

MT HOTHAM STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #4 – Thursday 6 August

The following topics were discussed at the August meeting of the Mt Hotham Stakeholder Consultative Committee.

ARV discussion points

- **Draft Alpine Resorts Planning Scheme Amendment**
The committee received an update on the Draft Alpine Resorts Planning Scheme Amendment, focusing on the proposed move to a Special Use Zone, stakeholder feedback opportunities, and the need for a planning framework that supports resort development while balancing environmental and bushfire management requirements. Publicly exhibited in September.
- **Property and Planning Update**
Update on property and planning initiatives, advising that leasing processes are being aligned with the new Alpine Resort Leasing Policy and that proactive compliance and public safety inspections will be undertaken across the resort by the Ministerial Building Surveyor and Environmental Health Officer.

ARV Hotham specific discussion points

Hotham Update

ARV Hotham provided an update on the following:

- **Hotham Resort Strategic Framework**
Draft Resort Strategic Framework for Mt Hotham, which sets priorities for a sustainable, year-round resort focused on guest experience, investment, climate resilience, and visitation growth, with stakeholder feedback requested by 14 August.
- **Buckland Resort Entry Gate Concept**
Buckland Gate reinstatement concept and discussed future resort entry arrangements, focusing on improving permit compliance, visitor experience, and traffic management in response to increasing visitor numbers. Considered challenges and potential alternatives.
- **ARV Group Marketing**
The committee received an update on the winter marketing campaign, highlighting strong digital performance, particularly through social media, and noting the importance of maintaining a flexible approach to marketing and catering for the growing day-tripper market.
- **ARV Hotham Experiences and Activities**
The committee discussed Mt Hotham's successful opening weekend, including strong activity at the Hotham Hub toboggan slope. ARV Hotham advised that from the school holidays, families will pay a small fee to use the slope, with bookings available online. Valley retail stores will also be able to provide guests with information before they arrive at the resort.

Stakeholder Consultative Committee (SCC) Discussion Points

Day-Tripper Market

Members were encouraged to consider how future visitor growth can be achieved in a sustainable manner.

The next meeting of the Mt Hotham Stakeholder Consultative Committee will be held on **Wednesday, 28 October 2026**