

## LAKE MOUNTAIN STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

### MEETING #1 – 11 FEBRUARY 2026

The following topics were discussed at the February meeting of the Lake Mountain Stakeholder Consultative Committee.

#### All Resorts Update

ARV is currently engaging with various Government entities in association with the strategic recommendations in the Pathway to Financial Sustainability Report.

ARV's focus this year is bedding down the strategic work carried out over the last few years to transition to a business-as-usual operation, and achieve further operational efficiencies.

#### Lake Mountain Discussion Points

##### **Operational Disruptions**

Recent bushfires resulted in the closure of the resort and shuttle operations ceasing for three days in January. Business operations in Marysville were also impacted with ongoing efforts being made to recover and promote the resort with the assistance of Murrindindi Shire Council and collaboration from Tourism North East.

##### **Lake Mountain Key Projects**

- **Asset Renewal** – The resort is looking to improve the power supply reliability and transitioning to renewable energy sources to reduce cost and improve efficiency.
- **Waste Water Compliance** – The resort is addressing wastewater compliance with the EPA and is on track with modernizing and improving performance levels of the plant
- **Winter Operations** – The resort is preparing for the upcoming winter season with plans to optimise the resourcing structure, recruitment of returning staff and exploring the opportunity of sharing employees between summer and winter visitor tourism destination locations
- **Alpine Resorts Strategic Plan** – Will be made available for further public engagement in February on the Engage Vic Website.

##### **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.