



Community Forum

14 June 2010

John Huber
Chief Executive Officer



Topics



- Board Appointment
- Summer Events & Activities Review
- Recent Projects & Initiatives
- Resort Master Plan
- 2020 Strategy Review
- Winter 2010 Events Schedule
- Questions

Board Appointment



New Mt Buller & Mt Stirling Alpine Resort Management Board announced 30 April 2010.



Geoff Provis, Chairman

- Former Chairman, Mt Hotham Alpine Resort Management Board
- Partner, Russell Kennedy Lawyers specialising in banking, insurance and injury litigation



Dean Belle, Deputy Chairman

- Mansfield Shire Councilor
- Over 20 years experience operating businesses within the Ski industry, including Thredbo, Mt Buffalo and Mt Buller
- Operates the Mansfield Produce Store
- Operates a tourism, hospitality and marketing consultancy business

Board Appointment



Bryce Moore

- Member, Merrijig Ski Club
- Former Chief Operating Officer, Delfin Lend Lease
- Over 20 years experience in the urban development industry



W Richard Brooks

- President, Ski Club of Victoria
- Managing Director, Tyne Solutions Pty Ltd, a provider of business and association management services
- Diverse experience in industry and commerce



Susan Hocking

- Returning Board Member
- Economic background specialising in tourism investment and infrastructure
- Company director with a strong interest and experience in corporate governance and audit and risk

Board Appointment



Lea Corbett

- Management consultant with extensive experience in public sector governance, policy, strategic planning and organisational change.
- 13 years experience in senior management roles in Commonwealth and State governments specialising in infrastructure, natural resources and regional development.



Stuart Worn

- Returning Board Member
- Member, Alkira Ski Club
- Executive Officer, Planning Institute, Victorian Division
- Former Director, Skiing & Snowboarding Australia

Summer Events & Activities Review



4 December

Mt Buller Sprint

Successes: 80 competitor vehicles, approximately 500 unique resort visitors
Opportunities: Growing the spectator and media sides of the event

23 January

Kids' Weekend

Successes: 1,200 unique resort visitors
Opportunities: Grow the event via third party sponsorship support.

30 January

Women's Mountain Bike Clinic

Successes: Clinic fully booked, interstate participants including from Perth.
Opportunities: To host multiple clinics in summer 2011 to drive visitation and raise further awareness of the Bike Buller product offering.

7 March

Picnic in the Park

Cancelled due to rain – was expected to attract 2,000 people.

13 March

Scody High Country Cycle Challenge

Successes: 550 cyclists accessing Mt Buller
Opportunities: To increase participation in the event by growing its status as a part of the greater Tour De Flavour event.

Summer Events & Activities Review



13-14 March

Bike Buller MTB Festival

Successes: 2,000 resort visitors including 428 competitors, total economic impact for region: \$247,125.

Opportunities: To grow the Festival into a 3-day event

2 - 5 April

Easter Celebrations

Successes: Attracted 3,000 people to the resort

Opportunities: To deliver a more diverse schedule of Easter activities to attract more commercial visitation.

2-5 April

Alpine Art Market

Successes: 1,000 people visited the display

Opportunities: To expand the art offering /or to grow the event into a broader cultural event.

3 April

Mountain High Fun Run

Successes: 218 competitors – almost double from the previous year

Opportunities: To attract further competitor numbers

6-7 May

Alpine Sustainability Forum

Successes: 100 + alpine industry representatives visiting Mt Buller

Opportunities: Forum changes venues each year but the event has helped to establish Mt Buller's presence in the MICE market.

Recent Projects & Initiatives



- General Resort Presentation Upgrade
- Resort Masterplan Consultant Appointment
- Water Storage Facility: Business Case & Feasibility Study
- Mt Buller – Mt Stirling Link Road
- Remote Water Monitoring System
- Sludge Handling Facility
- Mt Stirling Management Strategy
- Shelters at Mt Stirling – Howqua Gap & Marker 36
- Mountain Bike Trails - Stage 3
- Extension to Mirimbah Ticket Office
- Beautification Works at Mirimbah
- Refurbishment of Ski Patrol facilities at Mt Stirling
- Implementation of Energy Audit Actions
- Village Centre Permanent Stage
- Village Centre Lighting & Signage

Resort Master Plan



Develop an Integrated Resort Masterplan for Mt Buller

1. Improve visitor amenity and offer of the Mount Buller Village
2. Improve visitor access to, from and within the Mount Buller Village
3. Improve the interface between the Mt Buller Village and the activity areas
4. Improve access to Mt Buller and tourism links between Mt Buller and Mt Stirling
5. Develop the required activity infrastructure to support year round visitation and further development and investment.

Funding Partners

- Alpine Resort Management Board
- Buller Ski Lifts
- Regional Development Victoria
- Tourism Victoria

Project Steering Group

- ARMB
- BSL
- Chamber of Commerce
- Regional Development Victoria
- Tourism Victoria

Resort Master Plan



Where are we at:

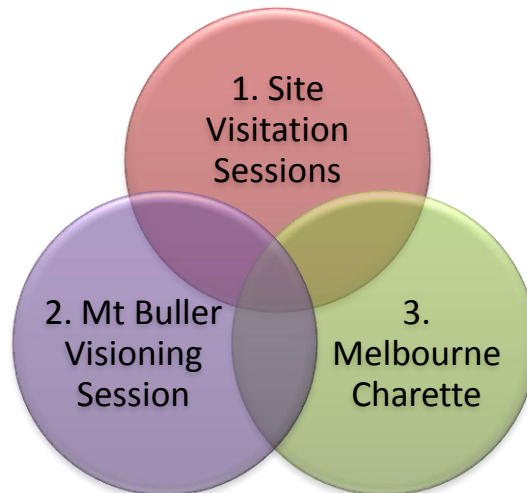
- 2 March: Tender documents issued to selective tender group
 1. Ecosign Mountain Resort Planners
 2. Aecom
 3. Cox Group
 4. Hassell
 5. SMEC Urban
 6. Tract
 7. Woods Bagot
 8. Daryl Jackson / Robin Dyke
 - 24 March: Open house forum with all selective tenderers
 - 1 April: Closing date for all tenders
 - 23 April: Shortlisted to 3 firms
 1. Hassell
 2. Cox
 3. Aecom
 - 20 May: Engaged Cox Architects and Planners
 - 21 May: Project Commencement Meeting
 - 1 June: Project Team & Steering Group Site Visit of Mt Buller
- Sub Consultants
 - Oculus - Landscape and Urban Design
 - Arup - Engineering
 - Davis Langdon - Planning
 - Brent Harley and Associates – Mountain
 - Ecosign Design & Planning

Resort Master Plan



Where to next:

1. Background data acquisition and analysis
2. Determine dates for:
 - a. International sub consultant site visit
 - b. Existing Conditions Analysis – Visioning Session
 - c. Charette – Prepare Draft Master Plan Concepts
3. Development of stakeholder & working groups



2020 Strategy Review



Alpine Resorts 2020 Strategy

- Released 12 June 2004
- Guide for the long term planning and management of Alpine Resorts
- Vision for future “Four Season, Vibrant, Sustainable” Resorts

Alpine Resorts 2020 Strategy Review

- DSE and ARCC commenced a review of the 2020 Strategy

2020 Strategy Review



Phase 1:	<p>Feedback on content and implementation of the current Strategy – March & April 2010</p> <p>Meetings with & written submissions from the ARCC & ARMBs and relevant government agencies.</p>
Phase 2:	<p>Input into future directions – June, July, August & September 2010</p> <p>Workshops &/or meetings with:</p> <ul style="list-style-type: none"> ▪ Resort stakeholders in Melbourne & the resorts. ▪ Relevant government agencies. ▪ Key stakeholders including ski lift companies, local councils, Parks Vic, Indigenous Reference Group, Tourism Vic. ▪ Meetings with new ARCC and ARMBs.
Phase 3:	<p>Release of draft Strategy – February 2011</p> <ul style="list-style-type: none"> ▪ Invitation for all stakeholders and wider community to make written submissions. ▪ Open House events to provide information for all interested people and groups and seek comment.
Phase 4:	<p>Refine draft Strategy – April & May 2011</p> <ul style="list-style-type: none"> ▪ Meetings and discussions with key stakeholders
Phase 5:	<p>Release final Strategy – June 2011</p>

Melbourne	1 June
Mt Hotham	15 June (3-5pm)
Falls Creek	16 June (2-4pm)
Mt Buller	17 June (2-4 pm)
Mt Baw Baw	20 June (1-3pm)
Narbethong	23 June (2-4pm)

Winter Events



JUNE:

12-14 June

Opening Weekend Celebrations

26 June

Banff Mountain Film Festival

JULY

2 July

Shakespeare on the Mountain

3 July

Mark Adams Ski & Golf Day

3-4 July

Beanie Festival

4 July

First Mini Grand Prix Championships

5-9 July

Kids' Week

10-11 July

Cattleman's Rail Jam

11 July

Second Mini Grand Prix Championships

12-16 July

SA Interschools Week

21 July

Whiteout

22-24 July

Victorian University Ski & Snowboard Championships

24-25 July

Rossignol Ladies' Day

26 July

Army Championships

31 July

Dew Hut Jam

31 July – 6 Aug

Christmas Week

Winter Events



AUGUST

3 August	Jewish Interschools
8 August	Subaru Victorian Interschools Cross Country Championships
12 August	Queensland Interschool Championships
14 August	TropFest Film Festival
21 August	Mt Buller Team Challenge
22-27 August	Subaru Victorian Interschools Snowsports Championships
28 August	Heineken ABOM Mogul Challenge

SEPTEMBER

4 September	Eighties Day
11 September	Australian Yukigassen Championships

Questions





Thank you