

PLAYROPE...
PLAY HARD,
DREAM BIG



PLAYROPE

WHO WE ARE

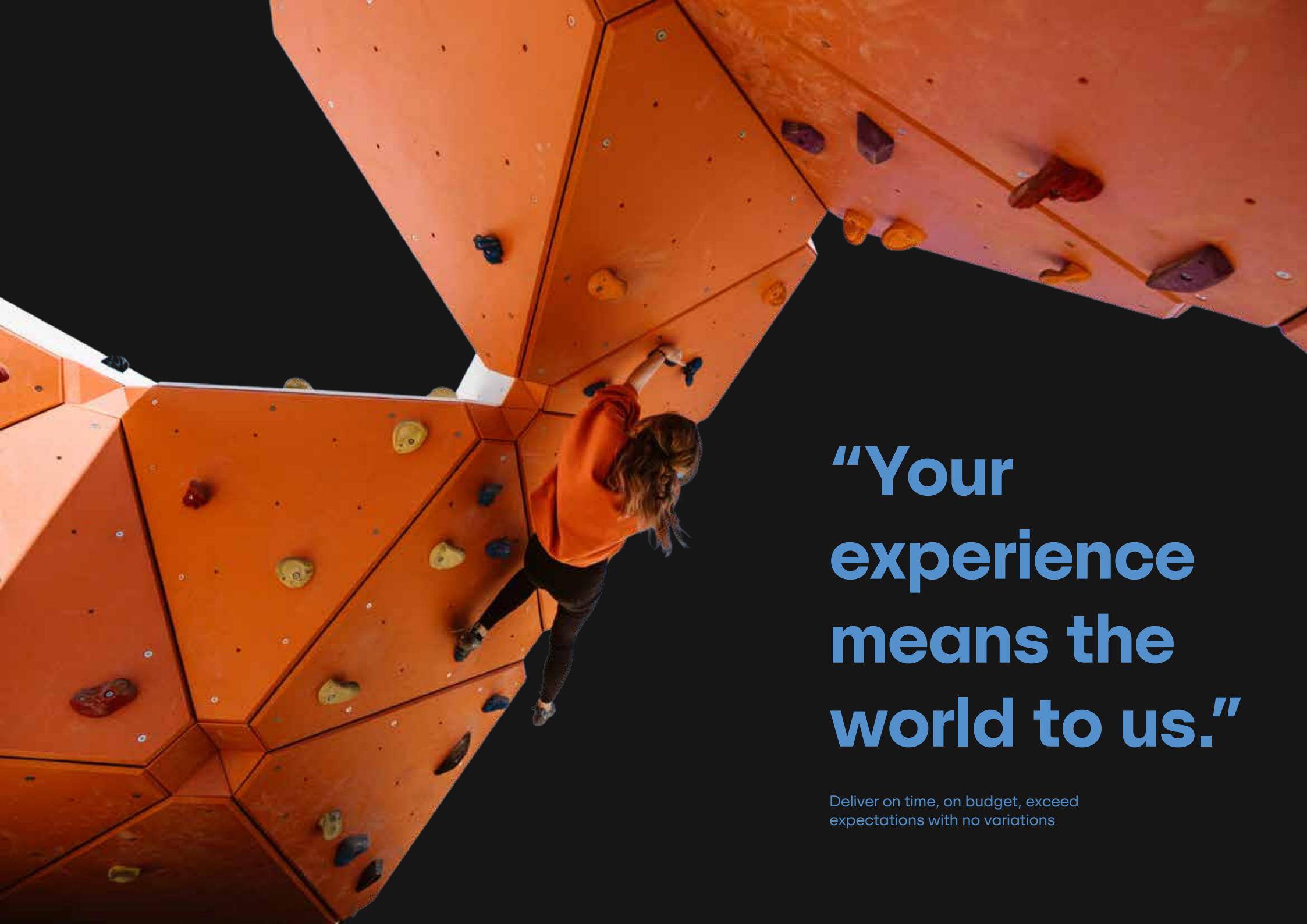
- 200 years of combined experience (that actually just makes us old)
- Diverse background of skills from Investment Banking, TV, Finance, Sports and Property Development
- Our team is just as diverse in cultures as in skills
- We service the market nationally & in NZ
- We are a small, competent group of professionals who love what we do
- Our model is different from everyone else

**Over 100 awards
for excellence**

5,550+

Play spaces in AUD & NZ





**"Your
experience
means the
world to us."**

Deliver on time, on budget, exceed
expectations with no variations

WE WORK AS ONE TEAM WITH ONE FOCUS WITH YOU

We listen through a number of platforms, research using various channels, design with unlimited scope, and source the best the world has to offer.



Research



Design



Global Sourcing



Project Management



Cost of life



I read the other day that 90% of children's best memories come from family vacations. That is a big responsibility that we thrive on.

RESEARCH

We start every project by listening to you and clearly understanding the brief.

We then take that information and feed it into our research teams.

We have 30 years of recreation planning experience in our Brisbane office and we add a team of researchers and data scrappers in Sri Lanka that interface with our team daily on global trends and specific projects.

One team is scouring the globe for new trends in recreation, family engagement, design or education on a macro basis, while the other team is researching specific projects, like Narooma for instances, where we looked at tourism data on who visits the location, demographics, are they habitual visitors, spending habits, recreation assets that exist within the geographic area as well as a raft of other information.

We then review the findings check back with you and use all of that information to brief the design team.

We can help leverage your impact through our experience with:



Recreation planners



Demographic
Specialists



Social Media Data
Specialists





DESIGN

Design is headed in Australia by a young ambitious Architect who has a huge thirst for travel and she is supported by a large support team of Architects, Renderers and Ai specialists in Bali.

The team can draw from over 8000 standard product line items as well as being able to dream big and design the completely bespoke product dependant on budget, timeline and scope.

Ai is also rapidly changing capabilities meaning bespoke design can be done quickly and accurately

We can give you immediate access to our own Architects and Landscape architects as well as the other more specialised consultants like:

- Indoor Pool Architects
- Hydraulic Engineers
- Surveyors
- Structural Engineers
- Geotechnical Engineers



From this ...



To this ...



SOURCING

"Don't settle for less than the best the world has to offer."

This is where it gets exciting.

Once we have a clear brief from you and the research team have provided their information, our sourcing team works directly with our designers to match needs with wants.

For instance the highest quality ropes and Commercial climbing options come out of Bulgaria, when it comes to the absolute highest quality standard equipment in the world, the Germans are unmatched. Water play comes out of Canada and we are now delivering amazing outcomes from China in custom structures in both wet and dry play, fitness and are delivering better value by driving price down with similar quality.

In addition, we have another group that is looking for new trends and opportunities. In your case, it is how do we deliver occupancy gains and revenue increases in shoulder periods and quiet time bookings by engaging differing users groups.





PROJECT DELIVERY

As a project management team, we use specialist installers across the country, however we also source as many trades and suppliers in local communities as possible to ensure we build on community support for our projects.

Playrope is known within the industry to have delivered projects with the greatest degree of difficulty.

With 10 remote projects in the Cape, 10 in the NT, where we have had to take everything from batching plants to desalination plants, we are used to dealing with all conditions.

The latest being on Thursday and Tiwi islands and due to be finished with the next two months



Night time

Small time





Big time



Inside



Outside

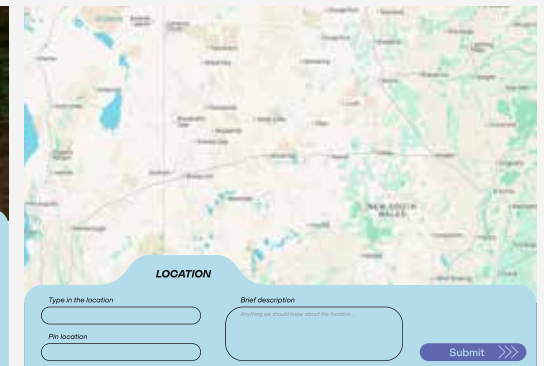
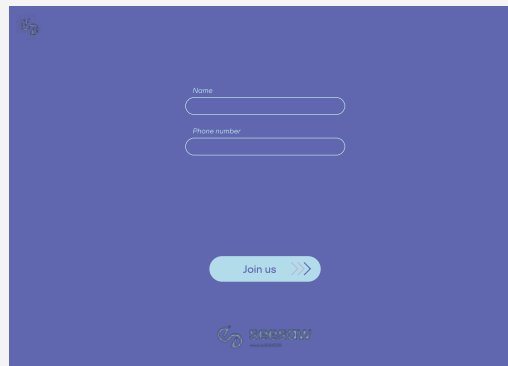


COST OF OWNERSHIP



We are the only company in the industry that truly looks at cost of life, because we offer maintenance programmes that support all of our our installations.

We have the best water Splash pad specialist in the country who is available to you at anytime to trouble shoot and we have developed a communication tool called Seesaw that allows park staff to communicate problems they have with any water or dry play equipment quickly and they will get a timely response back and a solution or pathway forward.



LET'S TAKE A LOOK AT THE NAROOMA PROJECT

**"Successful design is not
a happy accident"**

The people we worked with:

- A project manager at DP who understood the deliverables, scope, and budget
- A marketing department at DP that analysed demographics and marketing needs
- Park managers who were fantastic throughout the project

The Pressure:

- We had a drop dead budget with a lead time to get open for Christmas on this project
- We knew this was the first large investment DP had made into dry play and how important engaging the planning research and design would be to the success of the project.



DESIGN & SOURCING

- The lead time determined that we we would need to use a standard product with a heavy design focus
- We knew the environment would be harsh in terms of hot and cold as well as being close to the coast which meant it would need robust, long lasting quality equipment.
- The design needed to acknowledge the existing recreation options on site and provide options for all age ranges and activity levels.
- We also needed to work with the demographic research.





EXECUTION

- Planning commenced immediately upon order placement
- Equipment was ordered promptly to meet the deadline
- We appointed a local landscaper and excavation company after reviewing their work.
- The project had some issues with a neighbour next door however open communication kept the project moving and didn't delay handover.
- We brought in our installers to complete the installation of the equipment and rubber and they worked seamlessly with the local contractors.





OUTCOME

- Project opened on time
- No cost overruns
- Happy community except for one grumpy neighbour
- Our teams and local landscape contractors took great ownership of the outcome
- Project met its uplift targets



INNOVATION

As a part of the brief we give to our research team each year is that we cannot be just another supplier. We need to find ideas and solutions within our travels that may add value to our clients business models. The focus for us has been to find ways to attract community outside of peak times and to look for a different customer that will travel at different times in the year. In the case of Discovery Parks we seen a couple of ideas in different parts of the world that we think have merit, however we will let you be the judge of that.

THE LITTLE THEME PARK – FAMILY FRIENDLY

Jegoland has been a standout which we first discovered in Shanghai, China and quickly realised it was a model that is working across multiple cities in China and is about to reach Vietnam, Thailand and Malaysia. The project we saw in Shanghai attracts over 700,000 visitors a year paying USD\$20 per person. The initial capital investment was USD\$3,500,000

The basic premise of the model is that is like a mini theme park aimed at families who want to have a great day out in a controlled space. They can picnic, enjoy water play, sand play and traditional playgrounds, swings and open space for more structured activities. The space can be used by park guest and local communities and requires very little additional staffing

BIRDVIEW





欢乐水谷



趣月沙盒



环月奇航



月牙秋千



EVOLV COMMUNITY

With the current and reoccurring push for wellness our team have seen this concept grown rapidly in the baltic states of Europe. They have taken those concepts and created a family of options that can be easily moved from Park to park to attract a totally different traveller at a different time of the year.

There are options for:



Sauna & Ice Bath



Cycling



Yoga



Pilates



Workspaces



Interactive Gaming



Vending-driven Café



Golf Simulation



EVOLV SAUNA



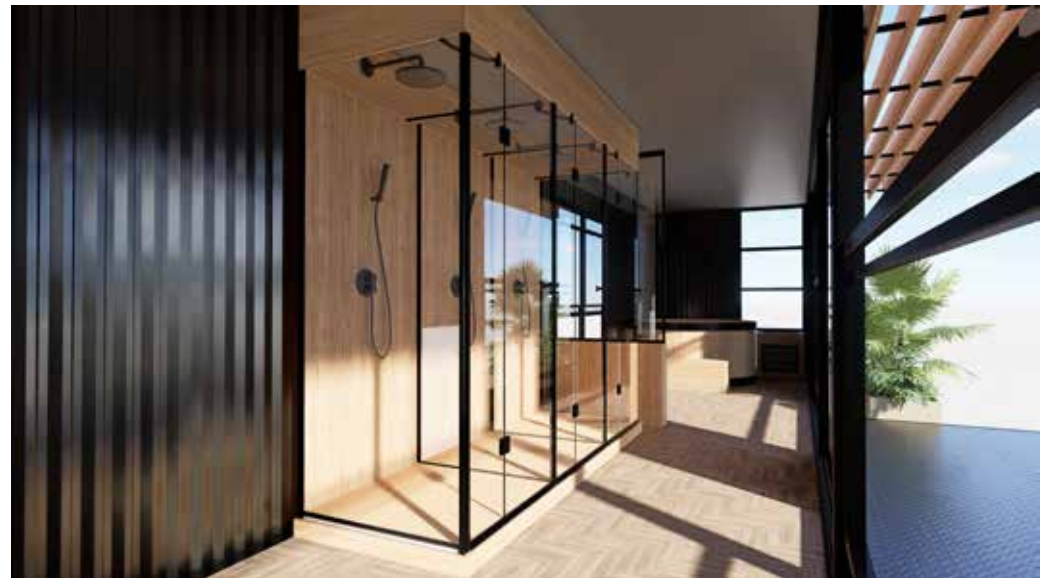
EVOLV YOGA



EVOLV CAFE



EVOLV SAUNA





VENDING MACHINE



XPLAY

OUR GOAL AT PLAYROPE



TO ASSIST YOU IN

CREATING FOREVER memories

THANK YOU