

Stakeholder Information Meeting

28 May 2008

Agenda



- Bogong High Plains Road Construction Update
 - John Carter – Alpine Shire
 - Adrian Gasperoni – AG Project Consultants
- Falls Creek Resort Management
 - Ross Passalacqua
- Falls Creek Ski Lifts
 - Michael Callahan

Falls Creek Resort Management

Ross Passalacqua

A summer of activity



- Bogong High Plains Road
- St Falls
- All Season Gateway
- Woodsmoke
- Fjall (formerly Snowgums lodge)
- Altezza 1570 (formerly Alpenrose)
- Snowlands (Pizza e Cucina)
- Oversnow extensions plus snow cat upgrades
- Snowmaking on Wombat's Ramble
- FCRM summer works program

.... plus summer events and activities

St Falls development



- East building
 - Structurally complete
 - Retail facilities available for winter 2008
 - Falls Creek Sports (Ski hire and retail)
 - Boarder (Snowboarder's retail)
 - Apres Vous (High end retail)
 - Café
 - Display suite and coffee cart
 - Completion of outstanding works in next building season
- West building
 - Basement foundations complete
- Gateway
 - Heated stairway completed
 - Safe access from car park to Slalom plaza
 - Amenity and aesthetics

All Seasons Gateway



- Road works, footpaths, retaining walls and stonework completed from Primary School down to Lift Tower No 2 in Slalom Plaza
 - Improved safety for especially pedestrians and skiers
- Shuttle turnaround relocated closer to Slalom Plaza
- Relocation underground of last remaining overhead power supply in village
- General improvement and modifications to services
 - Water, firefighting, drainage, telecom, other comms, electrics, public lighting
- Re-grading and surfacing of Slalom Plaza events space
 - Improved skier and pedestrian access

Round the Lake Trail



- Construction of “Round the Lake” Trail delayed
 - Opposition to trail from some communities
- PV currently finalising proposal and planning process for a revision to Alpine National Park plan of management.
 - Expect RTL trail to be considered as part of review process
- \$200K Bushfire Recovery funding to be reallocated
 - Alternative projects to be identified

FCRM Summer works...



- **Roads and parking**
 - Re-sheeting of Mt McKay “triangle”
 - Seeking access to material to also re-sheet Mt McKay access, road to PV, Road 24
 - Additional parking bays along BHP road
 - Recycling of concrete spoil and rock waste
- **Completion of “Icicles” elevated stairway, Village rock wall construction**
- **Toboggan slope**
 - New pads, creation of contained play area, separation of nordic skiers from snow play and toboggan slope users
- **Water supply and sewerage**
 - Water supply instrumentation and telemetry
 - Influent screening at sewerage treatment plant
- **Comms and IT**
 - Improved connectivity across and throughout resort
 - Satellite Polarity upgrade
 - Resumption of feed to Channel 7
 - Improved feed to most networks
- **Equipment**
 - New loader
 - Quad bike for nordic grooming
 - Snow blower for pedestrian areas

FCRM Summer works...



- **Alpine Bogs Projects**
 - Capital works completed at Cedarwood, Frueauf, The Man and School bogs.
 - Extensive work completed in School bog
 - Will be an icon in coming years as floristic structure develops.
- **Nursery**
 - Construction of nursery at snow clearing quarters.
 - Capacity to produce 70 000 native and local provenance plants per year.
- **Tracks and trails maintenance**
 - Polymers trialed to reduce damage on summit walking track
 - Positive results, project to be continued.
- **Weed spraying**
 - Concentration on roadways, waterways and alpine bogs.
 - English Broom survey and eradication program (FCRM, FCSL and PV)
 - Weed reduction plus nursery output will markedly increase health of native vegetation throughout Resort.
- **Hazard removal**
 - Selective tree and hazard removal at 8 sites. Linked to Fire Management Plan.

FCRM Summer works - Hawkweed



- Co-ordinated project with PV
- Weekly surveys conducted from Oct – April
- 5 volunteer survey periods from Dec – Jan.

Survey number	No of new King Devil Hawkweed Sites found	No of new Orange Hawkweed Sites found
1	11	0
2	48	5
3	0	3
4	0	2
5	0	1
Incidental	11	19
Total new infestations	70	30

- Some sites contained > 5000 flower heads @ 50 seeds /head

FCRM Summer works...



- **Fire Management Plan**
 - Plan objectives:
 - Reduced likelihood of fire starting in or entering the resort
 - Isolation of areas that will minimise spread of any fire
 - Plan being developed in consultation with Falls Creek CFA. Plan includes consideration of:
 - Fire paths based on topography and fuel lines
 - Village and resort assets
 - Key resort infrastructure
 - Significant environmental areas
 - Key habitat corridors
 - Floristic structure and fuel loads
- **Mountain Bike Trail Development**
 - World Trail engaged for initial Falls Creek site assessment
 - Opportunity for Falls Creek to provide iconic mountain bike experience.
 - Feasibility study to be progressed next summer.
- **Vegetation Management Strategy (VMS)**
 - Victoria's Native Vegetation Management: A Framework for Action incorporated into Alpine Planning Scheme
 - Resort wide Vegetation Management Strategy to be developed
 - Will provide strategic approach to managing offsets required for developments throughout the resort
- **Walking Trails**
 - "Heritage" Packhorse and Frying Pan Spur "Vista" trails being progressed.
 - VMS to provide one of the foundations of planning submission.

Marketing Update...



- A positive summer...
 - Excellent cooperation between stakeholders.
 - New and improved products and activities:
 - Outdoor cinema
 - Lift-accessed mountain biking and bike hire
 - Skate ramp
 - Sport court
 - Guided walks/tours
 - Howmans activities
 - Hotham-Falls walk
 - Sunset tours
 - Night sky tours
 - Re-invigorated events schedule:
 - Taste of Falls Creek
 - Dragon Boats (record team #'s)
 - Doonooch Dancers
 - National Fly Fishing Championships
 - Jayco Herald Sun Tour
 - Audax Alpine Classic
 - Easter
 - Artist's Camp
 - Keen Adventure Race

Marketing Update...



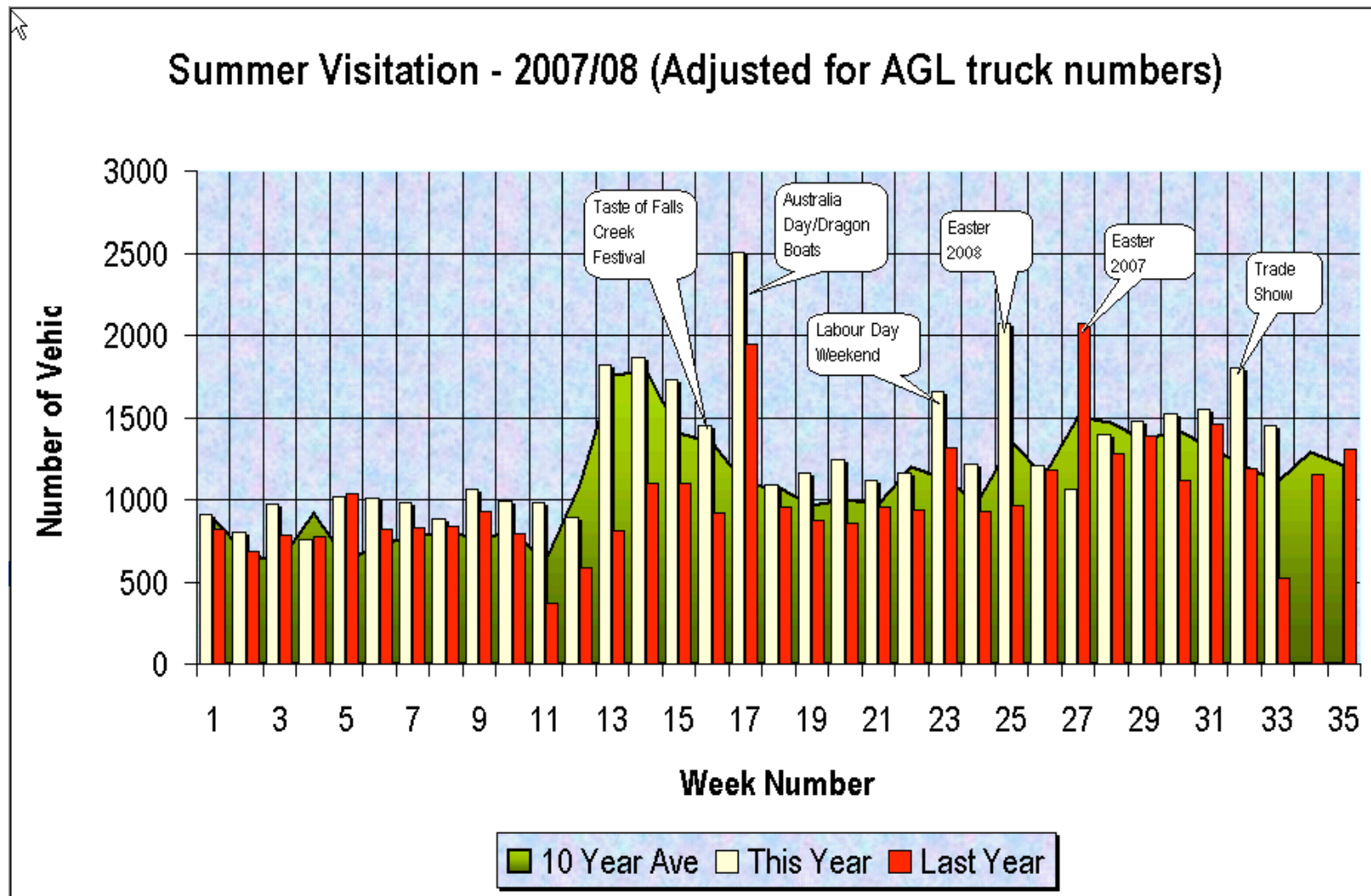
- A positive summer...
 - No bushfires!!
 - New Marketing initiatives:
 - Summer Activity Guide
 - Information Centre
 - Displays in malls
 - Print and radio advertising
 - Summer Radio reports with Maureen Gearon
 - 7 Peaks Challenge...
 - Great media coverage!!

Marketing Update...



- Encouraging results...
 - Great energy around the Village
 - Vehicle traffic increased over 10 year average (after accounting for construction traffic) particularly during key weekends and events.
 - Strong core of events & activities to build upon for 2008/09:
 - Plans include 2 new major Mountain Bike events, concerts, an indigenous cultural festival.
 - Opportunities for more coordination and packaging product as well as greater participation in cooperative marketing opportunities such as summer inspirational brochure and other advertising efforts.
 - Sourcing Group/Corporate sales resource to source car clubs, fly fishers, walkers, athletics clubs, special interest groups, family reunions etc.

Marketing Update...



Marketing Update...



- Other Activities...
 - New web site launched November '07 and continues to evolve with e-marketing module just launched and other features like streaming video to come online soon.
 - Much improved CMS provides greater control for marketing partners to edit content
 - Tourism Master Plan nearing completion with 5-year Resort Marketing Strategy to be released in 2008.
 - Continued cooperation between Chamber, FCSL and FCRM on joint marketing initiatives including PR, advertising, trade shows, collateral and online programs.
 - Signage program now into production for Dec 2008 install.
 - Strengthening partnerships with marketing bodies like BART, North East Victoria Tourism, Tourism Victoria, Alpine Regional Tourism and Tourism Australia (National Landscapes).

Marketing Update...



- BART (Board for Alpine Resorts Tourism)...
 - \$155K contributed in 2008 by Hotham, Falls and Buller with funding from Tourism Victoria and other partners providing a total \$1.1M+ budget.
 - Major activities include:
 - Interstate advertising campaign - “Never Come Down” via print and online
 - Intrastate radio campaign
 - International marketing (Tradeshows, sales missions, ‘FAM’ tours)
 - SkiVic.com
 - Industry Research
 - International and Domestic PR activities
 - Alpine Junior Ranges program
 - NEW Grade 5 Passport
 - “Summer in the High Country” campaign

Marketing Update...



- Alpine Regional Tourism
 - Committee reworked in 2008
 - Falls Creek no longer directly represented or contributing financially
 - Working with Alpine Shire to finalise MOU to continue valuable partnership and regional marketing initiatives such as ADC, High Country brochure etc.
- Tourism Australia - National Landscapes
 - Australian Alps about to be declared a “National Landscape” at ATE in Perth.
 - Significant opportunities for resort and specific internationally-ready product to take advantage of TA’s focus on this region in its international advertising.
- NEVTi (North East Victoria Tourism)...
 - Falls Creek again represented on NEVT Board
 - New High Country Brand developed and launched
 - Victoria’s High Country - “Adventures Happen”
 - Brand campaign rolling out via print, transit and online
 - Inspirational regional brochure developed
 - Delivering support from Bushfire Recovery funding including product packaging workshops, operator photography program, special events funding, cooperatively funded advertising programs etc.

Marketing Update...



- Winter '08 and beyond...
 - Working closely with stakeholders to build winter products and events such as Falls Creek Ice Plunge, Opening Weekend, Film Fest, Night Shows, Women's Week etc.
 - NEW advertising push includes regional TV, radio and print, online (e.g. smh.com.au and brisbanetimes.com.au), promotional team going to Melbourne Malls in June (Chadstone & Southlands)
 - Continued improvements to FallsCreek.com.au and associated marketing/advertising support
 - Guest Satisfaction survey now up and running online
 - NEW stakeholder communications including e-newsletter coming
 - NEW customer service and professional development workshops series to be introduced for stakeholders
 - Developing a suite of resort reporting tools including possible online management tool to track KPI's such as year-round occupancy, visitation etc.
 - NEW Accommodation Ratings system to come online for 2009
 - 5 Year Resort Marketing Strategy in development...

2008 Opening Weekend



Minister Kosky (Transport and the Arts) to attend

Weekend to include:

- New FCSL initiatives and activities
 - Snowmaking on Wombat's Ramble and in Slalom Plaza
- Official season opening by Minister
- Opening of 2007 "Artists' Camp" Art Exhibition
- Film Fest @ Falls

Master plan



- Master plan objectives:
 - Provide the vision for the resort to at least 2020.
 - Provide the strategic framework to:
 - Guide the future development of Falls Creek
 - Facilitate private sector investment
 - Support the objective of building a vibrant and environmentally sustainable all seasons resort.
- Penultimate draft of master plan document now received
- 7 Precincts
 - Bowl
 - Gully
 - Village
 - Main Street
 - East Falls
 - Lake View
 - Lakeside
- Minor editorial and ordering required
- FCRM to seek support for final document from key stakeholders.
- Aim to publish report during Q3.

Village Access and Transport



- Submissions being sought for review of village access and transport.
 - Review to determine strategy, recommendations, and action plan to deliver overall best outcome for guests and for safe, efficient and effective operation of the resort.
- Outputs
 - A strategy document that addresses key issues raised, considers and evaluates options, and nominates recommendations and time lines.
 - A delivery strategy to implement the nominated recommendations
 - A costed action plan
 - Quantified economic, operational, amenity and any other benefits that would accrue from the implementation of the recommendations
- Project to be undertaken during coming winter
 - Stakeholder consultation key to project success

Key worker housing / Affordable housing



- FCRM has recognised that provision of appropriate levels and standards of key worker housing is critical to successful development of Falls Creek as a genuine year round resort.
- Working group convened and 1st met March 2008.
- Terms of Reference include for group to consider:
 - Current and future accommodation requirements for :
 - Employees on short term employment (typically current winter staff)
 - Long term employees (year round staff needing or wishing to reside in the resort)
 - Permanent residents
 - Location(s) and type of accommodation for each identified category
 - Mix of accommodation in/outside the resort
 - Approach taken in other locations (Australia and overseas)
 - Government support available
 - Investment and funding models (both development and ongoing operation) for both FCRM and externally funded developments
 - Options for new commercial developments to contribute to provision of staff accommodation
 - Occupancy models for residents (rental, lease, purchase with/without sales covenant(s))
 - Management of worker accommodation
- Working group to develop short, medium, and long term recommendations that will:
 - Address the current lack of a local staff accommodation strategy
 - Address the shortage of appropriate key worker / affordable accommodation
- Current action items include:
 - **On-line operator survey to be conducted by 30 June**
 - Staff survey to be conducted mid-late August

SSA Review



- Minister for Environment and Climate Change commissioned the State Services Authority (SSA) to conduct a review of the institutional, governance, and accountability arrangements for all Alpine Resort Management Boards and the Alpine Resorts Coordinating Council.
- SSA requested to provide a report to Minister no later than 30 June 2008.
- Submissions invited from public on matters relating to Terms of Reference.
 - Advice regarding Call for Submissions widely distributed to stakeholders.
- SSA team has consulted widely
- Commissioner Powell considering all material received.

Altitude training



- Another successful summer for Falls Creek with wide publicity from elite and athletes
- Engagement maintained with State Government at Ministerial and department level
- New engagement with National Tourism and Transport Forum

Planning and Leasing



- Property and Leasing Workshop to be held AM 20 June 2008. Venue to be confirmed.
- Agenda to include:
 - FCRM presentation on planning and leasing processes, requirements, indicative timing and costs
 - DPCD Alpine Planning Unit overview
 - Alpine Leases Registration
 - BCA and Bushfire policies (new leases for existing sites)
- Separate Agent's forum to be conducted PM 20 June
 - Pending interest level for Agents

Oversnow and Village shuttle arrangements for 2008



- Oversnow fleet refurbished
- Village shuttle to be based on 2 X Mattracked troop carriers supplemented by Snowcats
- Electronic gate to be installed at entrance to village
 - When roads cleared:
 - Village access to guests to drop-off and collect luggage and passengers
 - Oversnow terminal to operate to accommodate bus passengers. FCRM to provide free bus passenger transport to and from accommodation.
- Propose snow harvesting during season to maintain snow on roads for as long as possible
 - Site owners of “sites of interest” to be contacted for support
 - Please remove obstacles from roadways and sites prior to start of season

Winter preparations



- Please tidy up and prepare sites for winter
- Please obtain all required passes, permits prior to opening weekend
 - Resort entry (self & staff as required)
 - Snowmobile permits
 - Dog permits
- Thanks for your support ...Have a great season !!

Fall Creek Ski Lifts

Michael Callahan