2nd UNWTO
Euro – Asian
Mountain Resort
Conference

Ian Hill – Director VisitCanberra
Young and vibrant multicultural city
Home to 387,000 people

Best known for its world class museums and galleries that reflect and tell the story of Australia

Described by The New York Times as having ‘big sky beauty, breezy civic pride and a decidedly hipster underbelly’
BACKGROUND

- Canberra is a short **three hour drive from Sydney** or only a 40 minute flight from Sydney and an hour from Melbourne.

- In 1911 an **international design competition** was won by Walter Burley Griffin and his wife Marion.

- Designed around **open spaces, recreation and amenity**. Including the centrepiece – Lake Burley Griffin.

- **Four distinct seasons**, surrounded by national parks.
In 2014, the Organisation for Economic Co-Operation and Development (OECD) ranked Canberra as the best city to live in the world.

Canberra is home to the 2015 World Barista Champion, Sasa Sestic, who won the title from baristas representing 49 countries in USA earlier this year.

The six-star energy rated NISHI complex, including hotel and tourism retail spaces, was named International Project of the Year at the 2015 Building Awards.

The Australian War Memorial is rated by TripAdvisor as the best landmark in Australia (and number 17 in the world).
Destination video:
https://www.youtube.com/watch?v=hFP6JTMH0E
MOUNT STROMLO FOREST PARK

• In 1910 the first telescope was installed on Mt Stromlo and in 1924 the Mt Stromlo Observatory was officially opened.

• Major pine plantations were established to develop the forestry industry and support construction.

• In 2003 devastating bushfires ravaged 500 ha, destroying houses, infrastructure and tragically, lives.

• From this tragedy the community and local government have created a world class multi-purpose recreational sporting facility available to the public and professional users.
MOUNT STROMLO FOREST PARK

• 1200 ha site only 15 minutes from the Canberra CBD.

• Mt Stromlo now boasts a road cycling circuit, amazing mountain bike tracks, BMX trails, 50Km of cross-country trail networks and equestrian trails.

• Hosted the World Mountain Bike Championships in 2009 which attracted 50,000 spectators and competitors.

• Regular host of Mont 24 hour endurance race and Australian National Mountain Bike Championships.
MOUNT STROMLO FOREST PARK

- Comprehensive functional and environmental planning process of the site.
- Assessment of potential opportunities through extensive stakeholder and community engagement.
- Expert reference panel included marathon champion Rob De Castella and Olympic cyclist Stephen Hodge.
MOUNT STROMLO FOREST PARK

Future development is linked to a Master Plan and includes:

• Low cost accommodation and camping sites to drive future demand.
• Fully enclosed gondola (rail car) to the Mt Stromlo Summit.
• Event village with cafés, sporting shops, retail and hire facilities.
• Horse riding access and trail connectivity.
• Dedicated BMX track and additional trails.
MOUNT STROMLO FOREST PARK

Continued...

- Collaboration with Australian National University Research School and observatory to drive education market.

- Alignment with planning for the new suburb of Molongolo.

- District playing fields (football, soccer, rugby).

- Aquatic centre for recreational and fitness activity.

- Event hub to drive asset utilisation and support commercial operators.
MOUNT STROMLO FOREST PARK

In summary:

• Provide opportunities for private sector investment.

• Aim to be a world class multipurpose recreational and sporting hub.

• Drive visitation to Canberra and diversify economy.

• Drive community health and well-being.
Thank you!

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