



For immediate release:

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SEARCH ON FOR PERTH SKI SLOPE

The dream of two Perth entrepreneurs to develop an indoor snow skiing facility in Perth has moved a step closer with the release this week of a document calling for Expressions of Interest for the Snowpark site.

The document details the requirements for the site, which will ideally be around 12 hectares in size, have a one in four slope of at least 400 metres and be well situated for public and private transport.

Sinclair Knight Mertz has been appointed as Project Managers, and SKM's Ian Revie says that the Snowpark concept has already generated a lot of interest from local government and private landholders.

"This project has really captured the imagination of people in Perth. Well before we even started the land identification process the consortium had already been approached by over a dozen individuals or organisations with land that could be suitable. Several local councils have jumped on the opportunity that a major recreational facility such as this could bring to their regions and that interest has really been just from word of mouth communications about the project."

SKM has worked with facilities planning experts from Hames Sharley to develop the selection criteria for the site, which is forecast to attract over 300,000 visitors each year.

The project team considered several development concepts, including building an elevated structure on flat land – the technique used by the massive Ski Dubai snowdome - or utilising existing ground contours as has been adopted by the Snowplanet snowdome in Auckland. According to Ian Revie the decision to seek out and utilise an existing slope was reached fairly quickly.

"Although a flat site would have given us a much wider choice, and probably advantages in centrality and transport, the structure would have been about ten

storeys tall and the capital costs would have been prohibitive. Identifying the right location with the optimum ground contour may be more difficult, but it will have a major impact in lowering both the capital and operating costs of the project.”

West Coast Snowpark is targeting a 2010 opening, which means planning approval time will be tight, but West Coast Snowpark Directors, Steve Pretzel and Nick Forster are confident that a suitable site will be identified and any necessary rezoning applications will be well supported by the community and local business.

“Our research tells us that the Snowpark will be a major drawcard – both from locals and tourists. We have received strong public support with close to 5,000 supporters signing on via the snowpark.com.au website and several local business associations have approached us to extol the virtues of their locations.

“We are determined to pursue best practice models for energy conservation and to ameliorate the visual impact of what will inevitably be a large and highly visible structure. So we are certainly looking beyond the obvious locations.”

Steve Pretzel has his own views on where he would like to see the Snowpark situated but he’s keeping them to himself for now.

“Yes, I have some personal views on that but we need to explore as many options as possible. This is probably the most important single decision the project will make and we absolutely need to get it right.”

It is expected that a shortlist of potential sites will be selected and will form an integral element of the project’s initial funding proposal.

Expressions of interest will close on April 17. The briefing document can be obtained by contacting Ian Revie at Sinclair Knight Mertz on 9268 4475 or by visiting www.snowpark.com.au.

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A selection of other Snowdomes from around the world:

- [Snowplanet \(New Zealand\)](http://www.snowplanet.co.nz) www.snowplanet.co.nz
- [SnowDome \(UK\)](http://www.snowdome.co.uk) www.snowdome.co.uk
- [SnowWorld \(Netherlands\)](http://www.snowworld.nl) www.snowworld.nl
- [Ski Dubai \(UAE\)](http://www.skidxb.com) www.skidxb.com
- [Jever Skihalle \(Germany\)](http://www.allrounder.de) www.allrounder.de