

# Cable Parks NZ – Christchurch CablePark



## Cable Wake Park Proposal

### Overview

July 2014

## CONTENTS

1. EXECUTIVE SUMMARY.....	3
2. SUMMARY OF KEY BENEFITS.....	4
3. WHAT IS A CABLE PARK.....	5
4. BACKGROUND.....	6
5. HOW WOULD A CABLE PARK BENEFIT CHRISTHCURCH.....	7
6. MANAGEMENT TEAM.....	8
7. PRODUCT/SERVICE.....	10
8. MARKETING.....	12
9. FREQUENTLY ASKED QUESTIONS.....	13
10. CONCEPT.....	15

## **Executive Summary**

This is a proposal to develop a cable waterski and wakeboard park in Christchurch (**"Christchurch CablePark"**) (**"CablePark"**).

Following the extensive success of cable parks around the world, this proposal outlines why developing a cable park will make a positive contribution to Christchurch city. Most importantly, a cable park will enhance the shared vision of Christchurch as the hub of recreational and lifestyle activities.

The Christchurch CablePark concept was born in 2008 by a small group of students from the University of Canterbury who were, and still are, committed to the future of Christchurch. The group will secure backing to enable all stages of the CablePark development up to completion. Securing a suitable location for the CablePark is the group's next objective.

Christchurch Cablepark will provide an exciting, new experience to riders of all levels. The group has developed its own innovative, New Zealand-made, Two-Tower cable system, which tows riders through common cable park obstacles, including 'kickers' and 'sliders'. The cable system is designed to cater to both beginners and advanced riders equally. Cable systems, such as the Two-tower system, present a much flatter learning curve for beginners, as compared to the traditional 'pulled behind a boat' method. The Two-tower system therefore provides a level of proficiency that maximises rider enjoyment.

Accordingly, the group's target customer base will incorporate a wide range of riders, from beginners to seasoned veterans. In addition to wake boarders the group will also target skiers, knee boarders and biscuit riders. Christchurch CablePark's mantra will be to welcome and assist any rider from any given water sport regardless of their experience level/ability.

We envisage Christchurch CablePark becoming one of Christchurch's feature recreational attractions within one to two years. The park will continue to grow and expand with additional riding features and options. Whilst functional, the CablePark is designed to merge and blend into, rather than stick-out from, its surrounding environs -- the design is themed on native New Zealand flora and fauna, incorporating neutral colours and materials where possible. The CablePark will also incorporate a pro-shop for board/wetsuit/lifejacket purchase and hire, as well as a café/bar to accommodate non-riders who may wish to sit back and relax as they watch friends and family out on the water.

Christchurch Cable Park's service offering is future proofed for the next generation of water sport enthusiasts and outdoor adventure seekers. The Two-Tower cable system has been designed with sustainability in mind, requiring low levels of electricity to operate. This fits well within Christchurch city's desire to sustain its garden-city, environmentally-friendly image well into the future.

Wake sports have experienced a great surge in popularity in recent times, due in no small part to the role wake parks have in increasing the accessibility and sustainability of wake sport activities. As such, few can disagree that wake sports, and more particularly wake parks, have a terrific future.

## Summary of Key Benefits

- There are over 200 large-scale cableway systems operating around the world, but none in New Zealand. By filling this gap in the market the activity will offer a unique and exciting experience in Christchurch City.
- Promotes Christchurch as a forward-thinking modern city and provides additional leisure options for citizens in the post-quake era.
- Social utility to ratepayers by providing entertainment in the form of an exciting, productive and healthy energy outlet for the youth and families of the city.
- Consistent with current sports trends and identified public sporting requirements.
- Caters for beginners through to experts with differing levels of experience, giving riders the ability to progress at their desired level in a safe and fun environment, therefore catering to a broad cross-section of residents.
- New and innovative addition to Christchurch's adventure tourism offerings, with scope to attract international and domestic riders alike.
- Operation is safe, quiet and is an environmentally sustainable activity with no noise pollution due to it being completely electric.
- Fits well with the activities that attract people to the Canterbury region
- Supported by Sports Canterbury and the New Zealand Wakeboard and Waterski community.

## **What is a Cable Park?**

Put simply, a CablePark is a facility that enables wakeboarding and waterskiing without the need for a motor-driven boat, through the use of an overhead cable system, which tows riders at an adjustable speed over a body of water. The cable is driven by an environmentally friendly electric motor which runs relatively silently.

There are over 140 cable parks all over the world. Of these, over 100 are in Europe and Africa (60 of which are in Germany alone), as well as many others in Asia and Australia. However, New Zealand has been one of the last countries to adopt this forward-thinking leisure activity - to date, only a proto-type system in Ashburton and another small-scale park north of Auckland, have opened.

A number of accidents involving boats and skiers in recent years highlight the need for a safer option. CablePark systems have a good safety record and are managed by trained staff at all times during operation.

The CablePark will open up the sport to many who currently do not have the opportunity to ride due to lack of access to costly boats and equipment. Currently, many experienced wakeboard and waterski enthusiasts from New Zealand travel overseas to ride cable systems for several months of the year, in order to practice their sport.

Cable wakeboarding / skiing is the easiest, and most gentle, currently available means by which to learn how to wakeboard. Unlike a boat, which pulls the rider horizontally, Cable systems pull you upwards, and out of the water - a motion more agreeable and natural to beginners and experts alike. The other advantage of riding cable, as opposed to behind a boat, is ease with which a rider can continue riding should they fall off - the cable is ready to allow the rider to resume riding almost immediately. Riding cable also has its advantages in terms of air tricks - the mainstay of advanced riders. Because the cable provides upward pull, the rider can edge out, load tension, and then scoop the board up to perform a variety of skilled tricks.

## **Background**

Cable Parks NZ was formed in 2009 by three University of Canterbury graduates with the purpose of bringing cable water sports to the youth of New Zealand. The group's main aim is to provide accessible cable wakeboard and water-ski related activities to youth and families who may otherwise never have the opportunity due to the prohibitive cost of owning and operating an appropriate boat. It provides a valuable and worthwhile pastime for today's youth to expend their energy and encompasses sports that are growing rapidly across the world.

Through his involvement with a prototype cable system, located 25km south of Ashburton, Nick Morris has borne witness to many youths and their families becoming passionate about wakeboarding and waterskiing. These cable park enthusiasts readily admit that without a local cable system they could not afford to participate in the sport.

The group endeavours to see Christchurch city with the first large-scale CablePark in the country, and believes that it will benefit both the city and wider Canterbury region. It will achieve this by providing access to a new and exciting recreational activity, as well as having the potential to increase tourist spend in the region. The adventurous and high-adrenalin nature of the CablePark sits comfortably alongside, and complements, the prevailing tourism attractions of the South Island.

## **How would A Cable Park benefit Christchurch?**

Post the February 2011 earthquake, various media channels have reported on the the lack of recreational activities for young persons in Christchurch. The wide spread destruction caused by the earthquake resulted in a reduction of bars, restaurants, cinemas and other entertainment options for young people. Recent surveys have shown that New Zealand residents cite recreational activities as one of the key reasons for living in a city. Constructing a CablePark in Christchurch is one way for Christchurch to develop a competitive advantage in attracting residents, especially young people, who might not currently consider Christchurch an attractive option as a place to live, when compared to rival New Zealand cities with greater recreational activity offerings. Further, a CablePark would fill Christchurch's currently unoccupied 'hard' recreation activity market, which is characterised by more active, adrenaline inducing activities. The addition of a CablePark, thereby filling this niche, would also complement Christchurch's other 'soft' recreation (gondola, punting) and 'mild' recreation (walking and biking) activity market offerings.

The proposed CablePark would also include such amenities as a café at the side of the selected site, while the design allows for a flood-lighting system to be installed, allowing night riding over summer months.

Our vision is for Christchurch CablePark to be a feature venue of the new and innovative Christchurch rebuild that will succeed in attracting young people back to the city. It would promote Christchurch as an innovative, forward-thinking city that caters to the needs of its outdoor, adventure-seeking residents.

As an example of a forward-thinking city recognising the beneficial properties of wake parks, we note that New York City recently approved consent for a cable park in Central Park, allowing central-city dwellers unprecedented access to recreational water sports that was not previously available to them.

## **Management Team**

### **Nick Morris - Director**



Currently residing in Auckland, Nick Morris is a 26 year old foreign exchange currency dealer working for the Bank of New Zealand. Nick completed a Commerce Degree at the University of Canterbury and has run a number of successful start-up companies, including Wakepark NZ, and a fitness centre in Mt Wellington. Nick will handle the technical and financial aspects of the Christchurch CablePark.

### **Mike Mullins - Director**



Michael Mullins currently resides in Auckland and is a solicitor in his second year of practice at Russell McVeagh, specialising in commercial and corporate law. Michael attained Law and Commerce Degrees from the University of Canterbury.

## Mark Holder – Park Manager



Mark Holder has been running the prototype cable park for four years, and has extensive operational/management experience in the cable industry. Mark has provided over 400 wakeboarding lessons to beginner riders and is the top cable wake boarder in New Zealand, having secured many podium positions at national wakeboarding competitions.

The current team has the necessary experience to successfully operate the Christchurch CablePark, with prior experience in legal compliance, accounting, marketing and most importantly providing a safe and enjoyable experience.

The management team is clear about their future roles, with Michael and Nick running the initial construction and implementation of the project. After the initial start-up phase Mark Holder (with four years running wakepark NZ) will come on board as the park manager taking an active role in the day to day operations of the park. During this time Michael and Nick will step back into governance roles.

All members involved in this project are fully committed to the long-term success and sustainability of the Christchurch CablePark as they have a mutual love for the concept of cable wakeboarding and can easily draw on Nick's knowledge due to his involvement with the initial plans / designs to the ongoing upgrades and maintenance of the prototype park.

## **Product/Service**

The service provided falls into the outdoor leisure based water sports category. Users will wakeboard, water-ski, wake-skate, and kneeboard over a body of water via our custom designed and built cable systems.

The Christchurch CablePark will include:

- state-of-the-art cableways
- jump and slider features
- café & pro-shop
- changing rooms & toilets
- beginners' jetties
- trampolines
- shaded outdoor seating areas

The service provided will generally cater to 3 main demographics:

1. First timers and learner riders
2. Intermediate to experienced riders
3. Supporting parties and observers

Our services will cater to these customer categories in the following ways:

1. First timers and Learner riders

Lessons taught by qualified instructors will be offered, under a learner cable system with no obstacles (jumps or sliders) as to not impede the development of the rider. There will be full gear rental available, to allow people interested in the sport to try it without having to invest in expensive equipment.

2. Intermediate to experienced riders

An intermediate and advanced cable with associated obstacles will provide challenging riding for riders of higher skill levels. Season passes will be available for purchase for frequent riders

3. Supporting parties and spectators

The café and outdoor seating, with stunning views of the Christchurch CablePark, will provide for onlookers and spectators.

## **Customer Needs**

Christchurch CablePark will be a first-class sports facility. A centrally-located cable park will provide an accessible, cheap way for customers to water-ski and wakeboard, allowing them to learn and progress in fast growing sports. Christchurch has long been known as a lifestyle city for adventurous, outdoors enthusiasts, and we believe this will be a major drawcard for people considering a move to the city.

## **Customer Value**

Currently to water-ski and wakeboard in New Zealand you need to: own a boat; own a vehicle to tow said boat, buy the equipment (wakeboard, vest etc.), and fuel said

car and boat. In comparison, to cable water-ski and cable wakeboard, you will only need to cover the cost of a Christchurch CablePark pass and gear rental - a significant cost difference.

Cable systems provide the cheapest access to what were previously expensive water sports restricted to wealthier individuals and their families who could afford to own and operate a boat. It will improve accessibility and thus open up the sport to a wider audience, resulting in exponential growth in the sports. With the advent of cable systems overseas there has been a large influx of riders into both waterskiing and more noticeably wakeboarding. Wakeboarding is among the fastest growing water sports in the world with over 5 million participants worldwide and growing.<sup>1</sup>

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<sup>1</sup> [https://www.sfia.org/reports/118\\_Wakeboarding-Participation-Report-2013](https://www.sfia.org/reports/118_Wakeboarding-Participation-Report-2013)

## **Marketing**

We will aim to promote the park via social media, physical advertising, word of mouth, and print media. We will constantly update and monitor our engagement/reach on Facebook, Twitter, Instagram, Snapchat through a range of daily updates. We will replicate the Mt Hutt social media model by giving customers early morning weather updates and by posting a 'shot of the day' showing the water and riding conditions on offer.

## **Innovative**

Christchurch CablePark will be the first full scale cable park in NZ. There are currently 3 small-scale operations; however, a centrally located cable near a major city in NZ has yet to be built.

## **Financials**

Please see the **attached** financials for an overview of project revenue, running costs, etc.

## **FAQ:**

### **WHICH LOCATION IS BEING PROPOSED?**

Either an existing body of water or excavated site.

### **WHAT TYPE OF FACILITY IS BEING PROPOSED AT THE PONDS?**

The proposal includes:

- state-of-the-art cableways, designed and made in NZ
- starting jetties
- toilets and changing rooms
- pro-shop & café
- shaded outdoor seating areas

### **HOW TALL ARE THE TOWERS AND HOW MANY ARE THERE?**

There are 4-6 towers, each stand 6m tall and held in position by a pair of support cables. The towers are a ladder type structure. A pair of 8mm running cables are suspended from the towers approximately 6 metres above the water.

### **HOW DO YOU START?**

The system is controlled by a fully trained operator at all times. You queue up at the starting dock, awaiting the your ride. The rope arrives after the previous rider finishes and you are pulled smoothly off the starting dock.

### **WHAT HAPPENS IF YOU FALL?**

The cable operator simply drives the rope back, stops it, restarts and you are pulled out of the water in what is known as a deep water start. The time is minimal before you're out on the water riding again.

### **HOW MANY PEOPLE CAN RIDE AT THE SAME TIME?**

Within one hour we would carry about 4 people per system. Running 3 systems for different skill levels we would cater for around 12 per hour,

### **WHAT IS OUR TARGET MARKET?**

3-93yrs, anyone who can swim can ride a cableway. They are popular with wakeboarders, snowboarders, skateboarders, sport enthusiasts and fitness fanatics. Tourists are also attracted to cableways and the surrounding areas.

### **HOW MANY PEOPLE ARE YOU EXPECTING?**

The average daily attendance is expected to be around 50 riders (10-12 riders per hour). However we will have competition and family event days on 4 or 5 weekends during the year, these will attract more people.

### **WHAT ABOUT NOISE?**

Because the cable is powered by an electric motor it is very quiet in operation. The ride is not like a roller coaster where people scream at every twist and turn; concentration and focus are required to water ski and ride a wakeboard well.

### **HOURS OF OPERATION?**

Riding will commence from between 9 and 10am once a system check has been carried out. We will close a half hour before dusk.

### **WHAT ABOUT THE SAFETY OF RIDERS?**

All riders must wear a buoyancy vest and safety helmet.

### **WILL IT POLLUTE THE PONDS?**

No, there is no fuel used so accidental spills or exhaust fumes are not possible. There are no lubricants on the cable and even the liquid used to help riders slip into the wakeboard boot easily is environmentally friendly.

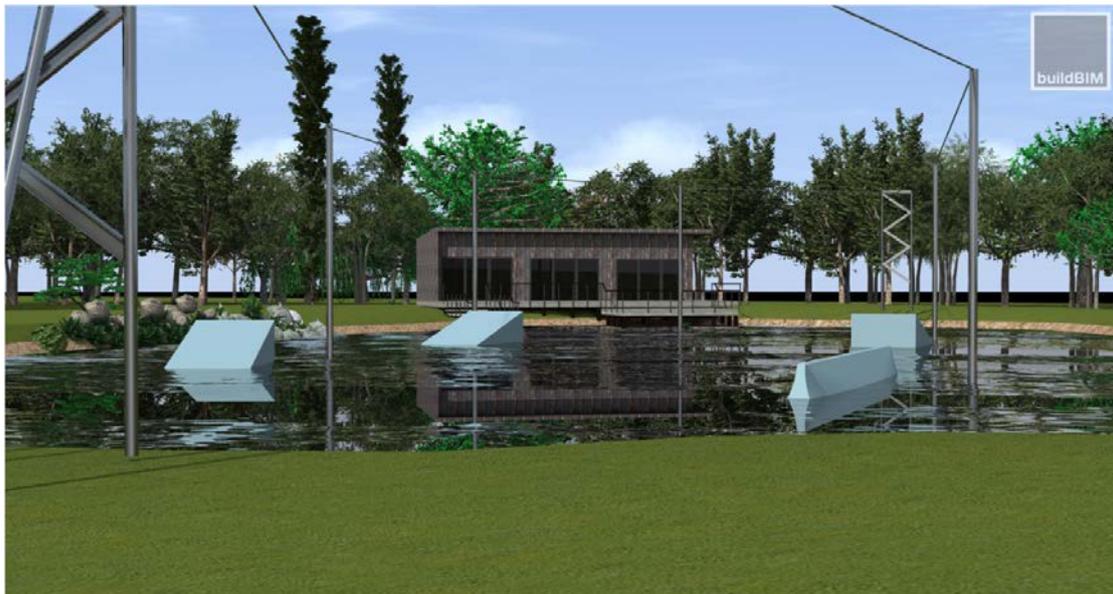
**ARE THERE EXISTING CABLEWAY WATER-SKI PARKS?**

Yes, there are more than 150 parks in Europe, Asia, USA and 6 cableway parks in Australia, the closest being Suncoast Cable Watersports and Cable Ski Logan, both near to Brisbane. There are currently no cable parks in New Zealand, although there is great interest and support for their construction amongst the wakeboarding and waterskiing communities. This is why we feel we must act swiftly to ensure Christchurch is allowed the publicity of having NZ's first commercial CablePark.

## Concept Models



(cafe, starting dock)



(cable concept)