conservation Area under the Nature Conservation Act, free from the tight restrictions of being World Heritage Area but still providing a quality wilderness experience. Liaison will be required with both Parks and Wildlife and Council.
- The area's sensitivity will trigger the requirement for a new Aboriginal heritage assessment; and possibly others.
- This area previously housed Strahan ATV Adventures, which successfully operated for more than twenty years. This does not guarantee a new tourism operation would be approved, but it does provide a useful precedent.

REQUIREMENTS

- Transport for boards to the starting point, and from the pickup point, with qualified driver.
- A qualified guide for the experience or quality interpretation for self-guided experiences.
- It may be possible to build from this business a larger hire market for still waters of the West Coast on many of the accessible lakes and rivers in the region
- Quality interpretation built from indigenous knowledge, ecology and pioneering history.
- Tasmanian sourced packed lunch in the 'piner's style' with a thermos of hot drink could be a good catering option.

RETURN ON INVESTMENT.

- Research indicates that visitors could pay between \$50 and \$150 per person for boarding experiences lasting 1-3 hours.
- Groups of around 8 people as an optimum size.
- It is envisaged that these tours would operate at full, long-day capacity during the summer months, and reduce to a smaller scale, with less frequency over winter. With the right equipment, this could be a particularly marketable winter experience.

STATUS: INSTA-PERFECT

FLOATING SAUNA/COLD WATER SWIM/ FLOATING HOT TUB

THE PITCH.

The glassy, dark lakes of the West Coast take your breath away. Especially when you swim in them. The feeling that there's nothing around you but reflections, until you dive into them, into the dark, stroking out into the nothingness, chilling to the bone, then hauling yourself out and sliding into a hot tub, in a bay of your choosing or right out in the middle. Find isolation, connection, joy, peace.

Build on the 'riverboat' style of experience in Noosa or the Gold Coast, where people spend a day, self guided on the rivers and canals, but fit out the vessel with a hot tub. Provide Tasmanian-made snack packs, with a wine and/or beer chiller. Architectural designs exist for floating, self piloted saunas, and this concept could be adapted to create these as works of art.

If built well, the vessels could be moved to other places to capture opportunities as they arise.

COMPETITIVE EDGE.

Building from the success of Derby's floating sauna, the major success of floating saunas and hot tubs in Scandinavia that can be self-piloted, and the success of hire-your-own riverboat in Noosa, this is a business that is unique and deeply market aligned and if done well, could be a signature experience for the state.

The best possible locations for this experience are Lake Burbury and/or Lake Rosebery. These could be moored and/or have a motor to move to different locations on the lake.

PLANNING AND APPROVALS.

- Although the rewards for this project would be high, planning and approvals will be complex, although we can assist in navigating these.
- Many of the lakes and shores of the West Coast are managed by Hydro Tasmania, who have strict risk profiles.
- There are also some sacred Aboriginal sites to be negotiated and respected.
- Depending on whether the sauna/hot tub is self-piloting or not, Marine and Safety Tasmania (MAST) will also be a key approving agency.

REQUIREMENTS.

- The major investments for this are the vessels themselves, design and mooring.
- In addition to planning approvals, insurance, maintenance and energy requirements will need to be considered.
- Quality interpretation built from indigenous knowledge, ecology, mining and pioneering history.

RETURN ON INVESTMENT.

- The key risks for this project are in the planning and approvals stage. If these can be addressed prior to construction of the vessel/s, designs could be developed that may be commercially viable in their own right. Depending on the style, size and capacity of the vessels, this experience could be charged at around \$500 per hour, depending on the time of year.
- Once the experience is operational, a premium could be charged and people will travel for the experience. Sheltered bays, mobility and clever design could provide opportunities for year-round experiences that are Instagrammable and have the potential to become world famous.

STATUS: ICON POTENTIAL



ABORIGINAL CULTURAL EXPERIENCE



THE PITCH.

This is an aboriginal business idea for aboriginal people. The success of the wulkalina Walk has shown that there is a great appetite in our markets to learn about Country from the only people truly qualified to share it. The markets that seek out aboriginal experiences are hungry for stories of the landscape, Country and people, with locally-sourced, aboriginal inspired menus. There is proven demand for multi-day walks in this landscape, with preferences for standing camps or pod-style accommodation, depending on the price point.

COMPETITIVE EDGE.

Although there are some competitor experiences such as Wulkalina Walk, there is plenty of demand in this space to create a distinctively West Coast experience. As the West comes into the spotlight through the Next Iconic Walk in the Tyndall Ranges, there exists an opportunity to engage people in the idea of other multi-day walks in the region.

PLANNING AND APPROVALS.

- As such, planning for this experience should start as a partnership with the Traditional Owners of the land. If agreement can be reached in this forum on the planning, scale, construction and delivery of the experience, then it will be likely to attract planning approval, investment and funding. We can assist in this process.

REQUIREMENTS.

- This experience could start at a number of different levels, from a basic tour-guided experience of the landscape where people camp and carry their own gear, through to a curated, high-end walking experience with established camps, pods or lodges along the way that is fully catered. The requirements for these experiences are quite different.
- At the base level, the requirements would be to develop in consultation with the traditional owners, a story that can be told that showcases the Aboriginal culture without compromising it. Guiding and first aid qualifications, with access to a shuttle bus would be a basic requirement.
- At the high end, this could extend to the construction of accommodation, access to provisions for catering, and a curated walking experience.

RETURN ON INVESTMENT.

- The level of investment will determine the level of return on this experience. If marketed well and the quality of the product is developed and maintained to a high standard, the base level experience could sell for around \$300 per person for a two night walk, with people providing their own tent and food (to a standardised list).
- This could increase to \$3000 per person for a high-end, curated multi-day walk with high quality accommodation, interpretation and food.

STATUS: HUGE DEMAND

WEST COAST EBIKE ADVENTURES

THE PITCH.

Go slow and smell the myrtle. The e-bike revolution is here and you can experience the rugged Tasmanian Rainforest by breathing it in. But not too hard because you'll have help. Explore the vast network of pathways through the valleys of the West Coast, possibly even get a fat tyre bike and traverse the Henty Dunes, drop down to Ocean Beach, and enjoy the freedom of taking yourself where you want to go at a speed that means you can really experience it.

EBike Adventures could do guided tours to key areas with existing trail infrastructure, such as Montezuma Falls (easy), Mt McCall / Mt McCutcheon track (advanced), where you can leave your bike at the top of the old cableway and walk down into the pristine shores of the Frankiln River, lakeside around Lake Rosebery, or many more. Bike hire and transport could also be provided for the established mountain biking in Queenstown and Zeehan, or exploring a range of identified tracks across the West Coast. It is recommended this be based in Queenstown to build on the emerging success of the town as a riding destination. Close consultation with the Aboriginal community will also be required to navigate sensitive and sacred areas.

COMPETITIVE EDGE.

Tasmania is already on the map for Mountain Biking, with Derby and Maydena providing world-class MTB experiences, and Queenstown emerging as a new and exciting destination. With such a diverse range of tracks and trails available at all levels of difficulty through the existing track and trail network, there is an exciting critical mass of existing opportunity in the region to build eBike adventures to suit a diverse audience.

PLANNING AND APPROVALS.

- Many of the trails available for use are already maintained as 4WD vehicle or existing mountain biking tracks and have a low level of planning and approval required, although some may need maintenance to ensure an enjoyable experience.
- Commercial operation of tours, or to appear on a map will require permission from land managers, who are likely to be Parks and Wildlife, Sustainable Timber Tasmania or Hydro Tasmania.
- Henty Dunes is a Conservation Area under the Nature Conservation Act, free from the tight restrictions of being World Heritage Area but still providing a quality wilderness experience. The area also has a precedent for tourism operation.
- The West Coast 4WD Strategy will have a bearing on which tracks can be used for e-Bike experiences, so should be considered as part of any proposal.

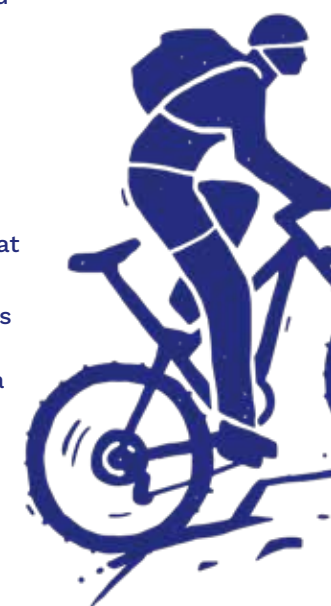
REQUIREMENTS.

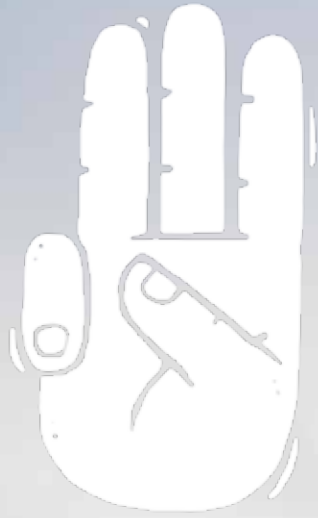
- eBike hire will require insurances and transport. Transport will require a vehicle that can transport 8-10 bikes at a time.
- Commercial tours will require qualified guiding staff with the requisite insurances, marketing collateral and a distribution network.

RETURN ON INVESTMENT.

- This is a scaleable investment. At the base level, current standard hire rates are around \$160 per day for an eBike. Uplift to and from trails could be charged at around \$80 per rider, depending on distance. Add-ons such as miner's crib packed lunches and snacks, and extra equipment for the day could increase returns.
- At the top level, combined with premium accommodation, eBike tours could be a fully curated day tour or even multi-day tour. Experiences such as this can charge upwards of \$600 per day per rider.

STATUS: NO-BRAINER





PROSPECTING TOURS

THE PITCH.

Mining is in the West Coast's DNA; once upon a time, Mt Lyell mine in Queenstown had a larger budget than Tasmania's entire economy. The seams are rich, and so are the experiences. If you are a seasoned prospector, these tours can provide you with access to local knowledge and access to special sites negotiated by land managers. If you're on holiday, you can try your hand at finding riches whilst learning about the deep mining heritage of the region and experiencing remarkable natural places.

COMPETITIVE EDGE.

Prospecting tours are relatively niche in Australia, but if packaged well could provide a unique and deeply appealing layer of experience not just for die-hard prospectors, but also for holiday makers in the region. The significant success of reality TV show Aussie Gold Hunters in China and globally (currently in its seventh season) indicates a natural curiosity around prospecting and provides access to a wide market. Whilst Western Australia and Victoria have some specialised prospecting tours, there is currently little operating in this space at the moment.

PLANNING AND APPROVALS.

- By virtue of the product, the sites for these experiences would be best kept quiet and accessed via 4WD through negotiation with land managers.
- Approvals could be negotiated with Parks and Wildlife, Sustainable Timber Tasmania, and potentially Mining Leaseholders if the right sites were identified. These sites would exclude anything in the TWWHA or State Reserve land.

REQUIREMENTS.

- This tour could be tag-along (people follow in their own vehicles), or fully guided. If the track quality is reasonable, the tag-along style would present more opportunities for growth and could double as a guided 4WD adventure. Either way, at least one full-specification 4WD vehicle and insurances would be required.
- A tag-along tour would benefit from technology to share interpretation and communication in each vehicle, such as two-way radios.
- Qualified guides with strong local and specialist prospecting and 4WD knowledge would also be essential.

RETURN ON INVESTMENT.

- Depending on the style of offering (fully guided or tag-along), rates could vary from \$200 per day for a tag-along tour, through to \$500 per day for a fully guided and catered offering.
- Other value-adds could include specialist prospecting skills education tours, and linking to a larger Australian tour offering, as well as merchandise.

STATUS: UNIQUELY WEST



DAY WALKS

THE PITCH.

Walking is what you do in Tasmania. It takes you at about the right pace to connect with ancient lands and the stories of the people who live on them. Hearing and understanding the local stories, finding the remote spots, the best outlook, and having all of the safety and snacks sorted can turn a holiday stroll into a journey of discovery. Day walks can take from an hour through a town or to a nearby area of interest, right through to a full day walk to fully breathe in and connect with the place and the people who have been there before us.

COMPETITIVE EDGE.

Tasmania is quickly becoming the walking capital of Australia. In the year ending December 2021, 69% of visitors to Tasmania did some kind of walk while they were on holiday. The enormous success of many multi-day walks in Tasmania, the state government's investment in the Next Iconic Walk in the Tyndall Ranges on the West Coast, as well as Tourism Tasmania's investment in walking as one of their signature unordinary adventures means that walking is supported in both product and marketing in Tasmania. Building on this support would be straightforward with the development of a range of day tours offered around the West Coast. This is also ideal as commissionable product for bus tours and other tour options.

PLANNING AND APPROVALS.

- Outside of the Parks Business Licence, some possible signage or any special access you might want to negotiate, there are no major planning and approvals required for this business.
- Any commercial walking operation must use existing walking tracks, consistent with the Walking Track Management Strategy 2011-2020.



REQUIREMENTS.

- This opportunity has a low barrier to entry. A backpack and a decent pair of walking shoes with insurances would be advised.
- Investment in engaging and authentic storytelling and appealing itineraries for the walks.
- Qualified guides with first aid and an ability to connect with people would be essential.

RETURN ON INVESTMENT.

- A basic town tour can start from around \$40 pp for two hours, with a group size of around 8 people.
- The rate could be increased with the inclusion of catering, gear hire (for longer walks), length of walks, and special experiences (such as arts and crafts, making things, etc).

**STATUS: LOW COST/
HIGH RETURN**

KAYAKING HIRE, TRANSPORT AND TOURS

THE PITCH.

Ah, the serenity. There's a special kind of peace to be found when you're on the water and the reflections are so defined on the still, inky black waters of the West Coast lakes and rivers that you can't tell where the water finishes and the shore starts. With so many lakes, harbours and rivers to choose from in the region, there's always a quiet niche or a place to explore on your own or as part of a group. Be part of a private or group tour that can take you to extra special places, provide snacks and tell you some of the incredible stories from the places you visit, or we can take you and a kayak to one of our many locations where you can paddle and explore on your own.

COMPETITIVE EDGE.

Kayak hire and tours are popular in Tasmania, however currently there are only limited tours on the West Coast. There is a low skill or fitness requirement to participate in kayaking, yet it has a sense of adventure for people wanting to have different experiences in the region. The suitability for most ages and stages makes this a broadly appealing option with relatively low barriers to entry.

PLANNING AND APPROVALS.

- Outside the Parks Business Licence, some possible signage or any special access you might want to negotiate, there are no major planning and approvals required for this business. West by North West Tourism could facilitate an introduction to other operators in this space.



REQUIREMENTS.

- At the base level, kayak hire will require transport for kayaks to identified starting areas, with maps, quality interpretation, insurances, life vests and emergency beacons. Transport is likely to be a van with a kayak trailer.
- At the tour level, a qualified guide for the experience or quality interpretation for self-guided experiences.
- Quality interpretation built from indigenous knowledge, ecology and pioneering history.
- Tasmanian sourced packed lunch in the 'piner's style' with a thermos of hot drink could be a good catering option.

RETURN ON INVESTMENT.

- Basic kayak hire from a hire station in Strahan for example could start at \$30 for two hours. This would increase with transport and provisions for private kayak use, possibly for around \$200 per couple for three hours, including snack provisions.
- The market rate for a three hour kayak tour for around 10-12 people is \$120 per person. This might increase with catering, or extra travel, depending on the locations visited.

**STATUS: FUTURE
AWARD-WINNER**



ROCK CLIMBING,, BOULDERING,, ABSEILING,, CANYONING,, CAVING,, VIA FERRATA

THE PITCH.

Find your challenge and push your limits on Tasmania's wild West Coast, where the geology has underpinned the economy and the community for more than a century. We can guide you to some of the most exciting and challenging climbing experiences at all levels of difficulty where only a handful have gone before you. If you're not normally a climber, take some time on your holiday to try via ferrata – stay attached as you scale a ready-made course in safety, taking in the magical views across the vast Tasmanian Wilderness World Heritage Area. Qualified guides can take you to the next level with beginner bouldering, and try the rock wall in town for a simulation of some of our most famous climbs.

If getting wet is more your thing, we can take you through some of nature's most magnificent waterslides in the middle of the rainforest, where waterfalls carve through some of the most pristine wilderness in the world.

COMPETITIVE EDGE.

Queenstown is known as Tasmania's rockiest town – originally denuded through deforestation to feed the smelters of the local mines, much of the topsoil washed away and left some spectacular bouldering and outcrops to scale. Mt Lyell in Queenstown alone has around 189 routes mapped on thecrag.com, with more than 300 in the region. The West Coast is emerging as a frontier climbing destination for all levels of ability, with existing climbs that are suitable for beginners, all the way through to expert, with a majority of experienced routes. The right operator has the opportunity to map out new routes and put the West Coast on the map for their diverse and exciting rock climbing, canyoning, caving and via ferrata activities.

PLANNING AND APPROVALS.

- Outside of the Parks Business Licence, some possible signage or any special access you might want to negotiate, there are no major planning and approvals required for this business. A business could start with the 300 already mapped climbs in the region, and build as approvals are granted.
- Some challenges may occur gaining approval for operation from Parks and Wildlife for climbs at the upper skill level, but we could help facilitate here.
- Via Ferrata would require permissions from the land managers, who are likely to be Parks and Wildlife. Where this is situated would depend on the level of assessment for use, but may include an Aboriginal Heritage Assessment.

REQUIREMENTS.

- The range of opportunities in this project is significant. At the base level, gear hire, maps and advice could be provided in Queenstown to support the growing number of climbers seeking out West Coast climbs. This would require retail space in the town and experienced staff. A climbing wall that simulates some of the most famous climbs could be developed in an architecturally designed public building if the right investment could be found.
- At the next level, qualified guides could take climbers to key sites with uplift and a guided experience. This would require the base level of investment as well as training and equipment for guides, vehicle/s for uplift and insurances.
- Other options, such as canyoning, via ferrata, abseiling and caving, would require specialist equipment and knowledge. Via Ferrata in particular would require investment in quality infrastructure with ongoing maintenance.

RETURN ON INVESTMENT.

- The range of opportunities in this project is wide. At the base level, gear hire will not require complex insurances, but will yield value for a low level of investment.
- Guided tours for canyoning and climbing command around \$270 per person for a full day experience, with group sizes at around 8-12 people. This could be value added with gear hire, catering and merchandising, as well as the option of multi-day trips.

STATUS: GAME-CHANGER



ADVENTURE 4WD/ATV TOURS.

THE PITCH.

The West Coast is a 4WD/ATV wonderland. With tracks built and maintained for forestry, mining, firebreaks, Hydro, and even old railways, there is an almost inexhaustible supply of available to explore in the region. Rich interpretive opportunities such as old ghost towns, mine workings, dams and cableways, as well as cultural heritage and knowledge sharing, give you the opportunity not to just 4WD but to connect with the nature and heritage of the place.

COMPETITIVE EDGE.

There are few 4WD tour operators in Tasmania, with a very limited focus on the West Coast. Visitors seeking experiences that are 'off the beaten track' but who lack the confidence to drive themselves or are unable to take a rental vehicle off road, would be key customers. Potentially able to combine with prospecting tours or day walks, 4WD tours could provide exhilarating 4WD adventures where drivers can provide safe but adventurous experiences with highly skilled drivers. Tag-along tours could give other drivers the confidence to go places they ordinarily may not. ATV experiences have previously successfully run on the West Coast at Henty Dunes and could provide a different experience again.

Offering culturally and environmentally sensitive ways of engaging in 4WD activities, taking track management and maintenance seriously and providing quality interpretation can enhance both the experience and awareness of the natural and cultural heritage of the West Coast.

PLANNING AND APPROVALS.

- Many of the tracks on the West Coast are already approved for 4WD/ATV use, so approval for commercial operations in the areas would need to be sought, which may come with the requirement of a commitment to track management and maintenance. We can help facilitate here.
- Special access permits may be required from land managers, depending on where you would like to operate.
- The West Coast 4WD Strategy should be considered with any proposal in this space.

REQUIREMENTS.

- At the base level, tours require at least one full-specification 4WD, a skilled guide, insurances and quality interpretation. Fully qualified drivers with first aid and emergency beacons would also be necessary.
- For ATV tours, a group of ATVs would be required to be housed near the trail head. This could be at Henty Dunes where the previous operator worked from.

RETURN ON INVESTMENT.

- A tag-along tour standard rate is around \$100 per day per person including catering. The nature of these tours is that there could be a number of vehicles and so could be scaled relatively easily.
- A fully guided tour for four people (where you travel in the vehicle with the guide) is around \$175 per person for a full day tour. This would scale with the number of vehicles you have.
- Further value adds could be found in offering 4WD skills training, or fully catered options.

STATUS: OBVIOUS DRAWCARD

FISHING EXPERIENCES

THE PITCH.

Breathe in the fresh morning air on the lake, river, harbour or ocean as the mist wends its way through the trees. The water is still and breathtakingly quiet.

The Wild Southern Ocean has been a source of sustenance for people of the West Coast for tens of thousands of years. Wild caught abalone and crayfish are now complemented by salmon in Macquarie Harbour and the Lakes have some of the wildest strain of trout in the world. Be a part of the action by catching your own – for sport or for food. Once the fish are caught, you have the option to sit with us as we grill over the open coals and share tales – short and tall. A fishing lodge could also be a great opportunity here.

COMPETITIVE EDGE.

Tasmania is famous for our trout and sea fishing, as well as having some of the most valued fisheries produce in the world. This, paired with Tourism Tasmania's investment in fishing as one of their signature unordinary adventures, means that fishing is supported in both product and marketing in Tasmania. The fishing lodges in the Central Highlands are already marketing and providing high-end experiences and the West Coast is well placed to capitalise on this existing marketing. With the brand and product on your side, all you need is the skill and equipment to make this business work.

PLANNING AND APPROVALS.

- Fishing operations require permits, issued by Inland Fisheries or the Department of Natural Resources and Environment.
- If using a vessel, Marine and Safety Tasmania (MAST) will also need to provide approvals and survey.
- Many of the lakes and shores of the West Coast are managed by Hydro Tasmania, who have strict risk profiles. We can assist in facilitating negotiations.



- Negotiating access to specific freshwater fishing areas may require land manager approval.
- Parks and Wildlife manage most rivers, natural lakes and 2/3 of Macquarie Harbour, so a CVS license would be required for operation on these waters.

REQUIREMENTS.

- Depending on the style of fishing, different specialist equipment will be required, but all will require contemporary, well-maintained fishing gear.
- A well-maintained, in survey fishing boat could also be required, with vehicle for transportation or mooring, and all required safety gear.
- Expert guides with extensive fishing experience and quality interpretation is essential.
- At the top end, a fishing lodge could be developed with a West Coast flavour in an area such as Tullah or Lake Burbury, with the right permissions from Hydro.

RETURN ON INVESTMENT.

- Guided full day fishing tours, including transport, equipment, gourmet lunch, drinks and morning tea, can charge around \$400 per day, per person, for up to three people.
- A well-appointed fishing lodge with full catering can charge around \$400 per couple, per night.
- This is scalable depending on the exclusivity of the product and skill of the guide.

STATUS: TRULY IMMERSIVE



A FEW CRAZY IDEAS

There are many other adventure tourism products that could be uniquely and spectacularly delivered on the West Coast. Some of these would require significant major investment of both time and money to secure approvals and marketing, but the investment would produce truly unique and possibly globally significant attractions. West Coast Council and West by North West Tourism commit to championing these projects if they are proposed in a brand-aligned way.

MT OWEN CABLEWAY

The Mt Owen Cableway is not an entirely new idea for the West Coast. Reaching above Queenstown, a cableway would support an ecosystem of many pinnacle experiences, including uplift for the Mt Lyell Mountain Biking experiences, access to walks right through the area, a zip line, forest coaster, or luge experience (see below), as well as dining and in-hose experiences. With views stretching to Frenchmans Cap and far into the Tasmanian Wilderness World Heritage Area in every direction, as well as seeing rich mining works of the past and present, the opportunities for interpretation and putting this experience on the global map are many and varied.

UNDERGROUND SUSPENDED TRAMPOLINE PARK

Inspired by the phenomenal experience of Bounce Below in Snowdonia, Wales, UK, this experience is an all-weather entertainment option that is brand aligned, exciting and would definitely become a global drawcard for the region. It requires finding a cavern space in an abandoned mine to secure a maze of trampolines and nets to walk through with creative lighting and quality interpretation. Mine tours have proven popular on the West Coast – with the right permissions and access and a critical mass of experience, this could be a serious game changer for the state.

WATERSLIDE

Tasmania has a proud Hydro electric generating history and this underpins many of our green credentials. As

the epicentre of Tasmania's Hydro development, there is no shortage of dams on the West Coast. Using the elevation and access of the top of one of these dams to build a waterslide down the face and into the river downstream provides an experience that is both exhilarating and brand aligned. It could potentially be aligned with whitewater rafting, kayaking or canyoning expeditions and/or an attraction in its own right. Complex negotiations with Hydro Tasmania would be needed to develop it, and operational constraints in times of heavy rain or maintenance would be a part of the deal.

ZIP LINE DOWN MT OWEN

Mt Owen is both accessible and visually stunning for a zip line experience. Using either the Mt Owen Cableway or vehicle access, strapping in and flying down the hillside towards Queenstown (or Lake Burbury) would be an exhilarating prospect. Complementing an evolving market of Mountain Bikers and Rock Climbers, this experience is brand aligned and possible.

FOREST COASTER/ MOUNTAIN LUGE

Adrenaline done differently! Capitalising on the open landscape of Mt Owen, a forest coaster (gravity fed rollercoaster) or luge experience would be a dramatic and thrilling way of experiencing the magnificent views of the wilderness and Queenstown. Part of a broader plan to activate Queenstown's mountains for adventure tourism, this would be complementary, family friendly experience that could be either vehicle fed or chairlifted for repeat experiences.



CONCEPT	APPROVALS MINIMUM APPROVALS REQUIRED	REVENUE POTENTIAL	COUNCIL	WXNW	STATUS
HENTY BOARDING ADVENTURES	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council	\$50 - \$150 per visitor Approx. 8 pax per 1-3 hour tour \$400 - \$1,200 per tour	Facilitation of approvals Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	INSTA-PERFECT
FLOATING SAUNA/ COLD WATER SWIM/ FLOATING HOT TUB	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council, Hydro Tasmania	\$500 per hour per sauna/hot tub	Facilitation of approvals Introduction to licensing and approval agencies Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	ICON POTENTIAL
ABORIGINAL CULTURAL EXPERIENCE	Traditional Owner partnership Parks Business Licence: Parks and Wildlife Commercial: West Coast Council	\$300 - \$3,000 per person for a multi-day walk, depending on level of servicing.	Facilitation of approvals Introduction to local Traditional Owners Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	HUGE DEMAND
WEST COAST E-BIKE ADVENTURES	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council Access: Potentially mining leaseholders/Sustainable Timber Tasmania/Hydro Tasmania	\$160 - \$600 per day per rider, depending on level of product, accommodation and servicing.	Facilitation of approvals Local knowledge and information Connection to local MTB groups	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	NO-BRAINER
PROSPECTING TOURS	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council Access: Potentially mining leaseholders/Sustainable Timber Tasmania/Hydro Tasmania	\$200-\$500 per day per person, depending on vehicle usage (tag-along or fully serviced), guiding and catering	Facilitation of approvals Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	UNIQUELY WEST
DAY WALKS	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council Access: Potentially Sustainable Timber Tasmania/Hydro Tasmania	\$40 - \$400 per person per day, depending on catering, gear requirements, length and location of walks, special experiences	Facilitation of approvals Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	LOW COST / HIGH RETURN
KAYAKING HIRE, TRANSPORT AND TOURS	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council Access: Potentially Sustainable Timber Tasmania/Hydro Tasmania	\$30 - \$200 per hire depending on transport, provisions, private or group use. \$40 per person per hour for guided tour.	Facilitation of approvals Introduction to licensing and approval agencies Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	FUTURE AWARD-WINNER
ROCK CLIMBING, BOULDERING, ABSEILING, CANYONING, CAVING, VIA FERRATA	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence:Parks and Wildlife Commercial: West Coast Council Access: Potentially mining leaseholders/Sustainable Timber Tasmania/Hydro Tasmania	\$270 per person for a full day experience, with group sizes 8-12 people.	Facilitation of approvals Introduction to licensing and approval agencies Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	GAME-CHANGER
ADVENTURE 4WD / ATV TOURS	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence:Parks and Wildlife Commercial: West Coast Council Access: Potentially mining leaseholders/Sustainable Timber Tasmania/Hydro Tasmania	\$100 - \$175 per person for a full day, including catering, depending on tag-along or fully serviced.	Facilitation of approvals Introduction to licensing and approval agencies Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	OBVIOUS DRAWCARD
FISHING EXPERIENCES	Depending on location, Traditional Owner agreement/ engagement. Parks Business Licence: Parks and Wildlife Commercial: West Coast Council Access: Potentially Sustainable Timber Tasmania/Hydro Tasmania	\$400 per day per person for tours with up to three people, plus \$400 per couple at a well-appointed fishing lodge, or more, depending on the exclusivity of the experience.	Facilitation of approvals Introduction to licensing and approval agencies Local knowledge and information	Tourism Advice/Guidance Introduction to other operators to package and connect experiences in and outside the region.	TRULY IMMERSIVE



CURIOUS?

TO LEARN MORE ABOUT THE
OPPORTUNITIES TO DEVELOP TOURISM
ON THE WEST COAST

CONTACT WEST BY NORTH WEST
TOURISM ON **PH.** 0428 134 083
EMAIL. [INFO@WXNW.COM.AU](mailto:info@wxnw.com.au)

WEST COAST

WEST COAST COUNCIL
PH. (03) 6471 4700
EMAIL. MCC@WESTCOAST.TAS.GOV.AU