

Media Release

The Hon Lily D'Ambrosio MP

Minister for Energy, the Environment and Climate Change
Minister for Solar Homes



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WINTERY BLAST KICKS OFF THE VICTORIAN SNOW SEASON

With heavy snow already blanketing the region, Victoria's alpine resorts are open and preparing for a busy winter season.

Minister for Energy, Environment and Climate Change Lily D'Ambrosio today visited Mount Buller to officially launch the start of the season – where snow is falling, lifts are running and accommodation rapidly filling up for the months ahead.

Victoria's six alpine resorts are major economic drivers of the state's tourism industry with Mount Buller, Falls Creek, Lake Mountain, Mount Baw Baw, Mount Hotham and Mount Stirling contributing more than \$1 billion to the Victorian economy and supporting nearly 10,000 jobs.

Winter forecasts are predicting a better than average snow season, with welcome natural falls boosted thanks to state-of-the-art snow making ensuring a great experience for visitors.

For the Queen's Birthday weekend, a variety of activities will be on offer at resorts regardless of snow cover, with resort websites providing updates on conditions, access, events and activities.

To support our alpine industry amid the ongoing effects of the global coronavirus pandemic, the Andrews Labor Government provided more than \$77 million to help protect jobs and support the thousands of livelihoods the industry sustains.

This support included rent relief programs, infrastructure funding, grants to attract green season visitation and funding to ensure the continued operation of the alpine resort management boards and resort businesses.

Victoria's alpine region is a popular tourism destination year-round, with biking, 4WD adventures, trail running, music festivals, and food and wine events attracting a significant number of visitors to the alpine resorts in the green season.

Quotes attributable to Minister for Energy, Environment and Climate Change Lily D'Ambrosio

"Whether it's cross-country skiing, the rush of downhill skiing and snowboarding or the family fun of tobogganing and snow play, there's something for everyone on Victoria's snowfields."

"Visiting the Victorian snowfields is always a unique and exciting experience with wonderful opportunities to take in our beautiful alpine environment."