Alpine Resorts Victoria

mt baw baw

Mt BAW BAW STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #3 – 18 JUNE 2026

The following key themes were discussed at the June 2026 meeting of the Mt Baw Baw Stakeholder Consultative Committee (SCC).

Resort Operations and Opening Weekend
The resort celebrated a successful opening weekend despite limited natural snow, with strong engagement from the Stakeholders and a Welcome to Country and Smoking Ceremony were hosted as part of an opening ceremony.

Operational improvements had been made prior to opening weekend which included updated guest signage, functioning webcams, lift servicing and new visitor lockers.

Staffing and Workforce Updates
The resort has welcomed new operational and safety staff, including an Acting Head of Assets and Operations and an OH&S Coordinator. Seasonal recruitment is progressing, with 50% of staff already onboarded and the remainder scheduled to commence ahead of the school holiday period.

Snowmaking and Weather Conditions
Stakeholder discussed the impact of low snow on visitation. There has been limited natural snow and snow making, with unfavourable weather conditions (including rain, wind and warmer soil temperatures) and some equipment limitations proving challenging.

Resort Events, Transport and Visitor Experience
Resort event timing is being adjusted to better align with favourable snow conditions and to support overnight visitation. Shuttle buses will be used again on peak weekends when required, supported by improved traffic management and required approvals. Stakeholders also raised suggestions to improve café visibility, including signage, opening hours and other cues to indicate when the café is open.

Marketing and Winter Campaigns
The All-Resorts Winter Campaign was presented, with a focus on building awareness, increasing visitation, encouraging in-resort spend and supporting longer stays.

The Mt Baw Baw winter campaign will target first-time visitors, snow play guests and culturally and linguistically diverse families through paid media, translated advertising and flexible campaign delivery based on snow conditions.

Capital Works and Infrastructure
Capital works updates included continued planning for asphalt and car park improvements, with Car Park 3 scheduled for asphalting after the winter season. These works are intended to improve vehicle capacity, arrival experience and broader visitor amenity across the resort.

Stakeholder Engagement and Strategic Matters
The committee discussed broader stakeholder matters, including local tourism engagement sessions,

the 2027 Capital Works Budget survey, ARV letter of comfort, South Face Road, the Alpine Resorts Leasing Policy and the ongoing Expression of Interest process. Stakeholders also discussed potential future approaches to resort entry incentives, including package-based or length-of-stay incentives.