

RIVENDELL



BUSINESS OPPORTUNITIES

overview

introduction

While Rivendell's planners are doing everything possible to facilitate residents operating their own businesses, there are also a number of specific business opportunities being created:

Businesses planned for the commercial area surrounding the Village Square:

- Guest House
- Café / Restaurant / Wine Bar
- Interpretation Centre
- Corner Store / Organic Grocery

These will be housed in Rivendell's purpose designed commercial complex – a state-of-the-art climate interactive building with parabolic trough solar collectors on its roof and lushly landscaped central atrium opening out onto the village square.

There will be several other commercial spaces for rent within this building and residents will also be able to operate businesses from shop fronts attached to residences fronting the Village Square. Possibilities include:

- Health practitioner
- Exercise studio
- Gift / Book store
- Craft shop / Art gallery
- Business planning services
- Accounting / Tax services
- Multi Media/ Graphic designer
- Life Coach/Personal development/Counselling services

There is also the opportunity for investment in rental property – both business and residential.

bed & breakfast establishments

& enterprise lots

Bed & Breakfast Establishments

Outside of the village's commercial zone there will be a limited number of licences for residents to operate Bed & Breakfast establishments from their homes.

Health / Healing Centre

All businesses on Rivendell will be able to present the highest environmental credentials, and thus enjoy a competitive advantage in their respective markets. A health / healing centre would be no exception. Imagine a spa using rainwater that is harvested on site, heated and pumped with solar energy, then the wastewater treated on-site and used to irrigate an orchard. The capital cost to provide all this as a stand-alone set-up would be substantial, but on Rivendell it will simply be a matter of tapping into the village's existing green infrastructure. Rivendell's organic farm could supply the health centre with aromatic herbs... and, if the centre also wanted to offer meals, organic produce picked fresh daily.

Rainforest Cabins

A small clearing in the rainforest regeneration area provides the opportunity for a number of cabins to be built and managed as rental accommodation - either as a stand-alone business, or incorporated into the Health /Healing Centre.

the village square

Being the social and commercial centre of Rivendell, the Village Square offers a wide variety of business opportunities.

The state-of-the-art climate interactive commercial building with its roof of parabolic trough solar collectors and central atrium is located on the east side of the square. It will incorporate the guest house, interpretation centre, shops, offices, a restaurant and cafe. The lower floor will open out onto the Village Square where other businesses may also be located in shop fronts attached to residences which front the square.

While the Village Square will be a vibrant place, both during and outside business hours, unlike most commercial and entertainment precincts, Rivendell's Village Square will be a very pleasant place to live due to the relatively small scale of the development, its attractively landscaped environment, the absence of traffic, and the low key tenor of the social and commercial activities. It is therefore expected that the owners of many enterprises will live on site.

Interpretation Centre

Rivendell is ideally located to take advantage of the eco-tourism being generated by the magnificent natural wonders of the Northern Rivers. Its unique design and use of innovative green technologies makes Rivendell ideal for tourism ventures with a strong sustainability, health or educational component.

Located within the commercial building, the interpretation centre will be able to cater for groups, large and small. As much of the machinery being used to deliver Rivendell's green services will be

the village square

housed in this building, presentations employing displays, scale models and audio-visual are not all that will be possible. For example, there will be the solar thermal cogeneration plant's parabolic trough collectors on the roof, and in the basement the ORC turbine and the heat exchangers that use the turbine's waste heat to flash pasteurise the village's potable and waste water.

Guest House

A 20 room guest house is being designed to occupy the upper floor of the climate interactive commercial building. The concept for the guest house is that of a 'live-in classroom' where guests' consumption of water and solar generated electricity, hot water, space heating and cooling will be data logged and displayed in real time on a computer screen in each room. On checkout bills will be fully itemised - showing not just the room charge and food and beverage tab - but also the charge for each service - water, electricity, etc.

Restaurant

The restaurant will be located on the ground floor of the commercial building, with alfresco dining in the rainforest bedecked internal atrium or beautifully landscaped Village Square.

Like all businesses on Rivendell, it will be powered by the sun - electricity, hot water, space heating and cooling - and will even be able to use waste heat from the solar powered turbine for many of its cooking needs. Rivendell's organic farm located next door will provide much of the restaurant's fresh produce. The restaurant's clientele will include the guest house guests, Rivendell residents,

the village square

members of the wider Nimbin community, and the many day visitors to the area. An additional opportunity will be to provide lunches for the interpretation centre's bus tours.

Café / Wine bar

Trade may well be sufficient to support a café and /or wine bar in addition to the restaurant.

Corner Store / Organic Grocery

Though the village of Nimbin with its wide variety of retail stores is just 750 metres away, having a corner store just a minute's stroll from one's front door will add a further convenience for Rivendell's residents. The store could also provide a point of sale for Rivendell farm's organic produce. It would be an ideal situation to provide a modest income stream and source of social contact for a retiree.

light industry & business opportunities

Rivendell offers a number of opportunities for manufacturers – both established businesses looking to relocate, and new ones setting up.

Not only can this region offer low setup and operational costs, but given the kind of world-wide interest that Rivendell is starting to attract, green business locating on Rivendell will gain a significant marketing advantage. There will also be substantial capital cost savings as businesses will be able to simply tap into the village's solar power and other green infrastructure, rather than having to provide it all themselves in stand-alone set-ups.

Solar Process Heat

In particular, we are looking for manufacturing operations that can utilise as process heat, the large amounts of 'waste heat' output from the village's solar cogeneration plant. While we see food processing as an industry ideally suited to locate next to the Rivendell Organic farm and utilise the waste heat, there are any number of other light industries that would also be suitable.

Goods and Services

Apart from industries that require process heat, there are many goods and services that small businesses could offer to residents of Rivendell and the Northern Rivers.

light industry & business opportunities

Here are 2 examples:-

Environmental Washing Products

1. The Sodium Problem. As all of Rivendell's wastewater will be reused on-site, salination could eventually become a problem if conventional sodium based washing products are used.
2. Potassium Based Products. Therefore residents and businesses on Rivendell will be provided with low sodium and potassium based products, the cost of which will be included in their annual sewerage rates.
3. Business Opportunity. This presents a business opportunity for the manufacture and direct marketing of some products we use day to day, including: hand, face and body soaps, shampoos, conditioners and rinses, dishwashing and laundry detergents.
4. Large Potential Market. A high proportion of the population of the surrounding area, and indeed, the whole bio-region, treat and reuse their wastewater on-site. Therefore, a far larger potential market than just the immediate Rivendell Village exists for these products.
5. Organic Components. Herbs grown organically in the region (and on Rivendell's farm), including aromatic rainforest products like lemon myrtle, make ideal natural additives and scenting agents for the products.

light industry & business opportunities

Rent-a-Car Service

1. Reduced Car Dependence. Careful planning for the kind of pedestrian amenity that provides access by proximity, rather than by transport, will greatly reduce Rivendell residents' dependence on the car.
2. The Opportunity. Maintenance of a second car will be an unnecessary expense for most households, particularly if a small rent-a-car business can cater for the occasions when people have need of a second car (or ute, or truck, or people mover).
3. Future Potential. We can even foresee the day when some residents will only need a car once or twice a week, and the cost of renting a car on those occasions will be less than the average \$7,000 we Australians pay each year to own and run a car.

For further information and to register your interest, please visit our website: **www.rivendellvillage.com**