



## 1) Logo

- We need a logo for a new business. Logo needs to include the words “Cairns Rainforest Zipline”
- The first 3 logos above are our existing businesses
- We like the colours & look and feel of the Ziptrek logo (orange and green). But we prefer our font, design style and person ziplining on our logos (first 3 logos)
- We need PDF, JPEG and Vector file formats for the logo
- Logo variations needed (amber and green colours; white with black background; black with white background)
- Please provide 2 design options for the logo

## 2) Business cards

- we need a design for a business card; at least 600 DPI resolution; standard dimensions in landscape format; vector based PDF file type.
- to include logo from above
- these contact details all on the same card (Mike Thompson - 0491 113 720, Matt Thompson - 0432 868 686, [ziplineaustralia@gmail.com](mailto:ziplineaustralia@gmail.com), PO Box 643 Toowong DC 4066 Brisbane Queensland)

## 3) Brochure # 1 (Agent Briefing)

- Brochure to be A4 double sided in portrait. PDF vector based file with bleed lines
- See examples of brochures and headings we like at the end of this document
- Pictures should be included on this brochure - see attached images
- Some examples of brochures we like are at the end of this document
- Top of page banner “Australia’s Best Rainforest Canopy Tour”
- The Product: The Cairns Rainforest Zipline ecotour uses zipline technology that allows visitors to traverse through the rainforest up at the level of the canopy and learn about the rainforest from a completely new perspective. Guests start at our zipline arrival centre where they are briefed and fitted out with harnesses and continuous belay rollers before a four wheel drive takes them up to the start of the rainforest canopy tour. Interpretive rangers guide guests as they glide on ziplines, or walk on suspended bridge walks, from treetop cloud station to treetop cloud station. Guests enjoy an intimate treetop rainforest experience whilst absorbing themselves in dramatic views and the thrill of simulated flight in one of the world’s oldest rainforests. The tour culminates with a 540m Megazip experience - consisting of four parallel spans allowing friends, family and groups to share the experience simultaneously. The Megazip offers amazing views out towards the Great Barrier Reef as they glide down from the rainforest, across the Skyrail Lake, and land smoothly back at the Zipline Arrival Centre.
- Choose Your Tour: The zipline experience is available as either a 2.5 hour Rainforest Tour & Megazip experience including 6 Ziplines and 3 suspended Bridge Walks or as a 45 minute Megazip only experience. In this way it caters for those seeking an engaging and immersive guided tour of the rainforests of the Wet Tropics or those needing a shorter activity that fits in with a time constrained itinerary whilst still delivering an unmatched “hero experience” for their holiday.
- Who does the tour suit?: Our tour is perfect for those seeking an amazing outdoor rainforest adventure on their holiday. The tours suit families, teenage kids, young kids (little ones under 30kg can travel tandem with adults), overseas visitors, backpackers, cruise ship excursion guests and those visiting family and friends.
- Pricing: Rainforest Tour and Megazip \$130 AUD for adults and \$65AUD for children. Megazip only \$110 AUD for adults and \$55 for children.
- Safety: Safety and environmental protection have been the priority in design and development and the attraction will be operated by the experienced and respected team from Zipline Australia.
- Opening: The zipline ecotour is scheduled to open in May 2018.
- Restrictions: Ages 5 to 95. Max weight 120kg. The tour involves moderate physical exertion including walking on inclined raised board walks.

- Bookings are essential: Tours can be booked online [www.cairnsrainforestzipline.com.au](http://www.cairnsrainforestzipline.com.au). Agent login available for group tour bookings.
- Tour times: Tour groups leave every half hour from 9am through to 3:30am. The tour has the capacity to take up to 400 people per day and all rainforest tour group sizes are limited to 12 people to ensure a personal experience.
- Where to find us: Tours depart from the zipline arrival centre at Skyrail Cnr of Captain Cook Highway and Cairns Western Arterial Road Smithfield, Cairns, Queensland, 4878, Australia
- Important Facts:
  - We operate in all weather conditions, all year round. In fact, we are the best tour for a rainy day!
  - Closed shoes are essential.
  - Packages are available for Zipline and Skyrail gondola combo tours.
  - Guests are required to check in at the zipline arrival centre 15 mins before their tour is scheduled to start.
  - Guests under the age of 15 must be accompanied by an adult.
  - All guests are required to sign a waiver. Those under the age of 18 must have their waiver signed by a parent or guardian.
  - We need to know about any recent injuries, medical conditions or possible pregnancies
  - Cancellations made within 24 hours of your tour may incur a \$50 p/p rescheduling fee.
- Contact us for any queries you might have: phone: Matt - 0432 868 686, Mike - 0491 113 720, email - [ziplineaustralia@gmail.com](mailto:ziplineaustralia@gmail.com)
- Add key social media icons (facebook, instagram, twitter, youtube)

#### **4) Brochure # 2 (Product Description / Customer Journey)**

- Brochure to be A4 double sided in portrait. PDF vector based file with bleed lines
- See examples of brochures and headings we like at the end of this document
- Pictures should be included on this brochure - see attached images
- Top of page banner "Cairns Rainforest Zipline"

### **THE TOUR**

Our Cairns Rainforest Zipline canopy tour is the experience of a lifetime. We take you up into the canopy of a beautiful Wet Tropics rainforest. In fact, at over 110 million years of age, the rainforests of the Wet Tropics are the oldest continually living rainforests on earth. Better yet, we have a very low impact way of allowing you to enjoy and immerse yourself in this special place where 40% of all life on the planet exists, but very few ever get to experience. We use the very best continuous belay zipline technology that allows you to traverse through the rainforest canopy and learn about the rainforest from a completely new perspective. Your experience will be smooth, safe and seamless to your focus on taking in all that the rainforest has to offer.

### **THE CUSTOMER JOURNEY**

- First things first. Allow 2.5 hours for your tour and don't forget to book online in advance of your visit so that you don't miss out on your preferred day and time.
- Getting here is simple. We are located at Skyrail's Smithfield Station. There is plenty of onsite parking for cars and RV's for those who drive, or, we can organise for you to be picked up by bus from your hotel or one of several pickup points in downtown Cairns. The drive time is a short 18 minutes.
- Once you arrive, head straight in to our Zipline Arrival Centre where one of our friendly staff will greet you with a smile and check you in. You'll then be introduced to your experienced and skilled zipline guides who will kit you out with a full body harness, helmet and provide you with a safety briefing for the tour. Your guides will do everything for you on tour so that your job is simply to relax and enjoy the experience. Better still, your tour group will be limited to 12 people so that your experience is personal, intimate and jam packed with interesting stories about the Wet Tropics.
- You will then take a 5 minute 4WD trip up to the start of the rainforest canopy tour. After hopping out of the 4WD, you take a short stroll with your group on a raised boardwalk to the start of the zipline where your guide will connect you to the tour cable and send you on your first zipline to a rainforest treetop viewing platform.
- Our rainforest canopy tour includes 7 treetop platforms called CloudStations which are linked by 3 suspended bridge walks and 5 ziplines. At every point in the rainforest canopy tour one of our guides will dispatch you and the other will receive you. As you pause on the CloudStations your guides become your very own personal interpretive rangers ready to tell the story of life up in the rainforest canopy. You are guaranteed to enjoy an intimate treetop rainforest experience whilst absorbing yourself in dramatic views and the thrill of simulated flight in one of the world's oldest rainforests.

- Once you complete the rainforest canopy tour you are 540m away from the Zipline Arrival Centre where you first started. Getting you back just might be the highlight of the tour. Our 540m Megazip has 4 parallel ziplines allowing you to share the experience with other tour members, friends and family. The views on the Megazip are spectacular. As you fly back to the bottom, at up to 26m above the ground, you will be able to look out to the Great Barrier Reef, up and down the Cairns Marlin Coastline, and whoop with delight as you cross the Skyrail Lake before smoothly gliding in to the final receiving platform at the Zipline Arrival Centre.
- After high fives and plenty of smiles and laughs, your guides will then take your helmets and harnesses before you collect any personal items stored in the lockers.
- In the gift shop area you can purchase merchandise and collect tour photos and videos which can then be easily shared with friends and family via our free high speed WiFi network.
- Before leaving, feel free to sit and relax on our viewing deck, sip on a cool drink, and enjoying the magical sight of happy guests gliding back to the Zipline Arrival Centre on the Megazip.

## **TOUR FACTS**

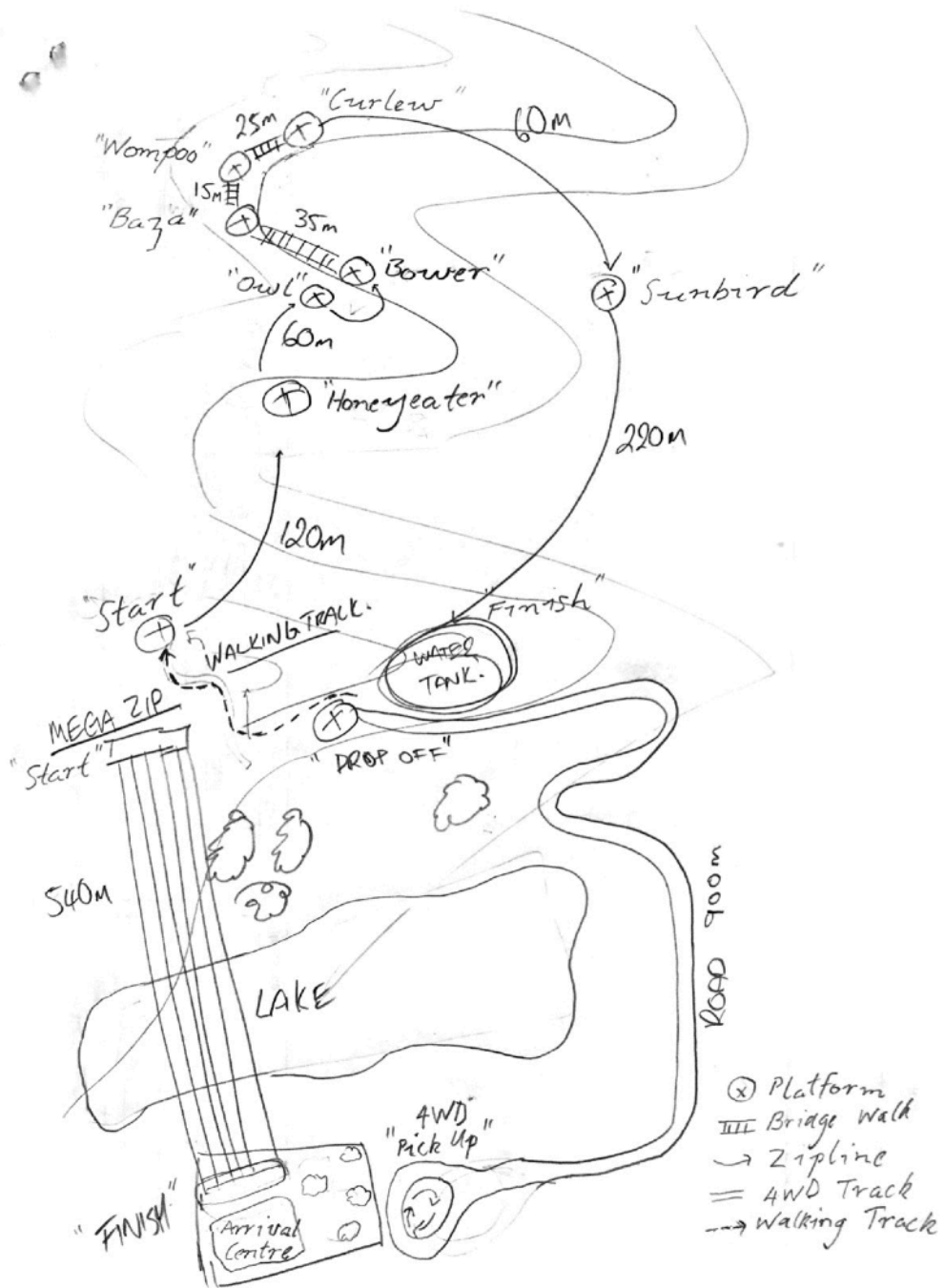
- Opening: The zipline ecotour is scheduled to open in May 2018.
- Pricing: Rainforest Tour and Megazip \$130 AUD for adults and \$65AUD for children. Megazip only \$110 AUD for adults and \$55 for children.
- The tour operates in all weather conditions, all year round.
- Suitable for ages 5 to 95.
- Max weight 120kg.
- The tour involves moderate physical exertion including walking on inclined raised board walks.
- Tours can be booked online at [www.cairnsrainforestzipline.com.au](http://www.cairnsrainforestzipline.com.au).
- Tours depart every half hour from 9:00am to 3:30pm
- Tour group size is a maximum of 12 people to ensure a personal experience
- Tours depart from the zipline arrival centre at Skyrail: Cnr of Captain Cook Highway and Cairns Western Arterial Road Smithfield, Cairns, Queensland, 4878, Australia

## **CONTACT US**

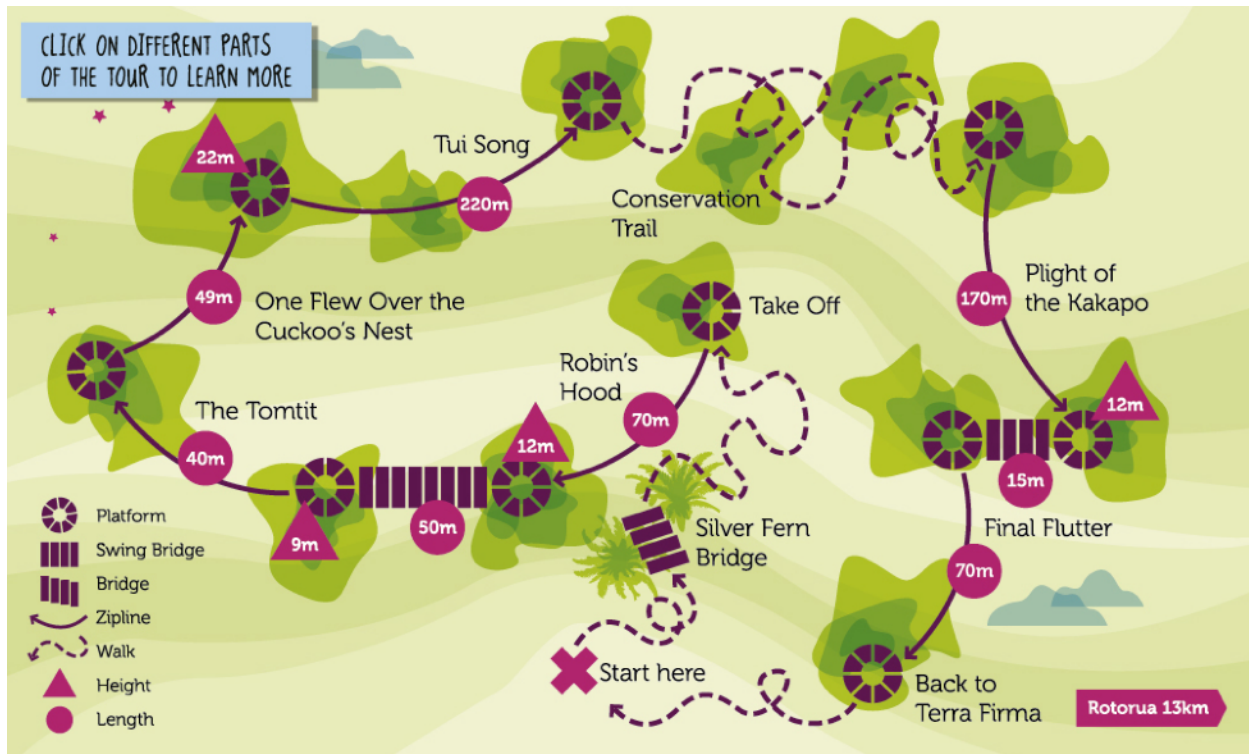
- Contact us for any queries you might have: phone: Matt - 0432 868 686, Mike - 0491 113 720, email - [ziplineaustralia@gmail.com](mailto:ziplineaustralia@gmail.com)
- Add key social media icons (Facebook, Instagram, Twitter, YouTube)

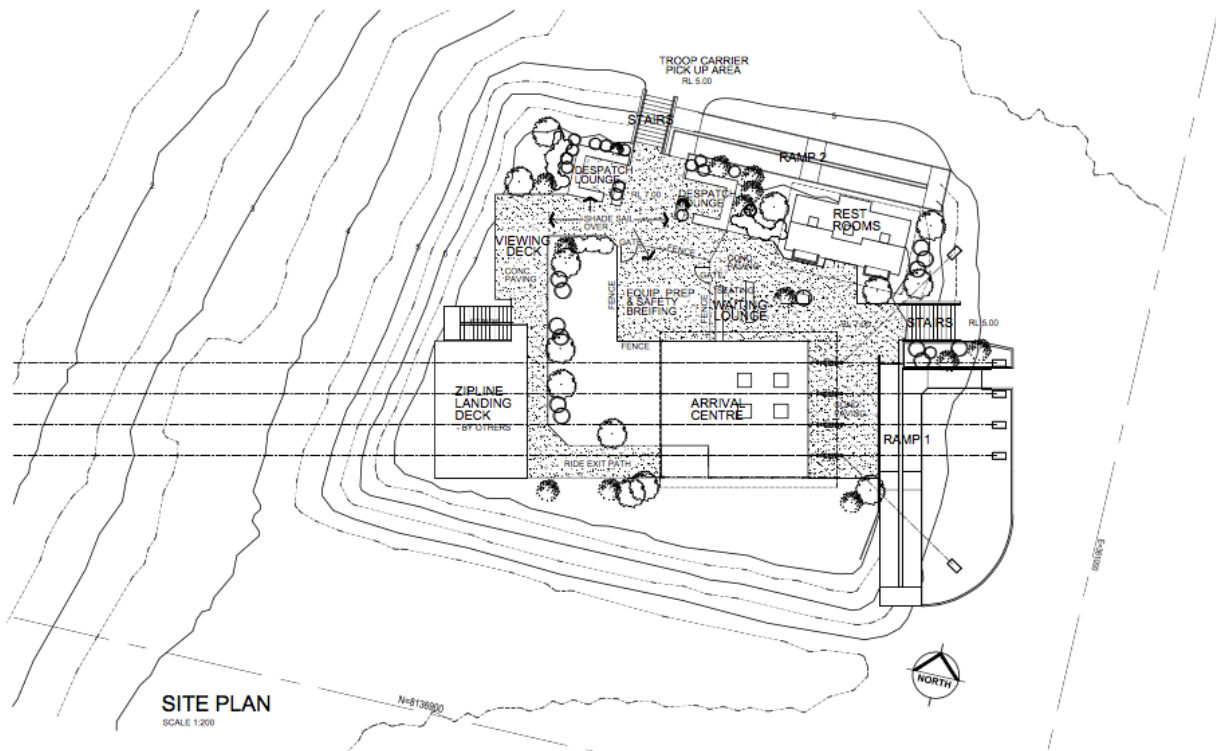
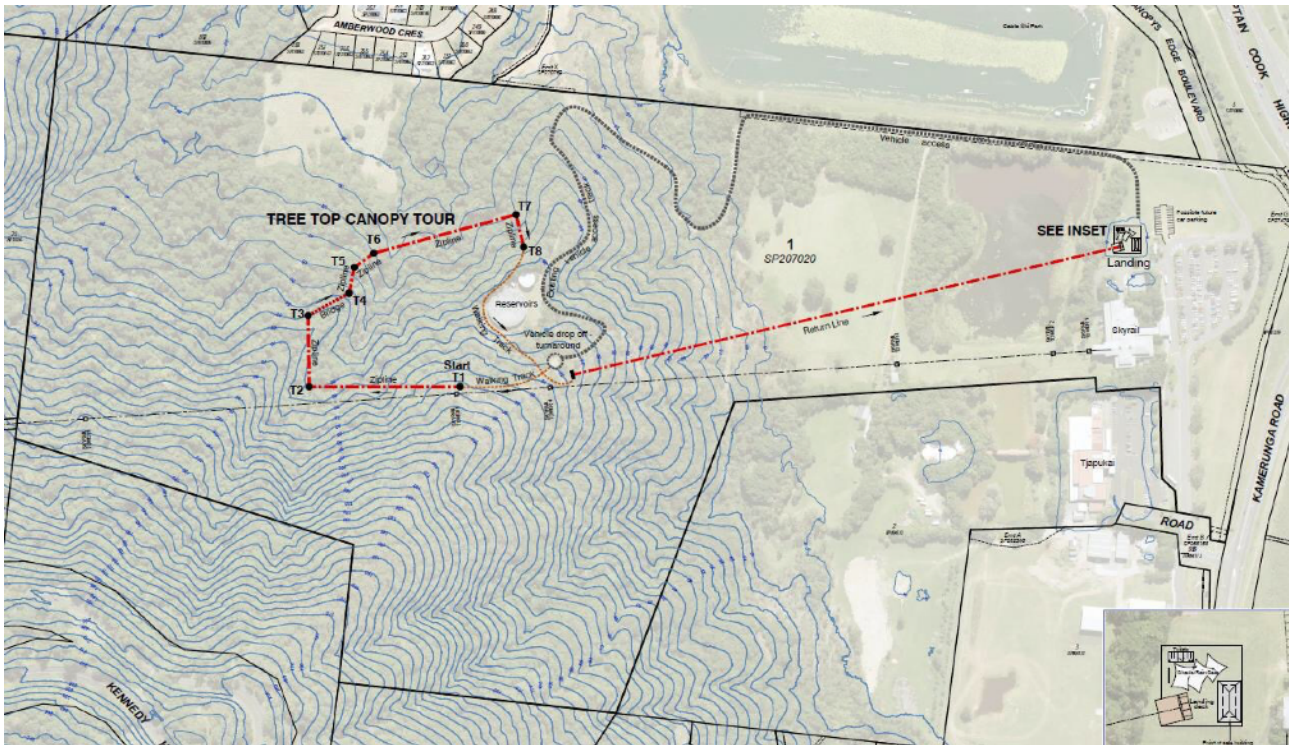
## **5) Tour Map**

- A cartoon style tour map is needed.
- See attached sketch below which needs to be turned into a map
- Map should be done in Plan view. Doesn't need to be to scale
- An example of what the tour map should look like is below our sketch.
- For information only, a site contour map and a plan map of just our arrival centre area is provided.

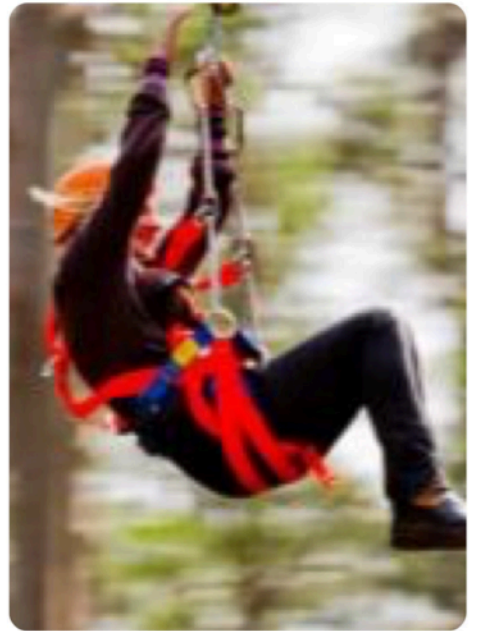
















EXAMPLE BROCHURES - we like this sort of great colour scheme (orange, blue, green)

**NZ'S #1 ORIGINAL ZIPLINE TOUR**

QUEENSTOWN, NZ

### FREQUENTLY ASKED QUESTIONS

**Where is Zip Trek Ecotours located?**  
We are located within easy walking distance from the centre of Queenstown. Zip Trek's Guest Services Treehouse is situated just past the bridge, 150 metres to the left of the Skyline Gondola upper terminal, at the edge of the tree line.

**How long is the tour?**  
The Moa tour runs for 1.5-2 hours and the Kea tour runs for 2.5-3 hours. Both tours run at regular intervals throughout the day. Check in time is 15 minutes before the tour is scheduled to start at the Zip Trek Treehouse. Please allow 40-60 minutes to travel by gondola from the base to the Zip Trek Treehouse.

**Is the Skyline Gondola pass included in the Zip Trek tour price?**  
The Skyline Gondola pass is not included and can be purchased directly from the Skyline terminal building on the day of your tour.

**Do I need to make a booking?**  
Reservations are essential. We book a maximum of 10 people on a tour and therefore can sell out quickly. In order to guarantee a place on tour, at a time that will work best for you, please contact our Guest Services team.

**What are the age and weight restrictions?**

- The minimum age to participate in a Zip Trek tour is 6 years of age.
- There is a minimum weight limit of 30kg (66lbs) for both tours.
- Guests under 30kg (66lbs) may also participate with a guide on the Moa tour only.
- The maximum weight of a guest is 125kg (275lbs) for both tours.
- Children (6-14yrs) must be accompanied on tour by a parent or guardian.

**Is this tour suitable for children?**  
The tours are suitable for the whole family and for children aged 6 years and older. Children (6-14yrs) must be accompanied on tour by a parent or guardian.

**CHOOSE YOUR ZIPTREK ADVENTURE**

QUEENSTOWN, NZ

### MOA ZIPLINE TOUR

**DURATION: 1.5 to 2 HOURS**  
4 Ziplines + 10 mins walk

Perfect for families with young children, first time zippers and the young at heart.

Four exhilarating ziplines suitable for all ages

Starts and finishes at the top of the gondola

Minimum age 6 years

Little people under 30kg (66lbs) may travel tandem

Maximum weight limit of 125kg (275lbs)

**\$139** (Adult 15-64yrs) **\$89** (Youth 6-14/Tenax 65+)

### KEA ZIPLINE TOUR

**DURATION: 2.5 to 3 HOURS**  
6 Ziplines + 20 mins downhill walk

Perfect for backpackers, families with teenage kids and those with an enhanced appetite for adventure

Includes the steepest zipline in the world, travelling at speeds of up to 70kph (50mph)

Six breathtaking ziplines with outstanding views, returning you to the bottom of gondola hill on a total high

Starts at the top of the gondola and finishes at base

Minimum weight limit of 30 kg (66lbs) up to a maximum weight limit of 125kg (275lbs)

**\$189** (Adult 15-64yrs) **\$139** (Youth 6-14/Tenax 65+)

**NZ'S #1 ORIGINAL ZIPLINE TOUR**

### TRAIL MAP:

### BOOKING ESSENTIALS:

- Tours depart from the Zip Trek Treehouse, situated at the top of the Skyline Gondola. Two times are assessed by travelling up the gondola (allow an 10 mins to walking up the 1st trail (allow 40-60 mins).
- We operate in all weather conditions, all year round.
- Warm gear/bags are required due to the changeable nature of this alpine environment. This is not just a minor essential, but a vital need recommendation.
- Closed-toe, supportive shoes are essential on both tours.
- Gondola tickets are additional and must be purchased separately.
- Guests are required to check in at the Zip Trek Treehouse 15 mins before their tour is scheduled to start.

### IMPORTANT INFORMATION:

- Guests under the age of 15 must be accompanied by an adult on tour
- Those under the age of 18 years of age must have their waiver signed by a parent or guardian
- All guests are required to sign a release of liability waiver before going on tour
- We need to know about any recent injuries, medical conditions or possible pregnancies
- Gondola tickets not included in tour price and must be purchased separately

**Cancellation policy:** Cancellations made within 24 hours will be charged in full. Rescheduling within 24 hours of your tour may incur a \$50 p/p rescheduling fee.

This brochure is produced in the environmentally sensitive area of the Queenstown Lakes District. Please do not litter or damage the environment.

### WHERE TO FIND US:

Zip Trek's booking office is located at 45 Camp Street, Queenstown.

**BOOKINGS ARE ESSENTIAL**

By phone: **0800 ZIPTREK (0800 947 873)**

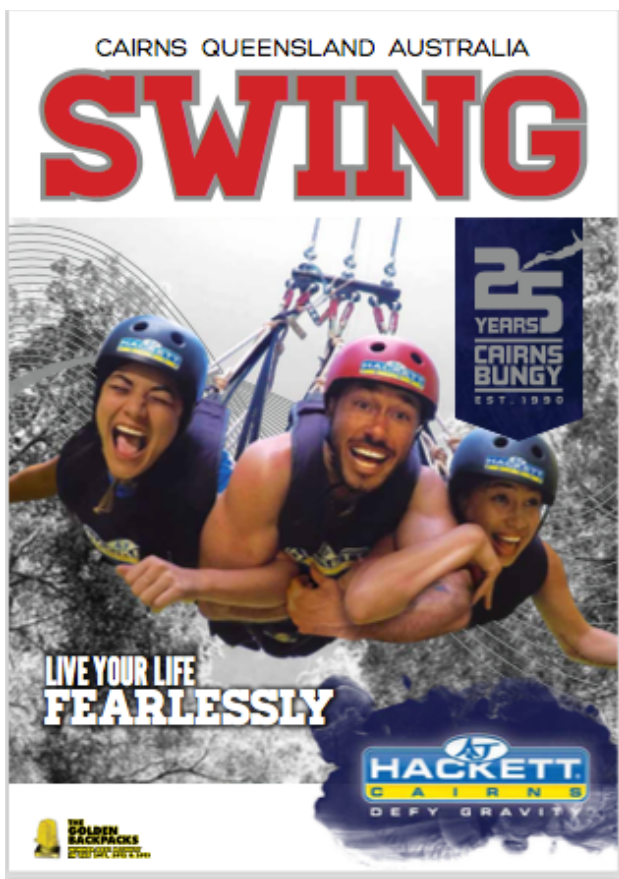
By email: **NZRESERVATIONS@ZIPTREK.COM**

On website: **ZIPTREK.CO.NZ**

Join the community #ZipTrekNZ

**MT TREMBLANT CANADA** **QUEENSTOWN NZ'S #1** **WHISTLER CANADA**

EXAMPLE BROCHURES - great headings that stand out.



Full link to high def pictures and files will be provided once a Designer is selected. Select pictures attached as separate file to support quotes / proposals for this work.