

**LAKE MOUNTAIN STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)****MEETING #1 – 12<sup>TH</sup> February 2024**

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

**Lake Mountain specific discussion points****Topic 1 – Installation of Security fencing**

The completion of the Asset Protection Security Fencing project at the Power Station and Kelly's Maintenance Shed marks a significant milestone in enhancing the security of both areas. The installation of a 3.5-meter-high security fence and gates has effectively restricted unauthorised access, ensuring that the power station area is now secure and inaccessible to customers. This implementation not only safeguards valuable assets and equipment stored in the maintenance shed but also ensures the safety and security of the power station's operations.

**Topic 2 – Marysville Farmers market attendance**

The monthly attendance at the regional farmer's market serves as a platform to engage with the community, foster relationships, and discuss future resort planning and the recruitment of local staff. This ongoing engagement not only strengthens the bond between the resort and the local community but also ensures that the resort's planning aligns with the needs and aspirations of the community it serves. Additionally, the recruitment of local staff underscores the resort's commitment to local economic development and sustainability, while also providing employment opportunities for residents in the region. The farmer's market attendance serves as a valuable avenue for two-way communication, enabling the resort to gather feedback and insights from the community, while also showcasing its commitment to being a responsible and integrated member of the local community.

**Topic 3 – White Season Recruitment**

The White Season staff recruitment initiative has commenced, and more details will be shared during the next meeting. This indicates that the recruitment process is underway, and the organisation is progressing with its hiring plans for the upcoming season. Further updates for the next SCC meeting will likely include information about the progress of the recruitment drive, the number of positions available, and any specific requirements or qualifications sought.

**Topic 4 – Green Season Visitation**

During the Green Season, the number of visitors to the resort has decreased significantly. In January, there were approximately 3000 vehicles recorded, a notable drop from the approximately 4500 vehicles seen during the same period last year. This decline in visitor numbers is not unique to this resort location but is consistent with trends seen in other resorts. It's interesting to note that there's no cost associated with driving up to the resort during the Green Season, yet the decline in visitors persists. This suggests a broader economic uncertainty that's impacting travel and leisure spending across multiple destinations. It's possible that factors like global economic conditions, consumer confidence, and travel restrictions are influencing people's decisions to visit the resort during the Green Season, even when there are no financial barriers to entry.

## **ARV Discussion Points**

### **Topic 1 – ARV Budget and Corporate Plan**

In late 2023, the ARV 2024 Budget was finalized and implemented on January 1st, 2024. The implementation marks the start of a new era for ARV, as they transition to using a common Charter of Accounts and a new finance system. This transition is expected to provide better management of each of the resort's financial positions.

Furthermore, ARV has also developed and submitted a Corporate Plan for the next five years to the Minister at the end of 2023. Once this plan is approved, it will be made available to the public. This demonstrates ARV's commitment to transparent and strategic planning, as well as its focus on long-term sustainability and success.

### **Topic 2 – ARV External Contracts/Tenders**

ARV has engaged an external consultant to perform an asset condition analysis for each of its resorts. The findings from this analysis will be crucial in developing comprehensive asset management and asset category plans, which are scheduled to be finalized by the end of the year. These plans will play a key role in shaping the 2025 budget.

In addition, ARV is preparing to open tenders for a Traditional Owner Engagement and Self-determination Strategy. This initiative highlights the organization's commitment to fostering meaningful relationships with Traditional Owners and understanding their goals within the resort context. This strategy will guide ARV in engaging with Traditional Owners in a respectful and inclusive manner, ensuring that their voices and aspirations are heard and considered in the resort's planning and decision-making processes.

### **Topic 3 – Strategic Plan Review**

Katie Bowker (ARV – Economic Development Manager) gave a presentation on the review of the Alpine Resorts Strategic Plan. The plan, initially created by the Alpine Resorts Coordinating Council for 2020-2025, was due for review following the amalgamation into ARV.

The review will ensure the plan reflects ARV's amalgamation, economic situation, Covid-19 impacts, and visitor demographic changes. The vision and objectives of the plan remain unchanged.

A comprehensive engagement project will commence mid-2024, lasting 12 months to develop a new plan for 2026-2030, involving all stakeholders.

### **Topic 3 – Resort Capacity Analysis**

Katie Bowker provided an update on the Resort Capacity Analysis project, which involves hiring a consultant to evaluate the current visitor infrastructure, including staff, public services, and commercial operations, across all resorts. The analysis will identify capacity constraints, their impact on visitor experience, and future needs. ARV will use this information to develop a priority investment program for addressing capacity issues and supporting future growth. ARV has begun collecting existing capacity data from asset owners, and the analysis for Lake Mountain will also consider supporting services in Marysville.

The next meeting of the Lake Mountain Stakeholder Consultative Committee will be held on the 8<sup>th</sup> of April 2024.