

## **MT BAW BAW STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)**

### **MEETING #1 – 6<sup>TH</sup> FEBRUARY 2025**

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

#### **Mt Baw Baw specific discussion points**

##### **Snow Factories**

Both factories on schedule to be fully operational for the commencement of the 2025 winter season.

##### **Summer Visitation**

An update was provided to the SCC that shows summer visitation is up on the previous year.

##### **Events & Marketing**

As part of the operational changes moving from year-round to an event based, user paid model has commenced with several events secured over the green season. This includes partnering with Beau Miles who has a dedicated following that appreciate outdoor adventure, sustainability, and unique experiences which aligns with the Mt Baw Baw offering.

ARV is trialling a Mt Baw Baw Innovation Group made up of ARV staff and lodge owners to explore innovative strategies and initiatives aimed at increasing visitation to the resort. This includes leveraging partnerships to enhance experiences and attract a broader cohort.

##### **Resort Operations**

The dedicated team have worked hard to improve our many trails particularly in preparation for the major mountain biking and running events.

The rejuvenation replanting project was scheduled in February to improve erosion control and appearance of Resort.

ARV's power generation system upgrade at Mt Baw Baw Village is on track to be finished before the snow season. The resort will see improved efficiency and cost savings and will allow servicing and works to be conducted without any changeovers or power cuts, ensuring Mt Baw Baw has a reliable power source for years to come.

#### **All Resorts Discussion Points**

##### **ARV Strategies**

ARV has undertaken a large body of strategic work to inform the way forwards for the organisation. This includes the completion of the Asset Management Strategy, reaching final draft of the Capacity Analysis framework, and draft of the Traditional Owner Engagement and Self Determination Strategy. Key insights from these strategies will be presented back to the SCC.

**Alpine Resorts Strategic Plan**

Engagement for the Alpine Resorts Strategic Plan will start in March, aiming for completion by the end of 2025 and implementation from January 2026.

**ARV Board member update**

At the end of 2024, four of nine ARV Board member tenures were due to expire. All existing members have been re-appointed following the State Government recruitment process, ensuring continuity at the Board level for the resorts and ARV.

**Climate Change Adaptation Strategy**

ARV presented a summary of the Draft Climate Change Adaptation Strategy, highlighting key objectives and actions for ARV to enhance resilience and sustainability in the resorts. The SCC has been asked to provide feedback on the draft, which will be circulated with the meeting minutes.

The next meeting of the Mt Baw Baw Stakeholder Consultative Committee will be 17 April 2025.