



**For immediate release:**

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## SNOW PREDICTED FOR PERTH!

No it's not a weather forecast but the vision of a group of snowsports enthusiasts who are planning the development of a multi-million dollar indoor skiing and snowboarding facility for Perth.

Following a positive initial feasibility study in 2005, West Coast Snowpark Pty Ltd was formed to turn the vision into reality. The project has now entered the public feedback and demand estimation stage ahead of a full financial feasibility study.

Snowdomes – large refrigerated venues with ski runs, lifts and proper snow - are being developed around the world. The latest – and biggest – opened late last year in Dubai.

Perth may seem an unlikely place to locate a Snowdome, but according to the project's proponents Western Australia's distance to traditional snowfields actually makes it an ideal candidate.

"Our research indicates that there are more than fifty thousand snowsports enthusiasts living in Perth," says West Coast Snowpark director, Nick Forster. "These people regularly travel across the country or across the world to participate in the sport they love and would surely welcome the opportunity to have a world class indoor facility in the Perth metropolitan area."

"Of course it's not just skiing enthusiasts who will be attracted to Perth's new venue. Many Western Australians lead an active lifestyle and there are natural crossovers to tap into other sports and recreational activities such as cycling, surfing, skateboarding, in-line skating, ice-skating and mountaineering. "

Nick Forster believes that Perth's traditional hot summers and wet winters mean the Snowpark will be a popular indoor activity year-round and will quickly become a major attraction for locals and tourists alike.

"Can you imagine how refreshing the ice-cold Snowpark would be on a baking hot Perth summer's day? And in winter, when so many outdoor activities are jeopardised by weather, the Snowpark will be a great way of staying active."

Visitors to the Snowpark will be able to choose from a beginner/snow play area and a main slope around 400 metres in length with intermediate and expert zones. Freestylers will be catered for with the plans including an indoor half-pipe/freestyle/mogul slope to be based on existing artificial ski-slope technology.

The Snowpark Centre will also incorporate related facilities such as a Snowsports equipment, clothing hire and ski/board tuning centre, a ski and snowboard school, ski-specific fitness centre, climbing wall and retail shops.

After skiing, visitors will be able to enjoy traditional après-ski activities with a bar and café on site. A physiotherapy centre is also planned.

In order to reduce construction and operating costs the design of the Snowpark will incorporate many innovative techniques for insulation and climate control. Typical of the ideas under consideration is to develop a heated aquatic centre with waterslides to capitalise on the heat transfer from refrigerating the interior of the Snowpark venue.

Nick Forster is under no illusions about the magnitude of the task ahead: "Bringing a major, capital-intensive project to fruition in a state with a relatively small population is never an easy task," he said.

"But there's a worldwide resurgence in snowdomes and with that comes advances in technology that can substantially lower both the capital and operating costs. Couple that with the West Australian tradition for innovation and we're confident of putting together a package that will be attractive to investors and that will result in a landmark tourism facility for the state."

Public comment on the proposal is currently being sought. Details can be found at [www.snowpark.com.au](http://www.snowpark.com.au).

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See:                                 [www.snowpark.com.au](http://www.snowpark.com.au)

A selection of other Snowdomes from around the world:

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