

A snowboarder in a black jacket and yellow pants is captured mid-air, performing a trick over a halfpipe. The snowboarder is upside down, with their board visible. The background is a bright blue sky with scattered white clouds. The halfpipe below is a large, white, snow-covered structure with red markings on its sides. Several other people are visible on the halfpipe, some standing and some in motion. The overall scene is dynamic and action-oriented.

Falls Creek Halfpipe Balance Academy

CONCEPT FOCUS

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1. THE PROBLEM

- Climate change
- High costs of construction
- A lack of Halfpipe training facilities
- Shifting markets and economic uncertainty

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2. THE SOLUTION

- **Solve seasonal snow deficits**
- **Geothermal Refrigeration Technology**
- **Environmentally Sustainable and Cost Effective**
- **Capitalise on Olympic success in growing Action Sports**

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

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3. ECONOMIC EXPANSION

- Halfpipe and Academy
- Building Client Base
- Youth Marketing

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4. INTERNATIONAL DEVELOPMENT

- Franchise Technology
- Centre for Action Sports & Balance Education
- Global Academies for Coaches, Schools & Olympic training


An aerial photograph of a ski resort, likely Epic Snowfields, showing a ski lift on the left and a forested mountain slope. Overlaid on the image is a white line drawing of a large building complex with multiple wings, stairs, and a central courtyard. The drawing is semi-transparent, allowing the background image to be seen through it.

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5. COMMUNITY OWNERSHIP

- Expand reputation for Action Sports
- Further Develop All-Season Leisure Tourism
- Falls Creek hosts Industry Benchmark for Marketing

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6. PAYOFF

- Revenue
- Education
- Performance
- Facilities
- Future

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