

MT BAW BAW STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)**MEETING #3 – 17 APRIL 2025**

The following topics were discussed at the April meeting of the Mt Baw Baw Stakeholder Consultative Committee.

Mt Baw Baw specific discussion points**Power Generation Project**

The project is currently running to schedule with turn over date scheduled for the 6 May 2025. The power outage is expected for a period of 12 hours from 7:00am. Provisions have been made should the power outage take longer in the event of any unforeseen issues.

Snow Factories

Snow factories are on schedule to be fully operational by the end of May 2025.

Guest Services

The new guest service building is now fully operational and will be staffed full time as from the 10 May 2025.

Digital Visitor Services Platform

Mt Baw Baw and Falls Creek will be piloting the new digital visitor services platform. The system will greatly improve the overall management of visitor entry whilst allowing a more comprehensive view of visitor trends and behaviours.

Alpine Resort Strategic Plan Engagement Approach

ARV presented a summary of the Alpine Resort Strategic Plan Engagement Approach, highlighting the importance of stakeholder engagement to ensure strategic objectives, challenges and opportunities are addressed.

All Resort Marketing

ARV presented the all-resorts marketing campaign, which aims to focus on the “up here” concept targeting key demographics. Visit Victoria will be supporting the campaign allowing further reach and additional funding to inject into the campaign.

In addition, the Mt Baw Baw destination marketing campaign was presented with a continuation of the successful “Make Tracks” campaign for 2025. Additional marketing activity will include Local Area Marketing, promotions and events, eDMs and social media adverts.

The next meeting of the Mt Baw Baw Stakeholder Consultative Committee will be 19 June 2025.