

**Alpine
Resorts
Co-ordinating
Council**



ABN 87 537 598 625

Media release

Major economic significance study underway

Help our alpine resorts and lift companies with a major survey they are undertaking of economic activity and be in the running for a great prize!

In August 2005, the Alpine Resorts Co-ordinating Council (ARCC) is undertaking a major economic significance survey in Victoria and NSW seeking accurate information on the value of the alpine resorts, in terms of jobs and economic contribution, to their regions and the State.

The Chairman of the ARCC, Mr Andrew Fairley, said that “visitors, employees and regional businesses are all being invited to participate in this major study” and thanked the lift companies for offering a great prize for a lucky visitor in each State as a way of thanking visitors for taking the time to participate in the survey”.

The study is being undertaken in association with the Alpine Resort Management Boards, members of the Australian Ski Areas Association, Parks Victoria and Victorian and NSW Government agencies who have engaged the National Institute of Economic and Industry Research (‘National Economics’ or ‘NIEIR’) to undertake the assessment. The last similar study was carried out in 2000 in Victoria.

Key objectives of this project are to assist the governments and lead organisations in the industry to assess the economic significance of the Victorian and NSW Alpine Resort Industry – looking at the local regions and the economy more widely. This study covers all of the New South Wales and Victorian Alpine Regions and therefore will, for the first time, provide a complete analysis of the Alpine economies on the Australian mainland.

The on-the-ground surveys will build an understanding of what drives the economies of the Alpine resorts and surrounding towns and regions.

Mr Fairley said that “this information will be extremely valuable for planning future strategies for the sustainable development of these important regional economies”. The results will be used for a wide range of planning purposes by business, operators and Government alike.

Visitors completing the survey in each State are eligible to enter a draw for a family holiday at a resort of their choice in that State, to be taken in season 2006.

FOR IMMEDIATE RELEASE

*Authorised by Brad Miles, Acting Executive Officer, ARCC, 3 August 2005.
Further details on the project can be obtained from John Stanley (Council Member) on 9645 3300 or Alex Shilton, Project Manager, on 9637 8668.*