

# Welcome to winter 2011



## **A big hello from high on the mountain to all journos, editors, snappers, filmers, tweeters, bloggers and lovers of snow.**

Like us you are probably counting the days until you can dust off the snow boots, pour a cheeky schnapps and pull out the fondue set. You are also likely to be mapping out your story ideas for the season, planning layouts and wondering “what’s new up in the mountains this year?”. We are here to help answer just that question!

This kit is crammed with all the fast facts and information you need. Inside you’ll also find a rundown of what is new at Mt Buller for the coming winter, ideas you may want to drop into a story plus all the nitty gritty of packages, prices, products and where to find them.

It is an exciting time for Mt Buller, as we head towards finalising our Resort Master Plan. The Plan details a 20-year vision that captures the ideas of our community and stakeholders and will form the blueprint for all major new developments and put in place the appropriate infrastructure to build a thriving, sustainable year-round destination. Check out page five for all the details and some images that will bring the Resort Master Plan to life.

In the What’s New page overleaf you’ll see we have been busy over summer making the mountain ready for another great winter. Mt Buller’s extensive snowmaking operations are getting a further boost this year with a \$1m investment that will give Mother Nature a helping hand blanketing snow on Family Run, Wombat right down to the Extension and also on the Chute near Kofler’s.

It’s all part of the continual automation and expansion of this important infrastructure and will deliver better snow cover and more great skiing days for our guests.

As soon as you arrive in our beautiful alpine Village this winter you’ll notice new heated pathways, making Athlete’s Walk and the pedestrian trail from the Village Square to the Ski School smoother and safer. Strolling around the Mt Buller Village is one of the unique things everyone loves about the Resort; we are putting in the groundwork to make it even easier to explore.

The momentum towards winter is already building and there are plenty of snowy stories to share – so please dive into this kit and then shoot any questions our way.

We welcome media requests and look forward to working with you to pull together engaging features, plan a famil, source that perfect photo, give you the lowdown on the inside tips and get creative. If you wish to see Mt Buller for yourself – and we recommend you do - please touch base as early as you can. We’ll do everything we can to help. Our details are to the right so give us a call, drop us an email or let us know when we can visit you for a warm (or cool) beverage and a chat.

**We hope to see you soon, on top of the world at Mt Buller!**

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# What's new at Mt Buller in 2011

## More snow and smoother runs

It's all about the snow; which is why we keep investing in world-class systems at Mt Buller to give Mother Nature a hand. This year is set to be another huge one in the Snowflake Factory, with even more new snowmaking coming online reaching Family Run, the Chute near Kofler's T bar and Wombat Run right down to the Extension. The additional investment this year is a cool \$1 million and it will help our nocturnal team of snowmakers churn out staggering quantities of fresh snow delivering more ski days and better cover. You might not have managed to count all the snowguns dotted around the Resort, but we have. There are 185!

## Is that corduroy?

Every night the Mt Buller grooming team bravely head into the dark to smooth the runs ready for skiers and boarders to carve fresh turns the next morning. They'll have some shiny new-fangled machines to help keep all that corduroy in great shape this winter; two new Kässbohrers (a PB 400 and a PB 400 winch cat) join the fleet. They are bright red so we can only imagine how fast the grooming team will get the job done!

## How's your technique?

Even the most experienced skiers and snowboarders can benefit from some pointers to improve their style. The Mt Buller Ski & Snowboard School has a handy service on the slopes this winter where skiers and boarders can ski a short course, an instructor will review your technique and give you some quick tips on the spot. For FREE. Look out for the flags on intermediate and advanced runs this winter and drop by.

## MBP is the place to be

The world of freestyle continues to mushroom as skiers and boarders of all persuasions grab their twin tips and reverse camber boards and embrace the fun of the parks. The MBP crew are some of the best in the business and have a passion for keeping Buller's parks fresh and exciting for riders of all levels all season long. Starting with the entry level boxes and jumps at Kofler's there is good clean fun to be had, and over on Skyline Frank the Tank will be back as well as wild new features in the terrain garden that replaces the half-pipe this winter. There are even rumours Frank's cousin 'Hank' may make an appearance this winter...

## Kids Ski and Stay FREE in Spring

During September, families can make the most of awesome snow, gorgeous weather and sensational events with our new Kids Ski and Stay FREE in Spring campaign. Participating properties are offering free accommodation and lift passes for up to two children for five night midweek bookings. It doesn't get much better than that!

## Exciting times ahead

Mt Buller is in the process of finalising a detailed Resort Master Plan, which will map out the future direction, operation and vision of the Resort for the next 20 years. The Resort Master Plan brings together the ideas and input of Mt Buller's stakeholders and community, and details a range of staged developments that will see the Resort put in place the appropriate infrastructure to build a thriving, sustainable year-round destination. Check out page 5 for all the details.



# What's new at Mt Buller in 2011

## **New technology = on the slopes quicker**

The Mt Buller and Mt Stirling Alpine Resort Management Board is taking part in a first for Australian ski resorts – radio-frequency identification (RFID) for Resort entry vehicle passes. As part of a \$1.5 million Victorian Government grant and in conjunction with FE Technologies, Mt Buller will be the first ski resort to use RFID technology to manage car parking, season passes and traffic flow.

For visitors, this means they can now pre-purchase their day or overnight Resort entry passes online through the Mt Buller website, collect their RFID tag from one of four dedicated kiosks in the Mansfield area and at the base of Mt Buller then access the Resort through a dedicated lane at the Resort entry gates. Just another way we're improving the customer experience here at Mt Buller.

## **Continued environmental focus**

In 2011 Mt Buller continues its commitment to environmentally sustainable practices. Last year's launch of the organics management system saw over 30 tonnes of additional waste removed from the Resort and recycled into compost, and this year the program is set to expand with further private and commercial operators coming onboard to help us get closer to zero waste for Mt Buller. The Resort has also had a successful summer helping out the Mountain Pygmy-possums, with a number of new animals monitored and other positive outcomes achieved, including evidence of healthy breeding and movement between habitat areas.



# Resort Master Plan

It is a truly exciting time that we are in right now at Mt Buller as we work together to map out the future direction, operation and vision for the next 20 years of the mountain's story through the development of a Resort Master Plan. The Resort Master Plan has been fashioned by the stakeholders and community and is now being brought together by our project steering group and design team. The Resort Master Plan when finalised will represent a vision shared by the stakeholders and wider community of Mt Buller.



The Resort Master Plan includes a number of staged developments that will improve access to and around Mt Buller, grow the Resort's commercial offering and enhance the interface between the Mt Buller Village and other key areas of the Resort. It also identifies infrastructure necessary to attract visitation on a year-round basis and ensure the ongoing economic viability and prosperity of the Resort.

Whilst the project steering group is currently working with government to finalise the Plan, several elements are currently underway. These include preliminary works on a brand new Resort Interpretive Centre, due for completion over the coming summer, as well as upgrades to Athletes' Walk and Black Forest Walk which will make getting around during the snow season even easier.

Stay tuned for plenty of exciting news over the coming months as we unveil further developments as part of the Resort Master Plan.

