

MARKETING REPORT

MBRA Annual General Meeting – May 2025

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Overview

Marketing for Mt Buller is coordinated by the Buller Stirling Marketing Committee (BSMC), which includes representatives from Buller Ski Lifts (BSL), Resort Management (ARV), the Chamber of Commerce, and the MBRA.

In my role as MBRA's representative on the BSMC, I participated in the following activities:

- Attended BSMC meetings
- Contributed to the ongoing Mt Buller website development project
- Attended Summer Events Committee meetings
- Participated in the Toboggan Committee meeting

The BSMC is responsible for overseeing the destination marketing strategies for both Mt Buller and Mt Stirling throughout the year. This collaborative approach ensures alignment with the goals and expectations of key stakeholders.

As the MBRA delegate, I advocate for the interests of accommodation providers, club lodges, and apartment owners, ensuring their perspectives are included in marketing plans and priorities.

Destination Marketing

Cooperative Destination Marketing

Marketing for Mt Buller and Mt Stirling is coordinated under the **Cooperative Destination Marketing Agreement (DMA)** — a formal arrangement through which **Alpine Resorts Victoria**

(ARV) contracts **Buller Ski Lifts (BSL)** to lead destination marketing efforts on behalf of both resorts.

The **Mount Buller Ratepayers Association (MBRA)** continues to strongly support this model. Keeping marketing operations 'in-house' under this agreement safeguards our brand, protects intellectual property, and allows for greater strategic agility. It is also a significantly more **cost-effective and streamlined model**, compared to previous approaches.

The DMA was introduced in response to longstanding inefficiencies in having multiple groups marketing Mt Buller. Prior to its implementation, destination marketing was divided across entities, which often resulted in **duplication of resources and a lack of coordinated strategy**.

ARV's Marketing Contribution

ARV's marketing contribution for Mt Buller is funded by stakeholders and customers, raised through **gate entry and service charges**.

A comparison of RMB/ARV marketing expenditure over time demonstrates the shift in investment levels and the rationale behind establishing the DMA:

- **2016** – \$1.6 million (*equivalent to approx. \$2 million in 2024 dollars, pre-DMA*)
- **2024** – \$833,000 (*includes a \$100,000 grant*)
- **2025** – \$500,000
- **2026** –???

These figures highlight the need for a more efficient, unified marketing model — and the DMA delivers precisely that.

Following two challenging winter seasons, the increased cost of living, the reduction in the ARV marketing budget, and brand setbacks due to water shortages in 2024, the marketing team faces a significant challenge this year.

David Clark heads the BSL Destination Marketing team and will be presenting at this year's AGM.

Current Destination Marketing Objectives:

- Convert snow players into skiers
- Convert skiers into overnight visitors
- Encourage longer stays
- Improve visitor yield
- Boost mid-week and September visitation
- Expand Green Season visitation

ARV All Resorts Winter Campaign

ARV has established a centralised marketing office and presented a new **All Resorts Winter Campaign** to the BSMC. This initiative replaces the previous campaign led by Tourism North East and has received funding from Visit Victoria.

BSMC members have raised concerns regarding:

- The cost and staffing implications of setting up the new marketing office, particularly as funding from ARV has been reduced from the Mt Buller marketing budget – funded by Mt Buller stakeholders.
- Risks of cross-subsidisation between resorts
- The lack of consultation in the development of the campaign and in the broader decision to take this campaign away from TNE which is already well resourced.

Mt Buller Website

The newly redesigned Mt Buller website was launched last year, offering a significantly improved user experience. As the central hub for our marketing campaigns, the site is designed to be a comprehensive booking and information platform.

Further integration of booking and payment systems is being completed. This initiative, jointly funded by BSL and ARV, positions Mt Buller's website as one of the most advanced and user-friendly among mountain resorts globally.

Accommodation providers not currently listed on the site are strongly encouraged to join, as all marketing efforts drive traffic directly to this platform.

For more information, contact Buller Holidays:
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