

**Alpine
Resorts
Co-ordinating
Council**



ABN 87 537 598 625

Media release

Alpine Forum a great success

'Leading attitudinal change' was the theme of the 2006 Alpine Resorts Sustainability Forum – and leading change was exactly what participants got.

Mr Andrew Fairley, the Chairman of the hosting body, the Alpine Resorts Co-ordinating Council, said that the Alpine industry now places great emphasis on sustainability. This was clearly evidenced by the participation of some 120 delegates from all sectors of the industry being part of the Forum.

Mr Fairley said: "Climate change was a key focus of the day and the launch of a 'Keep Winter Cool' climate change awareness program was a real highlight".

While climate change is something that will affect us all, skiers, snowboarders and snowplayers are at the front line. The thrust of the Forum was that the alpine industry can, and should, take a lead role in responding to the challenge of climate change. Such an approach was exemplified by the launch, by the Minister for Environment, Mr John Thwaites, MP of the 'Keep Winter Cool' initiative.

The 'Keep Winter Cool' initiative encourages all of those involved in snow sports, both individuals and businesses, to do their bit to minimise greenhouse gas emissions. Businesses are being asked to commit to a 'Keep Winter Cool' Charter and a range of materials are being produced to show what individuals can do to help. A 'Keep Winter Cool' website was launched on the day. Mr Fairley, said that it was a terrific resource for those who wanted to get involved. It can be assessed at www.keepwintercool.com.au.

The keynote speaker, Mr Arthur DeJong, spoke of how the Whistler Blackcomb resort in Canada was putting sustainability into practise and stressed that it was not enough to talk about sustainability but that resources and real effort were required.

One session of the Forum dealt with "Designing for Climate Change: Looking after Tomorrow Today". This was led by some of the State's most innovative architectural firms who spoke of the design of green buildings. A panel session covering sustainable all season visitation led to much discussion and food for thought.

All of the participants got fully involved in a series of workshops with dealt with wide ranging topics such as energy audits, community partnerships, EMS systems, eco-purchasing and accreditation. The emphasis was on hands on practical approaches.

EMBARGO UNTIL 4.30PM, FRIDAY 28 APRIL 2006

Authorised by Brad Miles, Executive Officer, ARCC, 27 August 2006.

Further details on the project can be obtained from Andrew Fairley (Council Chairman) on 9823 8313 or Brad Miles, Executive Officer, on 9637 8955.