

MAYDENA BIKE PARK

Staff Induction Manual



Welcome

Congratulations on your appointment and welcome to the team at Maydena Bike Park. Our business is primarily focused on providing a range of world-class mountain bike, adventure and sightseeing experiences, to customers from across the world. You have been hired because we believe you can help us to deliver these services to an exceptional standard. We want to ensure that your interactions with other MBP employees and our clients will reflect the value that MBP places on our commitment to superior customer experience.

The purpose of this Manual is to introduce you to MBP, give you some information about our history, our clients and what we do. You will also find more detailed information about operating in this unique wilderness setting and the MBP philosophy for operating in these conditions. This document is to be utilised in conjunction with the complete Human Resources Manual.

If you have any questions about the content please do not hesitate to contact our General Manager, Rhys Ellis.

Primary Contacts			
Contact matter	Team member	Phone	Email
General Enquiries	Rhys Ellis Bike Park Manager	0499 499 958	rhys@maydenabikepark.com
General Enquiries	Luke Reed Assistant Manager	0428 835 666	luke@maydenabikepark.com
Management Enquiries	Liam Hooper Chief Operating Officer	0405 050 507	liam@maydenabikepark.com
Payroll enquiries	Tony Scott	0416 228 016	tony@maydenabikepark.com

History of Maydena Bike Park

Simon French & Dirt Art

The initial ideas for what is now MBP were first seeded in 2008 when founder, Simon French was invited to the site by Forestry Tasmania to view the potential for development of a large-scale mountain bike destination. These discussions subsequently did not progress, until an opportunity came up in 2016 for the site to be leased for a private commercial operation. Following 1.5 years of planning and negotiations, a lease was signed to occupy the state government-owned site. A lengthy detailed planning and approvals process concluded in September 2017, when a team of 15+ Dirt Art trail construction staff hit the ground running, developing the parks first 35km of trails.

The vision for the park is to create an all-in-one mountain bike and tourism experience, featuring a café, restaurant, bar, bike shop/retail area, bike hire and bike school, all centred around an incredible network of mountain bike trails.

The park opened on January 26th 2018, with a couple hundred riders enjoying the trails for the first time. With the initial investment for the park from the French Family, following the opening, trail works have continued, and have now been supported by the state government.

With a development program set to launch over 100km of trails by the end of 2018, MBP is fast becoming recognised as one of the world's leading bike parks.

Maydena Bike Park Operations

Vision, Philosophy & Values

Mission Statement:

Our mission is to showcase the unique Tasmanian wilderness, through a range of trails, tours and activities, providing our customers with an unforgettable experience.

Vision Statement:

Our goal is to be recognised as Australia's leading bike park and a world leader in the bike park and adventure tourism industry

Values:

Provide an exceptional customer experience

From the first contact our customers have with us, we strive to provide them with an exceptional experience. We approach all customers with the same enthusiasm, friendliness and knowledgeability, and we work hard to share the incredible experiences we have on offer at MBP.

Respect and showcase our natural environment

We are fortunate to have been provided access to a unique, stunning and sensitive wilderness environment. MBP will always operate in a way that protects and enhances our unique natural environment, while also helping our guests experience and gain respect for this environment.

Foster a culture of support and safety

MBP are committed to providing a range of world-leading safety systems, designed to minimise risk to all our guests. While mountain biking is an inherently risky sport, we are committed to ensuring our guests understand, appreciate and are assisted in managing these risks.

Team work and collaboration

At MBP we value team work, collaboration, and fun in the workplace! We practice mutual respect and value working together to achieve our goals as a company and as individuals.

Our Team Philosophy - What do you think?

Our Customers

Over the first year of operations we have seen the MBP cliental range from professional downhill racer, to young mountain biking family, to seniors tour group. What do all these people have in common? They have all come to enjoy the Tasmanian wilderness, whether that is through our most technical DH track or a coffee at the Eagles Eyrie. Our job is to ensure each and every one of these people leaves, having had an exceptional experience.

What we offer our customers:

Mountain bike cross country riding, Uplift gravity mountain bike riding, Pump Track, Bike store/retail, Base café and bar, Summit café and bar, Bike Hire, Bike School, Training, Events.

Dealing with Customers

While Maydena is home to many of us, it is important to consider that the majority of our customers are coming on a holiday. Everything they are seeing is far out of the ordinary, they are going to be excited to be in such a unique place. Our job is to embrace their excitement and foster it while maintaining safety and our duty of care to our customers. It is also important to recognise that you cannot make everyone happy. There are often circumstances outside of our control, such as weather, that are going to leave us with disgruntled customers. In these scenarios our role is to stay positive, treat these people with respect and direct them to the manager on site.

Complaints

At MBP, customer complaints are taken very seriously. As a new venture, we are constantly refining our processes and procedures and the best way to do this is through customer feedback. If you receive a complaint please direct the customer to the manager on-site. If a complaint is made about a staff member, we are committed to giving that staff member the benefit of the doubt, and working through the situation. After all, every complaint is a chance for us to make the park better.

Leases, Licenses & Operational Considerations

Overview

The park is in a unique position where the operation exists across several different land tenures, with multiple lease and license agreements in place. This complex set of agreements was achieved through over two years of negotiations with eight different organisations and individuals. As a result of these agreements, we are bound to a number of different agreements and responsibilities. Any contravention of these agreements ultimately may risk the entire bike park operation.

Parks and Wildlife

The majority of the park's operation is located on crown land managed by the Tasmanian Parks and Wildlife Service, which the park accesses via a long term lease agreement. The key land manager considerations for parks and wildlife are;

- Respect for the environment
- Strictly no domestic animals in the park area (dogs etc)
- Respect of parks infrastructure (including The Summit building)

Norske Skog

Norske Skog manage the second largest land parcel that makes up the park, as owners of the land between Abbotts Rd trail head and the base building. This land is utilised via an access agreement. Key land management considerations are;

- Adherence to strict environmental controls of the Forest Practices Authority
- Lack of disruption to logging activities and related management
- Strictly no domestic animals in the park area (dogs etc)

Sustainable Timber Tasmania

Sustainable Timber Tasmania (formerly Forestry Tasmania) manage a large portion of the shuttle access road for the park. Key land manager considerations for Sustainable Timber Tasmania are;

- Strict adherence to the traffic management plan for Roberts Road
- Strictly no private vehicles on the access road
- Strictly no pedestrians or bicycles on the access road
- Lack of disruption to logging activities and related management

Taswater

Taswater manage the water catchment for Maydena, which is located immediately adjacent to the park, and includes sections of the uplift road. Key land manager considerations for Taswater are;

- Maintaining integrity to their water catchment
- Strictly no pedestrians or bicycles on the uplift road (particularly in the catchment area from Midline drop off to The Summit)
- Respect of water catchment infrastructure (the majority of which is located immediately above the Midline Drop-off)

Derwent Valley Council

Derwent Valley Council currently own our base building, until a purchase process is complete (expected in late 2019). Key land manager considerations for Derwent Valley Council are;

- Respect of infrastructure such as the base building
- Maintenance of access for the community to the rear building (ex music room)
- Adherence to development application conditions such as operating hours

The Tasmanian state government

The Maydena Bike Park was the result of over two years of planning negotiations with numerous layers of the Tasmanian state government, including senior staff and elected members. The park enjoys a very positive relationship with the state government and senior department officials. The state government and related agencies take a keen interest in the park and continue to be extremely supportive. It is critically important that this relationship is maintained through adherence to all agreements and conditions required to occupy the site.

I also think it is important to add one about media, as it's only a matter of time before they come knocking again.

Dealing with the media

While MBP enjoys a positive and constructive relationship with the majority of local media agencies, there are elements of the news media who will at times seek to portray the park in a negative light. Managing the media is extremely complex, and it is very easy to be portrayed in a negative light by the way a story is edited or the questions that are asked.

MBP staff are to have absolutely no dealings with the media under any circumstance in relation to any aspect of the bike park operation, unless directly approved by senior management. If you become aware that media are on the bike park property, senior management must be notified immediately, with the media requested to wait until a senior management team member can address them.

Dogs & Sensitive Areas

Dogs are a staple team member in any mountain bike community, and at MBP we love dogs. Dogs are welcome in the beer garden, they simply need to be on a lead. There are many reasons for this, food preparation and handling being the primary reason. As outlined above, we are not able to allow dogs to be out on the trails, in National Park areas, in logging areas and Tas Water areas. In order to cooperate with all the above business operations means we need to take this very seriously. The breach of these rules, quite simply can get the park shut down.

Our Team

Standards and Expectations

- Treat each coworkers and customers with respect
- Go out of your way to get to know the customer
- We are a team, help each other out
- Work using open and honest communication

Dress Code Policy

MBP's objective in establishing a safe and comfortable environment includes setting some standards for workplace dress code. This is to enable safety of all people and to project a professional image that is in keeping with the needs of our clients to trust us.

All general operations staff must wear relevant uniform supplied by MBP at all times. Uniform must be maintained in a clean and tidy condition. Uniform will be reissued by MBP annually, or more regularly if required.

Supply and Purchasing

Employees will be supplied with uniform when they commence employment. Uniforms may need to be ordered in, therefore, employees will dress as per instruction from management until a uniform is distributed. New uniforms will be issued to staff when required at management's discretion, however this is generally annually. Employees may purchase additional uniforms at cost price by contacting the Business Manager. When an employee leaves the company, they are required to give all issued uniforms back.

Staff Riding Policy

MBP is encouraging and supportive of employees undertaking mountain bike riding and other trail experiences. We are passionate about the trails in our park and actively seek out employees who share this passion. MBP understands the personal benefits that riding and walking brings to staff including health and wellbeing, socialization, enjoyment and fun! However riding participation also brings business benefits including helping staff to gain a broad understanding of national and international trail experiences, improving knowledge of trail design and construction techniques, and understanding what creates or detracts from successful trail experiences.

All employees are bound by the MBP guest waiver, and assume all liability for their safety when riding in the bike park.

As such MBP is committed to supporting employee's trail use, where practical, including by:

- Providing all full time employees with complimentary uplift (when capacity available)
- Seeking out and providing staff discounts from mountain bike and other equipment suppliers
- Seeking out and providing staff discounts for access to riding destinations at, or near, work sites (e.g. lift passes)
- supporting, where practical, staff requests for leave to travel to mountain biking, or other trail, destinations.

In return MBP expects employees to be responsible trail users and understand that their trail use can reflect on the reputation of MBP. MBP requires employees to always:

- Wear a full face helmet when using all gravity trails (climbing trail use excluded)
- Register and sign in for all riding in the park
- Uphold any local code of conduct or rules of the trail
- Not ride/walk any illegal or unauthorised trails
- Not undertake any illegal or unauthorised trail construction.
- Be an ambassador on the trail, by lending a helping hand to new visitors

MBP Vehicle Usage

The following applies to the use of any vehicle owned or hired by MBP and utilised by employees for work purposes (eg ute, car, van).

When driving a work vehicle, drivers must obey road rules at all times. This includes but is not limited to; driving only within the speed limit, not driving whilst affected by alcohol, not utilising mobile phone whilst driving, wearing a seatbelt at all times.

MBP has a zero alcohol policy for drivers operating a work vehicle. If special permission is granted to use a work vehicle to attend an out-of-hours function or social event then a 0.05 blood alcohol limit, or any lower legal requirement, applies. The General Manager or Managing Director must grant prior permission for such use.

If MBP receives a traffic infringement notice for a work vehicle, MBP will nominate the driver in charge of the vehicle at the time of the offence and it will be the driver's responsibility to pay any infringements, demerit points etc.

Work vehicles are a business asset of MBP, and as such it needs to be ensured that the vehicles remain in as good condition as possible. Vehicles must only be driven within their limits, must only tow under their tow capacity, and all due care must be taken by employees not to damage the vehicle exterior or interior. If damage does occur to the car whilst under the care of an employee, a report must be made to the Bike Park Manager (rhys@maydenabikepark.com) Where damage is caused through irresponsible behaviour, any repair costs or insurance excesses may be passed on to the employee at the discretion of MBP.

At the end of each project the work vehicle in use must be washed thoroughly and vacuumed. This is not only to ensure that the vehicle remains in good

condition, but to also ensure that weeds, contaminated soils etc. are not transferred between work sites.

As per MBP's insurance policy requirements, work vehicles should only be driven by employees who have a current, full drivers licence and are over the age of 21. Employees under this age, or without a full/open licence must only drive the work vehicle when it is not practical for an employee over 21 with a full licence to drive. Employees found breaching this requirement may face disciplinary actions. If in doubt permission to use work vehicles should be sought from the GM or MD.

Thank you!

At MBP we recognise that a business is only as good as its team and we would like to formally welcome you, and thank you for the commitment you are making to the positive growth and development of the park and look forward to having you as a part of our team

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