

Mt Hotham HSA AGM

Jon Hutchins
18 November 2019



Traditional Owners

~ WURUNDJERI and Gunai Kurnai

Woorara Wanik Waring: Mountain pathway to the sea

Was it a success? The answer is a resounding Yes!

The exhibition celebrated our cultural heritage and our Country and is set to become an annual event for GLaWAC.

Grattan Mullett, GM Culture said that the Art Exhibition was a huge success in terms of visitation and sales, and a great event to support and showcase the diversity and talent of Gunaikurnai artists across Gippsland.

GLaWAC acknowledges the invaluable support of our partners East Gippsland Art Gallery and the Mount Hotham Resort Management Board that sponsored a special category celebrating 'The true spirit of Alpine Australia.'

Highlights:

- 102 artworks displayed throughout Forestec
- Over 590 visitors to Forestec over March- April, including 100 people attending the opening night
- 23 artworks sold
- A fantastic Children's category that showcased the creative talents of our kids.
- Winner of the Mount Hotham sponsored category, Alice Pepper's possum skin Message Cloak, 'High-Country, Low-Country' purchased by Gippsland Art Gallery and set to become part of the permanent collection of Aboriginal works.
- Alan Solomon's mixed medium work, People's Mountain, purchased by Mount Hotham Resort Management Board for display in the boardroom.
- Eight Gunaikurnai hospitality trainees, under the guidance of Head Chef Warren, prepared and served delicious canapes for 100 people who attended the opening night.



Alice Pepper - The Message Cloak, High-Country Low Country, 1st Prize Mount Hotham Sponsored Category



Ronan Hudson - 1st Prize Children's Category Years 13-18



Alan Solomon - People's Mountain, 3rd Prize Mount Hotham Sponsored Category



Logan Hudson - 1st Prize Children's Category Years 0-12



What has the RMB done for us?

- **Roads** – GAR and parking, transport
- **Rates** – annual service charges, site rent
- **Rubbish** - e-waste, compost/organics, recycle, hard waste

Plus

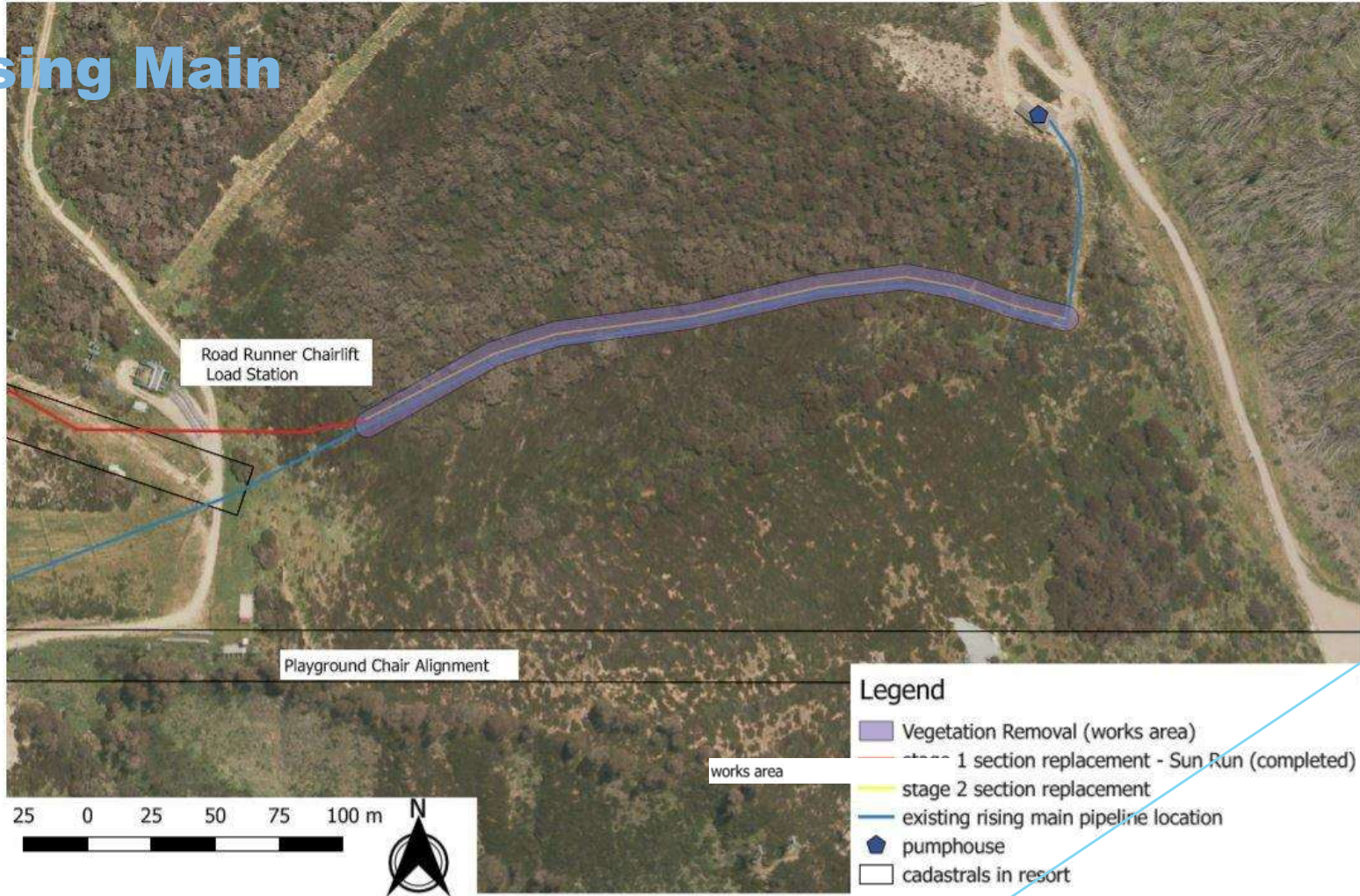
- **Rescue** – Ski patrol, medical centre, emergency
- **Reticulation** – Water, EPA, DHS – potable and waste
- **Resort** – tourism marketing, guest services, snow making, snow play, x-country
- **Regulations** – Food and Health Safety, Building – fire protection, flora and fauna
- **Respite** – natural environment



Water

Map of existing conditions and proposed area of vegetation removal for Rising Main Replacement - Stage 2 Lower Playground

~ Rising Main



Water

~ Rising Main

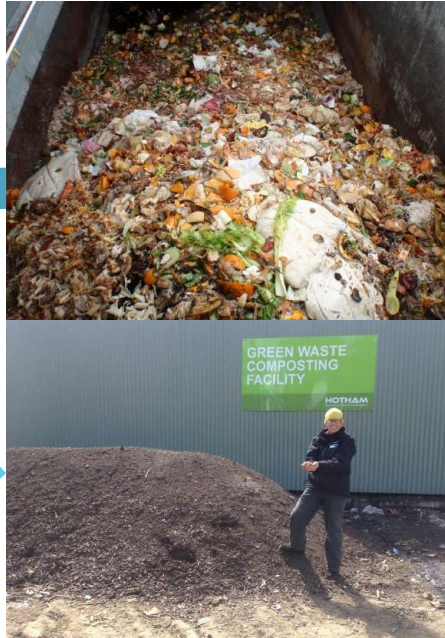


**Rising Main
Ongoing
Replacement
\$1.27m**



Waste

**Compost
Shredder
\$12,000**



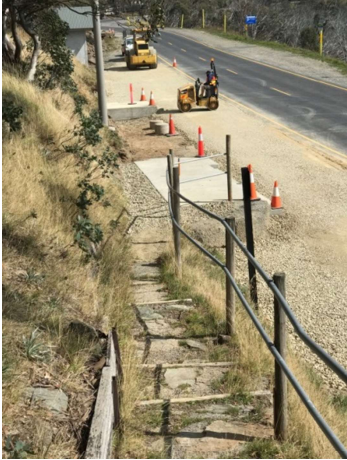
**Cobungra
Evaporation
Pan
\$80,000**



**Portable Garbage Huts
\$45,000**



Transport



**Arlberg Retaining Wall
& Bus Stop Works
\$475,000**



Planned Bus Stop Works

Arlberg Retaining Wall & Bus Stop Works

\$475,000

2019-2020 Construction Program

- **Bus Stop 8**
(west bound) concrete apron to be constructed
- **Bus Stop 2 Arlberg**
(west bound) concrete apron to be constructed in conjunction with retaining wall remediation works
- **Bus Stop 2 Arlberg**
(east bound) concrete apron to be constructed
- **Bus Stop 4 Blue Ribbon**
(east and west bound) designed

2020-2021 Construction Program

- **Bus Stop 8**
(east bound) concrete apron to be constructed
- **Bus Stop 4 Blue Ribbon**
(east and west bound) concrete apron to be constructed
- **Bus Stop 3 Anton Huette**
(east and west bound) to be designed & constructed



Environment

~ Habitat Protection



**GAR Verge
Sealing
& Drainage
\$193,500**



Other

- ~ **IT Systems**
- ~ **Cloud Migration**
- ~ **Upgrades**

IT Systems Upgrades
\$60,000



Other Works



Increase Digester Capacity \$10,000



Fountains Staircase



Zoo Cart



HOTHAM

Post Campaign Report
Snow Season
2019



baw Discover Plan Book **VIEW WEATHER**

Hi New New All Season Lodges 2016-17 get now!

47% Snowed

28°C
27°C

SNOW WEATHER
Sun

LIFT
877

peak The Remarkables Passes & Packages Lessons Ski Hire Events & News

THE REMARKABLES

2016 RESORT PASSES

OPEN Monday 20 Dec 10:00 am

WEATHER	LAST SNOW	SNOW CONDITION	MACHINE SLOTTED	VIEW WEATHER
1.1m	1m	GOOD	GOOD	
SNOW STATUS	OPEN			

VIEW FULL REPORT

The famous Remarkables mountain range is home to The Remarkables ski field, an easy 30 minute drive from downtown Dunedin. A true alpine mountain experience, The Remarkables offers terrain and facilities to suit everyone from first timers to seasoned, expert skiers and snowboarders.

perisher Weather & Cams Plan Your Trip Tickets, Lessons & Hire Priority Passes News, Etc

Accommodation Perisher Flex Ski & Board 5 DAYS ONLY PAY FOR 4 Current Deals

SKI & BOARD 5 DAYS ONLY PAY FOR 4

MtBuller Be on top of the world! SOCIAL HOME BOOK & BUY

PLAN YOUR TRIP RESORT INFO SNOW & WEATHER EVENTS & ACTIVITIES SKI & SNOWBOARD SCHOOL LIFT PASSES, RENTALS, RETAIL

NEVER MISS a Moment

SHOW REPORT:

Average Snow: 10cm Conditions: Cloudy Temperature: 2.7°C

SIGN UP TO SNOW DEALS AND UPDATES

PACKAGES LATEST NEWS SNOW CAMS

FallsCreek Right now 3.5°C Snow depth 10 cm CALL 1800 2 FALLS

Explore Falls Creek Plan Your Trip At The Resort Tickets & Passes

lake mountain ALPINE RESORT

A Mountain of Fun - Victoria Snow Alpine Region

Free Newsletter Live Chat Follow Us on Facebook Select Language Get Directions

HOTHAM Air Higher

JOBS 2016 Weather Station 2.3°C

ALL ABOUT HOTHAM PLAN MY TRIP LESSONS & GEAR LIFT PASSES EVENTS & ACTIVITIES LATEST NEWS

RISKY 3.5°C FEELS LIKE -2.8°C SNOW DEPTH 10cm SNOW FALL 0cm

RENAULT FULL REPORT VIDEOS CAMS SOCIAL

IT'S MY MOUNTAIN

PLAN YOUR WINTER ESCAPE TODAY

Visitor Info Plan Your Visit Resort Entry and Photos Cams News & Events Schools Contact Us Buy Tickets Now

Snow Report

FULL WEATHER REPORT > SNOW CHAINS NOT REQUIRED TODAY

Current Temperature: 6.0°C

Ski Trails: Shuttle Snow Depth: Last snow fall: None cm 11.8.16

Snow Play: Village Run GOOD Koola Creek Run CLOSED Leadwaters Run CLOSED

Web Cams Daily Video

Top Tips for First-Time Snow Goers Experience A Winter Wonderland

All the latest news and event info can be found here

2016 Resort Entry Permits

Brand New Day

Just released

Camp Hotham

Winter Jobs

Winter Programs

2016 Hotham Magazine out now!

I'm looking for ACCOMMODATION LIFT PASSES RENTALS LESSONS EVENTS SUMMER

THREDDO EVENT

TREBLECONE MOUNTAIN RESORT NEW ZEALAND

Snow Report Snow Cams MY TO PASS

MOUNTAIN INFO LIFT PASSES LESSONS & RENTALS TRIP PLANNER SOCIAL CORNER

CARDRONA THE REMARKABLES

SNOW REPORT 2.7°C SNOW OPEN

Winter stay & Ski packages

Find out more

Book a stay 20 Dec - 27 Dec 2 Guests BOOK NOW BUY PASSES

VIRTUAL TOUR Take a 360 Degree Photo Tour of Treble Cone Ski Area

HOME BASIN CLOSED 10cm HOME SNOWBASE

SADDLE BASIN CLOSED 30cm SADDLE SNOWBASE

3.7°C LIVE TEMP 3486 SNOWFALL

FULL SNOW REPORT

MY TO PASS BUY PASS LOGIN

Bigger is better! Ski the Big 2 - Cardrona & Treble Cone over 7 years!

Check it out!

Never been on snow? Work where you shred! Kids love Hobbits & Hobbits!

LIVE CAMS VIDEOS EVENTS THREDDO SOCIAL

WELCOME TO TREBLECONE THE SOUTH ISLAND'S LARGEST SKI AREA

Never been on snow? Work where you shred! Kids love Hobbits & Hobbits!

OUR IDEA

**AUSTRALIA'S
REAL
MOUNTAIN**

=

Highest alpine village
Pioneering history
Indigenous significance
Nature's wonder
Characterful locals
Genuine hospitality
Authentic Aussie experience
Setting the example for all others

=

**AUSTRALIA'S
TRUE ALPINE
SPIRIT**



▶ **OUR COMMON COLLECTIVE PURPOSE:
TO CREATE A SHARED
AMAZING, ALPINE,
EXPERIENCE**

Shared

- Grow awareness
- Value perception
- Reduce risk and complexity

Experience

- Naturally adventurous
- Height of Australian alpine experiences
- Down to Earth people

CAMPAIGN OBJECTIVES

Building on the success of the 2017 & 2018 campaign platform which positions Hotham as the authentic Australian alpine destination, we have further developed our key target segments for 2019. The objective for the season was to increase **family and female** visitation and build on the family and 'affluent mum' demographic. A focus on increasing midweek visitation with special offers, while also still sustaining the current winter market was paramount. This means that we've skewed the offers to be more inclusive and appealing to mothers of young families.



HIGH LEVEL METRICS

With a **\$110,000** investment, we drove:

- \$460,021 Campaign Value
- 1,023,000 Listeners 25-54 on Radio
- 67,586 impressions in Cinema
- 166,761 video impressions on connected and catch up TV
- 964,728 impressions on Google
- 2,692,368 impressions across Social Media
- 359,165 total visitor days on mountain for the 2019 season up about 1% from last year.

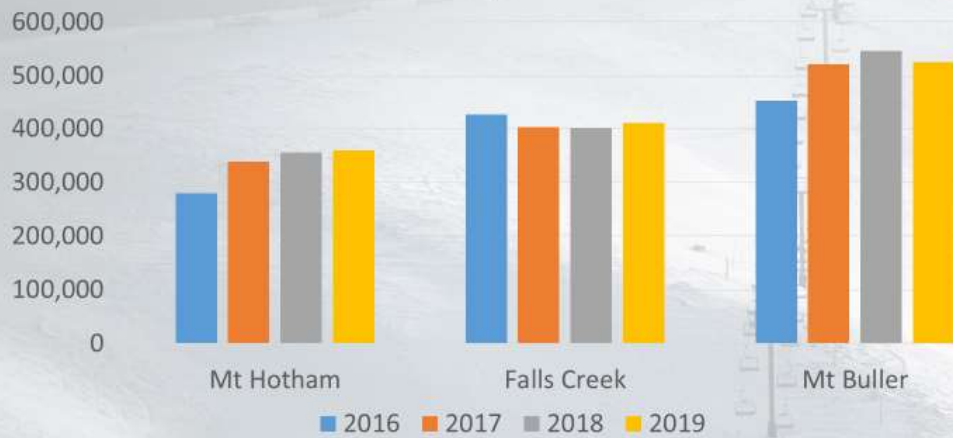
Impression: how many times an ad was shown

Total Visitor Days

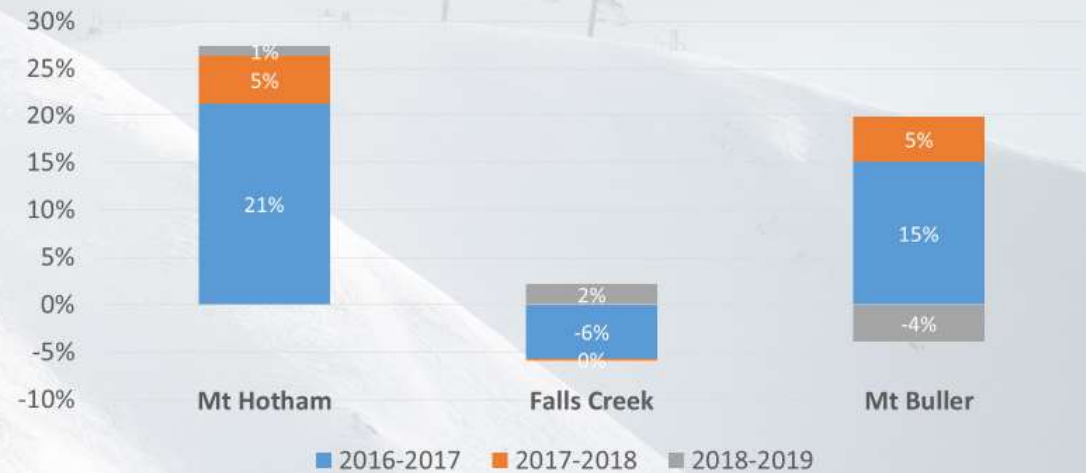
Overall, we saw total visitor days grow from 355,569 to 359,165 in 2019 [at week 15](#).

Also, in 2019, Falls Creek and Buller saw a decline in average stay time, why we saw ours hold firm, dropping only slightly from 2.66 to 2.63 days.

Visitor Days 2016-2019



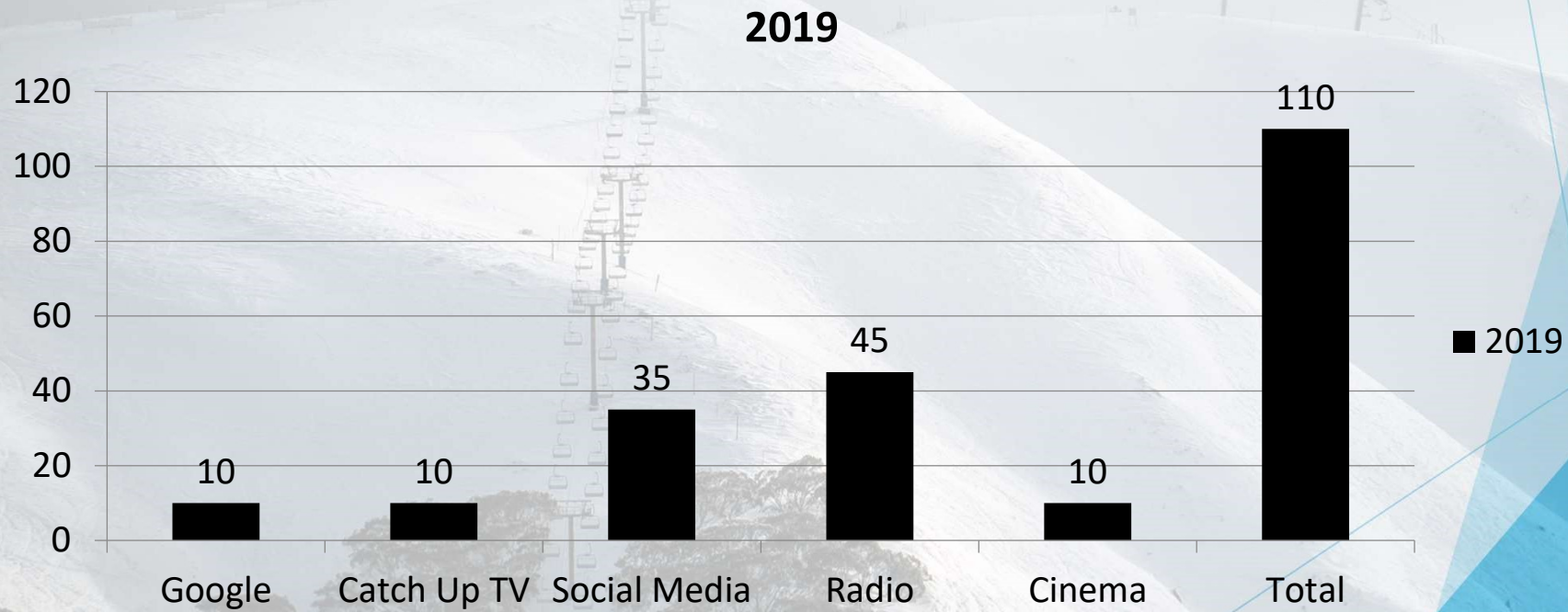
Cumulative % Growth in Visitor Days 2016-2019



Mt Hotham Spend For 2019



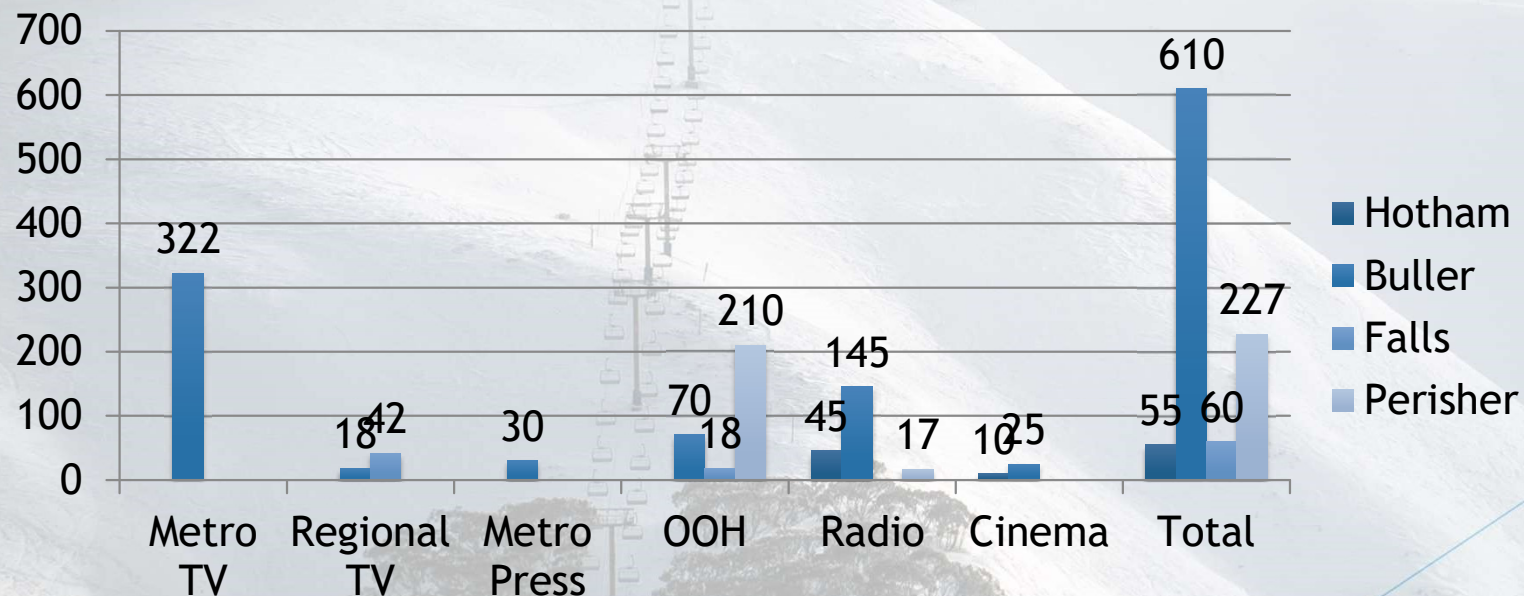
We put a lot of resource into Radio and targeted social media for our awareness layer, and it drove a great deal of traffic to the website.



Competitor media spends for 2019

While we can't access estimated spends for digital, most brands now spend approximately 50% of their budget on digital. We can assume that budgets for Buller, Falls, and Perisher are double what is shown here with the other portion going to digital.

2019 Estimated Media Spends



- Hotham is resort management spend only (no Ski Co)
- Falls Creek number reflects resort management spend only
- Buller, Falls, Perisher based on Nielsen data
- Buller and Perisher numbers reflect combined spend across management and ski co

OOH: Out of home

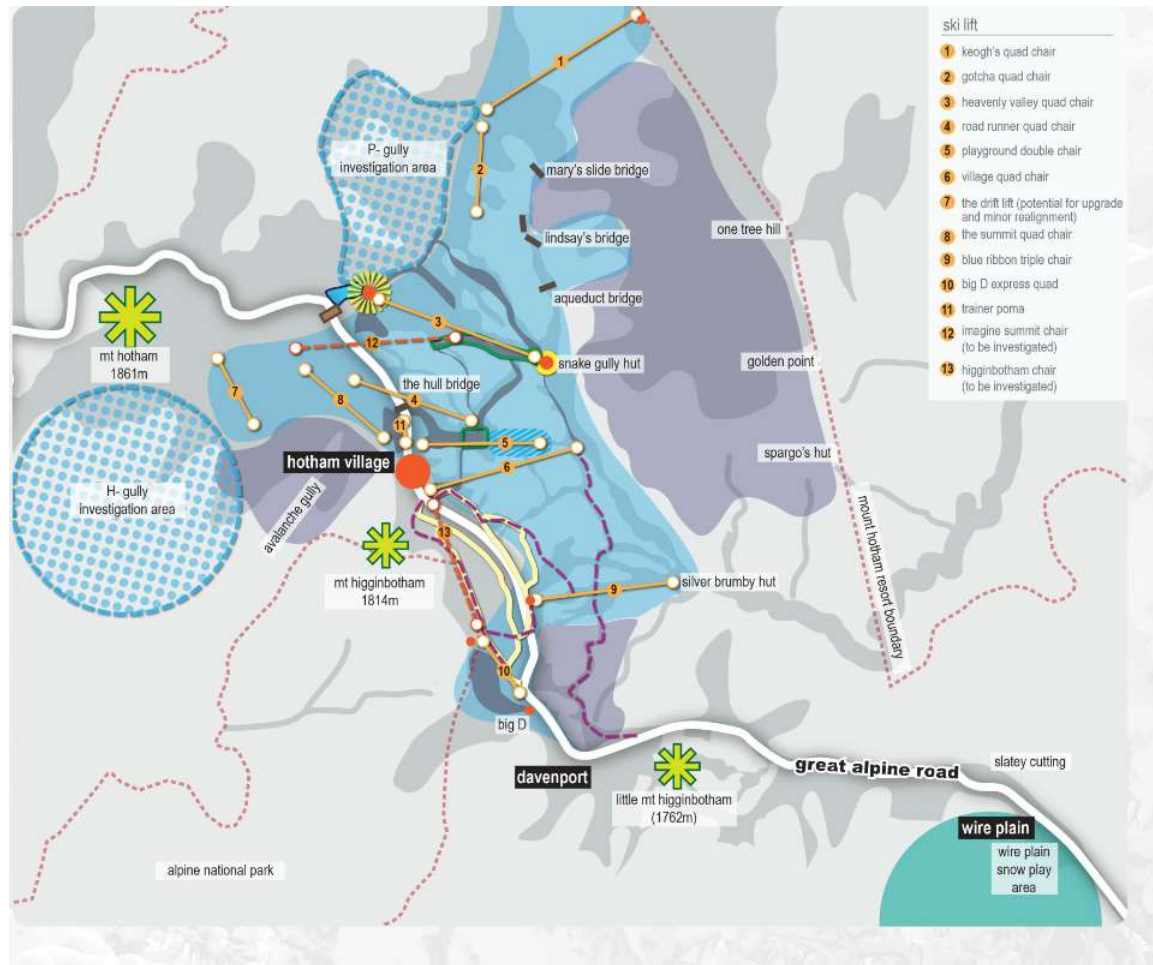
Brand Lift Study

Overall we achieved a 28.6 point increase in brand lift percent for people who recalled seeing an ad for Mt Hotham. This means that our campaign drove a 28.6% increase in people remembering Hotham ads on Facebook versus people who weren't shown our Facebook ads.

Our campaign had a similar impact across both genders, but drove a higher increase in familiarity with females, indicating that we achieved our goal for the campaign of reaching more women decision makers.



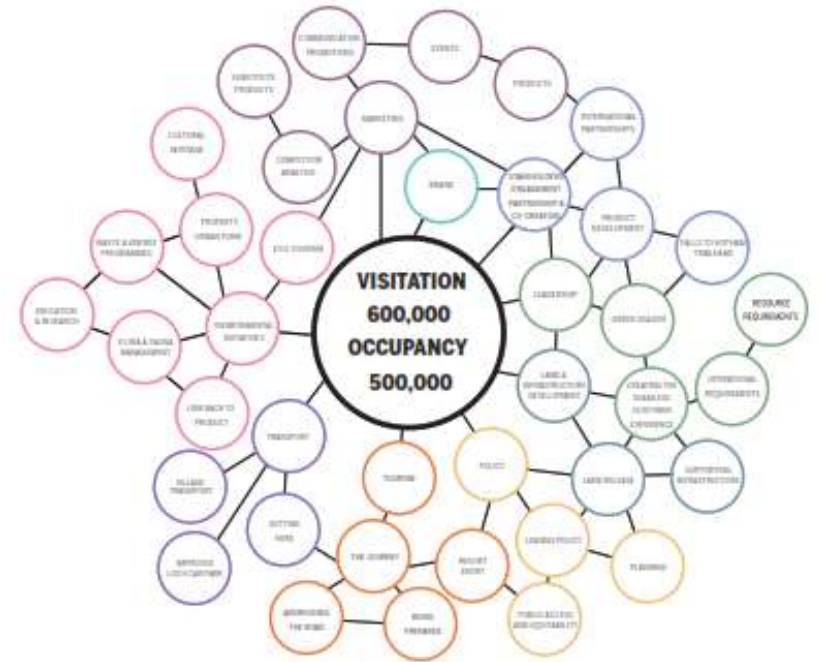
Mt Hotham MASTER PLAN



MOUNT HOTHAM SUSTAINABLE GROWTH PLAN 2018



2019 Visitor Days	
Summer	171,373
Winter	402,385
Total	573,758



5 year Average - Visitation Growth Rate					
	2015	2016	2017	2018	2019
Summer	↓ -0.8%	↑ 7.2%	↑ 6.5%	↑ 11.1%	↑ 11.9%
Winter	↓ -0.4%	↑ 2.3%	↑ 2.8%	↑ 4.0%	↑ 7.5%
Total	↓ -2.0%	↑ 4.6%	↑ 16.8%	↑ 4.1%	↑ 6.1%

THE FIRST 4 YEARS



Growing Mt Hotham Project –WHAT IS IT ?

- ① potential re-alignment of the great alpine road
- ④ establish a dedicated bus/ transport interchange terminal
- ⑤ facilitate investment for new infill development to create a 'village heart'
- ⑧ identify key public open space



HOTHAM
Mount Hotham Alpine Resort Management

Growing Mount Hotham Project: Loch Staging

Completion of the Loch Car Park component of the Growing Mount Hotham Project is now critical to support sustainable growth, nature-based tourism, and improved safety and connectivity on the Great Alpine Road.

Iconic Nature-based
Falls-Hotham Alpine Crossing

Loch Car Park

↓ IMPROVES ↓

Safety & Connectivity
Great Alpine Road

Sustainable Growth
Corral (Hotham Central) Development

CONNECTS (left arrow) DELIVERS (right arrow)

Annual Capex (\$M)

Cumulative Expenditure Capability (\$M)

\$4.2m GRANT FUNDING

EXISTING FUNDING GAP

Legend:
 - Annual Capex
 - Current Capex Capability
 - Cumulative Capital Expenditure
 - Capex Capability with Development and Funding

Fig.2 - Grant enables development to grow future Board revenue

CRUCIAL to MASTER PLAN AND FALLS TO HOTHAM

ZIRKYS Landscaping



ZIRKYS Landscaping



THANK YOU

- SUPPORT
- CONSTRUCTIVE CRITICISM
- PATIENCE
- PASSION

