

# Proposal: Maydena Adventure Experience

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## Proponent / s

Mr Simon French  
Dirt Art

## Location

Eagles Eyrie / Abbotts Peak

## Description of proposal

The Maydena Adventure Experience is a proposal to utilise the current Eagles Eyre infrastructure to develop a world-class mountain bike trail centre, with a range of ancillary adventure activities, which may include bush walking, zip lines, eco and sightseeing tours, and gourmet experiences.

Dirt Art has initiated discussions with a range of experienced adventure activity providers and investors regarding this project, all of which have proven experience working in this area, often working alongside mountain bike trail development with Dirt Art.

The development would be centred around a diverse network of world-class, professionally designed and constructed mountain bike and walking trails and an uplift service (ie minibus and bike trailers) to Eagles Eyrie. Dirt Art propose to offer the cross country and walking trail network free for use, with the gravity (all mountain and downhill) trails to be accessed via a paid commercial shuttle service.

## Estimated jobs created

It is projected that the development of the projects would include 6-10+ construction positions, in the area of trail development alone. Once operational at Stage One the site would require the employment of at least four full-time staff, and would provide significant avenues for in-direct business and employment opportunities. Later development stages would result in staffing levels of 10+ full time positions.

## Social, cultural and environmental impact

The project would drive economic benefits to the Maydena / Derwent Valley area by significantly increasing visitation to the area.

The proponents are highly experienced in developing world-class mountain biking facilities and would work closely with the local community to help them capitalise on the development by assisting in the creation or modification of businesses that provide complementary services including but not limited to; tour operators, food and beverage providers, and accommodation providers.

Mountain biking and bushwalking trails are ideally suited to Tasmanian reserves. Both are low impact, non-motorised activities that can be provided for with negligible impact to the natural environment (ie a <1000mm wide trail).

Trail design can allow sensitive sites to be avoided such as threatened species and fragile soils, whilst skilled trail construction can leave very little, to no impact on the site.

Dirt Art has an uncompromised commitment to sustainability and builds trails to the highest standards (based on the International Mountain Bike Association guidelines). Dirt Art trails are low impact, low maintenance and compliment the natural environment. Dirt Art have proven experience developing some of Australia's leading mountain bike experiences, in areas as diverse as South West Western Australia and Tropical North Queensland.

## Expressions of Interest Project Briefing

