

FALLS CREEK STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #1 – 19 FEBRUARY 2026

The following topics were discussed at the February 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. Further engagement with stakeholders will take place with the newly appointed Head of Visitor Experience Falls Creek to establish better communication strategies.

- **Windy Café Country Ski Hire EOI** – The EOI is in progress with genuine submissions received. Submissions are due to close Friday 27 February 2026 with short listings finalised by 13 March 2026.
- **Lakeside Development** – ARV provided an update on the Lakeside development. The resort is waiting for environmental certificates by the Environmental Protection Biodiversity Conservation (EPBC). The project status of the development will be communicated to stakeholders once the approval process and certificates are issued.
- **Staffing and Visitor Experience** – The Head of Visitor Experience Falls Creek will be reviewing event management processes pertaining to governance, permit requirements and risk/traffic management plans. ARV will assist with supporting and educating event organisers with compliance standards of the resort.
- **Green Season** – ARV outlined the green season strategy to increase visitation and encourage future investment in Falls Creek. The importance of maintaining successful events while ensuring long-term financial viability was highlighted.
- **Falls Creek Resort Management Plan 2026 – 2029** – ARV discussed the development of the new Falls Creek Resort Management Plan, which aims to enhance the winter and green season experience, increase investment and improve visitor experience. Scoping and engagement is due to commence over the next month.

Revenue and Service Charge Strategy

The Committee was provided with a discussions paper regarding the service charge strategy to review in advance of the meeting. ARV highlighted the key recommendations in the paper, including the apportionment methods and the value attribution process. The importance of financial affordability and sustainability for stakeholders and ARV was acknowledged.

Property and Planning Update

ARV provided updates on the implementation of the new CouncilWise Property Management System. The system aims to consolidate all property data as a single source of truth with future system upgrades expected to encompass permit and licensing data to its repertoire.

The Alpine Resort Planning Scheme is also under review with Regional Planning Partnerships working

with the Department of Transport to review the scheme. The review will aim to create clearer more defensible decision making and align with strategic frameworks for the resort.

All Resorts Summer Campaign

ARV provided a mid-campaign report on the current summer campaign highlighting the creative direction from the previous winter campaign with the “You could be up here” tagline. Campaigns performance to date has received positive results.

2026 All Resorts Winter Campaign

ARV presented the upcoming All Resorts Winter Campaign explaining objectives, media channels and creative direction of the campaign. The campaign aims to showcase the resorts and encourage visitation.

Alpine Resorts Strategic Plan

ARV provided an update on the Alpine Resorts Strategic Plan advising stakeholders that the plan will be made available on the Engage Vic website for further community feedback. The plan is expected to be finalised by April/May 2026.