

Mount Hotham Alpine Resort Management Board Annual Report 2015-2016

A Summary

Mount Hotham Alpine Resort Management Board's vision is to "Share an Amazing Alpine Experience". The Board appreciates the effort and support from all its stakeholders, Alpine Shire, commercial operators, emergency services, contractors and guests who help make Mount Hotham the best it can be.

The 2015-16 reporting period has been extended to a 14-month period, which reports from 1 November 2015 to 31 December 2016. Outlined below are highlights of MHARMB's achievements for 2015-16.

CONSULATIVE FORUM

- Facilitated community engagement of a marketing and branding initiative in collaboration with 10 Feet Tall;
- Crucial in finalising the Mount Hotham Alpine Resort Master Plan 2016, a critical step toward rejuvenating Hotham Central and Corral Car Park, which has great potential to become a lively, safe and hospitable hub of activity throughout the snow season and into the summer;
- Discussion and support for airport.

ENVIRONMENTAL PROGRAMS

- State funding for second Pygmy Possum tunnel approved;
- Continued commitment to revegetation works and weed control program;
- Revegetation of over 35,000 indigenous grasses and shrubs at the Swindlers Valley;
- Trial of "direct seeding" of Poa seed;
- Assistance of Green Army with revegetation of the valley floor; and
- 16 cats and 2 foxes removed.

STAKEHOLDER COMMUNICATION FRAMEWORK

MHARMB has provided this framework so that it is able to submit full timely disclosure of relevant information to its appropriate stakeholders and to ensure the information is consistent, accurate and is shared on a non-exclusive basis (refer below).



KEY UTILITIES

- A reliable supply of potable water that conforms to the Australian Drinking Water Guidelines and the DHHS Risk Management Plan;
- The collection and processing of wastewater to comply with EPA licence conditions and turned into Class A water to be recycled for snowmaking purposes;
- Disposal of waste in accordance with the EPA best practice guidelines for Landfills Exempt from Licensing (LEFL); and
- The storage and supply of Liquid Petroleum Gas (LPG) in compliance with the Gas Safety Act 1997.

GEOTECHNICAL PROGRAM

Overhaul of the failing corrugated iron pipeline to divert water in Swindlers Valley.

- Stage 1 design and preliminary works completed 2013-14;
- Stage 2 pipe replacement works completed 2014-15; and
- Stage 3 works focused on construction of the inlet structure, and completed before winter 2016, ahead of time and on budget.

CAPITAL WORKS

- Finalisation of service utilities and additional new bay construction to Slateys Shed;
- Three bus shelters commissioned;
- Drainage upgrades and verge sealing works continued along the GAR;
- Installation of drainage and construction of two rock walls;
- Installation of street lighting;
- Preliminary works to upgrade utility services within the village;
- Installation of stormwater drainage and deep sewer pipelines under Corral Car Park;
- Additional picnic tables installed; and
- ESTA street number signage installed.

COMMUNITY EVENTS

- Cool Summer Festival attracted over 600 patrons, many who stayed in lodges and camped at Whiskey Flat;
- The Adventure Kids Festival in its second year saw kids attend the nature-based and active event;
- Introduction of Village Square which hosted snowsport demos, sausage sizzle fundraisers and the Camp Quality Fun Walk.

WINTER

Days for winter	96
Night skiing nights	25
Maximum natural snow depth (cm)	119
Total accumulated snowfall (cm)	349
Visitor days	328,602
Skier days (approximate)	211,339

- The cross country trail network hosted the "25th Hotham to Dinner Plain", and the Victorian and Australian Biathlon Championships;
- 2016 Victorian Biathlon Championships had the largest number of registrations;
- Development of the Mount Hotham Range as part of the 2016-17 Shooting Sports Facilities Program.

LITTER REDUCTION PROGRAM

- Regular litter collections and maintenance of the public bins;

- "Clean-up Hotham Day" supported by MHARMB, MHSC and stakeholders;
- 9kgs of cigarette butts collected and sent to Enviropoles to be recycled.

WALKING TRACKS AND TRAILS

- 5th year of FREE guided bushwalking;
- Construction of trailhead shelters to enhance growing network;
- Placing of track marker posts with unique identifier number (UIN);
- Interpretive material near summit of Mount Smythe and Whiskey Flat;
- Unveiling of memorial to lost grave miner at Whiskey Flat;
- Track Notes and Tracks & Trails Guides continue to be updated.

ESTA EMERGENCY MAKERS

- ESTA emergency markers placed in remote locations and registered with the Emergency Services Communications Authority (ESTA);
- UIN and ESTA form the basis of one of the safest and navigable Tracks & Trails networks.

DEVELOPMENT GROWTH PLAN

A Development Growth Plan was finalised in 2016, outlining projects to grow Mount Hotham

- Realignment of the GAR, including creation of a shared pedestrian zone and landscape works;
- Release of 28 Great Alpine Road and Corral Car Park to Expressions of Interest (EOI);
- Planning a multi-deck car park at the Loch;
- Creation of a Village Square, starting with the pop-up town square delivered in 2016.



FINANCIAL

The 2016 period resulted in a surplus of \$142,113 for the period. Five year revenue and expenditure overview

	2011/12 12 months	2012/13 12 months	2013/14 12 months	2014/15 12 months	2015/16 14 months
Revenue (\$,000)					
Site rental	1,733	1,512	1,421	1,440	1,583
Annual service charges	3,659	3,863	4,193	4,343	5,181
Capital ongoing	143	24	177	134	41
Visitors	2,785	2,334	2,665	2,731	2,816
Grants	134	65	60	74	152
Other sources	2,112	2,293	2,362	2,065	1,990
Total revenue	10,556	10,091	10,878	10,787	11,763
Expenditure (\$,000)					
Operating expenses	8,311	7,975	8,146	8,414	9,355
Depreciation	1,355	1,240	1,233	1,373	1,684
Finance expenses	120	115	110	105	116
Support payments	181	210	356	398	466
Total expenditure	9,967	9,540	9,845	10,290	11,624

LOCH CAR PARK UPGRADE

Applied for funding to construct a two-deck car park at Loch, which will establish one level of covered parking and a second deck of roof-top parking. This will improve safety and provide direct access to the snow.

EXPRESSIONS OF INTEREST

An Expressions of Interest (EOI) process was undertaken for the existing Resort Management Building site. A preferred developer has been selected, and negotiations in 2017 are expected to

finalise the form and footprint of the new development, which will include contemporary ski patrol and medical centre facilities, along with ground-floor commercial tenancies.

MARKETING CAMPAIGN - 10 FEET TALL

A new branding campaign will launch in June 2017, which aims to brand Mount Hotham with a new Australian alpine identity. Key objectives completed for the campaign:

- Market research
- Brand essence workshop
- Brand positioning workshop
- Campaign strategy planning
- Filming and photography of winter and green season footage, and
- Creation of 'on mountain' stakeholder engagement.

MASTER PLAN

The Mount Hotham Alpine Resort Master Plan identified significant opportunities for improvement of the public realm, safety and services provided in the Corral Car Park area. This led to the creation of the Grow Mount

Hotham Plan (GMHP), which aims to create a sense of destination and increase year-round visitation to the Resort.

- Realignment of major services;
- Realignment of the GAR;
- Establishment of private development sites at the Corral site;
- \$7.8m of public works will bring up to \$90m of private investment to the resort, and two grant applications were submitted to support these essential works.

OUR ENVIRONMENT ON THE RIDGE

A Statement of the Environment Report was developed outlining existing regulatory frameworks. Six keys issues were identified:

- Landfill management;
- Diesel fuel consumption;
- Climate change;
- Greenhouse gas emissions;
- Threatened species management; and
- Cultural heritage values.

An Environmental Management Plan was developed and endorsed by the Board. The Plan lists prescribed targets and actions until 2018. We will report annually against the Plan and review the targets and actions in 2018.

VICTORIAN ALPINE NURSERY

- Propagation and planting of 37,000 plants, with 35,000 of these having been planted by our environment crew at the new Swindlers inlet structure and the Swindlers Valley floor;
- Additional 2,000 plants went into village beautification works;
- Plants provided to establish alpine gardens at Porepunkah Primary School, Harrietville Primary School and Falls Creek kindergarten and day care centre;
- 850 alpine bog plants propagated for the rehabilitation of bogs adjacent to the Falls Creek Primary School, provided by government 'Communities For Nature' grant.

Our Annual Report 2015-16 was tabled in State Parliament in May 2017. The full and detailed report is available for view and download at www.developmthotham.com.au.

HOTHAM
Mount Hotham Alpine Resort Management