

Media Release

Mount Hotham Alpine Resort Management Board

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Mount Hotham Alpine Resort Management

New era of governance for Mt Hotham and the Northern Resorts

Friday, 6 April 2018

Mt Hotham Alpine Resort Management Board (MHARMB) has welcomed a new Board of Directors as part of the Victorian government's Alpine Resorts Governance Reform project.

The reform project aims to facilitate collaboration and enable a sector-wide strategic approach to infrastructure investment in a sector that contributed \$911 million to the Victorian economy and created more than 9000 jobs in 2016/17.

The governance reform project has led to the creation of a seven member board with three unique members to Mt Hotham and four members who also serve on the Falls Creek and Mt Buller/Mt Stirling Boards

Mt Hotham Unique Members -Maxine Morand (Chair) Andrew Skewes (Deputy Chair) Anthea Packer

Common Members to Falls Creek, Mt Buller/ Mt Stirling and Mt Hotham - Michelle Croughan, Susan Lebish Helen Moran and Peter Valerio.

New Hotham Chair Maxine Morand said,

"This new board and structure will allow us to improve collaboration and efficiencies across the northern resorts and better engage with our community and stakeholders across the North East

The previous Board led Mt Hotham Resort Management Board through a period of significant consolidation of infrastructure services, allowing the resort to now move into a new phase of environmental stewardship, sustainable development and expansion into new tourism markets.

"We farewell and thank our outgoing Board members, whose professionalism and passion for the region has guided and supported Mt Hotham into an exciting new phase," said Jon Hutchins, MHARMB CEO.

"Under their stewardship, we have launched the award-winning new brand, 'True Alpine Spirit', which guides and focuses our year-round strategy and implementation.

"We are now able to focus on initiatives such as our 'Growing Mount Hotham' project, which will boost green season activities and improve the amenity of the Mount Hotham Village area."

Mr Hutchins paid tribute to the leadership of the outgoing Chair of the Board, Nicole Feeney: "I'd like to recognise Nicole's vast contribution to Mt Hotham over the past 11 years. She has lived for the best interests of the resort during her time on the Board".

The new Board has a broad range of skills and experience that will contribute to the Mt Hotham Alpine Resort Management Board including alpine planning, risk management, destination marketing, stakeholder engagement, public land management, and all levels of government.

Preparation for the 2018 winter season is already well under way, with a record-breaking season already predicted by some meteorologists.

For more information about Mt Hotham, visit <http://mthotham.com.au/> for year-round information about visiting, or www.developmthotham.com.au for stakeholder news and information.

Members of the Board

Maxine Morand

Maxine brings extensive experience in government, Not for Profit management, stakeholder engagement and public health. She is a former nurse, cancer researcher, Member of the Victorian Parliament and Cabinet Minister, and was Chief Executive of Breast Cancer Network Australia. Maxine is currently Chair of Peter MacCallum Cancer Centre, teaches in the school of Public Health and Preventative Medicine at Monash University, and is a graduate of the Australian Institute of Company Directors. Maxine has served on the Mt Hotham board for two years and has been a keen skier and visitor to Mt Hotham with her family for over 30 years.

Andrew Skewes

Andrew was appointed to the Board in January 2016. He has a wide range of professional work experience, including over 12 years in government as a senior executive at the Commonwealth and State levels, a consultant in his own practice and as a lecturer and senior executive in higher education. Andrew is a member of the Australian Institute of Company of Directors and has been a director of companies in the water and information technology sectors. He holds a Bachelor of Science, a Graduate Diploma in Education and a Master of Commerce (Economics Hons 1st), all from the University of Melbourne. He is a member of Anton Huetten Ski Lodge at Mount Hotham.

Michelle Croughan

Michelle has worked in local and State government as a planner, with a particular focus on the management of the planning system, for over 20 years. Michelle was the Manager of Alpine Planning for the State Government for a number of years and over the last 15 years has spent considerable periods of time in ski resorts in Australia and Japan with her family. She is currently a consultant providing advice and advocacy about planning policy and strategy. Michelle is a Graduate Member of the Australian Institute of Company Directors, has an Honours Degree in Planning and Design at Melbourne University and a Diploma in Business Management at RMIT. Michelle is also a member of the Victorian Coastal Council.

Sue Lebish

Sue has over twenty years professional and senior management experience in Local Government, University, Defence and the Banking sectors providing finance, governance, project and risk management roles in Queensland, Canberra and Victoria. She is on the Winton Wetlands Committee of Management, Chair of the Audit Committee for the Alpine Shire, and has held various other Board appointments in Government Owned Corporations and University Research Corporations. Sue has just finished two years on the Board of the Falls Creek Alpine Resort Management Board. Sue's formal qualifications include being a graduate of the Australian Institute of Company Directors and a Certified Practising Accountant, a Master of Business Administration, a Bachelor of Commerce, and she is also a Member of the Australian Risk Policy Institute. She is a keen skier who has a strong belief

in the commercial, ecological and social value of the Alpine regions to the local and regional communities.

Peter Valario

Peter has over 30 years' experience in commercial, public sector and business roles within the tourism sector and is widely respected for his destination marketing expertise. In his early career he was General Manager for one of Australia's largest ski tour operators and accommodation providers. He later co-developed and applied destination branding for the Australian Tourist Commission and drove development of a national approach to tourism forecasting across Australia. In 20 years heading Tourism Development Strategy Services, he has helped the Hong Kong Tourism Board re-shape their global strategy, redefine the market image of Wollongong, and develop product strategies for the NSW National Parks & Wildlife Service. He has formal qualification in Economics (B Econ. Syd) and has written and delivered MBA subjects in tourism planning and international tourism marketing. He is married with four children and lives in North Eastern Victoria.

Anthea Packer

As a local, Ant Packer is a regular visitor to Mt Hotham on foot, bike and skis. She is passionate about regional development and sustainably growing the economic value of the Alpine Resorts to the North East Victorian economy. With qualifications in Commerce, Community Development and Conservation, and nearly two decades of professional experience in public land management, she brings to the leadership team a commitment to ensure a balance between connecting communities with nature, and protection of the unique natural and cultural heritage values within and adjoining the Alpine Resorts.

Helen Moran

Helen Moran is an accomplished Executive Leader, possessing extensive business and commercial knowledge and expertise within the ski resort and tourism industries. Helen has a demonstrated track record of providing tangible results that positively impact on organisational performance. Helen is experienced at initiating strategic change that positively impacts on efficiency and bottom line profitability, without compromising quality of service or standards. Adept at providing leadership throughout an organisation, and recognised as a strategic thinker and leader within the industry, Helen's past experience on various committees and boards in the Alpine Resort area and generally in tourism allows her to contribute towards the future direction of Victoria's Alpine Resorts.

MEDIA ENQUIRIES

Media enquiries should be directed to Jon Hutchins on (03) 5759 3550, or email jonhutchins@mthotham.com.au.

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