



Falls Creek Halfpipe Balance Academy

PROPOSAL OUTLINE



Concept by Peter Corney © 1999-2014:

- Falls Creek snowboarder for over 20 years; action sport campaigner
- Snowmaker; International Halfpipe Shaper; Instigator of the Falls Creek Skate Ramp
- Epic House and Summit Heartcore director - hospitality; music; trampoline, indoor skate, publishing

Background image - Australian snowboard pioneer, Peter 'pc' Corney riding the Headwater halfpipe circa 2001

epic



1. INTRODUCTION

The **proposal** is for a Refrigerated Halfpipe and Action Sports Complex

- A **unique all-season, multi-purpose facility**, which includes:
- **Olympic standard Halfpipe**, integrated with a **Balance Academy**
- Spectator's, Competitor's and Sponsor's **Stadium and Campus**
- All operated at **substantially lower cost** using environmentally clean **Geothermal Technology** for cooling and heating the entire complex

What is being sought

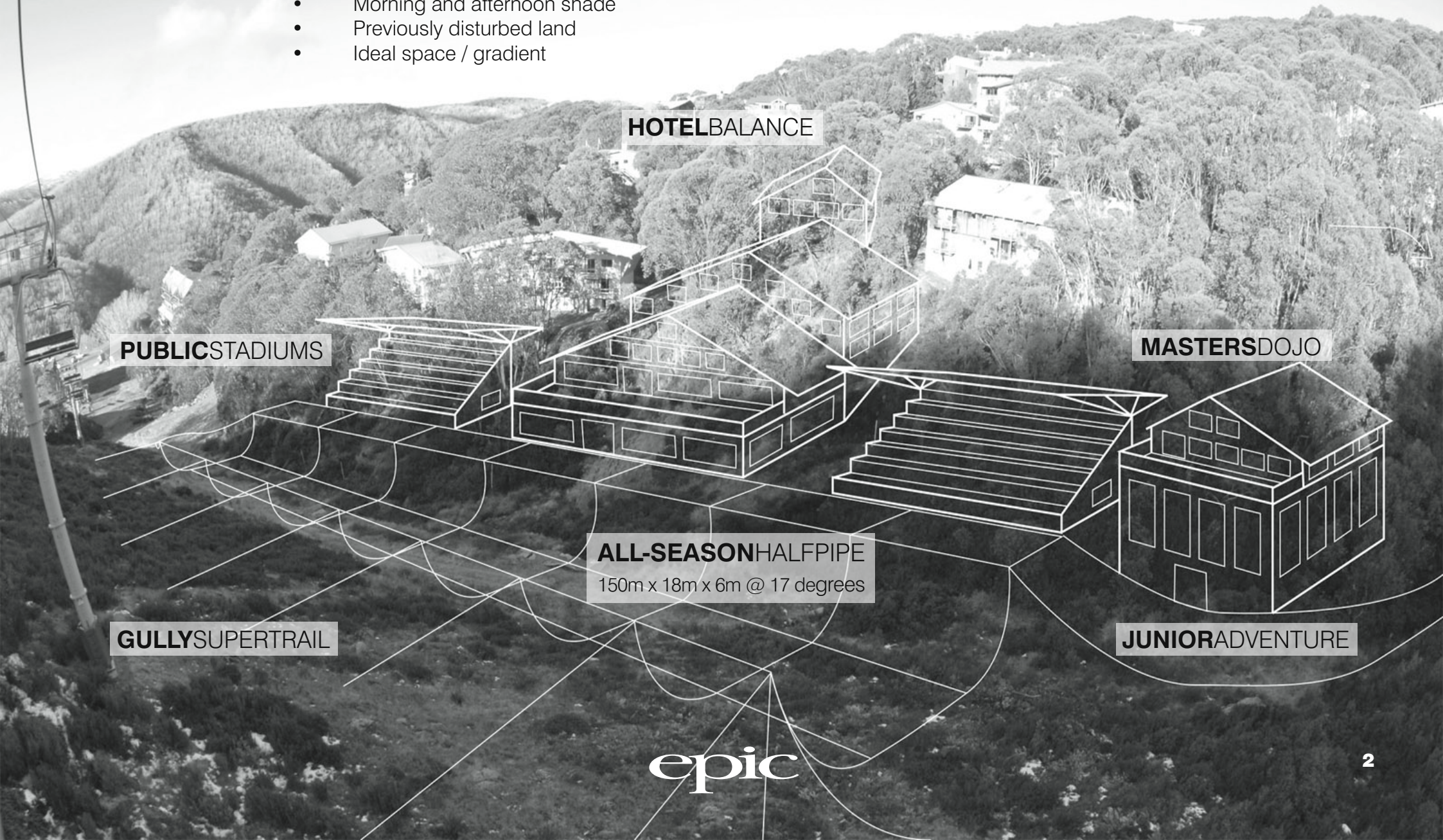
Funding for the Halfpipe Balance Academy **staged development** requires:

- Funding for the overall concept's survey, planning, costing and **ongoing development**.
- **Seed funding** for an **on-site scale model**, testing, experimentation and assessment.
- **Partners** forming an Epic Balance Pty Ltd business team **for engineering and design**.

2. ENVIRONMENTAL VIEW

Falls Creek Gully is the perfect location

- North facing; large village access
- Morning and afternoon shade
- Previously disturbed land
- Ideal space / gradient



HOTEL BALANCE

PUBLIC STADIUMS

MASTERS DOJO

ALL-SEASON HALF PIPE
150m x 18m x 6m @ 17 degrees

JUNIOR ADVENTURE

GULLY SUPER TRAIL

epic



Australia's Torah Bright 2010 Olympic Halfpipe Champion - Image courtesy of Roxy

3. COMPANY OVERVIEW

Mission and Experience

- Our mission is to **increase balance education** and maintenance through attraction, participation and community access. Balanced People = Balanced Earth
- EPIC BALANCE PTY LTD is led by an **award winning maintenance engineer** and former **world sponsored snowboard champion** and international **halfpipe campaigner**
- The **Falls Creek Halfpipe Balance Academy** proposal represents over **20 years of action sports** industry knowledge at an **elite level in Australia and international** networking with world champions, industry leaders and social innovators.
- EPIC BALANCE PTY LTD experience and vision guarantees the **highest quality of snow sports performance, action sports designs and integrated balance facilities.**
- Bringing together a **collaborative quality support structure** and **network** will allow designers **to fulfil** the design potential **at an elite level** of International sport and recreation.



4. OPPORTUNITY AND MARKET

The Problem

- **High costs of construction** using natural snow in marginal conditions
- A lack of complete **Halfpipe training facilities** in the Southern Hemisphere
- **New Zealand resorts** like Cardrona and Snow Park attract international halfpipe training programs but are similarly affected by **uncertain natural snow conditions**
- **Halfpipe riders spend \$2000 p/week** + airfares **to train** at Northern Hemisphere camps, which are overcrowded due to increasing popularity, as well as threatened by receding glaciers

The Opportunity

- **Provide a serviceable halfpipe** and academy for the full length of winter
- Globally **showcase Australia's environmental technologies** and initiatives
- Capitalize on recent Winter Olympic success in **growing Action Sport markets**
- **Increase Australia's performance** outcomes and Action Sport Tourism opportunities
- **Expand all-season altitude training** by bringing athletes to a developing year-round trade
- A **gold standard facility** will strengthen world class action sports at an elite and recreational level



5. SOLUTION OF NEW GEOTHERMAL METHODS

- **Solve seasonal snow deficits** and increase resort operating hours by using efficient Geothermal Technology for cooling the halfpipe structure from below, **while heating associated facilities**
- **Provide seasonal flexibility and optimal** resort trading and employment
- **Provide all-season high altitude elite training** and **action sports facilities** using durable mesh matting on the halfpipe surface making it suitable for bmx and mtn bikes during summer
- Provide a **gold-standard** Halfpipe Balance Academy **at substantially lower on-cost**



6. MORE SOLUTIONS

- Extend the **already established reputation for action sports** and **high altitude training** in the Falls Creek, Mt Hotham and Alpine villages and valleys across North East Victoria
- The flexible and portable halfpipe structure sits above the landscape using **a design that limits environmental and terrain impact** and maximises community access and facility exposure
- Further **develop all-season leisure tourism, sport, education and recreation**
- The Falls Creek area is **accessible to regional, national and international** action sport visitors and is the perfect Alpine National Park location to stage an environmental Halfpipe Balance Academy
- **Ongoing benefits:** Sheridan Alves - **Former Australian Women's Halfpipe Champion**

*"This project that EPIC BALANCE PTY LTD is developing is one of **pure genius**. It is an exciting concept, one that will not only benefit and **attract professional athletes** from around the world, but more importantly cross over into our communities. It has endless potential to bring **healing and balance to individuals and families**. It is an **inspiring vision**."*



7. TECHNOLOGY

- The use of **innovative technology** will establish **Australia as the premier location** for halfpipe competitions, **elite** snowsports training and performance quality **throughout the Southern Hemisphere**
- The application of Geothermal Technology as documented by Dr Donald Payne of **Melbourne University's School of Physics**, in collaboration with Australian Geothermal Energy Group, makes it possible to apply this method - **Promising an ice cover** on the halfpipe throughout the snow season and at the season's margins
- As the Earth's surface stores solar energy at a constant temperature, both energy and thermal dynamics are utilized to produce **substantially lower energy costs**
- The operational objectives of the Falls Creek Halfpipe Balance Academy is to create **flexible cooling of the halfpipe surface** and **heating of associated facilities** with ongoing energy efficiency and automation. The willingness and capability of key suppliers to contribute to project planning and design is an important aspect
- **Environmental balance** is an essential element in the Falls Creek Halfpipe Balance Academy. Affordability and **green technology education** will be achieved by incorporating all aspects of sustainability



8. COMPETITION

- The Falls Creek Halfpipe Balance Academy **aims to become** the Southern Hemisphere equivalent for **FIS professional courses; World Cup / Olympic training; and TTR programs and events** for the snow and action sports industries
- Previous Halfpipe competitions at elite levels in Australia have been at Hotham, Buller, Falls Creek and Perisher but **the Burton Open now only happens in New Zealand**
- **Halfpipe enthusiasts** train at limited summer glacier camps **in Europe and North America** with Southern Hemisphere trips when they know halfpipes are reliable
- There is opportunity to develop **indoor snow dome halfpipes** in major cities and internationally. The technology engineered for this project will allow for similar **projects through licensed reproduction**



9. MARKETING LEVERAGE

- **All-Season Halfpipe** creating Australia's **world class action sports centre** for high altitude training
- **May till October**, extending the normal snow season, this **multi-purpose facility** caters for skiing and snowboarding athletes, spectators and global organizations **November till April** it remains a **vertical balance playground** for local and international bmx and mtn bike riders, attracting training camps and events
- The **Balance Academy Campus** includes **educational, recreational, art and health** projects and events that are internationally in demand. Including indoor skate / trampoline / climbing wall, music auditorium, health spa, balance gym and conference / media facilities Together the Halfpipe and Balance Academy ensures an **unparalleled marketing dynamic**
- **Junior Halfpipe** and **Adventure Centre** caters for families and primary balance education
- Falls Creek is the perfect **elite high altitude athletic training destination** to apply this low-maintenance environmental technology. Within the Alpine National Park this resort site is amongst some of Australia's most breathtaking scenery



10. FINANCIAL EXPECTATIONS

- Money is to be made from **Halfpipe ticket sales, schools and coaching programs, high altitude / elite and professional training academy, stadium advertising, sponsorship, event and hospitality income**
- **Reduced running costs** of geothermal technologies show as good as 7 years payback on investment through standard energy savings. Re: Brush Ski Club Mt Hotham initial performance summary 2008
- **Evaluation feedback on the phased development** including multimedia and on-site progress updates
Project evaluation and management, before, during and after completion, to ensure the integrity and effectiveness of geothermal energy as a return on investment
- The expected outcome is a **gold standard integrated action sports training centre**, unique to the Southern Hemisphere



11. ADMINISTRATION

Epic Balance Pty Ltd is being formed for legal and accountability.

Peter Corney, Maintenance Engineer (RMIT), Aerospace Mechanics, Snowmaking, Landscapes, Designer, Publisher
Kate Campbell, B.A., M.Ed., Leisure Education Consultant, currently PhD leisure researcher

Advisers:

Dr Donald Payne, University of Melbourne, Australian Geothermal Energy Group
Marcus Wearing-Smith, Direct Energy Geothermal

Collaborations with:

Falls Creek Chamber of Commerce
Falls Creek Action Sport Patrons
Falls Creek Resort Management
Alpine Shire Regional Council
Falls Creek Ski Lifts Pty Ltd
Parks Victoria
DSE



12. ACTION NEEDED NOW

Network Building

Networking means we are striving for quality people and businesses to supply excellence in service and products. Quality networking in partnerships, research, sourcing and procurement of supplies and people must be built.

Stage 1 Concept Development

- **Acquire land access in writing** from Falls Creek Resort Management and Falls Creek Ski Lifts Pty Ltd
- Development of the business model and Epic Balance Pty Ltd
- Develop and establish design, engineering, research, supply and procurement
- Develop network building with government, sporting and education agencies, etc
- Acquire seed funding and approval for onsite prototype testing



13. FUTURE FUNDING REQUIREMENTS

Stage 2 Research and Development

The proposal acknowledges that the design and application of the geothermal technology for the purpose of a refrigerated halfpipe is an innovative and contingent project.

- Build onsite prototype for testing that is a 10% section of the finished design.
- Estimated time includes a revision of the completion of Stage 1

Stage 3 Product Development

- Build the remaining 90% of the halfpipe and grandstands to operational level. Estimates are not verifiable until the completion of stages 1 and 2.
- Estimated time includes a revision of Stage 3 on completion of Stages 1 and 2

Stage 4 Project Completion

- Build Balance Academy Campus and additional buildings and facilities to hand-over stage. Estimated time includes a revision of Stage 4 on completion of Stages 2 and 3

"SPONSOR" BALANCE ACADEMY

the heart of action sports



an *Epic Balance* concept by Peter Corney

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ALL-SEASON HALFPIPE

Falls Creek, Vic. Australia

Available to all levels and incorporating innovative Geothermal Refrigeration Technology, our premier halfpipe stadium at Falls Creek will give Australia a world class action sport spectacle - a centre for high altitude training.

As a **multi-purpose facility** it caters for snowboarders and skiers from May till October, extending the normal snow season. From November till April it remains a **vertical balance playground** for local and international bmx and mtn bike riders. Welcoming athletes, spectators and various organizations from around the globe.

HOTEL BALANCE

With a grand entrance in the village heart - freestyle gym; health spa; music auditorium; action-sport conference facilities; retail; restaurant and social club - this premier **high altitude training centre** attracts local, national and international guests on a year-round schedule. Encompassing educational, recreational, art and health elements.

JUNIOR ADVENTURE

Add a **beginner Halfpipe / Child Adventure Center** (to the right side just out of this picture); a native zen waterfall garden; eco-tourism / technology attractions; and community access. This "Sponsor" Balance Academy becomes a complete **multi-demographic** facility for leisure.

PUBLIC STADIUM

PUBLIC STADIUM

GULLY SUPERTRAIL

In the perfect location, our artificial halfpipe landscape creates a **safe super-trail** for additional viewing in a currently low-use part of Falls Creek. Checking all the action from Gully Chair will be a highlight of every ride. Plus, facility lighting allows another after dark tourism experience at Falls Creek and greater operating hours for this all-season facility.

MASTERS DOJO

Housing indoor: skate ramp; Olympic trampolines; and a world class climbing wall - the Champions Dojo complements the quest for action sport balance and style. Accommodating our coaches, sponsored riders and visiting international champions. Ensuring an **unparalleled resort marketing dynamic**.