

MT HOTHAM STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #3 – Wednesday 17 June

The following topics were discussed at the June meeting of the Mt Hotham Stakeholder Consultative Committee.

ARV Hotham specific discussion points

Hotham Update

ARV Hotham provided an update on the following:

- **Government Update**
The committee received an update on recent ministerial changes in government and was advised that the new Minister for the Environment is aware of ARV's priorities.
The committee was also informed that ARV received \$5 million in grant funding to upgrade water assets at Hotham, Buller and Falls.
- **2027 ARV Hotham Budget Development**
The committee discussed key themes from ARV Hotham's budget development feedback, identifying Water and Snowmaking, Pedestrian Safety, and Arrival, Connectivity and Access as the main priorities for 2027.
- **Government Funding Opportunities**
HSA and DWA secured \$45,000 through the Tiny Towns Fund to support the Frosty Drop upgrade.
ARV Hotham can apply for two grant opportunities: disaster recovery funding for resort stormwater drainage upgrades or deluge tank replacement, and community sports funding to install lighting at the Hotham Hub toboggan slope for night skiing and summer activities.
- **Mt Hotham Integrated Resort Management Plan**
Sports Advisory Partners Australia (SAPA) updated the committee on the first draft of the integrated resort management plan. Discussion focused on Hotham's proposed mission statement and positioning the resort as more than an authentic alpine destination.
- **ARV Group Marketing**
The committee received an update on the summer campaign objectives, which focus on building awareness through full media delivery across key channels.
The ARV winter campaign was also presented, with a focus on the media channel plan.
- **ARV Hotham Experiences and Activities**
The committee discussed Mt Hotham's successful opening weekend, including strong activity at the Hotham Hub toboggan slope. ARV Hotham advised that from the school holidays, families will pay a small fee to use the slope, with bookings available online. Valley retail stores will also be able to provide guests with information before they arrive at the resort.

Stakeholder Consultative Committee (SCC) Discussion Points

Resort Entry Discount

ARV advised a 50% discount offer for online entry permit sales would be available from the 17 through to midnight 25 June.

The next meeting of the Mt Hotham Stakeholder Consultative Committee will be held on **Thursday 6 August 2026**.