

MT BAW BAW STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #5 – 16 OCTOBER 2025

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

Winter Visitation 2025

Mt Baw Baw experienced an increase in visitation of 11.9% YoY with numbers close to 85,000 for the season.

Whilst the season commenced strong, fluctuating temperatures made it difficult to retain a hard packed base with the resort looking to further improve snow making operations for the 2026 season.

Positive feedback and praise had been received regarding seasonal staff, their resilience, adaptability and professionalism under pressure and during peak periods was commended.

Winter & Summer Resort Operations

The resorts operational team are now focused on performing the necessary end of season maintenance and servicing tasks across all key infrastructure.

ARV's commercial offering has been further reduced for summer 2025/26, including ARV not providing commercial accommodation.

Summer Events

Planning for summer events for 2025-2026 are well underway with larger events such as the Victorian Diego New Years Eve Concert, VDHS, Targa and Single Track trail running event secured.

Winter Group Marketing Post Campaign Report

ARV presented a summary of the Winter Group Marketing Post Campaign Report outlining the success of the campaign in increased market size and visitation.

All Resorts Green Season Campaign 2025-26

ARV presented the All Resorts Green Season Campaign 2025-26 highlighting the same creative direction will be used as an all year-round proposition.

Traditional Owner Engagement & Self-determination Strategy

ARV presented the Traditional Owner Engagement and Self-determination Strategy highlighting the importance of developing, maintaining and cultivating genuine Traditional Owner partnerships. Key focus areas were noted along with the positive response received from traditional owner groups on the work conducted.

The next meeting of the Mt Baw Baw Stakeholder Consultative Committee will be 4 December 2025.