



Media Release

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Inspiring messages from St. Moritz at the Alpine Resorts Sustainability Forum

The Victorian Minister for Tourism and Major Events, the Hon. Tim Holding, opened Australia's fourth Alpine Resorts Sustainability Forum last week (Thursday, 17 April). The Forum brought together 130 of the key players involved in alpine resorts from across Australia.

The Minister emphasised the alpine resort's importance to the Victorian tourism industry and nationally with 3.1 million visitor days and \$1.3 billion additional total gross State's product, as well as the 17,000 jobs the industry creates.

The Forum was organised by the Victorian Alpine Resorts Co-coordinating Council and revolved around the theme: 'Creating Sustainable Alpine Communities'.

Council Chairman, Andrew Fairly, said: "The all-year round resort that many of us are aspiring to will only be successful if we seriously look at how we can together create communities on our mountains that are viable, interesting and sustainable".

International keynote speaker, Dr Hanspeter Danuser, the CEO of St. Moritz in Switzerland, shared his extensive knowledge and experience in developing leading edge environmental programs, including St Moritz' highly successful 'Clean Energy' project. Delegates were particularly interested in how St Moritz was dealing with 'hot' and 'cold' beds and providing housing for resort staff and year-round residents.

Forum participants were delighted when Dr Danuser finished his presentation with an impromptu Alphorn concert!

World champion skier, Jacqui Cooper, was announced as a 'Keep Winter Cool' ambassador and shared her message that we can all help protect the snowfields from global warming by reducing our energy use.

An interactive 'hypothetical' session led by media presenter Rob Gell was of special interest. A panel of industry experts led the discussion on approaches to achieving sustainability in a new world of climate change.

The forum concluded with workshops topics covering economic and social issues, key worker housing, and the possibilities for nature-based and indigenous tourism.

Participants appreciated the opportunity to come together and learn of some of the latest developments around Australia and the world.

Details of the conference program and presentations have been posted at www.arcc.vic.gov.au.

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