

ARCC INDUSTRY UPDATE

JULY 2020



Photo credit: Baw Baw Alpine Resort

Alpine Resorts Strategic Plan 2020-2025: Responding to a Changing Climate

The new Alpine Resorts Strategic Plan 2020-2025 was gazetted on 7 May this year and was subsequently posted on Council's website. With the publication of the Plan, the Council will now undertake an evaluation of the engagement processes that led to the development of the plan. For those who attended a workshop or participated through the Engage Victoria website and where the Council has an email contact, an invitation to complete an [online survey](#) will have been sent to you. The Plan is also accompanied by an Action Plan that currently outlines actions to be undertaken over the first two years of the Plan. It is intended that towards the end of 2021 a review of progress will be undertaken and an engagement process outlined for the final 3 years of the Action Plan. The Plan and Action Plan can be accessed [here](#).

Review of the 2002 Alpine Resorts Leasing Policy

The Working Group (consisting of ARMB property managers, DELWP staff, ARIAG, the VSA and ARCC) has completed its final report and recommendations which the project Steering Committee has been working through. A draft policy is taking shape and work is also being undertaken by DELWP to streamline the administrative leasing processes. It is anticipated that a draft policy will be available for the Working Group's feedback in the next few weeks.

2009 Alpine Resorts (Management) Regulations

DELWP has been working on reviewing the current Regulations (which have been extended to the end of 2020) and preparing a Regulatory Impact Statement (RIS). It is planned that the new draft Regulations and RIS will be available for public comment shortly. The ARCC will post advice on its website when the public consultation period has been opened.

Victorian Alpine Resorts End of Season - Winter Report 2019

During the 2019 winter season the resorts received a total of 933,000 visits and over 1.68 million visitor days. Total visitors and visitor days for winter 2019 decreased by 5 and 3 per cent respectively compared to winter 2018. Economic contribution for the winter season has been estimated at \$1,061 million, generating approximately 9,866 jobs. Visitor survey results are consistent with previous years with a high level of visitor satisfaction at all resorts.

The Victorian Alpine Resorts End of Season Report, which provides extensive analysis is available [online](#).

COVID-19

The industry, government departments and the Alpine Resorts Management Boards have been working very closely and undertaking a great deal of work to ensure a winter season could commence on 22 June. Key policy work and guidance advice has been approved and is available on the [DELWP website](#). As changes to the Restricted Activity Directions (restrictions) are occurring rapidly and impacting businesses and the operations at the resorts, you are encouraged to regularly visit this website and/or the DHHS web pages on [Travel](#) and [Sport & Exercise Restrictions](#) for the most up to date information. ARMB and lift company websites are also carrying up to date information specific to each resort as advice from DHHS is confirmed.

Weekly Visitor Statistics - Winter 2020

It has been an unusual start to the 2020 snow season to say the least and we are coming up to week 5 of the reporting of visitor numbers across the Victorian resorts. The total number of visitors to date (up to week 4) has reached 9,409 down 74 per cent compared to the same time last year. Visitor Days to date are 21,941, a decrease of 68 per cent compared to the same time last year, reflecting the impact of COVID-19 on capacity at the resorts.

Subscribe to receive winter visitation statistics

The ARCC publishes online visitation estimates for each Alpine Resort on a weekly basis during the winter season.

The visitation statistics are based on weekly gate entry data as well as seasonal pass holder data. The weekly visitor numbers collected throughout the winter season include an estimate of season pass visitation. This estimate is adjusted at the end of the winter season using the returns of seasonal pass holder survey forms to create a final end of season visitor result.

To subscribe to receive these weekly statistics via our email newsletter, sign up on the [ARCC website](#).

Visitation Survey Report - Summer 2019/20

Produced annually, the Summer Visitation report includes material on visitation from surveys conducted at all Victorian Alpine Resorts from Melbourne Cup Weekend until ANZAC Day. Due to COVID-19 and the resulting stay at home directions the summer reporting period was reduced by 3 weeks.

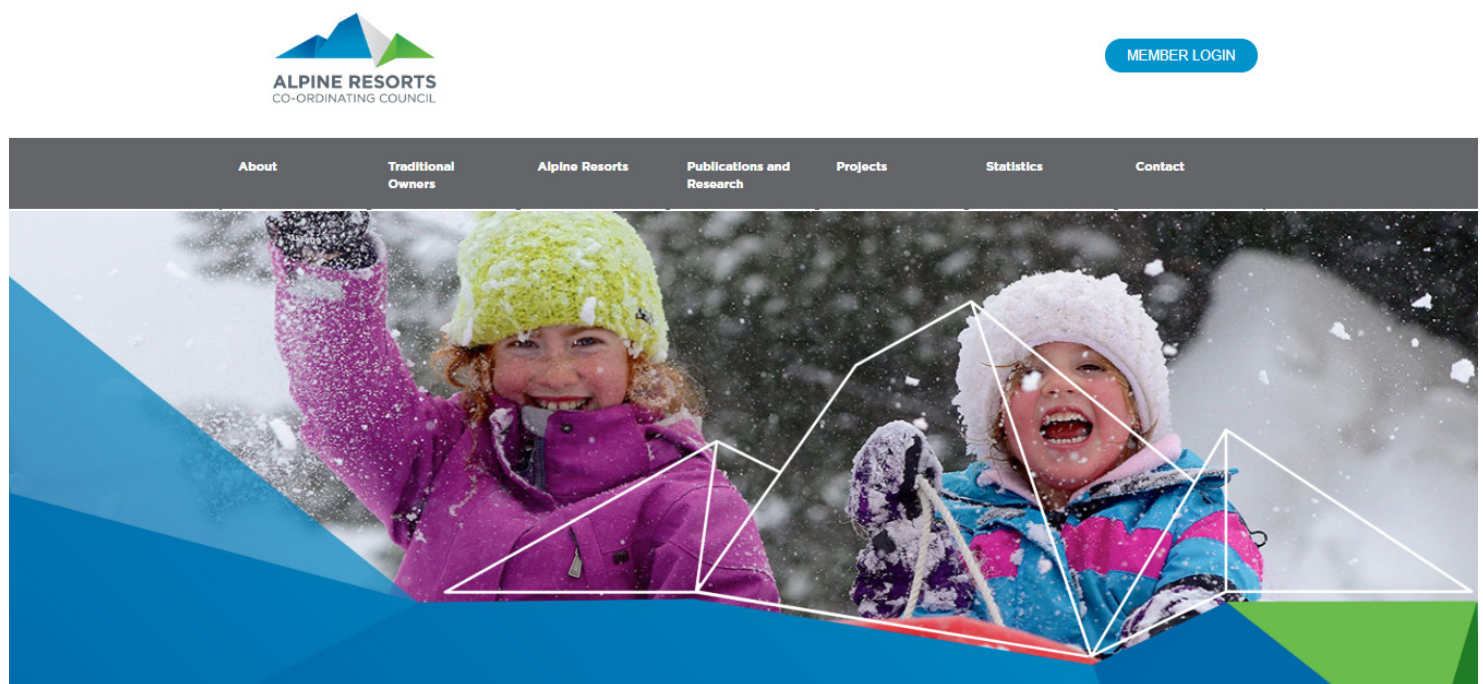
The Council and Boards have now been conducting such surveys for 12 years. The results for this year are expected to be lower than last year due to the impact of the bushfires and COVID-19 on visitor numbers.

- Just over 145,600 vehicles visited the resorts which is a decrease of 33 per cent, or approximately 73,000 vehicles, compared to last year.
- A number of events were cancelled at some of the resorts due to the bushfires over the summer period.

The report will be made available soon to view on the ARCC website.

ARCC website upgrade

The [ARCC website](#) has had an upgrade. We hope that you find it more user friendly and easy to navigate. You will notice that the page for new Strategic Plan has some ‘interactive’ elements that provide some of the Plan’s highlights so you don’t have to read the whole plan to get a feel for its contents and direction. We have included a link to a ‘systems map’ within the Strategic Plan which will allow you to better explore the relationships between the many and varied components that make up the complex alpine system.



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