



SNOW RESORTS AUSTRALIA

STRATEGIC PRIORITIES



Snow Resorts Australia is the collective voice of Australia's alpine resorts, representing the interests of commercial snow resort operators and their stakeholders.



VISION AND AIMS

Snow Resorts Australia champion sustainable practices, enhancement of the visitor experience, building strategic partnerships and advocating for policies that drive the growth of the snow industry.

We support our members to improve **national recognition of the industry's economic, environmental, participation and social value** - now and into the future.



WHY THE NAME CHANGE?

New name reflects core purpose of our organisation.

Embracing the use of the word 'snow'.

Lack of brand recognition within Government and elements of wider industry.

Setting the tone for a united, collaborative and forward-looking industry body.



STRATEGIC DIRECTION

Our new strategic direction will focus on four key themes:

- **Economic Impact & Policy Advocacy**
- **Market Growth & Participation**
- **Industry Leadership & Collaboration**
- **Safety, Sustainability & Climate Stewardship**

Developing a range of new industry wide initiatives.



NATIONAL ECONOMIC STUDY

There had been **no national measurement of the snow industry's economic contribution since 2011**, with the previous study prior to that conducted in 2006. In the intervening period, only Victoria has published a comprehensive alpine economic study. No equivalent data existed for New South Wales, the ACT, or Tasmania.

Our new national study has now **quantified the snow industry's economic significance - including employment, visitation, income, and regional economic contributions** – and will create a powerful 'one pager' of facts and figures that the whole sector can use to consistently demonstrate the industry's importance across all jurisdictions.

Addressing the significant misunderstanding of our sector's scale is critical to better advocacy and future policy outcomes.

Snow Resorts Australia has joined the Outdoor Council of Australia (OCA)



Outdoors Queensland



Outdoors NSW & ACT



Outdoors Victoria



Christian Venues Association



Australian Camps Association



Outdoors South Australia



Nature Based Outdoor Network of South Australia



Outdoors WA



Outdoor Health Australia



Paddle Australia



Nature Play Australia



Australian Slacklining Association



Scouts Australia



Outdoor Education Australia

The Outdoor Council of Australia (OCA) is the national peak body that advocates for and represents organisations and individuals that conduct outdoor adventure activities for the purposes of:

- **Recreation**
- **Education**
- **Tourism**
- **Personal development**
- **Corporate development**

The role of the OCA is to represent the views and needs of these organisations and individuals to the community, industry and to the federal government.

Further, the OCA advocates for policies, strategies and actions that support and encourage the outdoor industry and it's sectors; promote a philosophy and practice of sustainable interaction with the natural environment; encourages organisational development within the outdoor community that enhances the delivery of services; promotes best practices in standards and quality of leadership and training, and promotes the advancement of research on outdoor-related issues and participation.

New Alpine Responsibility Code – V1.5.26

YOUR ALPINE RESPONSIBILITY CODE

There are inherent risks in all snow recreational activities. Common sense, staying in control and personal awareness can reduce these risks. Risks include rapid changes in weather, visibility and surface conditions, as well as natural and artificial hazards such as rocks, trees, stumps, vehicles, lift towers, snow fences and snowmaking equipment. Observe the code and ski and ride with courtesy to others.

1. Stay in control and avoid other people and hazards.

2. Use appropriate protective equipment, especially helmets, to minimise the risk of injury.

3. You must have the ability to use each lift safely. If in doubt ask the lift attendant.

4. Obey all signs and warnings, and keep off closed trails and areas.

5. It is your responsibility to avoid and give way to people below and beside you.

6. Do not stop where you are not visible from above or where you obstruct a trail.

7. Before starting downhill, or merging into a trail, look uphill and give way to others.

8. Use care to prevent runaway snowboards.

9. If you are involved in or see an accident, alert and identify yourself to Resort Staff.

10. Be aware that it is dangerous to ski, board or ride lifts if your ability is impaired by drugs or alcohol.

KNOW THE CODE.

IT'S YOUR RESPONSIBILITY.

Failure to observe the code may result in cancellation of your ticket or pass by Resort Staff.



BE AWARE

SKI AND RIDE WITH CARE



OLD CODE

YOUR ALPINE RESPONSIBILITY CODE

WINTER SPORTS INVOLVE RISK OF SERIOUS INJURY OR DEATH.
YOUR KNOWLEDGE, DECISIONS AND ACTIONS CONTRIBUTE TO YOUR SAFETY AND THE SAFETY OF OTHERS.

KNOW YOUR ABILITY

• Stay in control. You must be able to stop or avoid people or objects.

• You must know how and be able to load, ride and unload lifts safely. If you need assistance, ask the lift attendant.

• Do not ski, board, ride lifts or use terrain, if your ability is impaired by drugs or alcohol.

KNOW YOUR ROLE

• Use protective equipment (especially helmets) to minimise the risk of injury. Prevent runaway equipment.

• Read and obey all signs, warnings and hazard markings.

• Keep off closed trails and out of closed areas.

• If you are involved in a collision or incident, do not leave the scene. Share your contact information with each other and Resort Staff.

KNOW YOUR ZONE

• People ahead and downhill of you have right of way. You must avoid them.

• Stop only where you are visible from above and do not restrict traffic.

• Before starting downhill, or merging into a trail, look uphill and give way to others.



V1.5.26

KNOW THE CODE.

IT'S YOUR RESPONSIBILITY

NEW CODE

ALPINE RESPONSIBILITY CODE – SHORTENED MESSAGING

Know Your ABILITY

1 Stay in control. Avoid the crash



8 Ride the lifts safely. Ask for help if unsure  

9 Think clearly. Ride safely  

Know Your ROLE

5 Keep it safe. Helmet on. No loose gear.  

6 Read all signs. Obey all warnings  

7 Closed means closed. Stay out 

10 In an incident? Stay, help, and share contacts  

Know Your ZONE

2 Give way to those below. It's the rule  

3 Be seen, stop where it's safe  

4 Look before you drop. Merge safely.  

'KNOW BEFORE YOU GO' CAMPAIGN

Update and modernising

of Alpine Responsibility wording.

Focus around three Key Themes:

Know Your Ability

Know Your Role

Know Your Zone

New 'social' versions

of each code

Industry wide campaign,

consistent messaging across all resorts.

New Toboggan Responsibility Code – V1.5.26

YOUR ALPINE RESPONSIBILITY CODE

WINTER SPORTS INVOLVE RISK OF SERIOUS INJURY OR DEATH.
YOUR KNOWLEDGE, DECISIONS AND ACTIONS CONTRIBUTE TO YOUR SAFETY
AND THE SAFETY OF OTHERS.

KNOW YOUR ABILITY

- Stay in control. You must be able to stop or avoid people or objects.
- You must know how and be able to load, ride and unload lifts safely. If you need assistance, ask the lift attendant.
- Do not ski, board, ride lifts or use terrain, if your ability is impaired by drugs or alcohol.

KNOW YOUR ROLE

- Use protective equipment (especially helmets) to minimise the risk of injury. Prevent runaway equipment.
- Read and obey all signs, warnings and hazard markings.
- Keep off closed trails and out of closed areas.
- If you are involved in a collision or incident, do not leave the scene. Share your contact information with each other and Resort Staff.

KNOW YOUR ZONE

- People ahead and downhill of you have right of way. You must avoid them.
- Stop only where you are visible from above and do not restrict traffic.
- Before starting downhill, or merging into a trail, look uphill and give way to others.



V1.5.26

**KNOW THE CODE.
IT'S YOUR RESPONSIBILITY**

YOUR TOBOGGAN RESPONSIBILITY CODE

WINTER SPORTS INVOLVE RISK OF SERIOUS INJURY OR DEATH.
YOUR KNOWLEDGE, DECISIONS AND ACTIONS CONTRIBUTE TO YOUR SAFETY
AND THE SAFETY OF OTHERS.

BEFORE YOU SLIDE

- Toboggan only in designated areas. Follow all rules, signage and instructions.
- Use approved toboggans only. Do not use improvised equipment. Secure loose items.
- Wait until the slope and bottom area are clear.

AS YOU SLIDE

- Always ride seated, feet first and facing downhill. Do not stand, ride head-first or ride backwards.
- Stay in control of your speed and direction. Use your feet to slow or stop. Do not stop mid-slope.
- Only one person per toboggan, unless assisting a small child. Children must be supervised by a responsible adult.

AFTER YOU SLIDE

- Clear away from the bottom area quickly to keep slide lanes clear.
- Walk up the side of the slope or use designated return paths.
- If you or someone else is injured, notify Resort Staff or seek assistance immediately.



VT1.6.26

**KNOWTHECODE.COM.AU
IT'S YOUR RESPONSIBILITY**



OTHER INITIATIVES

- **Creation of the Australian Snow Advisory Council**
- **Launch of Whole of Industry monthly newsletter**
- **New MOU with APSI, now facilitating the offering of Level 1 APSI courses at all SRA resorts.**
- **Development of Sustainable Snowmaking Paper & Initiatives**
- **Development of Connected Participant Strategy with Snow Australia**
- **Advocacy – Alpine Resorts Victoria Strategic Plan, NSW Department of Planning Issues**



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