



Media Release

TUESDAY, 29 AUGUST 2006

Alpine Resorts bring major benefits to Murrundindi (Marysville)

Victoria's Alpine Resorts are generating major benefits for Murrindindi, contributing over \$7 million to the local economy and providing more than 120 jobs in winter alone, according to a major economic study commissioned by the Alpine Resorts Co-ordinating Council (ARCC).

Chairman of the ARCC, Andrew Fairley, welcomed the *Economic Significance of the Australian Alpine Resorts* report, launched by the Hon Minister Thwaites at the prestigious World Loppet series of international cross country ski events held at Falls Creek on the weekend.

"Victorian resorts attract some 1.3 million visitor days in winter alone, create some 10,000 jobs during winter and produce \$505 million in income. Of the total Victorian winter benefit of \$361 million arising from the existence of the Alpine Resorts, regional Victoria's share is \$304 million, representing 84% of the total benefit," Mr Fairley said.

"Lake Mountain is generating major benefits to Marysville and the surrounding Murrundindi Shire."

The report states that Murrundindi Shire generated an additional gross regional product of \$7.3 million and 127 annual equivalent employment opportunities as a result of winter alpine resort expenditures.

Mr Fairley said that for the first time a new national understanding had been created about how Australia's Alpine resorts positively impact on the economies of surrounding towns and regions.

The study was carried out by the National Institute of Economic and Industry Research over a 12 month period with surveys conducted during the snow season covering some 20,000 visitors, employees and businesses. The study also sought to gain more information about employment and business activities outside the snow season.

"This study will assist governments and the Alpine industry to plan for the sustainable future of Australia's Alps. It will also assist with a wide range of planning and investment activities."

Mr Fairley thanked the funding partners, the Alpine Resort Management Boards, the Australian Ski Areas Association, Parks Victoria and NSW and Victorian Government agencies, who enabled the landmark study to take place.

For a copy of the summary report and the full report, visit www.arcc.vic.gov.au

Authorised by: Brad Miles, Executive Officer, ARCC, 29 August, 2006
Further details: contact Brad Miles 03 9637 9642