

FALLS CREEK STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)**MEETING #4 – 5 August 2026**

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

Season Conditions, Visitation and Resort Adaptability

The Committee received an update on Falls Creek's winter season, noting challenging conditions caused by late snow and variable weather. Discussion focused on the response by Falls Creek in offering alternative experiences to ensure visitors still felt they received value regardless of reduced snow. The adaptive activities and events developed provided positivity and a sense of fun. ARV also supported this offering through resort entry discounts and resort transport concessions.

Visitor Data, Marketing and Future Planning

ARV outlined the implementation of the Digital Visitor Services Platform, which provides real-time visitation data and supports more accurate resort entry reporting. Stakeholders discussed the need for coordinated late-season marketing should snow conditions improve.

Planning Scheme Review and Stakeholder Engagement

The Department of Transport and Planning presented draft updates to the Alpine Resorts Planning Scheme, seeking informal stakeholder feedback ahead of public exhibition. The Committee discussed master planning, public amenities, environmental overlays and local policy matters.