



Media Release

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CREATING SUSTAINABLE ALPINE RESORTS - SOCIAL INDICATORS COMPLETE THE SET

A suite of social key performance indicators to be used by Victoria's Alpine Resorts was released today at the 2009 Alpine Resorts Sustainability Forum.

"The indicators will assist our Resorts to measure their success in making Victoria's snow fields accessible to all," said Mr Andrew Fairley, Chairperson of the Alpine Resorts Co-ordinating Council.

The social themes covered by the indicators include valuing culture and heritage, building community strength, workplace quality and visitor fulfilment.

Together with a suite of economic and environmental indicators that are already in place, the social indicators will enable measurement of the progress of the Alpine Resorts towards sustainability.

The economic indicators were adopted in 2004 and the environmental indicators in 2008. The social indicators complete the set. Copies of the social indicators report can be downloaded from <www.arcc.vic.gov.au>.

Mr Fairley said "Victoria's Alpine Resorts take their responsibility to sustainability seriously. It is important that we are welcoming of persons from varied cultural and economic groups. The social indicators are a tool that will facilitate this."

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