

Community Forum 1 August 2015

The Club Lodge Sector



Topics



- Club Lodge Working Group Overview – John Huber
- Engagement Continuum - Dr Kate Brooks
- Club Lodge Survey Overview - Sandra Castro
- Summary & Next Steps - John Aird
- Questions

Club Lodge Working Group



Overview

- Purpose:

A Working Group commenced in August 2014 containing representatives of the Mt Buller Mt Stirling Alpine Resort Management Board (RMB) and Mt Buller Rate Payers Association (MBRA).

The Working Group is established to cooperatively discuss strategic matters that are determined relevant to both parties.

Terms of reference include Group undertakings to foster communication and collaboration, remove obstacles for the parties to successfully advance strategic initiatives and maintain its focus.

- Membership:

Jennifer Hutchison (RMB)
John Huber (RMB)
John Aird (MBRA)
Chris Wilson (MBRA)
Joel Dixon (MBRA)

Club Lodge Working Group



Overview

- **Actions to Date:**

Gaining a more comprehensive understanding of the Club Lodge Sector through:

- Collating available quantitative and qualitative information.
- Workshopping a Club Lodge Sector SWOT analysis.
- Initial development of Club Lodge Sector information web page as part of Mt Buller Web Site.
- Engagement of an independent sector consultant.
- Facilitating a Club Lodge Sector Survey.

Engagement Continuum



Dr Kate Brooks

Not all Engagement is the same....

Inform	Consult	Involve	Collaborate	Empower
To provide balanced info to assist understanding of problems, alternatives &/or solutions	To obtain feedback on analysis, alternatives and/or decisions	To work directly with stakeholders throughout to ensure concerns/ issues are addressed	To partner with stakeholders to identify alternatives and preferred options	To place a substantial part of decision making in the hands of stakeholders
Promise to Participants				
Will keep you informed	Will keep you informed, listen to and acknowledge concerns and provide feedback	Will ensure concerns are addressed in alternatives and provide options	Look to stakeholders for direct advice in forming solutions and will incorporate input into decisions	Will implement what stakeholders decide.
Example of tools				
Fact sheets, web sites, displays	Public comment, focus groups, public meetings, open houses.	Workshops deliberative polling	Citizen advisory committees, consensus building	Citizen juries, ballots, delegated decisions

Club Lodge Survey - Overview



Sandra Castro

Club Lodge Survey - Overview



Club Lodge Sector Survey Intent.

- Deepen the understanding of the makeup of the Sector.
- Build a relationship and establish an engagement platform with the Sector.
- Gain information that might indicate challenges faced by the sector and areas where support could be of assistance.

Club Lodge Sector Survey Methodology:

- All known Club Lodges on Mt Buller were contacted.
- A standardised survey was administered confidentially via an online survey.
- The Survey consisted of both quantitative and qualitative questions.
- If requested one on one assistance with completing the survey was available.
- Telephone follow up was undertaken with Club Lodges that did not initially respond to the survey.

Club Lodge Survey - Overview



Response to Survey

87 Entities Contacted

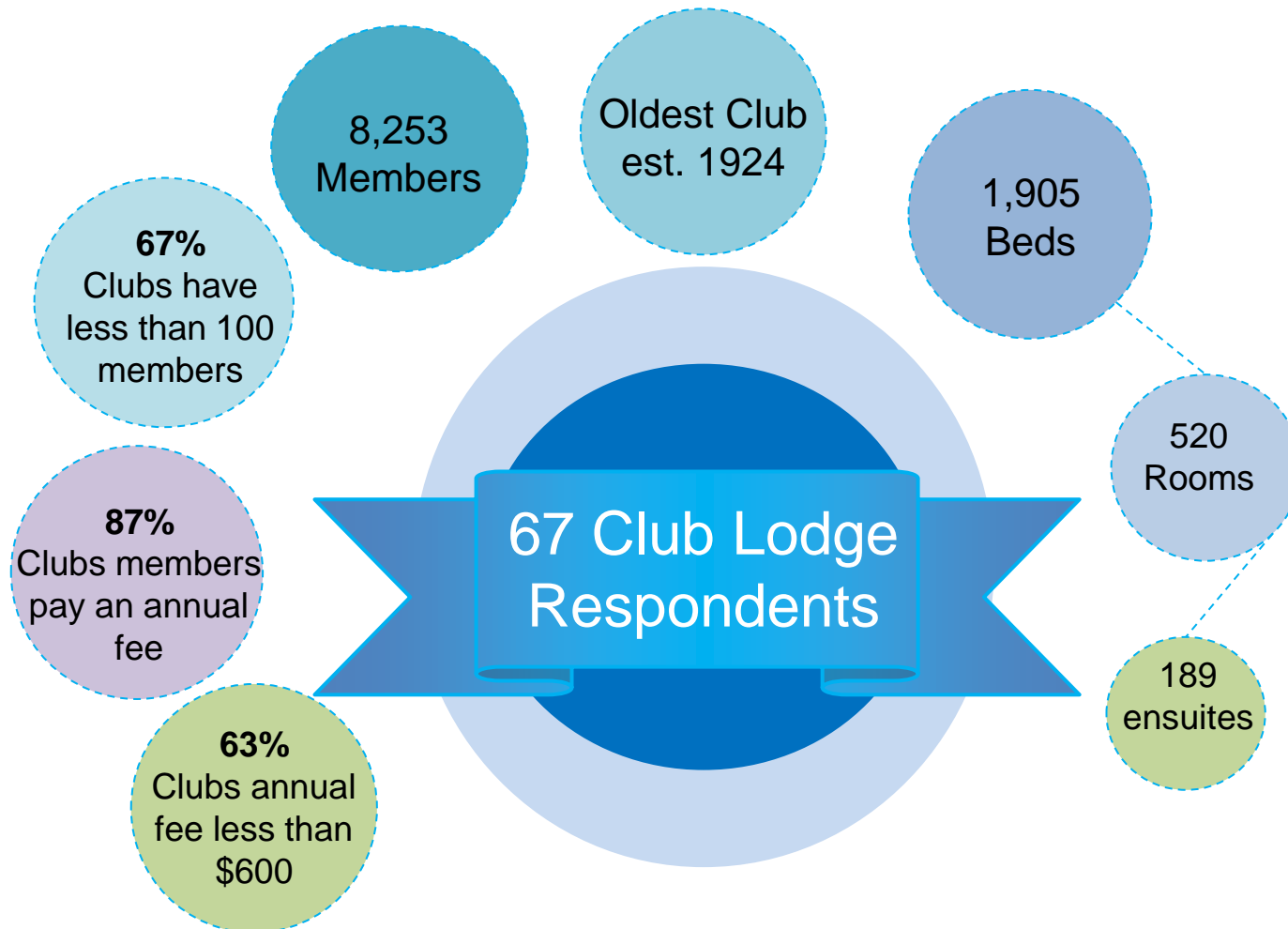
67 (77%) Club Lodges Responded to the Survey

**20 Did Not Respond
or Non Club Lodges**

Club Lodge Survey - Overview



Sector Snapshot (From Respondents)



Club Lodge Survey - Overview

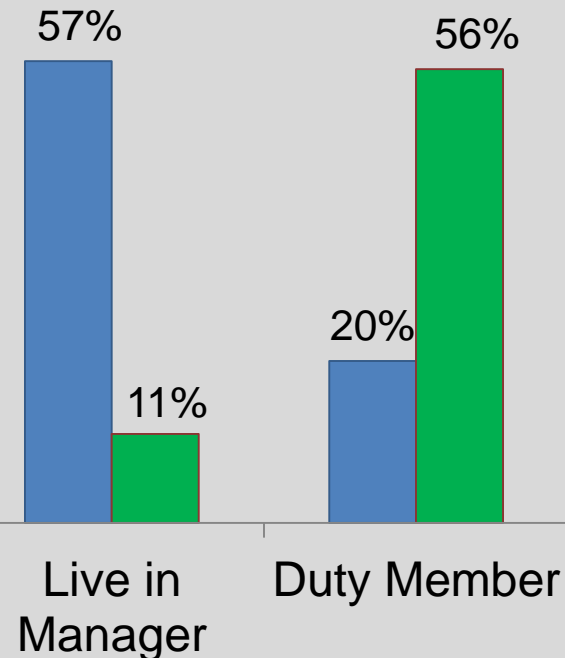


Booking and Lodge Management

Booking Management



Lodge Management



■ Winter

■ Non-winter

Club Lodge Survey - Overview



Opportunities/Future Plans

73%

Clubs wanting to
Increase
Non-winter Season
bookings

66%

Clubs wanting to
Increase
Non-Member
bookings

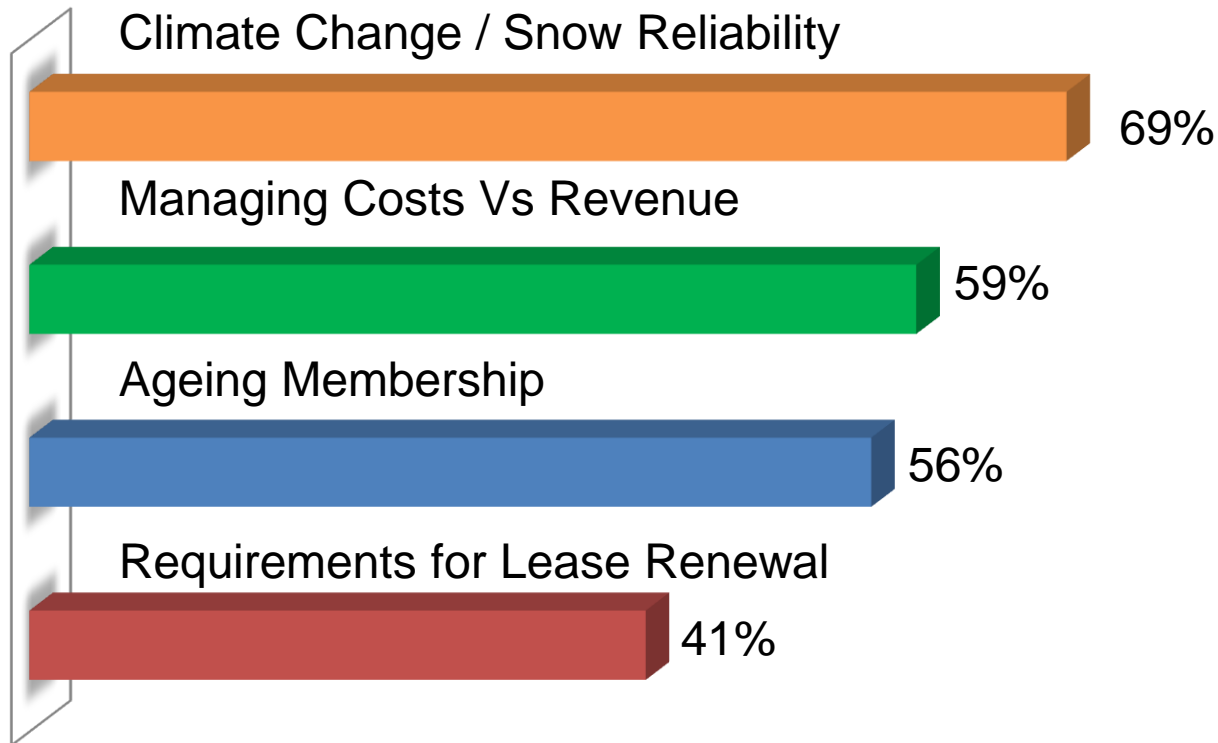
58%

Clubs undertaking
Lodge renovations

Club Lodge Survey - Overview



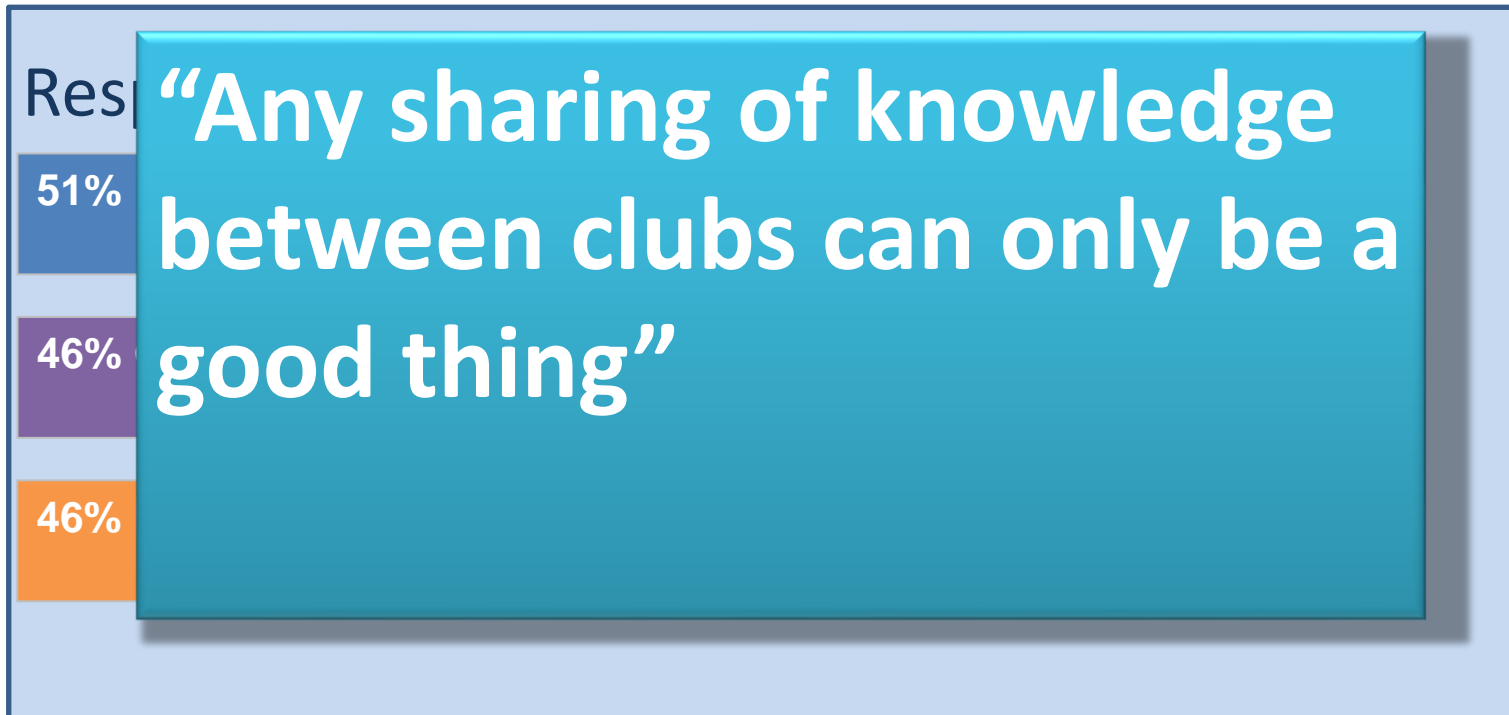
Key Challenges



Club Lodge Survey - Overview



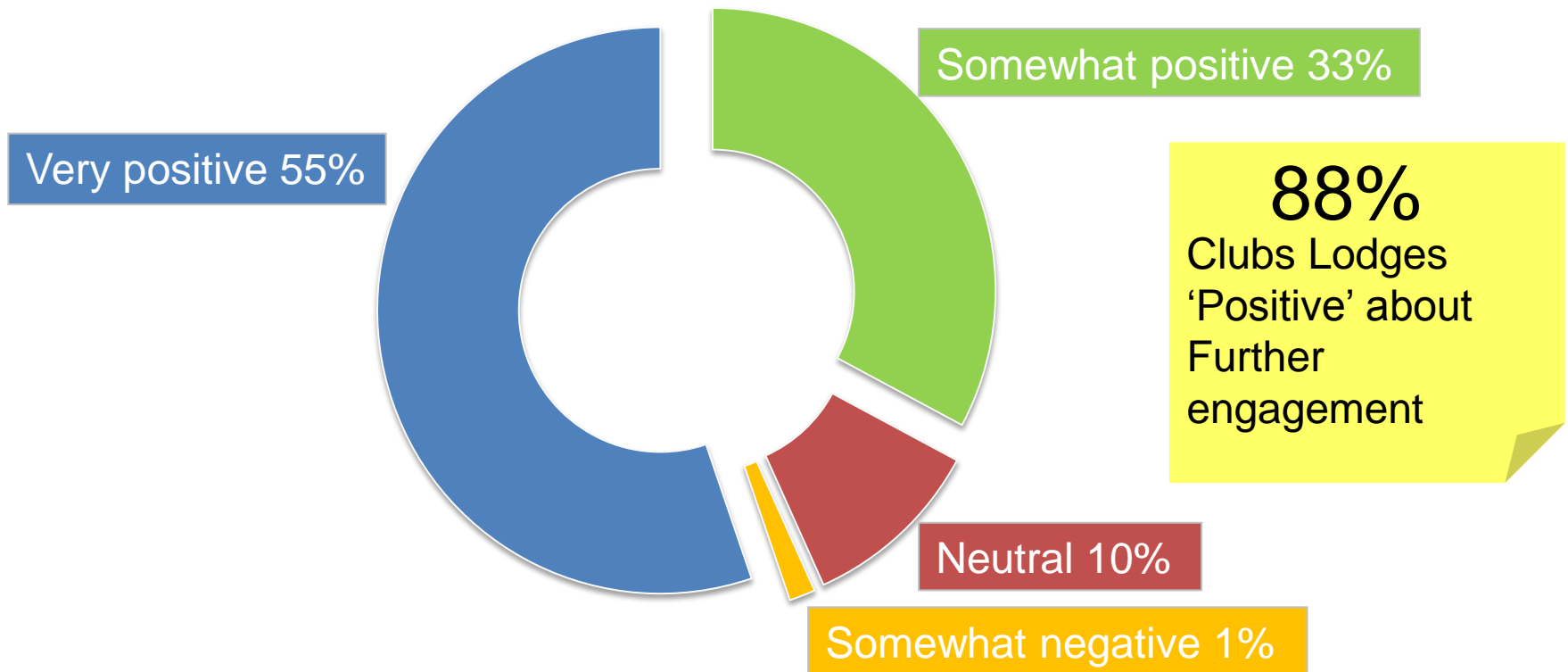
Support Services



Club Lodge Survey - Overview



Club Lodge Reaction to Further Engagement



Summary & Next Steps



John Aird

Summary



The Club Lodge Sector Survey provided valuable insights.

- Furnished a better understanding of the makeup of the Sector.
- Highlighted areas that require more investigation/information/data.
- Helped to identify key challenge areas for focus & support.

Challenges identified for further Focus & Support:

- Climate Change / Snow Reliability
- Managing Cost vs Revenue
- Ageing Membership
- Requirements for Lease Renewal

Next Steps



October - Club Lodge Sector Workshop

- Facilitated by the Club Lodge Working Group
- Topics to be workshopped:
 - Working Group Membership and structure.
 - Prioritisation of Challenges for action.
 - Further information require for action.
 - Resourcing required for action.
 - Development of an Action Plan for the Sector.

How to be involved:

- Participation in the workshop by all Club Lodges is encouraged however dependant upon response spaces may be limited.
- Club Lodges interested should nominate a club representative.

Questions





Thank you