

# Proposal: Blue Derby Pods Ride

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## Proponent / s

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Bike Ride

## Location

There are a number of proposed locations within north-east Tasmania that are suitable for Blue Derby Pods Ride's (BDPR) hub. These include, but are not limited to Blue Tier Forest Reserve, Frome Forest Reserve and Derby Forest Reserve.

## Description of proposal

BDPR will provide a unique and premium three-day mountain biking experience in north-east Tasmania. This experience will further the traditional model of a mountain biking tour by providing a key distinction. BDPR will operate from high-crafted, eco-friendly, suspended accommodation units and a central lodge building. This unique and innovative fusion of experiences will provide a new offering that will vastly enhance visitor experience in the State.

The BDPR experience will utilise the newly developed mountain bike trails in the north-east of Tasmania. Specifically, this will include Hollybank mountain bike park and trails, Derby trails, and the Blue Tier / Weldborough trails (Blue Derby). The naturally stunning landscapes of the north-east of Tasmania include large tracts of eucalypt forest, woodlands and temperate rainforest of superb scenic value. Trails in the north-east of Tasmania have been chosen as the ideal location for this development due to:

- the inherent world-class quality of the trails;
- suitability of the trails to cater for varying skill levels;
- logistical suitability for three consecutive days of mountain biking without backtracking;
- scenic and secluded values of forest areas;
- suitability of land management objectives that align with the proposed development.

Each suspended pod will accommodate two people. The total capacity for each trip will be 12 people (ten guests, two guides).

## Estimated jobs created

At peak operation, BDPR is likely to directly employ upward of 50 staff (guides, management, operations and administration). This will include approximately four full-time staff.

## Social, cultural and environmental impact

As BDPR supports and develops the profile and reputation of north-east Tasmania as a world-class mountain biking destination, the communities in these areas will grow. It is realistic to expect communities to experience an increase in visitor numbers, economic activity and community spirit as a result of successful developments such as BDPR.

In addition, the proponent expects that numerous other local businesses in north-east Tasmania will benefit from the successful operations of BDPR. Furthermore, a flow on positive effect to other regions is likely to occur as visitors to BDPR continue to stay on exploring the State. These include, but are not limited to, hotels, restaurants, cafes, pre-packaged food providers, bike shops, and local tourist attractions.

North-east Tasmania has a long and fascinating Aboriginal history, which has recently been reinvigorated by the passion and perseverance of community members. BDPR will work to establish respectful and mutually beneficial relations with the local Aboriginal community. Preliminary inquiries are already underway on how community groups

## Expressions of Interest Project Briefing

might best become involved. Learning about Aboriginal history and culture will be central to BDPR's guest experience.

Guide interpretation of the north-east will be specifically tailored to the BDPR experience. It is proposed that this interpretation will be based around the telling of historical, cultural, Aboriginal, forestry, and mining stories as they relate to the area that clients will travel through and explore on their ride. This will include consulting with the Tin Dragon Interpretation Centre, the Tasmanian Aboriginal Centre, and regional tourism organisations to ensure the interpretation is inclusive, relevant and informative as possible.

BDPR has the potential to build Tasmania's profile and reputation as a world-class mountain biking destination, just as the similar bushwalking experiences offered by Cradle Mountain Lodge and Bay of Fires Walk have done for Cradle Mountain and the Bay of Fires.

The BDPR will provide guests with an iconic experience that is unique in Tasmania, which showcases many of the State's key brand attributes and experiences in addition to its world-class mountain bike trails. Consequently, through the BDPR experience, Tasmania's natural environment, premium adventure opportunities, and world-class food and wine will be promoted as part of an innovative premium tourism product.

BDPR will adopt and promote a minimal impact bike riding approach for the experience, engaging the internationally recognised 'Leave No Trace' 15 principles to further inform this area of business management. Guest education and guide monitoring systems will be implemented to ensure that no waste is left on mountain bike tracks. This approach is adapted from the established concept and practice of minimal impact bushwalking.

Over time, BDPR also aims to attain key sustainable tourism experience accreditations. These include, but are not limited to Green Guardians and Advanced Eco Certification.

The site would not require connection to utilities such as mains power or water other than vehicular access to within 500 metres of the site. The location of the site would be considered to make use of existing vehicular access, negating the need for new road/track infrastructure.



Concept sketch.