



Terms of Reference

Committee Name

Mt Hotham Community Marketing Committee

Committee Purpose

The committee is a representational committee of volunteers tasked with supporting and engaging all on-mountain operators (OMO) for the promotion and marketing of Mt Hotham Alpine Resort.

Marketing and promotional activity for the resort is facilitated via the official Mt Hotham website (co-owned and funded by MHSC and MHARMB) and the social media channels managed by MHARMB. Content and contributions for use on the website and social media, are provided from all OMO's to the RMB Marketing team.

The committee is tasked with guiding the marketing effort and ensuring all promotional activities and communications are guest-centric, content is informative and drives interest and visitation to the resort.

Committee Scope

In scope:

1. Provide parameters and guidelines to OMO's relating to appropriate content for the website and social media channels.
2. Act as a facilitator for planning of marketing activities, themed communications, and resort-based events.
3. Enable effective communication and feedback from, and to, all OMO's to assist with the marketing of Mt Hotham.
4. Agree and communicate the parameters on OMO eligibility for inclusion on the website and participation in the social media program.
5. Discuss feedback on Mt Hotham website for MHSC and MHARMB consideration, as required.

Out of scope:

1. Any changes to the design or branding of the official Mt Hotham website.
2. Any changes to Mt Hotham brand.
3. Any unauthorised marketing activity.
4. Any unauthorised expenditure.

Committee Authority

The committee has the authority to approve or reject requests for inclusion in the marketing program as detailed in the Guidelines of Eligible Entities.



The committee has the authority to create marketing events and communication themes and encourage participation from OMO's that will drive visitation to and participation in resort services and facilities.

Committee Membership

The committee is made up of the following representatives:

Appointed:

MHSC – 1 representative
MHARMB – 1 representative
Chamber of Commerce – 1 representative
Hotham Ski Association (H.S.A) – 1 representative

Elected:

Accommodation category – 1 representative
Food & Beverage category – 1 representative
Equipment rental category – 1 representative
MHARMB representative will Chair the Committee and provide secretariat.

Committee Quorum

A quorum for decision making by the committee is at least 2 appointed members and 2 elected members in attendance.

Committee Tenure

All members will have a two-year term. The maximum tenure of a member will be three terms (6 years). If an elected committee member stands down during term, an election will be held for a new representative in the relevant category. If an appointed member stands down a replacement committee member will be appointed from within the membership category.

The Chamber of Commerce will conduct the election process.

Committee Meetings

Committee meetings will occur monthly though the winter season, in June, July, August & September and bi-monthly for the balance of the year. Winter meeting dates will be agreed and scheduled at the commencement of each winter season.

The committee will ensure there are at least two meetings of all OMO's per winter season, preferably at the commencement and conclusion of the season, in June and September.

The June meeting is to present the outline of the marketing program for the season and the September meeting is to review and report on the effectiveness of the program and marketing outcomes.



Meeting Attendance

It is expected that committee members will endeavour to attend all scheduled meetings of the committee and achieve an annual attendance of at least 80%.

Should any member be unable to attend a scheduled meeting, it is expected they will nominate a delegate to represent them, that has been fully briefed and provided all the necessary papers in preparation for the meeting.

If a committee member cannot fulfill the meeting commitments, they are to advise the committee chair and a replacement member will be arranged (by appointment or election).

Committee Reporting

Minutes of committee meetings will be circulated to all operators within five business days of ratification after the subsequent committee meeting.

Should a committee member not provide feedback or approval of minutes/notes within 5 days of receiving the draft minutes, it will be taken that the committee member approves of the minutes and their distribution.

Secretariat will be provided by MHARMB.

Committee Resources & Budget

As a volunteer committee whose primary responsibility is communication, advice and support, expenditure is expected to be minimal.

As the official Mt Hotham website and Mt Hotham social media channels are owned and managed by MHSC and MHARMB any expenditure relating to the Committee will be borne by the MHARMB marketing department on pre-approval and authority from MHARMB.

All committee members will provide their time and expertise at no cost to the committee and the Mt Hotham community.

Committee meetings will be hosted in the Boardroom of MHARMB or virtually by Microsoft Teams.

Committee Deliverables

The committee is expected to:

- Facilitate engagement and participation from all OMO's to the seasonal marketing program
- Disseminate seasonal marketing program information provided by MHARMB
- Provide guidance to all OMO's to ensure alignment and support of promotional activities for the Mt Hotham brand campaign
- Enable effective communication between the committee, all OMO's and the broader community



- Act as a mediator and resolve any issues between participants in the marketing program
- Guide and administer the eligibility of participants in the marketing program (as per the guidelines)

Review of Terms of Reference

The committee will review and amend (as required) the Terms of Reference (ToR) at the first committee meeting each winter season.

Once updated, the ToR's are to be circulated to all OMO's annually.