

**21.06-3 VISION – STRATEGIC FRAMEWORK****Mount Hotham Alpine Resort Management Board Corporate Plan: 2001 - 2003**

The Mount Hotham Alpine Resort Management Board Corporate Plan identifies the strategic direction of the Board over a 3 year period. The Plan recognises the importance of maintaining and protecting vital ecosystems within the Resort for generations to come.

The overall goal of the Plan is that:

*“The Mount Hotham Alpine Resort Management Board will manage the resort in a manner that is economically viable and environmentally sustainable for the benefit of future generations.*

*The Board’s emphasis will be on customer satisfaction and the delivery and promotion of quality services that provide value for money and meet customer needs. Responsible and sustainable environmental management policies and practices will be a hallmark of the Board’s activities.”*

Successful management of the Mt Hotham Resort will include:

- Pursuing growth in visitation through effective marketing and enhanced customer satisfaction and loyalty.
- Providing effective and efficient service delivery in its village operations, visitor services and administrative services.
- Creating an environment that encourages and promotes new investment in the Resort.
- Ensuring that responsible and sustainable environmental practices are adopted to minimise the impact of the Resort on the mountain’s natural systems.
- Establishing and maintaining a sound working relationship with statutory bodies and other parties interested in the alpine environment.
- Ensuring that its financial performance reflects an economically viable enterprise that demonstrates the efficient use of assets and delivers sound value for money to stakeholders.
- Ensuring that sound business practices are adopted in the areas of risk management, corporate citizenship and public responsibility.

**Key land use themes**

The vision for Mt Hotham can be expressed best around a number of key landuse themes. The key land use themes for Mt Hotham are:

- Environment
- Commerce, tourism and recreation
- Settlement
- Movement
- Infrastructure

### Land Use Planning Objectives

To achieve the Mt Hotham Alpine Resort goal, planning applications for the use and development of land shall satisfy the following strategic objectives:

- To reinforce the role of the Resort as a year round destination by providing a range of recreation and tourist facilities, residential accommodation, commercial activities and support services.
- To ensure that use and development within the Resort benefits both present and future users, whilst maintaining a high quality environment.
- To conserve and protect the natural environmental systems within the Resort so as to minimise disturbance to rare and endangered flora, fauna and communities.
- To enhance skier, pedestrian and vehicle activity at desirable levels related to the accessibility and capacity of ski fields, services, commercial activity and development of trailheads.
- To ensure that services are planned and co-ordinated to meet the needs of future development.
- To ensure that appropriate and well located car parking facilities and appropriate public transport are provided to meet visitor needs.

### Strategic Land Use Framework Plans

The strategic directions for the future land use planning and development are illustrated in the Mt Hotham Alpine Resort Strategic Framework Plans. Two Plans have been prepared illustrating the major land use elements within the Resort, including Winter and Summer Recreation, Car Parking and Traffic Management. These plans cumulatively form the basis of the Strategic Land Use Framework for Mt Hotham.

The purpose of the Framework Plans is to highlight where opportunities and constraints exist within the Resort and identify locations where specific land use outcomes may be investigated. The major strategic directions identified in the Land Use Framework Plans include:

- Designation of four (4) accommodation areas within the Resort, where different land uses and types of development will be encouraged, through the preparation of Comprehensive Development Plans;
- Identification of a mixed use area adjoining Davenport, where a variety of commercial, recreational and accommodation facilities will be encouraged;
- Identification of a resort services area to the east of Davenport, where resort services and infrastructure will be encouraged to co-locate;
- Designation of a number of infrastructure and service nodes where current and future facilities are to be co-located;
- Investigation and identification of environmentally sensitive areas where further development will be discouraged;
- Identification of potential new ski areas to be further investigated;
- Identification of sections of the Great Alpine Road that should be re-aligned to improve vehicle, pedestrian and skier safety;
- Identification of locations where skier bridges/underpasses are recommended to facilitate safe and easy skier movement;

- Identification of a village centre within Hotham Central, to accommodate the ski school, proposed ice skating rinks and an informal snow play area;
- Nomination of areas where additional car parking is to be provided;
- Identification of areas where visitor transit lounge facilities are to be provided;
- Identification of ski trail connections between the Village and the skifields;
- Investigation of a proposed high altitude training track to the east of Wire Plain;
- Investigation of a future summer recreation area surrounding Whisky Flat;
- Investigation of an area for possible future development of environmentally sensitive housing abutting the proposed circuit road.

### **Assessment Process**

The strategic directions outlined in the Strategic Framework Plan will be subject to extensive further investigation. This may be through a planning scheme amendment, planning permit or Environment Effects Statement process dependent on the scale of the project and its potential impacts. Irrespective of the assessment process, the following impacts must be considered and documented by the applicant:

#### Environmental

- Ecological values
- Geological resources/geo-technical conditions
- Visual resources
- Heritage

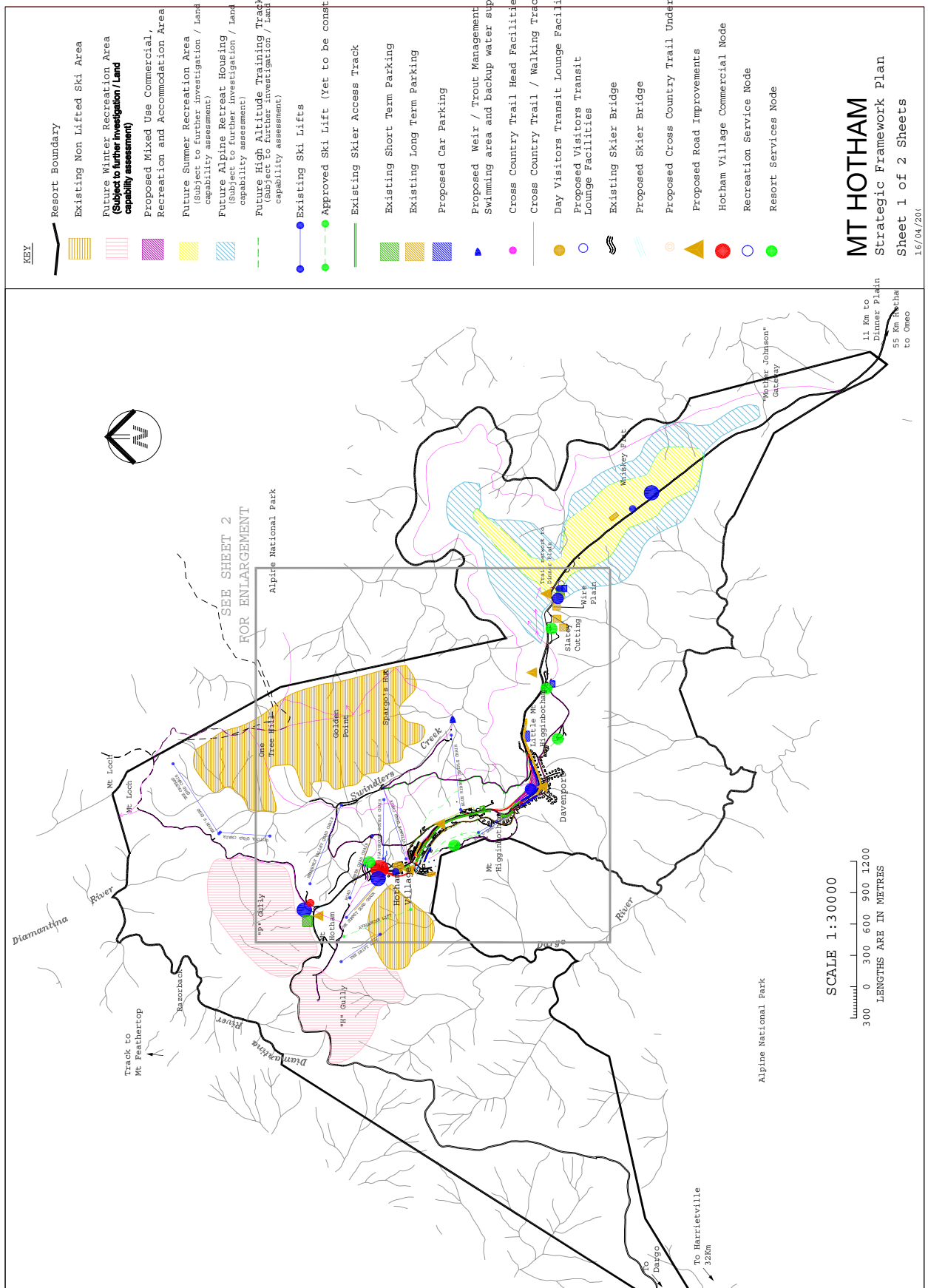
#### Economic

- Market demand
- Economic benefits/disbenefits

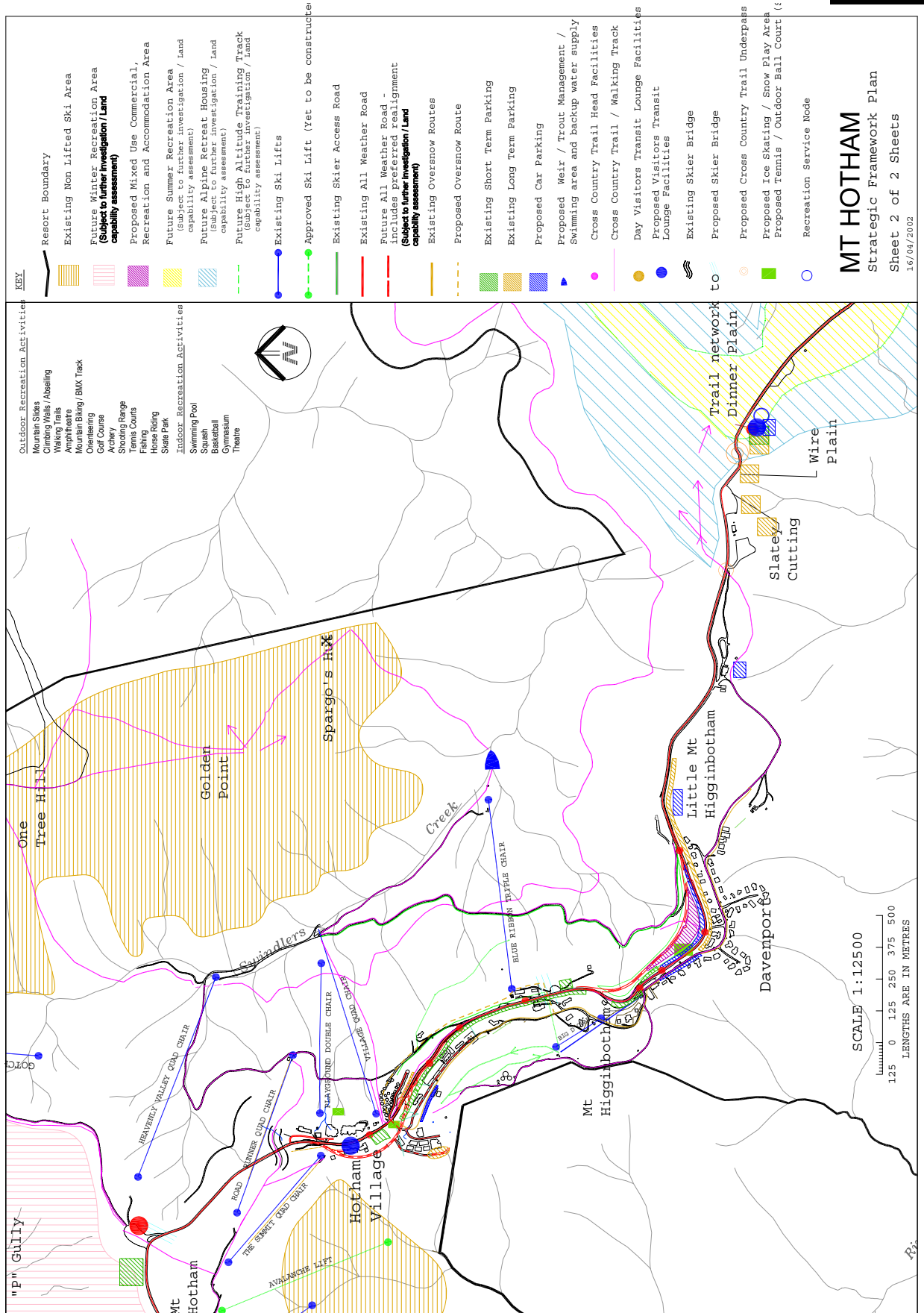
#### Social

- Social benefits/disbenefits

In circumstances where species and/or communities are listed under the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999*, approval may also be required from the Federal Government.



**MT HOTHAM**  
Strategic Framework Plan  
Sheet 1 of 2 Sheets  
16/04/201



**MT HOTHAM**  
Strategic Framework Plan  
sheet 2 of 2 Sheets  
16/04/2002