

2018 END OF SEASON STAKEHOLDER FORUM

 **FallsCreek**
Resort Management
2nd October 2017



SUMMARY

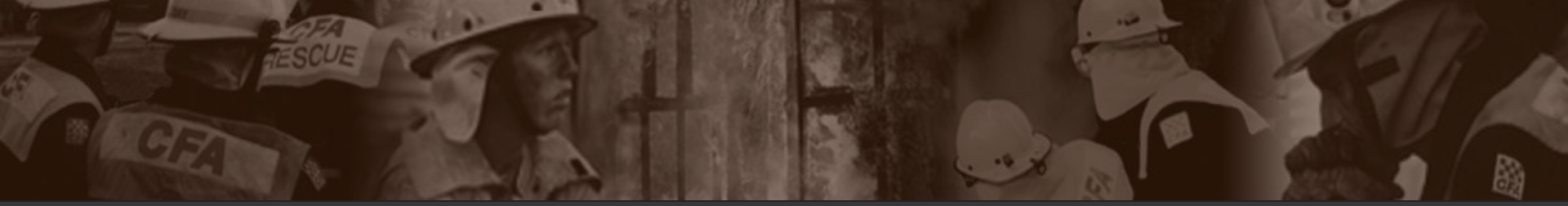
Falls Creek Resort Management

- Introduction – Stuart Smythe
- CFA – District 24 Operations Officer – James Wong
- Season Summary – Stuart Smythe
- Marketing & Communications – Summary – Jo Prothero
- Economic Development & Land Management – Ben Derrick
- Infrastructure & Mountain Response - Operational Overview – Callum Brown

Falls Creek Ski Lifts

- Sharon Raguse – General Manager - Merlin Ski fields, Merlin Entertainments Grp

Q&A – then Drinks & Nibbles at Stringrays...



Falls Creek Stakeholder Meeting

END OF WINTER 2018



CFA Operations Officer James Wong



SAFETY FIRST

Oct 2018

Overview

Content covered includes:

- CFA response
- Alpine resorts accommodation
- Emergency management
- Seasonal transition
- Lead up to winter 2019



CFA response

During the winter season 2018, CFA responded to:

- Alarm activations = 17
 - Accidental operation by occupants (eg. shower steam, BGA's) x 5
 - Work practises x 7
 - Faulty fire detection system x 4
 - Dirty detector x 1
- Motor vehicle accidents = 2
 - Car pinning a driver whilst putting on chains (BHP Rd)
 - Bus pushed off road by falling tree (BHP Rd)
- Chimney Fire = 1
- Support call for Mt Beauty = 1



Alpine Resorts Accommodation

Work across the village:

- Property inspections = 30
- Pre-plan updates
 - Contact details
 - Site plans
- Hydrant maintenance
- Radio service testing
- Lost property enquiries = 10??



Emergency management

CFA focussed on building capability:

- Ongoing brigade training and skills maintenance
- Promotion for brigade membership
- Community presence
- Multiagency engagement and training



Seasonal transition

Time to prepare for summer:

- PREPARE – ACT – SURVIVE
- Visit www.cfa.vic.gov.au/guides
- Understand your bushfire risk
- Reduce your bushfire risk
- Evacuation planning to continue
- Vegetation management
- Falls Creek Fire Brigade Open Day
 - Sunday 04 Nov 2018

Falls Creek Community Information Guide - Bushfire

Prepare · Act · Survive



Bushfire rating: **EXTREME**

Fire Authorities have assessed Falls Creek as having an **EXTREME** bushfire risk. Local residents and visitors should be prepared for fire and have a plan for when the Fire Danger Rating is **SEVERE**, **EXTREME** or **CODE RED**.

This community information guide includes a map containing key elements of Falls Creek's bushfire risk. At the time of publication, there are **NO** designated Neighbourhood Safer Places – Places of Last Resort at Falls Creek.

Important community bushfire safety information is provided to help you make informed decisions about how to survive a bushfire, whether you're a local resident or a visitor to the area. Planning and preparation can save lives in a bushfire. Use this community information guide to help you and your family to prepare.



Last updated Sep 2017 V2_00

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SAFETY FIRST

Oct 2018

Lead up to winter 2019

Let's be proactive, not reactive, as winter 2019 is just around the corner.....

- Evacuation plans & fire safety information updated and ready
- Chimneys cleaned
- Kitchen flues cleaned
- Fire protection services
 - checked and maintained
- Lodge management
 - Access/egress
 - Vegetation management



PLEASE DON'T WAIT FOR WINTER AS YOUR REMINDER!

Thank you Falls Creek Community



SAFETY FIRST

Oct 2018

QUESTIONS



GREEN SEASON

Mark Owens

Operations Officer

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WINTER SEASON

James Wong

Operations Officer

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CFA Headquarters
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STUART SMYTHE

CHIEF EXECUTIVE OFFICER

2018 END OF SEASON BRIEFING

2nd October 2018

SEASON 2018 – 1.6M VISITORS DAYS - AGAIN

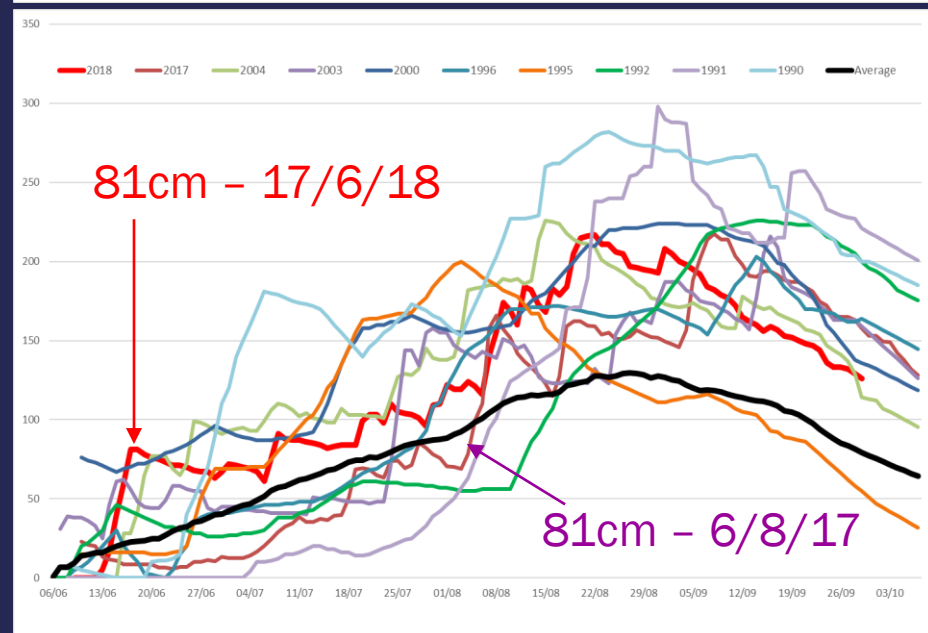
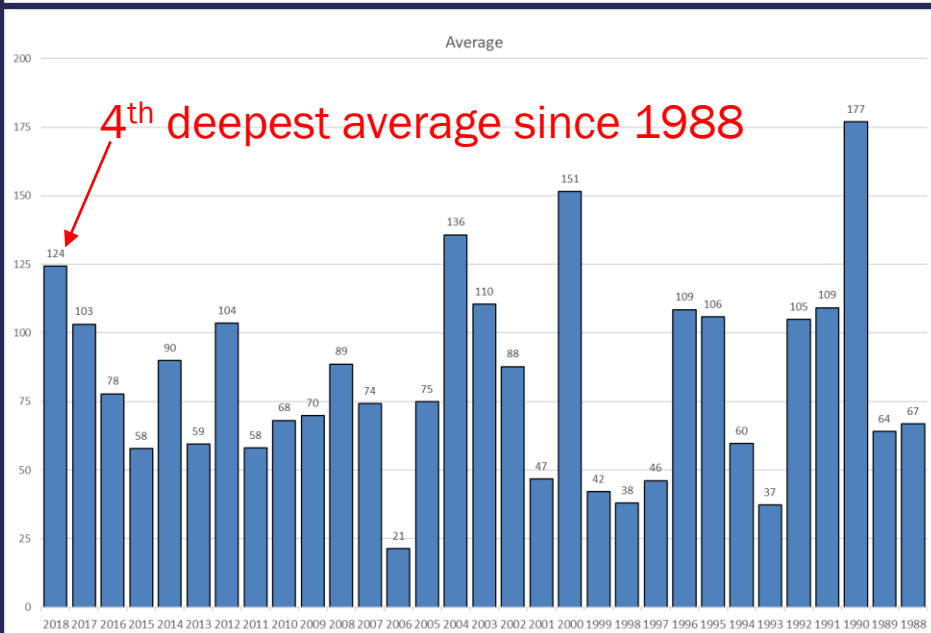
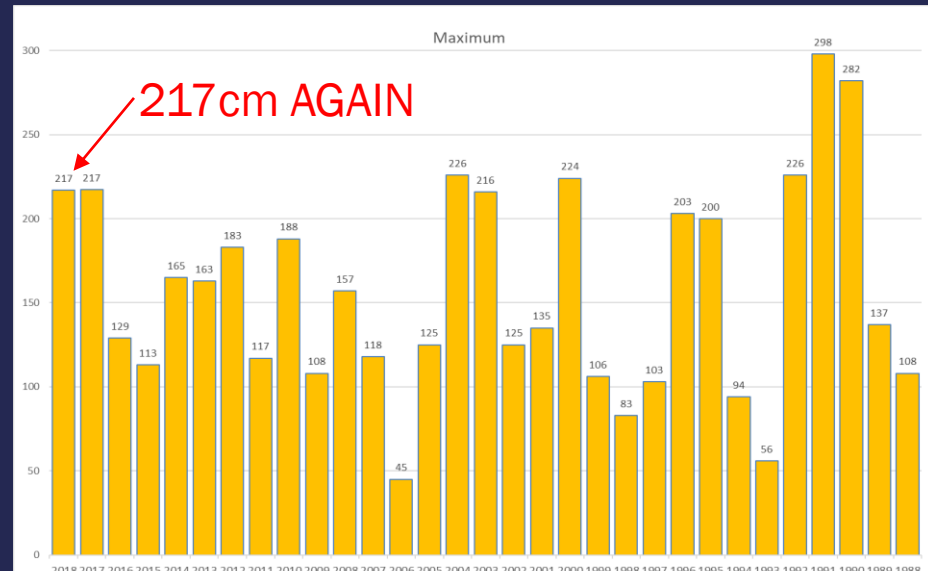
- Industry Visitation Another Record @ 1.638m and counting
 - Lake Mountain and Mt Baw Baw outperforming industry - up 28% and 15%
- Falls Creek Visitation:
 - Visitors **down** on 2017 by 12%
 - Visitor Days **up** 1% ahead of 2017
- Fourth deepest average snow depth since 1988
- Max Depth of 217cm equal to Blizzard of Oz 1, 2 and 3 of 2017...but delivered over 6 storms
- By 17th of June, 81cm was average depth...vs 6th of August in 2017...
- Ski Patrol call outs continue to be well UP on 10 year averages – attributable to new user groups and visitation volumes
- Hakuba Happo-One – Ski Patrol Exchange formalisation
- ABC “In Business” piece to camera highlighting Falls Creek & Industry trajectory
- Village Roads – 106 days of Ski In, Ski Out...must be close to a RECORD(?)
- Record Participation by DWA members & Howmans Gap opening

10 YEAR COMPARISON 2008-18

Visitation by Week 2008 - 2018																			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	
2018	1,835	1,433	3,433	5,797	11,227	15,239	12,474	11,400	12,482	14,004	14,859	13,705	11,318	9,844	6,712	7,918	7,770		161,450
2017	2,773	1,703	2,875	6,412	13,469	17,030	13,168	13,068	14,503	17,650	17,312	15,127	13,612	11,014	8,474	8,157	7,735	3,066	187,148
2016	1,681	902	3,984	8,869	13,704	15,175	11,886	13,525	15,728	16,060	15,994	15,657	11,403	8,023	6,650	6,022	3,713	0	168,973
2015	2,324	1,437	2,082	3,794	8,514	9,898	11,534	10,027	12,098	13,563	13,761	12,874	11,703	9,800	6,382	5,634	4,212	1,350	140,988
2014	1,063	534	746	3,370	10,959	14,656	11,203	10,427	11,870	13,180	14,373	13,178	11,462	9,047	5,630	4,923	3,024	0	139,644
2013	1,687	903	1,753	3,953	8,171	12,041	9,683	10,625	11,208	12,378	12,210	12,697	11,366	8,016	5,360	4,350	3,054	0	129,454
2012	3,898	2,009	3,581	7,256	15,727	13,260	11,621	11,038	11,970	12,351	13,559	11,191	10,061	8,529	6,137	5,257	3,763	0	151,208
2011	3,541	1,948	3,339	5,269	10,763	14,581	8,696	9,532	12,259	12,466	12,239	11,630	7,672	7,078	3,562	2,950	1,762	0	129,287
2010	2,324	2,019	3,444	9,346	11,256	10,569	9,796	9,268	13,584	11,768	13,632	12,460	6,454	6,964	7,178	5,970	3,253	0	139,285
2009	1,648	1,810	2,577	3,353	7,522	12,676	12,294	11,070	11,118	13,335	12,354	12,354	9,050	8,425	7,164	4,935	2,580	2042	136,307
2008	1,601	867	1,465	2,574	8,165	11,359	10,483	9,819	11,185	11,936	14,431	13,044	11,172	9,358	6,521	6,900	4,845	0	135,725
10y Ave Visitation	2,216	1,415	2,662	5,454	10,862	13,317	11,167	10,891	12,546	13,517	14,066	13,083	10,479	8,736	6,343	5,729	4,156	646	147,224
% Chg vs PCP	-34%	-16%	19%	-10%	-17%	-11%	-5%	-13%	-14%	-21%	-14%	-9%	-17%	-11%	-21%	-3%	0%	-100%	
Difference to PCP	- 938	- 270	558	- 615	- 2,242	- 1,791	- 694	- 1,668	- 2,021	- 3,646	- 2,453	- 1,422	- 2,294	- 1,170	- 1,762	- 239	35	- 3,066	
Difference	- 381	18	771	343	365	1,922	1,307	509	- 64	487	793	622	839	1,108	369	2,189	3,614	- 646	
% Chg Vs 10 Year Ave	-17%	1%	29%	6%	3%	14%	12%	5%	-1%	4%	6%	5%	8%	13%	6%	38%	87%	-100%	

As of Week 17 – Visitor Days have already surpassed 2016, and only 1,000 more will beat 2017...

SEASON 2018 – ANYTHING BUT AVERAGE



MT HOTHAM – HISTORICAL SNOW FALL

SNOW CHARTS

Hotham Natural Snow Base



Supposition: Early snow across all resorts, impacts Falls Creek visitor stats and diverts “day traffic” crowds.

- Early and late season visitation swing represents the “marginal” differences in total visitation statistics

INDUSTRY PERFORMANCE

Season Stats as at Wk 17 (2018)

2018 comparison										
No. Visitors	Rolling 10yr ave	%chg to 10yr Ave	%chg YoY	2018	2017	2016	2015	2014	2013	2012
Falls Creek	141,092	14%	-14%	161,450	187,148	162,596	135,357	136,620	126,401	147,445
Mt Hotham	125,819	11%	-7%	139,796	149,826	101,325	117,771	121,441	98,690	165,305
Mt Buller	289,291	39%	0%	402,013	403,945	317,849	297,716	312,230	253,647	268,214
2018 comparison										
Visitor Days	10yr ave	%chg YoY	%chg YoY	2018	2017	2016	2015	2014	2013	2012
Falls Creek	366,518	22%	0%	446,373	447,758	442,974	363,606	347,455	336,311	375,362
Mt Hotham	335,083	11%	1%	373,438	368,313	290,021	319,811	331,995	271,588	437,500
Mt Buller	479,466	18%	-3%	566,154	583,119	456,978	461,201	494,199	461,958	469,099
Ave Days Stay(Ttl)	10yr ave	%chg YoY		2018	2017	2016	2015	2014	2013	2012
Falls Creek	2.6	6%		2.8	2.4	2.7	2.7	2.5	2.7	2.5
Mt Hotham	2.7	0%		2.7	2.5	2.9	2.7	2.7	2.8	2.6
Mt Buller	1.7	-15%		1.4	1.4	1.4	1.5	1.6	1.8	1.7
Note: 2018 - figures to Wk 16 ONLY for Hotham and Buller										
Ski in Ski Out - Days		2018	2017	2016	2015	2014	2013	2012	2011	
Falls Creek		106	81	75	53	65	55	88	35	

FCRM – KEY STRATEGIC OBJECTIVES OVER SUMMER

- Falls to Hotham Crossing – funding and business case validation
- Lakeside Precinct Development scope and funding opportunities
- Long Term Parking Strategies & Development
- Village Bowl concepts and design
- Ongoing summer visitation profiling & statistical collection
- \$2.8m expansion planning for the MTB network, in collaboration with DWA and NEVCO
- Nordic Bowl – re-design into bite sized development & funding
- Gateway Project – finalisation & installation
- Renewables strategies and policy formulation – alignment with Climate Change Act guiding principles
- ATS Development & RDV/RDA engagement
- Stakeholder Engagement review by ARCC

GATEWAY INSTALLATION

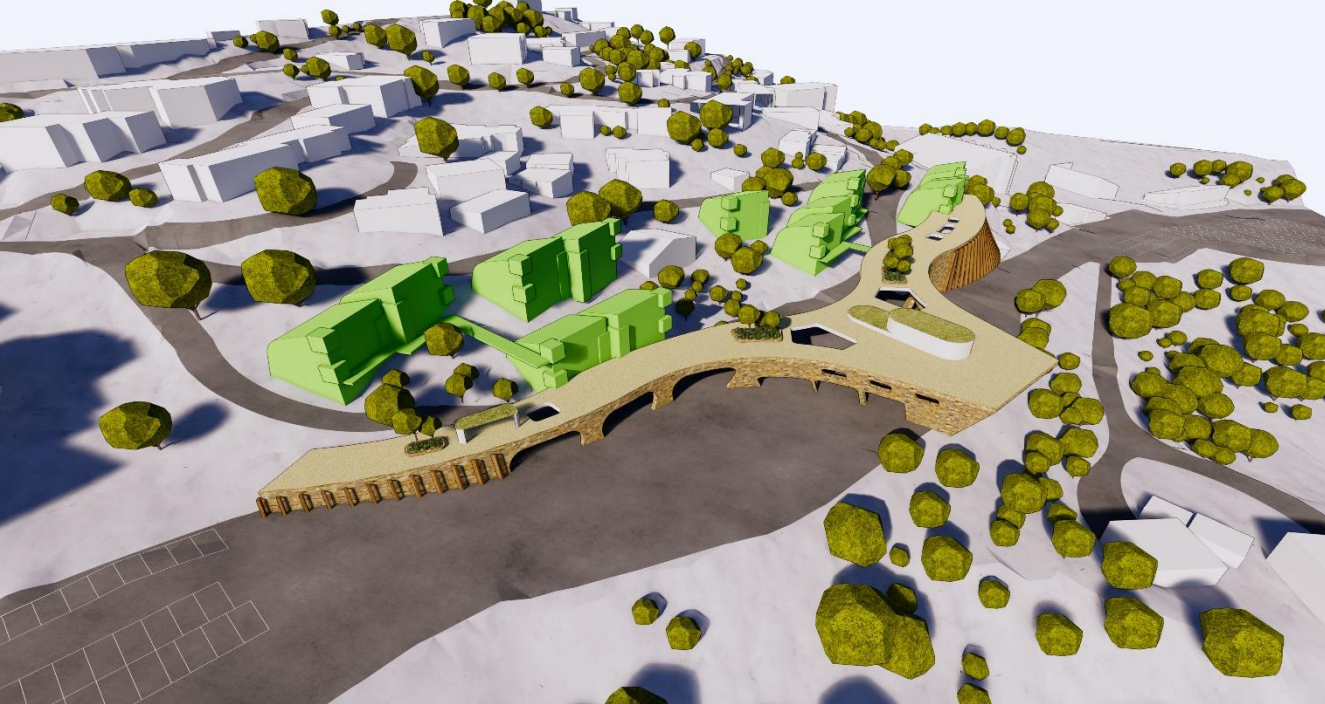


GATEWAY INSTALLATION



ATS – DEVELOPMENT OPPORTUNITY





Gateway & public space

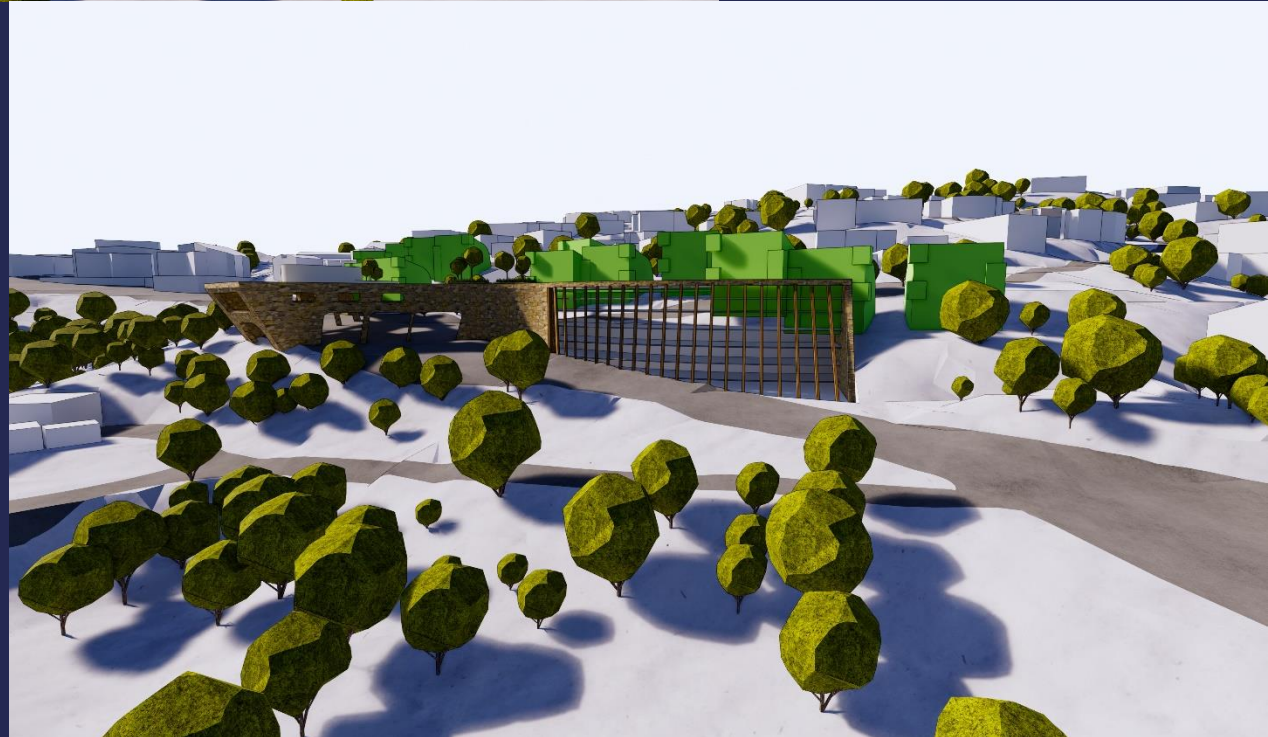
Buildings as stand
alone developments

Reduced pedestrian
interaction

Car Parking concept

Public Plaza and viewing
area

Arrivals Experience to
match Australia's Best
Alpine Village



INDUSTRY REVIEW – BUSINESS SERVICES

- ARCC in July 2018 commissioned a report to review the Northern RMB's and evaluate Business Systems and Service Analysis
- ARCC appointed CT Management (known to FCARMB)
- Current status of the review has seen evaluation undertaken of 24 generic templates, designed to reflect “Services” provided by the RMB's
- An interim report is to be presented to the DELWP Minister prior to a final report and recommendations early in the new year.
- The current finding - points to all resorts facing a “gap in asset renewal” financing.
- Broader discussion on the interim report will be occurring on Oct 11th, 2018.

THANKS TO EVERYONE....

- Strategic Stakeholders Groups & action groups – environment, renewables
- All business operators and stakeholders
- Falls Creek Ski Lifts
- Falls Creek Chamber of Commerce & members
- Falls Creek Alpine Association & members
- Falls Creek Historical Society & committee
- 4-Site
- YMCA & DWA
- Tourism North East
- The Alpine Shire
- AGL
- Parks Victoria & Vic Roads
- Emergency Services – CFA, SES, VicPol, Ambulance Victoria
- Visit Victoria, ARCC, Regional Development, DELWP
- BMW
- And many more....



Congratulations on another successful (and LONG) season...



JO PROTHERO

DIRECTOR - MARKETING AND COMMUNICATION

2018 END OF SEASON BRIEFING

2nd October, 2018



Winter 2018 Highlights







\$17,000 raised since 2014 – terrific community and guest involvement



PARMA FOR A FARMER

**WE'RE HELPING TO SUPPORT OUR
DROUGHT-STRICKEN FARMERS!**



Make your donation eating at our venue from August 11-18

Over **\$20,000 raised** (and counting) – HUGE congratulations...to all
involved and venues who participated



WE RIDE OCTOBER 6

WINTER 2018 HIGHLIGHTS

- BMW Partnership in collaboration with FCSL;
- Resort Entry simplified pass system;
- Roaming volunteer Guest Services;
- Back Country Festival;
- FOMO 2018/19 Resort Entry Season Pass offer – 255 passes sold to new holders;
- What are your highlights?

WINTER 2018 RESORT MGT OBSERVATIONS

- 68% Resort Entry purchased at POS and 32% online;
- New Melbournian visitor YOY increase – how do we get them to return and have a connection with the Alpine area?
- Sled Dog – August event date – is this still suitable?
- We would love to know what your observations are?

SUMMER 2018/19 PROMOTION OBJECTIVE

- To continue to raise awareness about Falls Creek unique all season Alpine offer, i.e. cooler climate, events, activities, food & beverage, nature based offer & athlete training venue;
- To promote progression perfect / ride in / out mountain bike trails; in particular the pre – season upgrades;
- To promote the back country fire trails;
- To activate and promote Rocky Valley Dam;
- To actively promote all summer events;
- To actively encourage ‘Nature is Good Medicine’ philosophy;
- To promote the Arts & Cultural trail and projects; and
- To cross promote winter events and activities.

MTB SEGMENTATION

Unique selling proposition	Low involvement	Endurance	Technical	High involvement
All trails lead home	√	√	√	√
Bike Patrol	√	√	√	√
Bike Hub Vibe, incl. coffee & beer			√	√
Backcountry		√		√
35km single track		√		√
Shuttles			√	√

MTB CREATIVE EXAMPLE



SUMMER 18/19 EVENTS

	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
Ignition	√					
Alpine Challenge	√					
MTBA GE	√					
National Fly Fishing Championships	√					
Dragon Boats			√			
NEW - Alpine Quest			√			
MTB de femme				√		
XCO				√		
Peaks – 10 th					√	
Longest Lunch					√	
Vic Enduro						√
Easter						√

SUMMER 18/19 ACTIVITIES

	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19
7 Peaks	√	√	√	√	√	√
MTB Shuttles	√	√	√	√	√	√
Kids Club			√			√
Falls to Hotham			√			√
Lake Activation			TBC			
MTB Clinics			√			
Trails, Tales and Tucker			√	√	√	√

REGIONAL CAMPAIGNS



Research based campaigns

RIDE HIGH COUNTRY PREFERRED BUSINESS (RHCP)

To become a Ride High Country Preferred Business, you need to:

- Be listed with the Australian Tourism Data Warehouse (ATDW);
- Provide complimentary water – cyclists must be able to refill their water bottles free of charge;
- Display local cycle information – maps, guides, brochures; and
- Have staff who are knowledgeable regarding the local cycle offering – where to ride, location of bike stores.

Contact Eddie Wilson – TNE

RHCP

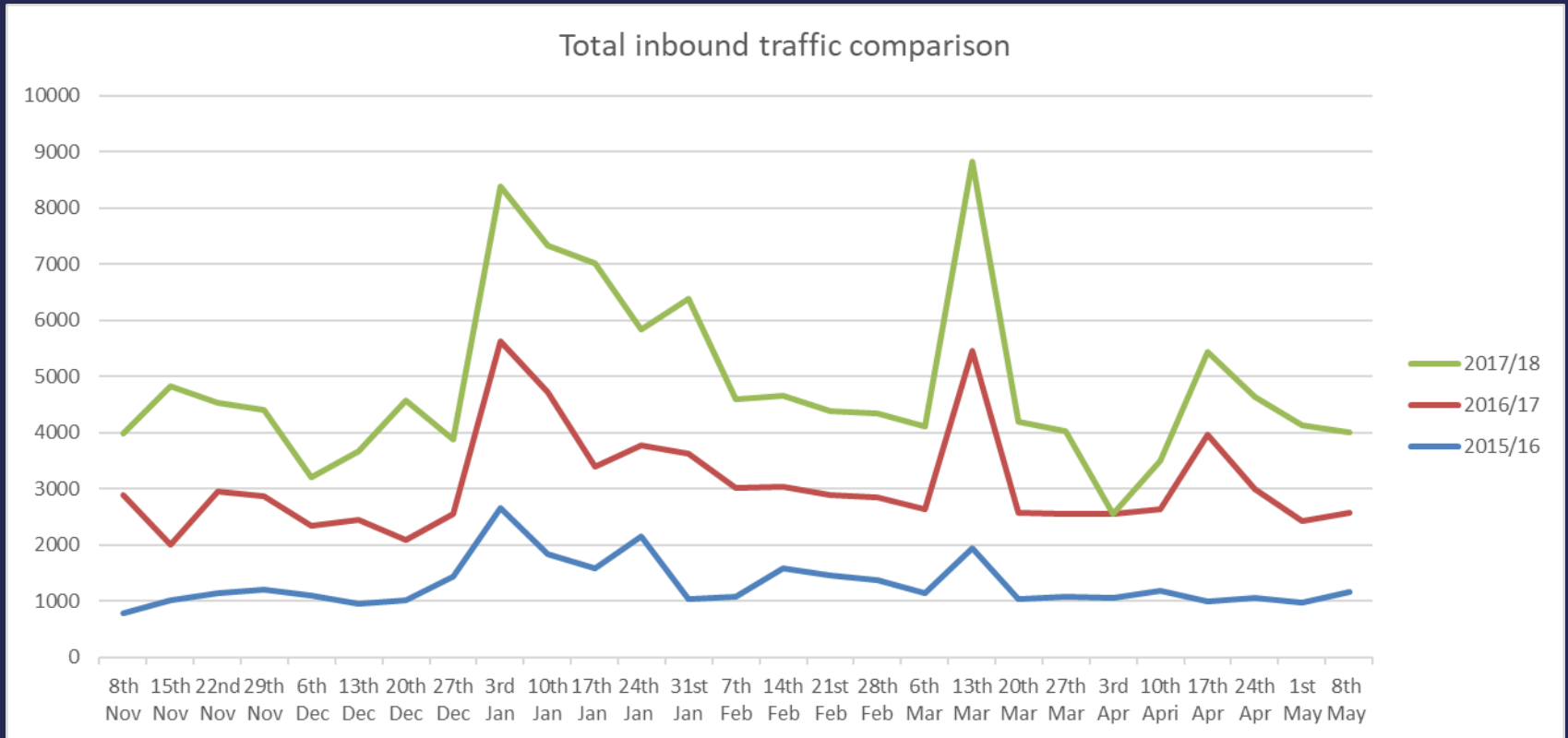
You must also provide three services;

- Bicycle Parking (accommodation providers must fulfil this criterion by providing a weather proof, locked area or allow bicycles in the rooms)
- Bicycle Repair/Cleaning Station
- Bicycle Floor Pump
- Bicycle Mechanic
- Bicycle Rentals
- Bicycle Shuttle Service
- Tools/Supplies
- Bicycle Tours or Product
- Bicycle Merchandise for sale
- Complimentary Bicycle Locks
- Complimentary Bicycle Rentals
- Complimentary Bicycle Tools
- Personal Lockers – storage for personal items while riding

SUMMER COLLATERAL - AVAILABLE PRE IGNITION

- Events poster
- Insiders Guide
- MTB Maps
- Village Maps

GREEN SEASON VISITATION TRENDS



Opportunities in 'soft adventure', facilitated engagement and nature based experiences...building on existing offerings and destination planning

VISITOR SURVEYING / RESEARCH

- Limited response to paper survey and not real time.
- Assessing alternative option:
 - Research App used recently in Tasmania and Philip Island;
 - Tracks visitors, who they are, where they are from, attitudes and observe where they actually go;
 - Incentivise with a giveaway;
 - Real time reporting dashboard;
 - Proposed implementation period - Nov-18 – Apr-19

WHAT DO YOU HAVE PLANNED FOR SUMMER?

- Come and have a chat with the Marketing team?
- How can you support the existing events / activities calendar?
- Summer Strategic Stakeholders meeting frequency, participation interest and areas of focus?
- Any new ideas, concepts, themes, opportunities?
How can we help.

DATES FOR THE DIARY

	OCT	NOV	DEC	JAN
Around the Bay Expo	7 th			
Postcards Filming 	15 th			
Visitor Info Centre – summer hours		17 th		
TNE Ride & Walk High Country Presentation – TBC		19 th or 20 th		
RACV Awards Gala Dinner		22 nd		
MTB Shuttles commence for season		24 th		
MTB Shuttles every day			27 th to	13 th

HAVE A GOOD BREAK



SEE YOU IN SUMMER

The logo consists of a stylized 'F' made of two overlapping chevron-like shapes, one blue and one green, pointing towards the bottom right.

FallsCreek

Resort Management

BEN DERRICK

DIRECTOR - ECONOMIC DEVELOPMENT AND LAND
MANAGEMENT

2018 END OF SEASON BRIEFING

2nd October, 2018

PROPERTY AND LEASING

- **Municipal Building Surveyor**
 - interim solution
- **Environmental Health**
 - review of 2018
- **Bed Counts**
 - prefer the summer months.
 - Please respond when we get in touch
- **Land valuations – 17 sites**
- **Busy summer of building again**

ENVIRONMENT - PROGRAMS

State and Federal Grant Funded Projects

- Mountain Pygmy Possum Protection Works
- Pest Plant and Animals Programs

Education

- La Trobe conducting alpine ecology tours again in summer
- Liz McPhee community presentation on alpine rehabilitation



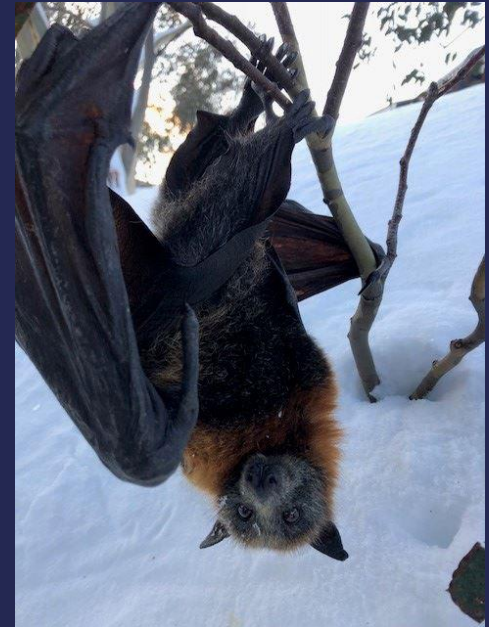
ENVIRONMENT – GENERAL WORKS

Please keep your site clean

- Organic matter and other fire fuel
- Grass cut
- See us about native vegetation removal
- If you are not up here – arrange for someone to do it

Summer Programs

- Fox/dog baiting
- Cat shooting
- Deer control trials
- Weed spraying – we will be going on to sites if you are not managing them yourself



CALLUM BROWN

DIRECTOR INFRASTRUCTURE & MOUNTAIN
RESPONSE

END OF SEASON BRIEFING 2018

FallsCreek
Resort Management



2nd October 2018

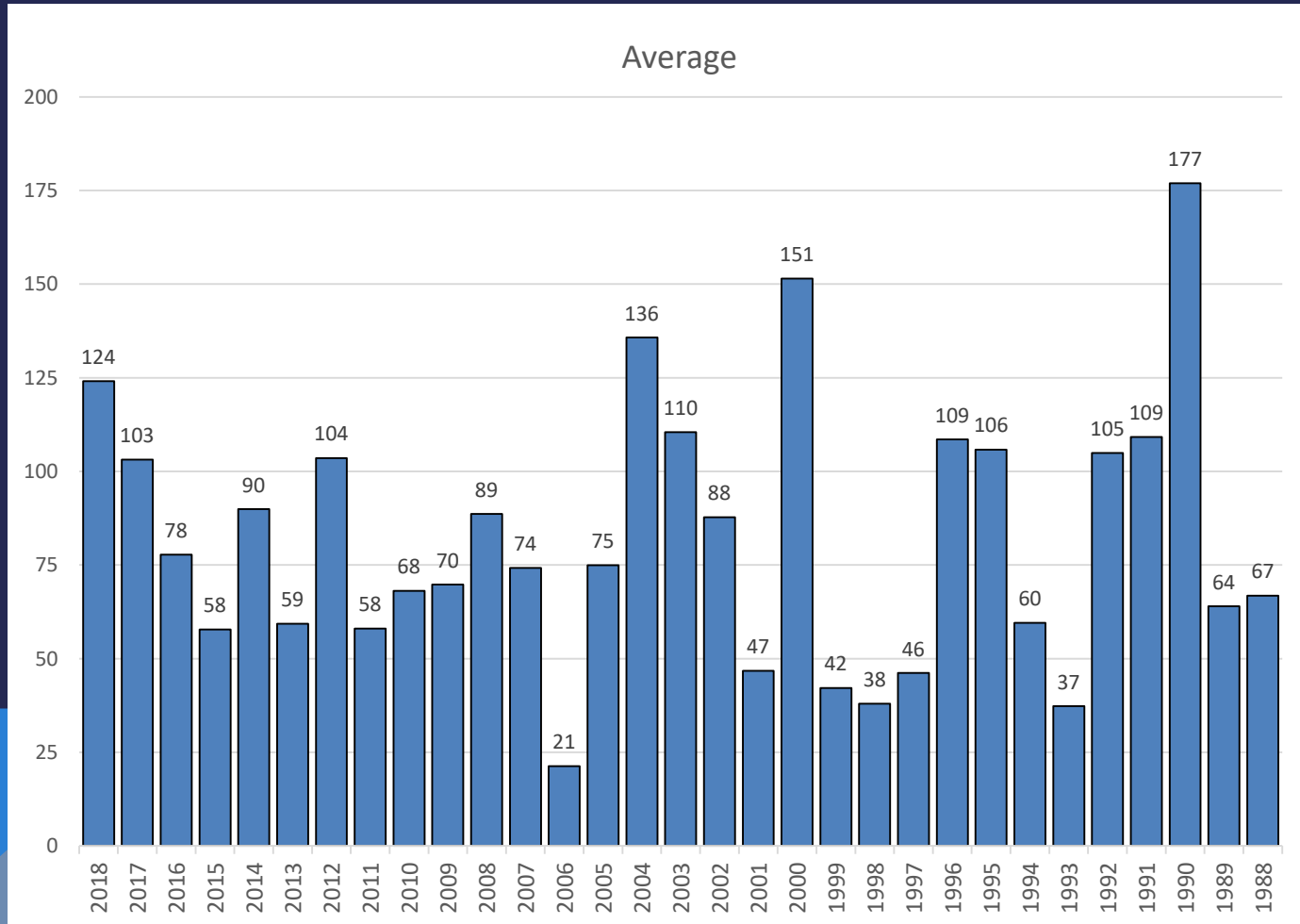
SNOW FALL SUMMARY



	2018	2017	2016	2015	10 YR AVERAGE
Peak Depth	217cm	217cm	129cm	113cm	154cm
Acc Snowfall	443cm	473cm	302cm	222cm	
Avg Depth	124cm	101cm	75cm	58cm	76cm
Ski-in/out	106 days	82 days	74 days	53 days	70 days

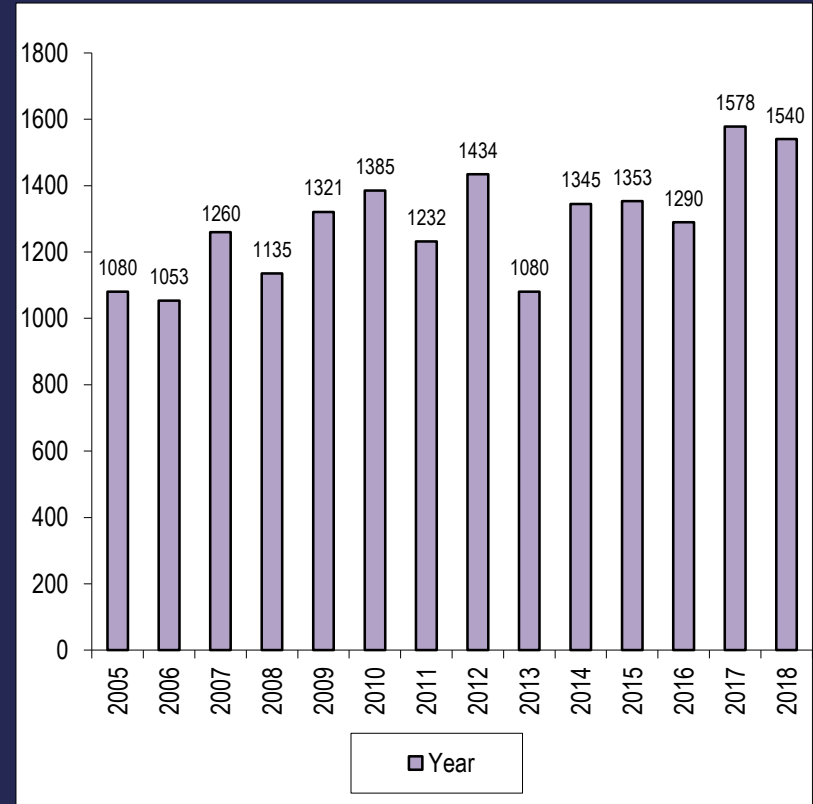
AVERAGE DEPTHS

- 4th ranked average depth – last 30 years



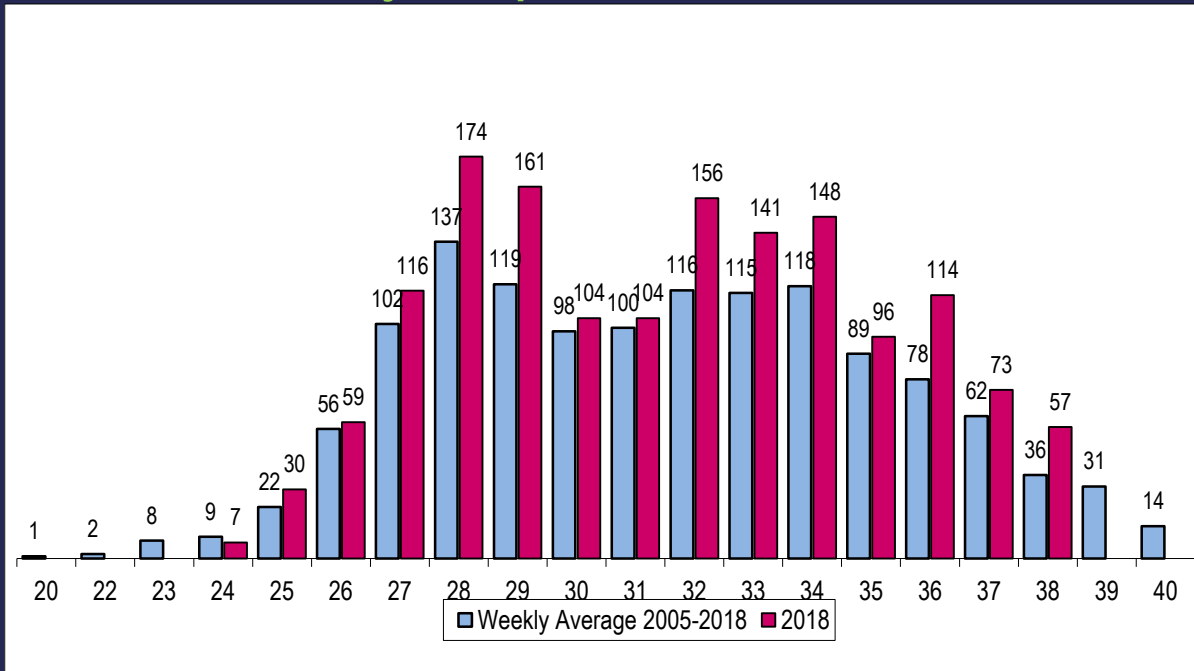
SKI PATROL

- Incident call-outs were similar to 2017 and 19% above 10 year average in 2018
- Injured skier rate 1.8 per 1000 skiers – industry target is <3.0.
- 854 skiers, 419 snowboarders
- 750 patients transferred to the medical centre
- Ski Patrol response time 2:52 compared to 3:13 average – 2nd best ever.



SKI PATROL

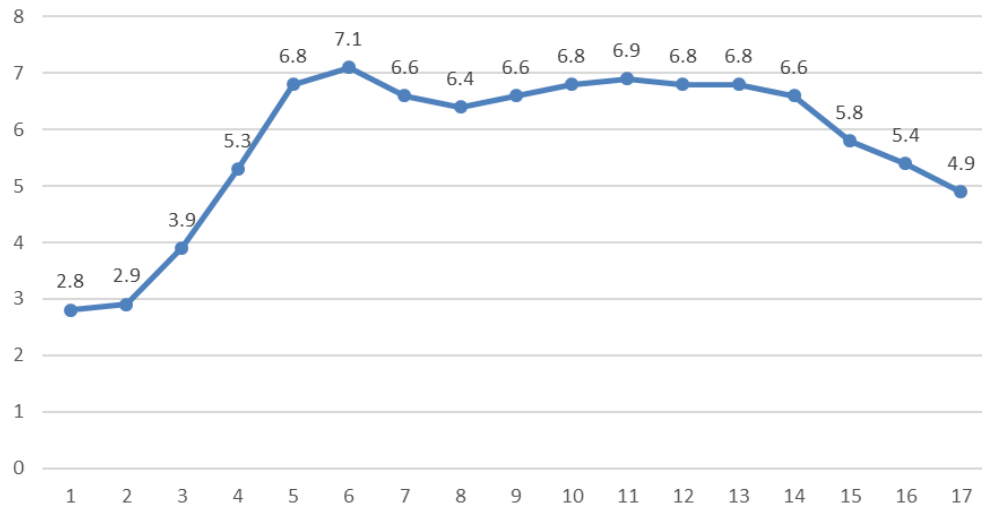
- Weekly comparison shows substantial increase across Aug/Sep



UTILITIES - WATER

Year	June	July	August	Sept	Total
2016	12.5	27.9	27.7	18.8	86.9
2017	12.9	28.3	29.9	23.7	94.9
2018	14.9	26.9	27.1	24.6	93.5
	15.5%	-4.9%	-9.4%	3.8%	-1.5%

Weekly Water Consumption in ML



WASTE DIVERSION

- Waste diversion at all time high of 48% - congratulations
- Need to address contamination of public waste bins
- Organics program 23 new participants this season
- 56% Total Participation Rate

	Participated	Did not participate	Did not respond
Club Lodge	19	0	12
Commercial/ Private Lodge	27	7	27
Restaurant	17	8	0
Other	7	0	1

SNOW CLEARING

- Machinery hours similar to 2017, except blower

Year	924	Case	Casper	Benz	BR 350	Blower
2016	380	328		2740km	580	101
2017	754	596		1669km	632	143
2018	719	680	6800km	2034km	857	10

- 54,000L diesel and 15,000L unleaded
- Significant increase in groomer hours
- Groomer covered 5,593km – GPS tracked

TRANSPORT & FREIGHT SERVICES

	2018	2017	2016	% change
Total Husky Hours	4252	3529	2840	20.5%
Total Freight Items Delivered	37,670	23,168	21,450	62.6%
Total ATS Tickets Sold	24,694	22,842	17,800	8.1%
Total ATS Passenger Trips	45,920	41,579	30,700	10.4%

- Buses drove 82,000kms and used 47,000L of diesel
- 498 infringements issued



WHAT WORKED THIS SEASON

- Chain bay management
- Snow management on XC trails
- Freight logistics systems
- Parking strategies
- Storm based rostering arrangements
- Village grooming
- Arrivals VMS signage



CONSIDERATIONS FOR WINTER 2019

- Sunday peak demand management
- Next lot of parking strategies
 - Optimisation
 - Asset development
 - Staff parking?
- Improving public area snow clearing
- Living Bin engagement
- GPS tracking of plant and vehicles



SUMMER 2018/2019

- More village construction works!
- Trail upgrades
 - Skills park – Village Bowl
 - New trail posts
- Stormwater upgrades
- Diana Trail fence replacement
- Village bowl playground
- Slalom Plaza grassed area
- Fuel tank decommissioning
- Transit Hub EOI – infrastructure
- Village Access – Xmas Period

