

Falls Creek Experiences, Events & Activation Acceleration Program

The Falls Creek Experiences, Events & Activation Acceleration Program is an initiative managed by Falls Creek Alpine Resort Management Board, designed to support the promotion, development and delivery of new and exciting events, activations and tailored experience that promote Falls Creek Alpine Resort and the surrounding High Country as places both as unique as the surrounding landscape but also as a destination for true alpine experiences.

The program is aligned to the region's key tourism pillar offerings – nature, epicurean, arts & culture, high country tracks & trails, snow season offerings and green season activation. We are seeking business operators who can facilitate the delivery of unique experiences across these tourism pillars, by creating destination specific opportunities that will enhance the overall mountain adventure experiences as well as other opportunities that align to passive, restorative, and tranquil high plains getaways.



Falls Creek Alpine Resort Management is seeking expressions of interest from innovative businesses that will engage with the identified user segments and develop new or expanded offerings in the above markets.

The application process will involve an initial application, via the expression of interest documentation, followed by a two-stage assessment and selection process.

Successful EOI (Expression of Interest) applications will be invited to pitch their proposal to the selection panel and if shortlisted from this process, applicants will be invited to work collaboratively on further refining

or expanding the offering, along with developing branding, marketing, and operational requirements. The selection panel will consist of representatives from Falls Creek Alpine Resort, Tourism North East, and the Falls Creek Chamber of Commerce.

Post having successfully been selected; applicants can then apply for funding in one of the three program categories:

- 1) A \$10,000 grant to deliver a new service or supplement an existing offering with expanded options, i.e. sporting and lifestyle events/activations.
- 2) A \$15,000 grant to offer a new activation in the resort, i.e., major food and beverage events, health, and fitness weekends.
- 3) A \$25,000 grant to deliver a new multi day event/activation which will drive visitation to the resort, resulting in overnight accommodation and/or experiences, i.e.. major music, art and culture festivals, multiday sport, or lifestyle events.

Grant funds can be applied towards branding, marketing services and equipment to develop appropriate assets for the product, securing talent/acts, or infrastructure demonstrably related to the proposal.

Applicants are strongly encouraged to make a financial co-contribution to their projects and should demonstrate this in their funding applications. Whilst not a mandatory requirement for eligibility, a greater weighting will be prescribed to applications demonstrating contributory financial commitments.

Additionally, collaboration with, by, or in conjunction with established Falls Creek business operators will similarly receive greater weighting in the assessment criteria.

All successful applications and new products will receive marketing support and advertising through Falls Creek Alpine Resorts existing marketing channels. The resort will assist with the granting of all relevant permits, or where appropriate assist and facilitate where needed the necessary permits/licenses to enable the activation.

What new tourism products are we looking for?

Products in the following categories are sought for the program, with a few simple examples.

(Please note: collaboration between businesses is encouraged and will be viewed favourably by the selection panel)

- Guided tours or transport: either walking/trail hiking, or ride programs which enable shuttle and ride package, gravel tour with dining experiences within the resort, quality short walks (2-5 hour) portfolio offering with multi day trekking from resort
- Bespoke accommodation and wellness packages: weekender with accommodation, meals, yoga, meditation, spa treatment.
- Arts or cultural heritage based – orchestra, bands, jazz festival, heritage walks or tours, film festivals (think Sundance)
- Art – think Benalla “Wall to Wall” concept/equivalent, Winter Snow Sculpture Competition (think Sapporo), “Illuminate” or similar;

- Ride the High Country – horse or bike incorporating overnight/s in Falls Creek, with food & beverage provider.
- Unique ride/nature experiences: alpine wildflower ride, hike 'n bike
- Multi night and location hiking adventures; Falls Creek to Mt Hotham Alpine Crossing,
- Water Activations – regattas, kite boarding championships, fishing competition/championships, aligned trade show weekends – boating, fishing
- Regional Food & Beverage Festival – Gin, Beers & Wines, regional produce – multi day & multi venue epicurean experiences

The Objective:

- Increase day and multi-day visitation during the Green Season, especially outside of the Christmas/New Year period;
- Drive increased visitation to summer food & beverage venues, accommodation providers and tour operators;
- Deliver a strong event program that drives visitation and positive economic impact;
- Increase MTB (Mountain Biking) users from two key demographics:
 - engaged/expert mountain bike park users and
 - beginner MTB enthusiasts (families and young couples).
- Increase female participation in the chosen offerings
- Grow the gravel riding product and increase visitation specifically for this purpose.
- Promote lake activation, arts/culture and nature/environment and package as part of an overall Falls Creek getaway
- Promote Falls Creek as a walking//hiking destination with experiences from a gentle accessible stroll (such as to Wallace's Hut) to more strenuous hiking experiences such as the Falls to Hotham walk.

Target Audience

- Regional Victorians - focus on those in proximity (up to 3 hours) to the resort who undertake day trips and overnight stays.
- Southern NSW (New South Wales) residents seeking the key experiences Falls Creek is known for in the green season (MTB, walking/hiking, sightseeing, water-based activities).
- MTB Riders – primarily men, living in Melbourne and aged between 25-29 (26%) and 30-39 (24%), tend to have mid-high household incomes. Around half of mountain bikers have children under 18y.o. They often like the green trails, even expert riders. They are motivated by adventure, fitness, and socialising (Tourism North East Mountain Bike Rider Segmentation, 2016). Mountain Bikers are more likely to travel with friends and enjoy other activities as well. 35% of mountain bikers are 'Lifestyle Leaders' (educated, embrace change, open to new experiences, socially extroverted.)
- Walkers and hikers – slightly more female audience (54%), inspire a breadth of experience rather than specifics, target those who are more committed to walking/hiking (as this is a principal factor in the destination choice), promote walks of short length (only a minority walk for more than 10km in a day) make it easy to find out about walks when in destination and hero alpine scenery.
- Melbourne-based experience seekers – encourage them to start planning their holidays and push green season promotion as restrictions ease.

- Target audiences that typically travel overseas during the Australian Summer (northern hemisphere snow holidays) as they look for an active getaway.

Note: Additional specific audience data and segmentation is available from FCARMB (Falls Creek Alpine Resort Management Board)

Who is eligible to apply?

Any existing business/s with a proven record of accomplishment planning to operate at the resort.

Any existing business/s already operating within the resort who can demonstrate concepts and products significantly different or improving upon an existing product that meets the criteria listed.

Any business who can demonstrate a collaboration with a resort-based business and is operating within the Alpine shire, or LGA/RMB covered by the Tourism North East will be eligible to apply for funding and support.

Additional criteria;

- Have a valid Australian business number (ABN)
- The business/s must have, or be willing to take out, an ATDW listing
- Concepts must represent new tourism product or significant changes and improvements to existing product.
- Product must meet the demands of the identified market segments outlined in the research.
- Product must be of a quality that aligns with the Falls Creek Alpine resort brand as Australia's Premier Alpine resort destination.

What is the process?

1. Interested businesses are invited to complete an EOI application (insert link here)
2. Product concepts will be reviewed by the FCARMB, TNE (Tourism North East) Industry and Product Development representatives, and Falls Creek Chamber of Commerce reps with successful applicants advised by email.
3. A Memorandum of Understanding (MOU) will be signed by all parties accepting the invitation to pitch for grant funding.
4. Pitch sessions will be held in late January 2022
5. Participants will be given time to further develop and refine product concepts based on feedback from the selection panel and resubmit to apply for funds.
6. Individual mentoring will be provided throughout the process by a member of the Tourism North East Industry and Product Development Team.
7. Product brand identities will be developed by FCARMB and in consultation with the product owner.
8. Product photography will take place, styled, and coordinated by FCARMB (with input from TNE). Products will be uploaded onto online booking sites by operators.
9. Successful applications will receive a complimentary FCRM (FALLS CREEK RESORT MANAGEMENT) Marketing Membership for the 2022-23 membership period.
10. New products will also benefit from media coverage generated by FCARMB Director of Marketing & Communications, as well as other exposure leveraged via Visit Victoria and any other available opportunities identified through FCARMB and TNE.

Summary of key dates*

EOI Closing date	22 December 2021
Applicants advised via email of outcome	10-14 January 2022
Pitch Sessions	24-28 January 2022
Invitation to Apply for Grants	31 st January 2022
Photo Shoot of product (mandatory)	February 14 - March 4, 2022 (Summer Products only)

**Dates may vary slightly based on unexpected or unavoidable circumstances.*

** Winter proposals – photoshoots and launch will be April/May. Product launch ASAP.*

Non-negotiables:

1. Participants must attend all in person and online workshops including the final presentation.
2. Businesses involved must have an active ATDW listing.
3. Professional photoshoots must take place.
4. All products must be online bookable and be live by March 2022

Submit your Expression of Interest by clicking the button below:

ONLINE EOI FORM