



The Place To Be

Media release

From the Minister for Environment

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SUSTAINING VICTORIA'S ALPINE RESORTS

The Minister for Environment, John Thwaites, today opened Australia's first Alpine Resorts Sustainability Forum, bringing together leading national and international alpine management experts to discuss ways of improving the sustainability of Australia's alpine regions.

Speaking at the forum in Melbourne, Mr Thwaites emphasised the need for government and the alpine industry to act swiftly to address threats posed by climate change and to adopt sustainable practices to ensure a healthy future for the alpine industry.

“With our recently released Environmental Sustainability Framework and with the Alpine Resorts 2020 Strategy released last year, Victoria’s alpine resorts are well poised to lead the sustainability agenda in this state,” Mr Thwaites said.

“Victoria's alpine resorts are already well placed to accept the challenge of more sustainable business practices and ensure a healthy future for the region.

“In fact, Falls Creek management has recently become the world’s first alpine management team to be benchmarked by Green Globe – the international certification program for ecologically and socially sustainable tourism.

“Today's forum advances the implementation of sustainability issues contained in the Bracks Government’s Alpine Resorts 2020 strategy.

“Actively encouraging year round visitation, managing the impact of climate change and expanding the range of activities offered by alpine resorts are key parts of the plan.

“And committing to long term thinking will be crucial to achieving sustainability goals.”

Keynote speaker at the forum, international alpine sustainability expert and Director of Environmental Affairs at Aspen Skiing Company, Auden Schendler, said there were obvious environmental, economic and social benefits to acting more sustainably.

“The alpine industry relies on clean air, healthy forests and beautiful views - environmental responsibility is not only the right thing to do, it makes good business sense,” Mr Schendler said.

“Alpine resorts the world over need to focus on practical actions they can take to reduce energy use, implement environmental responsibility and drive grassroots change.

“Some of the simplest things alpine resorts can do are to reduce energy use, minimise impact on water quality and invest in "green" buildings, that will have a big impact for the future of this industry,” he said.

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