

Report from Mt Hotham Consultative Forum to Stakeholders Monday 13 June, 2016

The Mt Hotham Consultative Forum met on 13 June, 2016 and the following items were discussed:

1 Hotham/Dinner Plain Bus Services

Alpine Shire CEO, Dave Barry and Mt Hotham CEO to meet and discuss options for the service.

2 Hotham Auto CORSA

The postponed event from last year will not be going ahead until all the pre-requisite sanctioning, insurances and permits are in place. The promoter is currently working through this process.

3 HSA on-going sustainability

Bruce Blackman made a presentation on the future sustainability at Mt Hotham with regard to visitation and costs for lodges and other operations. Consultative Forum to address mechanism to progress and monitor actions.

4 Tourism North East Destination Action Plan (TNE)

TNE CEO, Amber Gardner, provided a presentation to the meeting on the Destination Action Plan but was unfortunately no able to attend the meeting due to illness. Amber will speak to the Forum at the August meeting.

5 Mt Hotham Strategic Plan

Forum Chair, Stephen Clement, spoke to the update of the Board Strategic objective to achieve a year round visitation level of 600,000 visitors per annum. A Branding and Positioning workshop will be conducted on 22 June to align messaging for the resort. This will complement the Alpine Village work of the RMB which is in the planning stage.

6 Snow Victoria Campaign

Concerns were raised at the lack of skiing/boarding content in the Snow Victoria advertising campaign and website.

7 Brand New Day

The Lift company is promoting a Brand New Day offer for new entrants to the sport at \$49 for a day lift ticket, lesson and ski hire with a complimentary drink.

8 Communications

The matters discussed at the Forum are to be communicated to Stakeholders.

9 Next Meeting

Saturday 20 August, 2016

Meeting attendees:

Stephen Clement – Mt Hotham RMB (Chair)

Maxine Morand – Mt Hotham RMB (Board member)

Belinda Trembath – Mt Hotham Ski Company

Bruce Blackman – Hotham Ski Association

Dave Barry – Alpine Shire CEO

Patrick Hoy – Hoys Ski Hire

Kim Coghlan – Arlberg Hotham, Mt Hotham

Marco Gionfriddo – Mt Hotham Accommodation

Jenny Molloy, Jon Hutchins and Min Martin – Mt Hotham staff