



HOTHAM SKI ASSOCIATION Inc.

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AGENDA

2017-18 ANNUAL GENERAL MEETING

7:30pm 19th November 2018

Egglemont Room, The Sandbelt Hotel

Cnr South & Bignell Roads, Moorabbin VIC 3189

Meeting Opens at 7.30pm sharp:

Introduction and Apologies – Bruce Blackman (Chair).

Bruce thanked committee for their contribution.

PRESENTATIONS and discussions (7.30 to 8.40pm):

School Snow Tours – presented by Malcolm Grice

They are a new player on the mountain, was operations manager for Trekset Tours. Business was taken over by World Strides and stayed for a year.

Owned by Charlie and Vinnie, previous school teacher going up to Hotham with schools and wanted a way to improve the experience for students.

They are looking for the Right mountain, accommodation, weather and snow coverage. Easy access to slopes with a variety of Terrain. Eventually to take students to New Zealand and Japan, but concentrating on Falls Creek and Hotham. Secondary and University students.

Snow Monkey – presented by Richard Neville

Customers are mum and dads, staff and groups.

4 sites, Collingwood, Jack Frost x 2 and Omeo

Idea is to try and triangulate to help people in Melbourne to prepare and organise their trip 2-3 weeks prior to visiting

Make it easier, funner and cheaper

Currently works with most lodges; every lodge member gets 20% discount. Or try to get everyone to say they are a lodge member. 2 lodges receive a 25% discount.

Richard questioned to roll of HSA and Chamber of Commerce. There is no voice from the Chamber of Commerce, and would like to raise the idea, the HSA envelop the commerce. Gary Young asked is the Commerce agenda the same? Richard has no idea but believes the HSA need to be more aggressive on behalf of businesses.

Richard doesn't believe the HSA is proactive enough as a group. He uses 3rd party channels to find lodges to fill beds, eg. Hotham lodges.com

Need to report about the bus service, how that has been working.

How to be a powerful lobby? Who's for it and how to we do it?

Chamber is on the mountain (meetings) HSA are in Melbourne; we have tried, so let's try a few other angles.

112 km of bike track has been funded in Omeo, allows us to integrate track to bright, Bairnsdale, stop off, bringing people into the hills.

Tourism North East planned workshops – Brian Vowles

How can we do things in a new collaborative way.

TNE trying to get engagement with the lodges for a while.

3 workshops being scheduled, 3rd December future trends, as a mountain improve the way we do things, 2nd Business building 21st Jan, 3rd Collaboration, 4th Feb

Good response, Jade has extended the time period and number of people

New HSA website – brief look – Brian Vowles

Brian gave us a brief look at the new Website that the HSA are planning to do.

Bruce Blackman - Chairman

Summaries of 2018

Davenport Central update – Peter Malone

Progressive, and doing building works this summer. Tunnel is coming down.

Mt Hotham update – Jon Hutchins

Board made a decision to not up the rates, but to use some of the reserve.

Marketing compared to falls creek, held the market share, major driver for tourism

Visitation days are organised based on the car ticket, number of people in the vehicle, and a survey at the end of the year. It compares skier days to visiting days which is roughly 70%.

John thanked Brian and Rory for the workshops, TNE is the most productive and successful organisation. \$40,000 per year is spent on the group.

Mt Hotham works include:

- New playground – at davenport

- Dirt pump track – launch at Australia day

- Bocce courts next to Taki

- Trial a trampoline

- Walking trails – found that visitors only wanted a 2-3-hour walk

- Mountain bike tracks are extremely expensive and not viable

- Projects – Bus stops, bus stop 8 starting this year

- Edelweiss – forced the closure of the lodge and putting them on a sewer system.

- Water main sprung a leak, 1972, 1979 blasted the top of some runs, but 6 metres below not 1 metre

- Wire plain toboggan runs

- Work on the solar panels at whisky flat

- Bus system – obtained 6 new later model buses, 15-20 years old, the schedule too crowded, they have taken on the contract again.

Bus go up to loch, couldn't turn the bus around, looking at smaller busses
Working through the plans for the Corale car park and ready to process the plan in
October. 2 underground car park, retail, ski patrol, etc

Maxine Moran (Chair RMB) – plans to hold sessions on new strategic plan process and
consultation including RMB operators, HSA, opportunity online or workshop city or
regional. Strategic thinking for the government.

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HSA AGM Business (8.40 to 9.30pm):

Approval of previous minutes

Presidents Report – Bruce Blackman

Treasurers Report – Brian Vowles

Election of Office Bearers

Not discussed - All current officer bearers retained

General Business

Close – 9.30pm