

LAKE MOUNTAIN STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)**MEETING #3 – 18 JUNE 2026**

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

Ministerial Changes and State Budget

ARV advised of recent ministerial changes associated with tourism, events, environment and outdoor recreation portfolios. Regardless of recent changes, ARV was able to secure \$5 million for water asset upgrades at Mt Buller, Mt Hotham and Falls Creek, which aligns with strategic recommendations currently under consideration by State Government.

Lake Mountain Operations

Lake Mountain reported a small reduction in summer visitation, attributed to the January bushfire closure, broader tourism conditions and increased competition from new and improved mountain bike trail destinations.

Winter visitation is also tracking below 2025 levels due to limited natural snow; however, tobogganing is operating with a discounted resort entry offer across resorts ahead of the school holiday period to encourage visitation.

Power, Staffing and Winter Events

Lake Mountain's power project is now complete, with the new solar and battery system significantly improving reliability and reducing reliance on diesel generators.

Recruitment outcomes have been positive, with staff accommodation in Marysville supporting the seasonal workforce and strengthening connection with the local community.

Family-focused winter events, including the Frozen-inspired weekend and Christmas in July, remain part of the resort's approach to supporting visitation and guest experience.

Cross Country Trails and Grooming

Following bridge repairs, cross country access on Muster Trail is expected to resume once snow conditions allow. ARV also noted constructive engagement with Parks Victoria regarding trail grooming arrangements, with both parties working toward a contemporary operating agreement.

Mountain Bike Services EOI

The Expression of Interest process for Cascade Mountain Bike Services is progressing, with submissions currently under evaluation. The intent is to appoint a new operator ahead of the 2026/2027 summer season.

Marketing and Destination Awareness

ARV provided an overview of the 2025/26 All-Resorts Green Season Campaign, which achieved strong digital reach and engagement.

The 2026 winter marketing approach will continue to position Lake Mountain as Melbourne's closest

snow destination, with a focus on families, multicultural markets and midweek visitation. New website analytics will also support improved tracking of marketing effectiveness and conversion to sales.

Budget Feedback

Stakeholders were encouraged to provide input through the budget survey to help identify priorities for Lake Mountain.