

21.02-319/01/2006
VC37**VISION – STRATEGIC FRAMEWORK****Falls Creek Resort Management Corporate Plan**

The Falls Creek Alpine Resort Management Corporate Plan 2002-2003 establishes the future corporate direction of the Resort and provides a framework for improving the position of Falls Creek over the next three years.

The vision for Falls Creek is:

To be recognised as a world class environmentally responsible alpine resort achieving best practice in:

- *Snow sports*
- *Promotion of visitation to and stewardship of Bogong High Plains and its heritage*
- *Ecologically, socially and economically sustainable tourism*
- *Management operations and community relationships.*

Successful management of the Falls Creek Resort will include:

- Developing the Resort as a vibrant year-round community through the provision of proactive leadership and support.
- Managing the Resort in a commercially responsible manner by adopting prudent management and financial practices.
- Achieving a balance between Resort development and the protection of natural attributes, cultural heritage, beauty and environment through sensible, sustainable policies and responsible best practice management and meaningful engagement with stakeholders.
- Adding to the experience of being in Falls Creek by providing services and facilities that reflect world's best practice and by the creation of a consistent, safe and attractive resort ambience.
- Encouraging and promoting growth in investment, services and visitation by creating a climate for investment through targeted marketing, and by actively pursuing development opportunities.
- Delivering transparent and accountable management practices through regular and open consultation with stakeholders and probity in decision making.
- Providing and fostering a dynamic and rewarding work environment for all staff and encouraging all businesses and their employees throughout the Resort to share the vision and objectives.

Key land use themes

The vision for future land use planning and development at Falls Creek is expressed around a number of key themes, which are:

- Environment
- Settlement- Accommodation, Commercial and Service Areas
- Tourism and Recreation
- Movement
- Infrastructure

Land Use Planning Objectives

To achieve the Falls Creek Alpine Resort vision, planning applications for the use and development of land should satisfy the following strategic objectives:

- To reinforce the role of Falls Creek as a resort destination by providing a range of recreation and tourist facilities, residential accommodation, commercial activities and support services which relate both to the Resort and surrounding areas.
- To ensure that use and development within the Falls Creek Alpine Resort area is carried out to benefit the present and future Resort users, in accordance with key purposes of the Resort outlined in the Alpine Resorts 2020 Strategy, while maintaining the environmental, cultural heritage, ecological, economic, aesthetic and safety considerations.
- To promote development within the Village that maximises ski in/ski out access.
- To encourage best practice in urban design that reflects the alpine character of the Resort, provides for a consistent theme in building appearance and contributes to the creation of an attractive and safe resort.
- To conserve and protect the natural environmental systems and landscape values within and adjacent to the Falls Creek Alpine Resort so as to minimise disturbance to flora and fauna communities and to areas of high scenic quality or visual sensitivity.
- To enhance skier, pedestrian and vehicular movement and accessibility to the ski fields, services and commercial and accommodation facilities within the Resort.
- To improve pedestrian access throughout the Village.
- To ensure that transport and car parking facilities are provided and appropriately located to meet visitor needs all year round.
- To ensure that services are planned and co-ordinated to meet the needs of future development.

Strategic Framework Plans

The Resort's key strategic directions for future land use planning and development are illustrated in the Falls Creek Strategic Framework Plans for the resort and the Village area.

The purpose of the Plans is to identify locations where specific land use outcomes will be supported and facilitated. They also identify potential development opportunities and constraints and areas requiring further investigation.

The major strategic directions identified in the Falls Creek Strategic Framework Plans are:

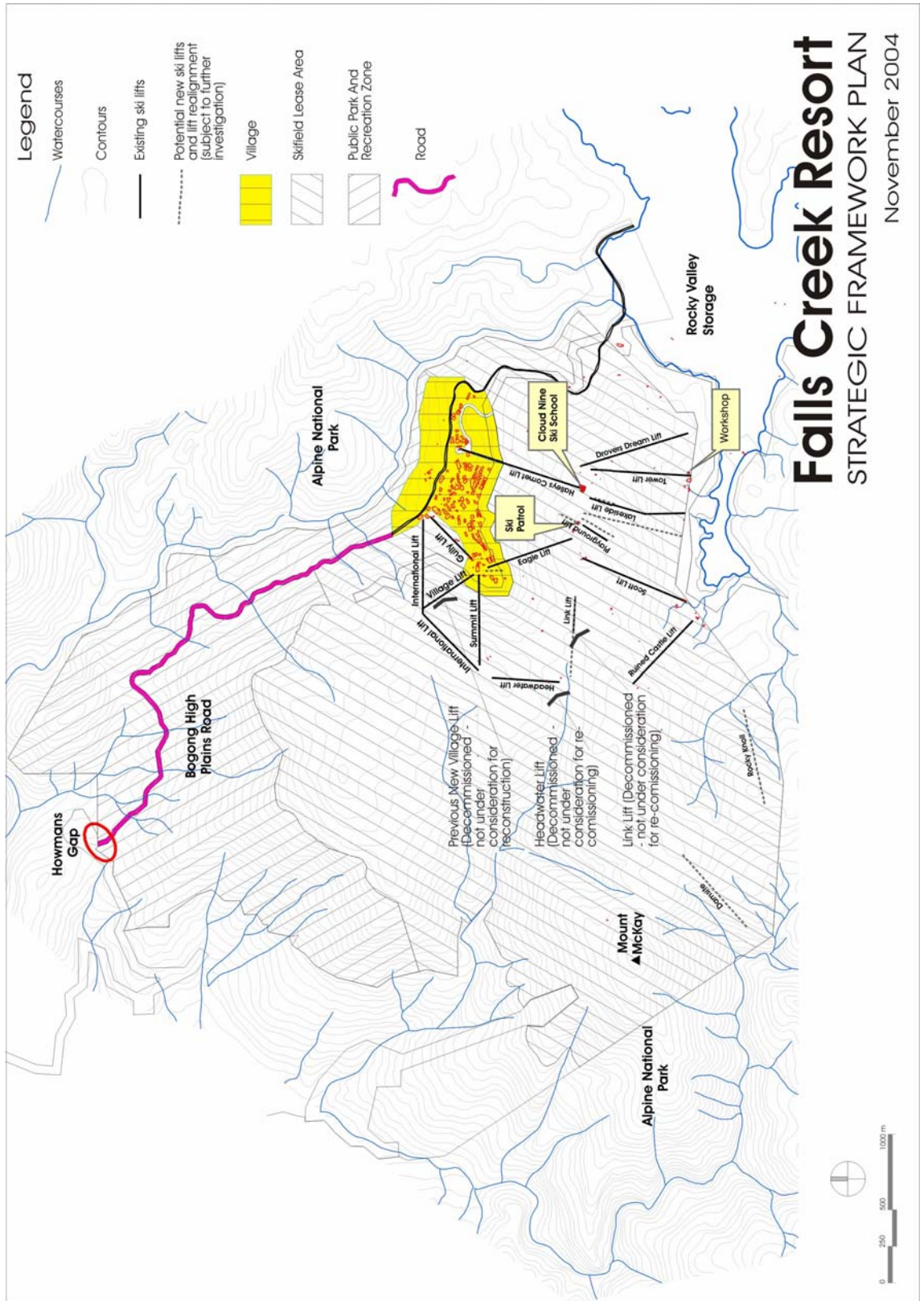
Resort Plan

- Location of existing ski field development.
- Nomination of existing and potential commercial sites within the ski field area.
- Identification of major access roads, car parking areas and service areas outside of the Village.
- Identification of future new ski lifts, lift realignments and decommissioned lifts (not under consideration for construction).
- Identification of Howmans Gap as the gateway and access point for the Resort.

Village Plan

- Nomination of the boundary of the Village and its interface with the ski field area.
- Identification of ski trail connections between the Village and the skifields.

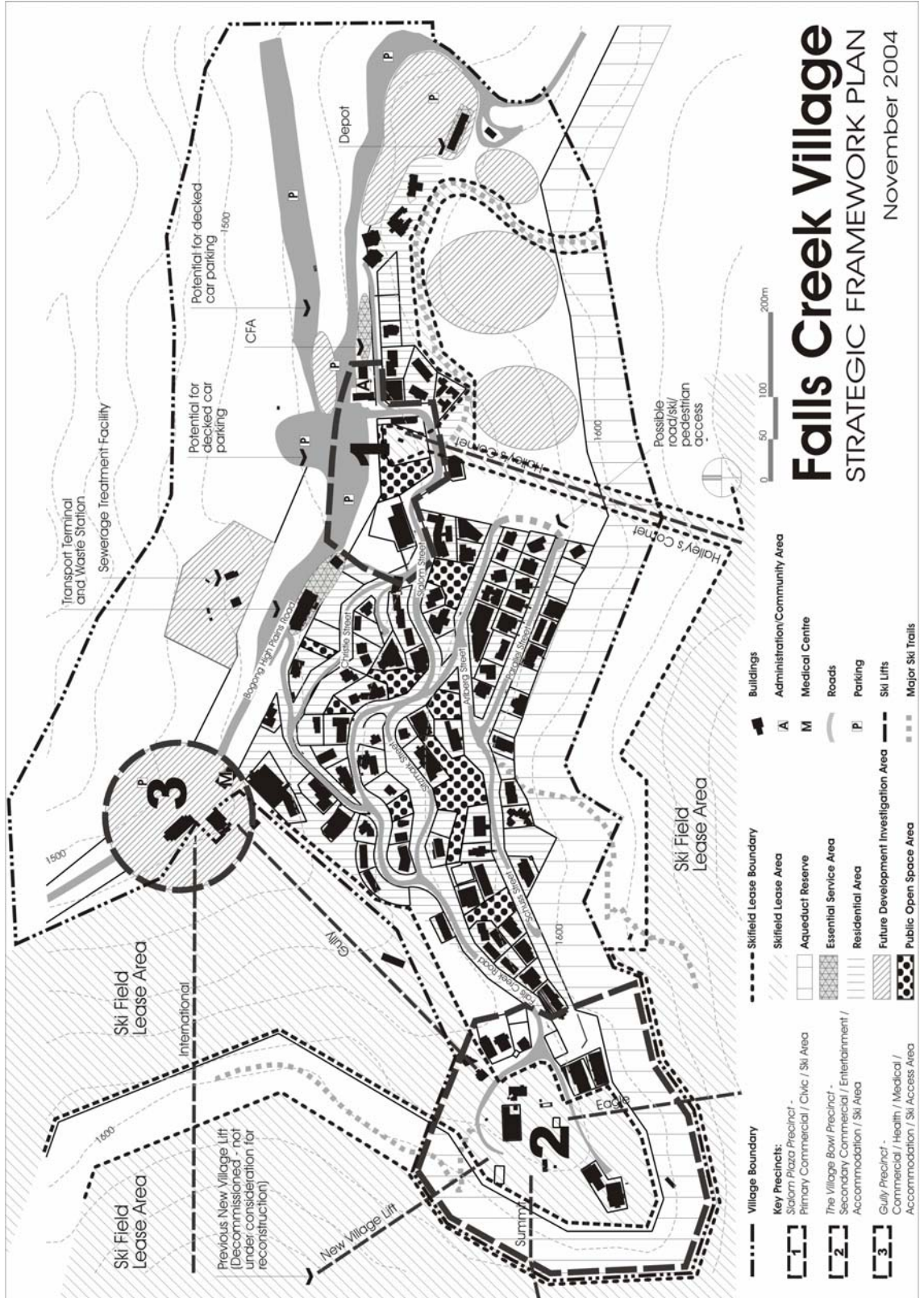
- Designation of Village Plaza Precinct as the Village Centre where a mix of commercial, recreational, community, accommodation, entertainment, public open space and ski field facilities will be encouraged.
- Designation of Village Bowl Precinct where accommodation, commercial, community and entertainment facilities will be promoted in conjunction with its role as a ski field area.
- Designation of Gully Portal Precinct which will be promoted as the western entrance to the Village where a mix commercial, accommodation, medial and car parking facilities will be encouraged.
- Identification of Falls Creek East as an area for long term future accommodation opportunities subject to investigation, including environmental impacts and accommodation needs of the resort.
- Nomination of Windy Corner as a future area for development, whilst maintaining facilities for cross country skiing and snow play.
- Designation of a number of infrastructure and service nodes where current and future facilities are to be located.
- Identification of new road link between Parallel Street and Arlberg Street.
- Identification of key pedestrian/public open space links through the Village.
- Identification of potential sites for decked car parking on the north side of Bogong High Plains Road.

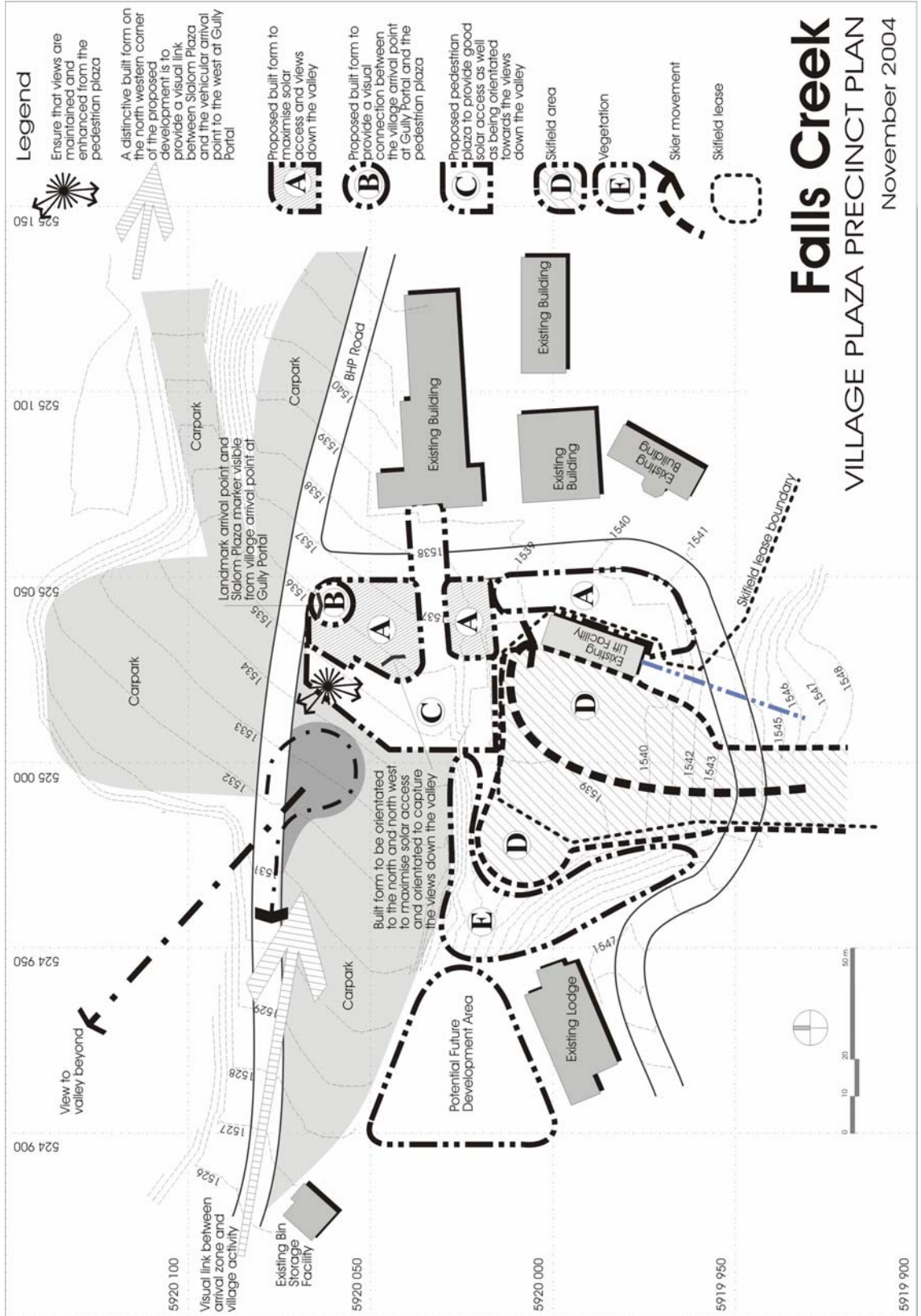


Falls Creek Resort

STRATEGIC FRAMEWORK PLAN

November 2004





Falls Creek

VILLAGE PLAZA PRECINCT PLAN

November 2004