



FALLS CREEK STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #2 – 3rd April 2025

The following topics were discussed at the April meeting of the Falls Creek Stakeholder Consultative Committee.

Falls Creek specific discussion points

Recent and upcoming events: The 3 Peaks, Festival, and Long Lunch events were well attended and received, the Fox Superflow event was cancelled due to low participation.

Draft Over Snow Policy: Feedback was sought from SCC members on legal and commercial requirements.

Major projects update: UCI downhill track construction is underway, the retaining wall at the Wastewater Treatment Plant is complete.

SCC meetings: The committee discussed the effectiveness of the SCC and agreed the relationship between ARV Falls Creek and stakeholders has improved, with further improvements to be made on the efficiency and productivity of SCC meetings.

All Resorts Discussion Points

ARV All Resorts Update

ARV is working with the Minister's office to secure a visit from the Minister to the resorts in late June.

ARV is in communication with the State Revenue Office regarding the Emergency Services Volunteer Fund.

Strategic Plan and Alpine Leasing Policy

ARV will soon commence engagement with stakeholders for the development of the Alpine Resort Strategic Plan.

The development of the Alpine Leasing Policy is underway, ARV is working with a stakeholder reference group, and is holding ongoing discussions with the Valuer-General of Victoria to find solutions.

Marketing Campaign

The ARV all resorts marketing campaign has been finalised and will launch in May.

The campaign will emphasise the unique experiences offered by the resorts.

ARV was successful in receiving support through the Visit Victoria Industry Partnership Program.

The next meeting of the Falls Creek Stakeholder Consultative Committee will be held on the Thursday, 29th May 2025.