

**FALLS CREEK STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)****MEETING #2 – 16 April 2026**

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

**Falls Creek Discussion Points****Communication and Collaboration**

The importance of improving communication and collaboration between the resort and its stakeholder members was highlighted with suggestions to better improve meeting outcomes.

- **Commercial and Operational Planning**

A key discussion theme centred on resort commercial operations and readiness for upcoming seasons. This included updates on the Windy Corner Café EOI, street trader EOI, recruitment progress, freight logistics, snowmaking preparation, and transport arrangements. There was a clear focus on ensuring operational systems, services, and commercial operators are in place to support visitor demand.

- **Events as a Driver of Visitation**

Events were a major discussion point, particularly their role in increasing visitation, extending stays, and generating broader destination exposure. The Long Lunch, Great Alpine Rally, and 3 Peaks Challenge were highlighted as successful examples. Discussion also focused on improving event structuring, clustering, and packaging to maximise overnight stays and visitor spend.

- **Accommodation Capacity and Visitor Conversion**

Accommodation availability emerged as an important issue, particularly as a constraint on future event growth and broader visitation outcomes. There was strong emphasis on converting day visitors into overnight guests, making better use of available beds, and promoting on-mountain stays through value-based offers and stronger messaging.

- **Value Proposition and Market Positioning**

Another major theme was responding to current economic pressures and changing visitor behaviour. Stakeholders discussed the need to strengthen Falls Creek's value proposition, particularly through:

- bundled and pre-paid offers,
- clearer messaging around convenience and experience,
- positioning Falls Creek as a “park and play” destination,
- targeting both premium and value-conscious visitor segments.

- **Marketing, Campaigns and Digital Promotion**  
Considerable discussion focused on marketing strategy and campaign direction. This included the “Make the Trip Count – Stay on Mountain” campaign, June activation offers, redevelopment of the What’s On platform, and improving stakeholder participation through ATDW listings and collaborative campaign models.
- **Planning and Strategic Development**  
The meeting covered broader strategic and planning matters, particularly the Alpine Resort Planning Scheme review and development of a new Resort Management Plan. These discussions focused on making planning controls clearer and more current, aligning with strategic priorities, and ensuring stakeholder input into future resort direction.
- **Stakeholder Collaboration and Shared Responsibility**  
Across the discussion, there was a strong emphasis on collaboration between ARV, TNE, and stakeholders. Many actions required shared effort, particularly around packaging, event readiness, marketing participation, accommodation capacity, and communication channels.
- **Visitor Experience and Communication**  
Improving the visitor experience remained a consistent theme, including better event activation, stronger business participation during peak events, more effective communication channels, and real-time operational updates via SMS, website, and app platforms.