



MINUTES for
2013-14 ANNUAL GENERAL MEETING
7:30pm 24th November, 2014
German Club - Tivoli
291 Dandenong Road, Windsor Vic 3181

Meeting Opened at: 7.30pm

General Business – Part 1

1. Presentation by North East Tourism – WEB Sites and Booking Systems (Sara Quon)

Sarah represents tourism in the high country trying to assist Lodges and Members of Lodges looking to increase their accommodation of guests.

- Promoting tourism for Non-for-profit businesses in the region;
- Getting more business, servicing the guests, giving the guest an exceptional experience, connecting between businesses;
- Free listing offer on their website.

3 year plan

1st project is offering a regional digital platform, support to one investment, website, and opportunity to sell beds outside member base, online booking system, chain hire and seamless booking.

As a sample the Harrietville site offers ways to interact in Bright and the surrounding Victorian high country.

There is a dedicated section for new visitors. The site is photo driven, inspirational, a section on snow play as well.

They are trying to expand on a user experience to the current Hotham website. The average visitor will visit 22 web sites seeking information, understanding the touch points, broad site, then dive deeper for lodgings or accommodation, restaurants. If they are they comfortable, then will book on line. Different flavours are important.

They will be transitioning their website to the new platform called TXA (Tourism Exchange Australia) which is a government incentive for a better online experience to be present in Victorian and international sharing.

TXA is compatible with a lot of systems, if not then it becomes a referral based system, put in a shopping cart and an email is sent.

Ebooking is increasing, people going up to Mt Hotham want to pre-book and pay, wanting instant confirmation. Finding that they type of people using the system are busy and young, wanting that

confirmation. The more people spend ahead, the more the likely they will spend on the mountain. If paid in advance they are ready to invest.

Making the decision to book online versus the phone, booking snow for a weekend, they know what they want to do, they are ready to go, very focused, so we need to lock them in then service them.

Offering:

- One on one digital training;
- Initial conversation, meet with business, information overload, will follow up with additional info.;
- List of the compatible interfaces, and what type of booking engine;
- Individual club can create now, listing is free. \$228 for commercial;
- Link or host to the site, driving to the site;
- Own login details, 48 to 72 hours to flow through, and link to your own website;
- Giving more search power;
- Listed on Victoria High Country regional site, and Hotham specific section.

Bruce has noticed that Hotham is speaking as one, and including Dinner Plain as well. Lodges are at different levels, and the HSA can be involved with case studies on what is working what is not working.

2. Falls to Hotham alpine Walking Track

Has been given icon status. Work has begun with the RMB and Alpine Shire, regional Victoria and Tourism Walk. There will also be in park accommodation. Trying to attract high end walkers, individual walker local and international. ¾ day walks, free camping, roofed accommodation. Huge potential though the snow season as well. Currently the walks are Pretty Valley, Tawonga Huts, Diamantina Spurs, up Feather Top and back. What is holding it back are operators ready to drop off and pickup.

Question asked – time frame

They have been working with ARCS Victoria, discussing for the last 2 years. They've gone to Government in September, developing a business case so next summer work can start on the tracks.

Request for an info pack which will be given to Brian to put up into the HSA web site.

3. Update on Project Heat (Murray Neilson)

The Policy Climate will be influenced by Saturday's election and Canberra. The state government is not interested, and is trying to retire the funding on the Green Plan.

The concept is to have more communal/small groups, and grown with a plan.

Murray is in discussion with the few clubs now. Also in discussion with SP Ausnet and attended the Commercial Energy Forum. There is more happening in NSW than Victoria. The RMB are still interested.

Gary asked what critical mass for a node to start?

- 2 to 3 clubs and compatibility;
- Energy storage;
- Heat pumps negotiated demand management;
- Can then be part of a network scheme later;
- 1 year ago half of the lodges put money into the scheme, the other couldn't commit;
- It is hard to start in a grand scale;
- Need more predictability;
- Business plan is to start small, club by club.

How do clubs get on board?

- Ring Murray to work out the issues and what can be done;
- Get energy storage in place.

What is energy storage?

- Hot Water tank, hydronic storage for example;
- Thermal energy which is the easiest to store;
- Each lodge would have to have a large water tank? Yes and no.

What stage are you at with involving the RMB

- They are still keen and just about to have discussions with the New CEO and Deb Spring.

HSA AGM – Part 2 Formal Meeting.

Apologies:

Peter & Carol Henderson – Leeton Lodge

Lindsay Perry – Tallawarra Ski Club

David Risby – Falls Creek Alpine Association

Approval of previous minutes: Accepted by Peter Sandow Second Rob Anderson

Noted that there were spelling mistakes in the minutes and Attendee 34. A Konolsi does not belong to Langi-Taan Ski Club.

Presidents Report – Bruce Blackman

Nominate that all committee hold their current positions

President's report is available to be downloaded from the web site.

Treasurers Report – Brian Vowles

The 2013-14 accounts were presented with comparisons for the previous 2 financial years. The accounts are available for download from the web site. This year's accounts are consistent with the previous 2 years.

A large invoice is expected from The General early in the new financial year, covering past Opening weekend parties, of approximately \$7500 (2011 – 2014). The invoice is for the provision of catering (food and alcohol at \$12 per head, with average attendances of 220-230). Fosters had in the past contributed the alcohol, but this has been stopped, which has increased the price.

A question was asked if the HSA could possibly have a joint party with the RMB. There was a general consensus that the HSA event should not be locked into the RMB event, which had a different emphasis.

A question was asked in regards to the relevance of the HSA, why we are here.

The HSA needs to add value. How do we expand the membership? A sub Committee is required to assist.

Gary Young would like to be involved. Talk of the \$90 fee being increased was discussed. There was general consensus that an increase would not be unreasonable.

Cost saving also discussed is to make the Opening Weekend function chargeable where everyone buys their own drinks. Various options were to be considered by the committee.

Election of Office Bearers

No new nominations

Move – motion that the existing members are returned – Gary Young (Peninsula) seconded.

General Business

Dinner Plain – Rory, season update and activity

The Dinner Plain Committee is lobbying the Alpine Shire get their ratepayer funds pay for events – social media.

In the last year the following have been achieved

- Frisbee golf;
- Extension of the community hut;
- Signage walking;
- Stage 1 snow making – ski company is recognises we are a nursery for a ski snow experience:
 - no entry fee, no car parking;
 - when they are hooked then they become Hotham lodge members.
- Mountain biking trails;
- Underway by June – Tennis Courts stage 2;
- Third Snow making gun;
- Lighting – night skiing, tubing, new tow, upgrade walking tracks;
- Coming up is carol singing in the alps 20th December.

Transport – Bus between Dinner Plain and Hotham is being funded by DP at a great cost. There have been issues in the last 2 years and is currently out for tender.

Events RMB

The Beyond Hotham event is not running next year due to staff commitments. A small event around 14-15 March will be held. They are looking at possibly running a kids festival to generate more green season visitation.

Rubbish Bin Collections

The RMB –have changed the rubbish collection from the main road and many lodges have expressed their displeasure, and would like to raise communication to the board.

Appointment of CEO

There is a short list of 3 for the appointment of CEO. The new person is expected to be appointed before Christmas and start in January.

Promoting to mountain

Could we consider printing more car stickers?

Meeting Closed at: 9:30pm