

Proposal: Avalon Ocean Pavilion

Proponent / s

Ms Brett Torossi
Avalon Coastal Retreat Pty Ltd

Location

Mayfield Conservation Coastal Reserve

Description of proposal

Avalon Coastal Retreat is an existing successful, iconic tourism development. The serene, deluxe retreat is perched on a headland, overlooking Great Oyster Bay on Tasmania's beautiful East Coast. The award-winning, architecturally-designed, modernist 'glass house' has, over its ten year history, hosted well in excess of 10,000 guests. Avalon pioneered top end accommodation with its personally curated interiors and transformative views providing an unmissable respite for those seeking the bespoke, intensely personal Tasmanian experience. Avalon has a demonstrated demand as a place for intimate celebrations such as weddings and parties.

Avalon Pavilion will build on this established, successful demand by providing a new and exciting small scale, intimate space for celebrations. The Pavilion will be an international experience but remain quintessentially Tasmanian.

This proposal involves construction of a small stone pavilion that is inspired by the iconic, ocean-side Kelvedon boat house and the historic brick barn on Maria Island. The land is contained within the Mayfield Conservation Coastal Reserve that has no Management Plan and is therefore guided by the general provision of coastal reserves that allow for sensitive and appropriate tourism related activities. The land is part of the Mayfield Conservation Coastal Reserve and is currently land locked and relatively inaccessible other than scampering over rocks at low tide.

Existing infrastructure on site is already owned by Avalon Coastal Retreat Pty Ltd and suitable to service and incorporate the project. Ancillary services such as access, toilets and parking would be contained on private Avalon owned land adjacent.

The Pavilion itself will be small in scale and utilise materials inspired by the local natural environment. It will have a stone façade that will provide a timeless, classic appearance. The north wall of the Pavilion will have apertures for glancing light while the south wall's apertures run in the opposite directions giving a view of Great Oyster Bay. The back wall of the Pavilion will be mostly glass providing an amazing view out to the end of the Freycinet Peninsula, Schouten Island, the beach and the amazing changing light.

Estimated jobs created

Currently Avalon team includes six part time, dedicated guest services personnel and countless contractors all from the local community. Local suppliers are given preference where possible from laundry services to window cleaning. Expansion of Avalon's functions business will provide further economic benefit to the local community and businesses.

The existing business is a good example of job creation in a regional area of Tasmania and the Pavilion will further add to this regional dispersal of visitation, jobs and economic development.

Social, cultural and environmental impact

Avalon will comply with all relevant environmental, conservation legislation and regulations including statutory planning instruments and where possible exceed any minimum standards.

Appropriate environmental management systems will be implemented to demonstrate compliance with Avalon's environmental objectives.

Avalon has been building a strong relationship with the local Swansea community over the long term. In 2006, it formed the Friends of Rocky Hills Group, provides sponsorship to local initiatives and is involved in the tourism industry at local and state level.

Expressions of Interest Project Briefing

Prior to the commencement of any construction on-site, ten years ago a comprehensive archaeological survey of aboriginal heritage and cultural material was conducted and provided guidance for proceeding with development.

Avalon Coastal Retreat is guided by the Avalon Sustainability Policy and provides for Avalon Ocean Pavilion to be compatible with and sensitive to the cultural and natural values, character and setting of the Mayfield Conservation Coastal Reserve.

The architectural flavour of the structure will be inspired by existing east coast iconic ocean side buildings that are currently not available for public use of functions or events.

The site does not encroach the location of the old coach road but provides access to it through a developed walkway and opportunity for interpretation.

Natural hazards such as bush fires will be mitigated by landscape treatment. Should there be a bushfire the site is well serviced and accessible from the Tasman Highway, and 10 000L of water will be maintained on site for firefighting as well as having a large spring fed pond within 40 meters. The site is also at the back of the beach providing a large open area close by that can be used as a safe zone.

The site is over 10 meters above sea level and set well back from the high water mark. There is no evidence of erosion from storms or surges on the existing beach.