

# The MARIA ISLAND WALK

24 April 2017

The Assessment Panel

EOI for Tourism Investment Opportunities in Tasmania's National Parks and Reserved and Crown Land

The Office of Co-ordinator General

GPO 536, Hobart TAS, 7001

**Commercial in Confidence**  
**RE: The South East Cape Walk**

Please find enclosed our proposal for *South East Cape walk SECW* as part of the *Tourism Opportunities on National Parks, Reserves and Crown Lands Expression of Interest - Round 2*

This exciting new, two day guided walk to the southern most point of Australia

Starting in Hobart we would take walkers by bus to Recherche bay and then walk to South Cape Bay to stay overnight at a private lodge before journeying the next day to walk to South East Cape and returning to Recherche bay for a return drive to Hobart that night

Having successfully developed The Maria Island Walk into one of Australia's leading tourism experiences over the past 15 seasons we appreciate the challenges of establishing and running a guided walking operation in a remote wilderness setting

The new walk is supported by the key Tasmanian tourism strategies which identify the need for new, quality tourism experiences

As successful tourism entrepreneurs with a strong track record on Maria Island we are confident we have the vision, the experience, the team and the finances required to develop SECW a world class, tourism operation.

We believe this new venture will raise the profile and visitation for Tasmania's Huon Valley and Far South region as globally acclaimed tourism destination, and this would in turn generate economic benefits and opportunities to these regions.

The new experience will also add a significant new and exciting tourism offering for both the Tasmanian and Australian tourism markets.

The experience which would start and finish in Hobart would have an all inclusive rate of

ss 37, 39. It would be owned and managed by the Maria Island Walk and its management team and ss 37, 39

We are excited by this new opportunity and we look forward to working with the government and its officers in progressing this proposal into reality

Yours Sincerely  
ss 36, 37, 39



*Application form for*

# **South East Cape Walk**

*as part of the  
Tourism Opportunities on National Parks, Reserves and  
Crown Lands Expression of Interest - Round 2*

*submitted by The Maria Island Walk*

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## APPLICANT DETAILS

PRINCIPAL CONTACT	
Title	Mr
Given name	Ian
Surname	Johnstone
Organisation	The Maria island Walk
Position	Owner/Director
ABN/ACN	16109252637
Postal address	s 39
Phone	ss 36, 39
Email	ss 36, 39

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## DEVELOPMENT DETAILS

### PROPOSED DEVELOPMENT DETAILS

Project name	South East Cape Walk (SECW)		
Project summary	Creating a new two day guided walk to Australia's southern-most point South East Cape from Recherche Bay utilizing a purpose built bushwalkers hut in the South Cape Bay as overnight accommodation.		
Jobs created (FTE)	Projected direct operational employment	Value of investment	
	ss 37, 39	ss 37, 39	
Project location	Tasmania's Southwest National Park Refer the General Location photo in Attachment I		
Street address	n/a		
Suburb/town	Recherche Bay, Tasmania		
Lot number	n/a		
Plan number	n/a		
Land tenure	Southwest National Park		
IF THE PROPOSED DEVELOPMENT INCORPORATES MULTIPLE LAND PARCELS IDENTIFY THESE AND PROVIDE THE FOLLOWING INFORMATION FOR EACH LAND PARCEL			
Purpose of additional land requirement	n/a		

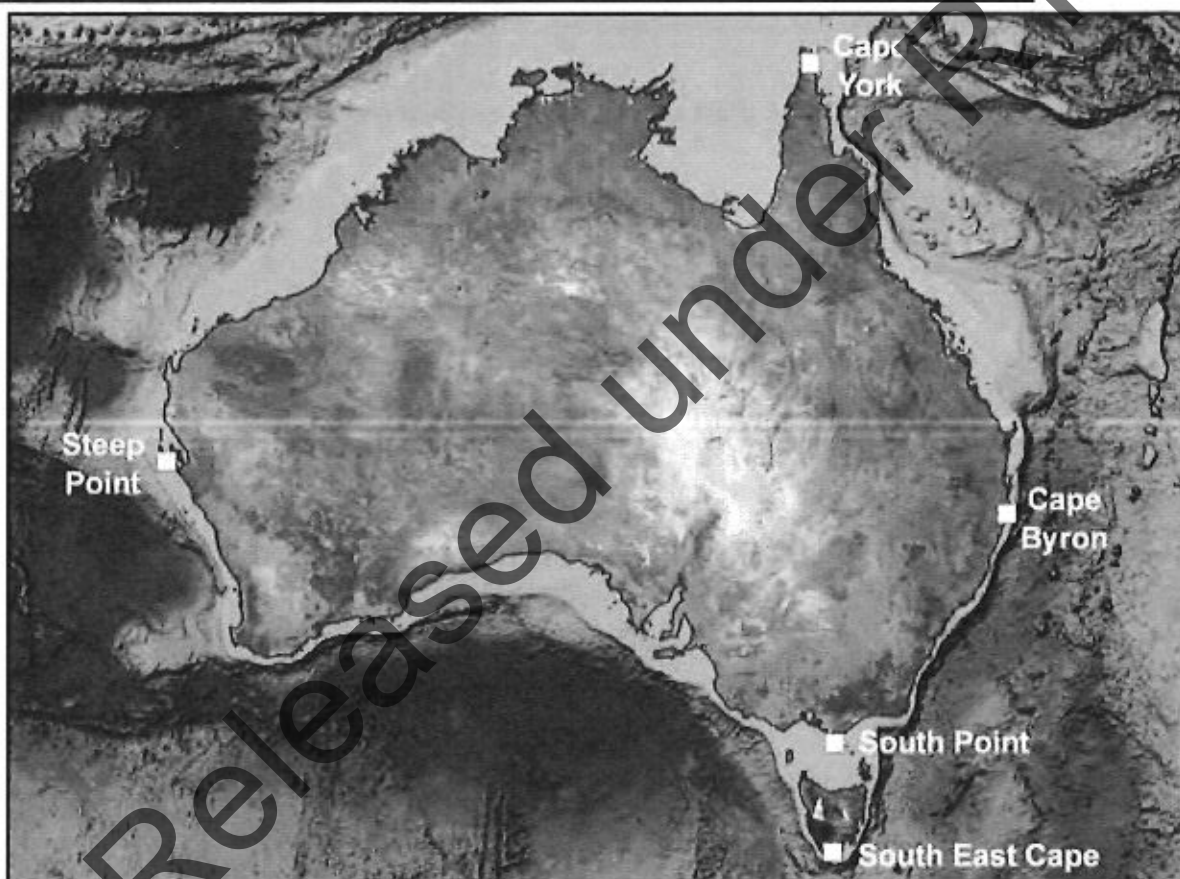
## CRITERION 1- THE APPROPRIATENESS OF THE PROPOSED DEVELOPMENT TO A PARTICULAR SITE

### TYPE OF PROPOSED DEVELOPMENT

#### Introduction:

The SECW proposal involves creating a high quality, two day guided walk through the magnificent Southwest National Park to reach South East Cape the southern-most accessible point in Australia.

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The development and activities in the proposal are permitted under the recently updated TWWHA Management plan 2016.

Currently there is an existing walking track from South Cape bay to South East Cape (refer Attachment 2) and this the route is used by hardy bushwalkers over the years in walking to the end of South East Cape.

The walking time on this track on the return journey from Cockle Creek to South East Cape and back is generally 10-12 hours which is excessive for most people to do in one day and so by breaking the trip into two days with a comfortable overnight accommodation near South Cape Bay the walk to South East Cape will now become achievable and popular for both the visiting tourist and local walker.

The trip would be designed to cater for intimate groups of up to 14 clients and 2 guides.

A purpose built environmentally sensitive hut would be constructed along the South Coast track Recreation Zone corridor in the vicinity of South Cape Bay (refer Attachment 2). It would be prefabricated in Hobart with component elements air lifted by helicopter ss 37, 39

The hut would use solar power with gas backup as required and it would collect its own rainwater. It would use environmentally friendly dry composting toilets.

The hut would be located so other track users would not be aware of its location.

The SECW business would be owned and operated by the Maria Island Walk (TMIW).

### **The South Cape Hut**

The updated TWWHA management plan of 2016 (page 150) allows for 7 private huts on the South Coast Track and we (TMIW) are the proponent in exclusive negotiation with the Tasmanian government regarding building 6 huts on the South Coast Track as part of our South Coast Track Huts proposal which leaves the 7th hut to be constructed for the South East Cape walk.

The hut would be designed with a small environmental footprint. It would be located within the Recreation Zone defined in the updated TWWHA management plan and would comply with all the required statutory requirements. The map in Attachment 3 shows the indicative area where the hut might be located.

### **The Experience:**

The experience would be designed for groups, families, couples and FIT visitors who are looking for a soft adventure, eco-tourism experience.

SECW will make it easy for guests by providing an all inclusive package that includes the transport, basic walking gear, the guides, park entry fees, the food and accommodation so they just turn up and we look after the from there.

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Our successful track record on Maria, ss 37, 39

This product would create an exciting new experience for the Tasmanian tourism industry.

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### **The Itinerary**

The trips starts and finishes in Hobart

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Upon arriving at Cockle Creek

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After arriving at the hut

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They would return for an evening

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The following morning the

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return trip to South East Cape.

Upon their return to the hut

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back to Cockle Creek

where the bus will be waiting to return them to Hobart

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### **Benefits to the local community**

The new experience would create a number of direct and indirect employment opportunities for the

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Huon Valley and Far South region of Tasmania. It would also help raise the awareness of South East Cape and the Recherche Bay and far south areas like Southport and Dover as desirable tourism destinations.

Once established the experience will employ a pool or around

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guides and have a full-time

equivalent

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## PROPOSED DEVELOPMENT VISION

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## PROPOSED DEVELOPMENT SITE SUITABILITY

### **Compatibility with the cultural and natural values, strategic value, character and setting**

The proposed experience aligns with the current key tourism plan T21 the Tasmanian Visitor Economy Strategy 2015-2021 which states that

"Tasmania's globally renowned natural environment is one of the state's most valuable assets and underpins the state's reputation as a must-visit destination. Our World Heritage Wilderness, National Parks, coastal and aquatic experiences and unique wildlife are fundamental drivers of visitation. Our nature-based and eco-tourism experiences connect visitors with these assets and also drive visitation into our regional areas".

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The proposed development will be of minimal impact design and well hidden from other park users. As a result it aligns with the values that Tasmania provide sustainable and appropriate low impact tourism opportunities in its parks and reserves

### **Compatibility with current Management Plans**

The current management plans being *Tasmanian Wilderness World Heritage Area Management Plan 2016* permits a hut be constructed along the south coast track Recreation Zone corridor which is 200m wide on either side of the track centre line. The walking to the south east cape is permitted under the management plan.

### Ecologically sustainability

We would design the accommodation with a small environmental footprint power would be most generated from solar power with some gas bottles for cooking and water heating.

The hut would be self sustaining with water supply by catching rainwater for consumption and washing.

Dry composting toilets would also help minimize water usage at the hut.

Once built the hut would be provisioned twice a year from a nearby helicopter pad

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### Risks associated with natural events

The key risk of this remote wilderness setting is potential bush fire damage and a comprehensive bush fire management plan would be included in our risk management plan.

### Any services and/or public utility requirements.

As the hut is in a remote location there will be no services and/or public utility requirements.

## **CRITERION 2 – THE QUALIFICATIONS OF THE APPLICANT TO ESTABLISH AND OPERATE THE PROPOSED DEVELOPMENT**

### Technical and operational capability and expertise

The proponent Ian Johnstone has a proven track record in achieving entrepreneurial success with TMIW and it is this same vision, drive and experience that will ensure SECW similarly becomes a successful and acclaimed and recognized tourism experience.

This vision and accompanying values involve a strong commitment towards quality, sustainability, conservation and in excellence in customer service.

It is noteworthy that TMIW was considered worthy to be invited to be one of just seven founding walks in The Great Walks of Australia group which along with great Golf Courses, Great Food and Wine and The Luxury Lodges, is a select group of elite operators which Tourism Australia recognizes as part of its "Best of experiences"

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Experience or capacity in managing and operating similar ventures

In the subsequent years of operation TMIW has been continually upgrading its facilities and has successful with three federal government grant assistance programs worth a total of \$450,000 which being matching dollar for dollar means that \$900,000 has been reinvested in improving the infrastructure over the past 7 years.

In each development or upgrade the company had to satisfy the rigorous planning and approvals process required by national parks and in more recent times the world heritage legislation.

The company has won a large number of awards including three times best Adventure Tourism in Australia and is a Tasmanian Tourism award winner 14 times.

**Experience or capacity in engaging with local communities (including the Aboriginal community) and stakeholders.**

The Maria Island Walk works strongly with local community groups

Owner Ian Johnstone and his staff donate their time to help mentor fellow operators, train student guides and speak at a variety of conferences.

The business has track record of working with other fellow operators and was the driving force behind establishing the walking sector groups Great walks of Tasmania and Great walks of Australia. Ian Johnstone was inaugural chairman of both organizations and is a board member for both organisations.

Owner Ian Johnstone received the Outstanding Contribution By An Individual award at the 2011 Tasmanian Tourism Awards.

**Experience or capacity in complying with applicable regulatory requirements**

In developing the infrastructure on Maria Island for TMIW over the past 15 years which includes 3

federally funded infrastructure upgrades to heritage listed Bernacchi House at Darlington, the proponent has successfully worked with a wide range of regulatory bodies such as PWS Tasmania, Heritage Tasmania and the Heritage Council of Tasmania, local government building regulators as well as professional building consultants and environmental consultants.

Details of these projects are available on request.

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### **CRITERION 3 – THE COMMERCIAL AND FINANCIAL VIABILITY OF THE PROPOSED DEVELOPMENT**

Attached in Attachment 4 is our Financial Modelling for the project.

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### **ADDITIONAL REQUIRED INFORMATION**

#### **CONTRACT TERMS**

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## THE GOVERNANCE STRUCTURE OF THE PROPOSED DEVELOPMENT

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### SUPPORTING DOCUMENTATION

List any attachments, concept documents, supporting diagrams, sketches, photos, plans, maps etc. to be considered as part of the assessment.

Attachment number	Attachment name
1	TWWHA management plan zone map
2	Map showing the tracks and hut location
3	Resumes
4	Financial modeling for the project

### CHECKLIST OF EOI SUBMISSION INFORMATION

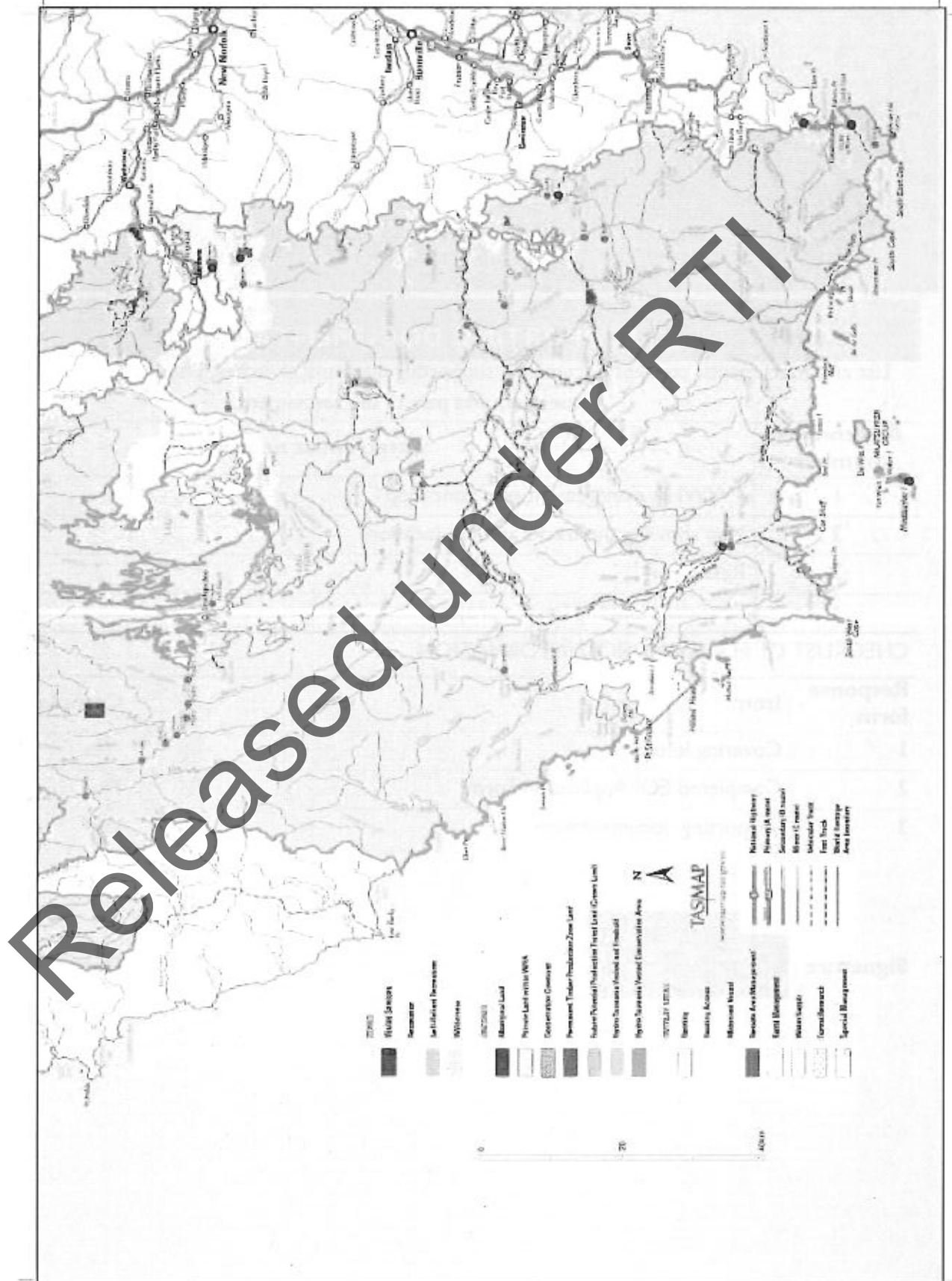
Response form	Item	Completed
1	Covering letter	Yes
2	Completed EOI Application Form	Yes
3	Supporting documentation	Yes

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Signature

Date 24.4.2017

# Attachment 1 TWWHA management plan zone map



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Attachment 3: Resumes

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**Attachment 4 Financial Modelling for the Project**

This document is a multi-worksheet Excel spreadsheet titled

“South East Cape Walk Financial modelling April 2017”

and is supplied in a separate email

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Dept. Ref MIN17/837  
Critical Date \_\_\_\_\_

**Minute to the Minister for State Growth**

**SUBJECT: EOI ROUND 2 SUBMISSION - SOUTH EAST CAPE WALK -  
REQUEST FOR CROWN LICENCE APPROVAL - THE MARIA  
ISLAND WALK COMPANY**

*Minister's notation:*

**Purpose:**

To advise you of the Assessment Panel's evaluation of The Maria Island Walk EOI submission to construct a hut in the South Coast track recreation zone corridor and operate a two-day, all inclusive, guided walk through Southwest National Park to South East Cape to "the most southerly point in Australia".

**Recommendation:**

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**Summary:**

- The Office of the Coordinator-General has received a submission through the second round of the Expressions of Interest (EOI) for tourism offerings in Tasmania's National Parks, Reserves and Crown lands from The Maria Island Walk company for a two-day South East Cape Walk that involves the construction of a hut in the South Coast track recreation side. The proposal has been assessed by the EOI Assessment Panel (the Panel) ss 27, 35  
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- The proposal is consistent with the TWWHA statutory management plan in relation to the proposed hut site.

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- The proposal will be subject to further approvals before it may proceed to construction.

**Assessment Panel:**

In line with the second round EOI process for new tourism opportunities in National Parks, Reserves and Crown lands, the Office of Coordinator-General (OCG) has received a proposal from The Maria Island Walk (TMIW) company for a South East Cape Walk (SECW) that involves the construction of a hut in the South Coast track recreation zone, with the intention of operating a two-day, all inclusive, guided walk through Southwest National Park to South East Cape "the most southerly point in Australia".

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John Perry  
Coordinator-General

31 July 2017

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