

Cradle Mountain Experience



A MAJORITY HODGMAN LIBERAL GOVERNMENT WILL:

- Invest \$35 million into a Cradle Mountain cable-way and a new iconic tourism experience
- Open an EOI process within 100 days of winning majority Government for the iconic tourism experience
- Offer a discounted cable-way ticket system for Tasmanians
- Kick-start development, investment and flow-on benefits



Deliver a stronger economy and more jobs

Cradle Mountain Vision

The Hodgman Liberal Government has a vision that will take Cradle Mountain to the next level.

Our additional \$35 million investment will ensure that Cradle Mountain rivals Australia's other World Heritage sites such as the Great Barrier Reef and Uluru-Kata Tjuta National Park.

- We will invest \$30 million into a Cradle Mountain cable-way, ensuring visitors have all-year, all-weather access to Dove Lake.
- We will open an EOI process within 100 days of securing majority Government and invest \$5 million to develop a sensitive and appropriate iconic tourism experience with the private sector.
- We will offer a discounted cable-way ticket system for Tasmanians.

These strategic investments will ensure the visitor experience at Cradle Mountain matches the spectacular natural beauty of the area.

Importantly, this will increase investment in the Cradle Coast region, boost the visitor economy and create jobs.

Invest \$30 million into establishing a Cradle Mountain cable-way

A re-elected majority Hodgman Liberal Government will invest \$30 million into establishing a Cradle Mountain cable-way.

Our \$30 million investment will kick-start development of a cable-way, attract private investment and will have enormous flow-on benefits for the Cradle Coast community.

This investment is our contribution to the estimated \$60 million cost of the cable-way, and will form part of a public-private partnership in the asset.

Importantly, this will boost Cradle Mountain's status as an icon of the North-West, ensuring its natural assets are matched by world-class infrastructure.

A cable-way will create a stand-alone visitor drawcard that offers sustainable, all-year, all-weather transport between the Gateway Precinct and Dove Lake.

This will allow Cradle Mountain to cater for the increasing number of visitors and ensure the visitor experience is world-class, sustainable and protects the area for generations to come.

Our Targets

12

Reach 50,000 tourism related jobs by 2022.

#13

A 50 per cent increase in the average per visitor spend by 2022.

#14

Seventy per cent of all visitors to stay overnight in regional areas during their trip to Tasmania by 2022.

For the full list of our Targets: www.buildingyourfuture.com.au

Why Tasmania Needs This

The number of visitors travelling from across the globe to experience Cradle Mountain is on the increase, with annual visitation now exceeding 250,000.

Currently, the visitor experience does not match the spectacular natural beauty of Cradle Mountain, failing to meet both visitor expectations and increasing demand.

The Cradle Mountain Master Plan was developed to provide a path to improving the visitor experience and meet the increasing visitor demand.

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Deliver a stronger economy and more jobs

In fact, it is expected that the addition of a cable-way will increase visitor demand by about 60,000 visitors, bringing more interstate and international travellers to the region.

This investment, together with other initiatives outlined in this policy, will take our total investment into the Cradle Mountain Master Plan to more than \$56.8 million, adding to the \$21.8 million in works already underway at Dove Lake and the Gateway Precinct.

Our commitment and the ongoing work at Cradle Mountain does not depend on matching Federal Government funding, however a Federal contribution is anticipated.

Open an EOI process for a new tourism experience within 100 days of Government

Within 100 days of winning majority Government, we will open an Expressions of Interest process to develop a sensitive and appropriate tourism experience on the parcel of Crown Land at the southern end of the Cradle Mountain Gateway Precinct.

In addition, we will invest up to \$5 million to provide for a co-investment model that will create the optimal public-private partnership and result in the development of an iconic experience at the unique site.

This process will be based on our widely acclaimed EOI process in our National Parks, Reserves and Crown Lands, which we introduced when we came to Government in 2014.

We will seek submissions from private investors and tourism operators to develop a world-class tourism experience to offer an iconic experience to locals and visitors alike.

The development could include experiences such as a fine-dining restaurant, a café and other commercial opportunities.

The development will provide for public spaces and use, and will also accommodate the entrance point to the cable-way.

Introduce a discounted ticket system for Tasmanians

We will offer a discounted cable-way ticket system for Tasmanians, creating a cheaper cable-way ride for locals.

Through the Parks and Wildlife Service's parks passes system, we will offer a half-price ticket for Tasmanians who hold an annual or two-year parks pass. This cost will be built into the cable-way ticketing pricing structure.

While a final ticket cost will be determined by an operator, it is expected that a full ticket price would cost about \$25, which would mean Tasmanians would save \$12.50 a trip.

Why Tasmania Needs This

Continued

A Project Director, Project Manager and Steering Committee have been leading the project and further exploring transport options to Dove Lake.

It is clear that providing a transport solution is key not only to resolving long-standing transport issues, but also to unlock the potential of Cradle Mountain and the Cradle Coast.

By committing \$30 million to the cable-way we will confirm this Government's support of the project, attract private investment and kick-start the development and its benefits.

We firmly believe this investment will take Cradle Mountain to the next level, making it our nation's premier World Heritage Area experience.

The Tasmanian Liberals' Plan



Deliver a stronger economy and more jobs

Cost

The cost of our investment is \$35 million. This investment includes \$30 million for the Cradle Mountain cable-way and \$5 million towards a new iconic tourism experience. The discounted Tasmanian ticket cost will be built into the cable-way ticketing pricing structure.

This will take our total investment in the Cradle Mountain Master Plan to \$56.8 million.

Our additional \$35 million investment confirms this Government's unwavering support of the Cradle Coast region and our 100 per cent support of the Cradle Mountain Master Plan.

Tasmanian Liberals' Plan

The Hodgman Liberal Government recognises that tourism is one of our state's greatest competitive strengths.

The industry is made up of about 2,000 businesses, it represents more than 15 per cent of Tasmanian employment and contributes almost \$2.8 billion each year to our economy.

We are committed to continuing to work hard with the industry to take our visitor economy to the next level.

We are confident that by working with the industry through our well established T21 Visitor Economy Strategy we will continue to see Tasmania grow as a major tourism destination.

Labor Green Record

When in Government, Labor cut about \$18 million from tourism and sacked Tourism Tasmania staff. They cannot be trusted. Labor's Cradle Mountain commitment has strings attached, it is contingent on Federal Government funding, ours is not.

The Greens oppose any plan to allow tourism development in the Tasmanian Wilderness World Heritage Area.

Facts

In the year ending September 2017, more than 1.28 million visitors travelled to Tasmania.

This is an eight per cent increase on the same period in the previous year.

Holiday visitors increased by 10 per cent to 628,000.

Visitor expenditure increased by 11 per cent to \$2.3 billion a year.

Tourism directly and indirectly contributes about \$2.79 billion a year to our economy.

Tourism directly and indirectly supports around 37,400 jobs in Tasmania, that's about 16 per cent of total Tasmanian employment.