



Media release

The Hon Ryan Smith MP
Minister for Environment and Climate Change
Minister for Youth Affairs

Friday 3 May 2013

Minister outlines important reforms to management of alpine resorts

Minister for Environment and Climate Change Ryan Smith addressed alpine industry leaders at the Australian Alpine Resorts forum held at Mount Buller last night, where he announced plans for a stronger industry-wide approach to the management of Victoria's six alpine resorts.

Mr Smith said the plan was focused on ensuring the long-term viability of the state's alpine resorts and would see an even greater emphasis on accountability, transparency and engagement.

"Victoria's alpine resorts are of enormous importance to our state, generating income for local economies and jobs for Victorians," Mr Smith said.

"The latest data shows that more than one million people visit our alpine resorts annually. Last winter alone our resorts generated \$647 million in Gross State Product and around 6,000 jobs.

"The Victorian Coalition Government is determined to secure the long-term financial viability of the alpine resorts by focusing on the winter economic 'engine' and building on the year-round competitive strengths of individual resorts."

Mr Smith said new alpine resort master plans would be developed by each resort over the coming 12 to 18 months. These will include precinct development plans, infrastructure plans, fire and emergency management plans and native vegetation provisions.

"These plans will set the vision for the future of each of our alpine resorts," Mr Smith said.

"These will be complemented by the Victorian Alpine Resorts Development Plan, an investment pipeline plan managed by the Alpine Resorts Coordinating Council which will identify public infrastructure investment priorities and potential funding sources."

Mr Smith also announced the establishment of a new industry advisory group, the Alpine Resorts Industry Advisory Group (ARIAG), to work with the Alpine Resorts Coordinating Council, Government and portfolio agencies.

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“The AIRG will provide valuable input into policy, strategic planning, management, development, use and promotion at the alpine resorts. The group includes representation by lift companies, Chambers of Commerce, local councils, regional tourism boards and key user groups,” Mr Smith said.

As part of the package of reforms, Mr Smith also announced:

- new uniform reporting requirements for all resorts to ensure increased accountability;
- changes to the alpine industry’s marketing model to ensure a more integrated, state-wide approach to better share resources; and
- the development of a new five-year strategic marketing plan by Tourism Victoria and the Alpine Resorts Coordinating Council, in consultation with Alpine Resort Management Boards, the Alpine Resorts Industry Advisory Group and relevant regional tourism boards.

“The new marketing plan will focus on domestic and international target markets and will work to support domestic activities under the Snow Australia brand,” Mr Smith said.

Mr Smith said good progress was being made to deliver on the actions set out in the Alpine Resorts Strategic Plan 2012.

“These important reforms are part of the Coalition Government’s aim to ensure Victorians get maximum benefit from the state’s world class natural assets, including alpine resorts, national parks and other public land,” Mr Smith said.

The Alpine Resorts Strategic Plan 2012 is available at www.arcc.vic.gov.au

Members of the Alpine Resorts Industry Advisory Group:

- Mr Nick Whitby - Chief Executive Officer, Buller Ski Lifts Pty Ltd
- Ms Helen Moran - Head of Victoria, Midway Division Merlin Entertainments Group
- Mr Graham Parker - President, Falls Creek Chamber of Commerce
- Mr David Risby - Chairman, Alpine Resorts Working Group (a committee of VSA)
- Mr Ian Nicholls - Chief Executive Officer, Alpine Shire Council
- Ms Helen Antsis - Chief Executive Officer, Baw Baw Shire Council
- Mr Paul Carrick - Chairperson, Tourism North East Board
- Mr Eric Bickerton - Chief Executive Officer, Disabled WinterSport Australia
- Mr Adam Joyce - Treasurer, Snowsports Industries of Australia

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