



ANNUAL REPORT

Kangaroo Hoppet 26
Saturday 27 August 2016



When the World Comes to Falls Creek

Kangaroo Hoppet 26

Bringing the World Together

- | | |
|--|--|
|  Australia |  Lithuania |
|  Canada |  Netherlands |
|  Czech Republic |  New Zealand |
|  Denmark |  Norway |
|  Estonia |  Poland |
|  Finland |  Russia |
|  France |  Slovakia |
|  Germany |  South Africa |
|  Ireland |  Sweden |
|  Israel |  Switzerland |
|  Italy |  Thailand |
|  Japan |  United Kingdom |
|  South Korea |  United State of America |
|  India | |

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1.0 Overview

2016 was another successful staging of the event, albeit with some challenges that are par for the course with an outdoor activity in the Australian Alps.

A very wet winter with interspersed heavy snowfalls created difficult grooming conditions for the course preparation team in the weeks leading up to the event. Sub-surface water and drainage lines created breaks throughout the trail system that required numerous pallets to be placed on top of flowing water and the construction of several snow-bridges where they have not been required in the past. This led the grooming team to spend considerable time on activities to guarantee the event was held on a long course at the cost of having a somewhat restricted daily grooming plan. However, the trails were in magnificent condition during Hoppet Week and on the day of the event.

On Wednesday prior to the event the Jury had made the decision to run the Hoppet as two laps of the 21km Heathy Spur Loop. No snow on Langford's Straight and a steep cross-slope on the Two Pauls trail forced the Jury to exclude the inner loop for the second lap. The Australian Birkebeiner and Joey Hoppet were held on the advertised courses.

Cool conditions greeted event organisers, volunteers and participants after a week of outstanding sunshine. A moderately stiff wind on Heathy Spur reduced the wind-chill temperature to around -12C for most of the day. Some of the slower participants found this somewhat uncomfortable.

1,031 entries were received for the event across the three courses. This represents a steady state for event participation. There were two minor first aid call-outs that were both responded to by the Falls Creek Ski Patrol. There were no medical emergencies or evacuations.

There was a minor disruption when seven protesters from the 350 Degrees organization unfurled a banner to protest against AGL. This was quickly and quietly removed by Falls Creek Resort Management Authorised Officers. The protesters gained some media attention following the event.

There were two new winners of the premier 42km event, Matt Gelso in the men's and Deedra Irwin in the women's. Both winners were from the USA which was a replication of the first Hoppet in 1991.

Logistically the event ran seamlessly with great support from FCRM, AGL Hydro, Parks Victoria and 4Site Australia.

The Worldloppet reception was again hosted at Howman's Gap and organized by Colin Addison. The WL reception has grown significantly in numbers over the last few years and is appreciated by all attendees.

The official activities of the event finished with the presentation ceremony at the Mt Beauty Community Centre on Saturday evening. Again, this event was outstandingly well organized and attended.

Financially, after making a loss in 2015, the event ran at a balanced budget for 2016. However, longer-term the event will need to attract government support or additional sponsorship if it is to remain viable in the medium-term future.

2.0 Event Statement

2.1 Our Vision

To be the premier international cross country ski event in the Southern Hemisphere, offering the world class standards expected of a Worldloppet event.

2.2 Our Mission

To maximise the growth and development of the Kangaroo Hoppet, and to secure the resources required for its operation.

2.3 Our Objectives

The key objectives that will drive the development and growth of the Kangaroo Hoppet are:

- To offer participants an outstanding skiing and social experience;
- To operate the Hoppet in a manner that will ensure it being a sustainable and economically viable event;
- To ensure that the Hoppet continues to be one of Regional Victoria's premier international major events, providing ongoing economic benefits to the region and to the state of Victoria as a whole;
- To promote cross country skiing as a healthy recreational activity that can be enjoyed by all age groups and fitness levels;
- To seek economies of scale and further economic return to the region from sports tourism through cooperation with other national and international events in the Alpine Shire and Falls Creek Alpine Resort throughout the year. e.g. skiing championships, trail running, mountain biking and road cycling;
- To work with Worldloppet and the International Ski Federation (FIS) to increase the international profile of the event by becoming the host of the opening round of the annual FIS Marathon Cup; and
- To establish strategic partnerships with northern hemisphere travel organisers, ski events, ski clubs, and ski associations, to develop and promote group travel packages based around participation in the Kangaroo Hoppet.

3.0 Major Partners

Falls Creek Alpine Resort Management Board



The involvement and support of Falls Creek Resort Management is critical to the staging of the event. As the land manager of the resort, they are responsible for the development and preparation of the cross country ski trails, with the Hoppet course being an integral part of this infrastructure.

Their involvement and support for the event extends well beyond the physical course infrastructure and includes assistance with media and marketing, support in sponsorship negotiations, a position on the Hoppet Board, and financial support for the presentation and organization of the event.

4.0 Major Sponsor

AGL Energy



AGL Energy is Australia's largest privately owned generator of green energy and the largest retail supplier of green energy to the retail market. Within our local community they operate the Kiewa Hydro Electricity Scheme including the new Bogong Hydro Power Station.

As well as financial support for the organization and staging of the event, AGL supports the development of cross country skiing through six AGL Energy in Action scholarships awarded to talented young Australian skiers taking part in the Australian Birkebeiner and Joey Hoppet events, and a further two scholarships to the top Australians in the Kangaroo Hoppet.

The Mount Beauty based hydro operations of AGL provide logistical support to the operation of the event throughout the year and their High Plains Staff assist with oversnow activities and event logistics.

5.0 Sponsors and Partners

Alpine Shire



The Alpine Shire provides financial support for the marketing and promotion of the event. The Kangaroo Hoppet office and the race registration centre are located in the Alpine Shire's Tourism Information precinct at Mount Beauty.

Parks Victoria



A significant part of the Hoppet course is located in the Alpine National Park. Park Rangers provide advice and assistance in determining the layout of the course and are represented on the race Committee providing technical and risk management advice.

YMCA Howman's Gap Alpine Centre



YMCA Howman's Gap Alpine Centre offers a special Hoppet accommodation package that includes a range of additional services expected by international skiers taking part in Worldloppet races. They provide accommodation to elite skiers and Hoppet officials and host the reception for Worldloppet Masters and Passport Holders.

Elgas



The Hoppet Cauldron on the AGL lawns in Mount Beauty has been a feature of the Hoppet since its beginning in 1991. The cauldron is a replica of that used at the MCG for the 1956 Olympics. It is framed by an arc of international flags. Elgas provides support for the office operations, and gas for food stations.

Snow.tv



The television production and international distribution of coverage of the Hoppet is arranged by Snow.tv.

Hoppet Dozen Partners

- Ceccanti Wines; Mongans Bridge
 - Gapsted Wines; Gapsted
 - Boynton's Feathertop Winery; Porpunkah
 - Sam Miranda Wines; Snow Road Oxley
 - Benjella Wines; Mongans Bridge
-

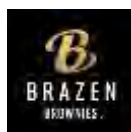
Fischer Skis



Fischer Skis re-entered their support of the Hoppet after a few years' absence. Support was provided through product sponsorship for spot prizes (1 set of skis and 2 pair of boots) which were awarded during the presentation ceremony at the Mt Beauty Community Centre. Fischer set up a display of the latest equipment at the Race Office and this attracted a lot of interest from participants.

It is hoped that we will continue to grow our relationship with Fischer over the next few years.

Brazen Brownies



Brazen Brownies were a new sponsor in 2016 and provided sample products for the race bags and awards ceremony. All competitors had sample product available to them throughout the event.

Enervit



Our sports nutrition partner is Enervit. The partnership is arranged through De Grandi Cycle & Sport, the Australian distributor for Enervit. Enervit provides sports drink and cups for the food stations.

2XU



2XU again supplied top 10 finishers with products and offered two \$500 product vouchers as prize draws. 2XU also supported the Hoppet Shop with discount products and technical clothing advice

6.0 Marketing and Promotion

6.1 Key Partners

- Worldloppet Secretariat
- Worldloppet Media Coordinator
- Northern Hemisphere Worldloppet events
- PWT Travel, Norway & Sweden
- Kontiki-Saga, Switzerland
- Nordic Ski House, Japan
- Falls Creek Alpine Resort Management
- Tourism Victoria
- Alpine Shire
- This Week in Falls Creek & Mount Beauty
- Skiing Australia Cross Country Committee
- Cross Country Ski Clubs
- Victorian Snowsports Association
- Specialist northern hemisphere travel agents and group travel organisers
- International Association of Worldloppet Skiers
- Cross Country Skiing internet sites
- Satisfied Kangaroo Hoppet participants
- Australian Cross Country Ski Team
- Merino Muster International Ski Marathon (NZE)
- FIS sub-committee for Popular Cross Country Skiing

6.2 Targets

- International
 - Elite ski racers
 - Citizen and Masters ski racers
 - Worldloppet Masters and Passport holders
 - Worldloppet participants
 - Recreational skiers
- Domestic
 - Elite racers
 - Developing and Junior competitive racers
 - Citizen and Masters ski racers
 - Recreational skiers
- School, club and workplace groups

7.0 Media, Marketing and Promotion 2016

7.1 International Media Distribution

Our international television production was coordinated by Snow TV who supplied the vision and editing on Snow TV digital platform and feeds to the Worldloppet, Kangaroo Hoppet and Falls Creek websites.

The international production was developed using the standard template and badging for all Worldloppet events and involved a 32 min highlight package showcasing locations scenery, crowds and atmosphere, race action, awards ceremony and results.

7.2 Domestic Television Coverage

Falls Creek Media worked with Snow TV to provide domestic TV production and distribution. Vision was made available on the day to all major national and regional free to air networks (SBS, ABC, Seven, Nine, Ten, Prime and WIN).

7.3 Internet

The Kangaroo Hoppet gained extensive internet coverage not only on cross country skiing websites throughout the world, but increasingly also on the social media with people posting Hoppet news on Facebook, Twitter and You Tube.

The official event website, www.hoppet.com.au, continues to be a major source of information for both would be 'Hoppeteers' and the many returning participants seeking information on the upcoming event.

Two key websites, www.worldloppet.com and www.fiscrosscountry.com are established prime global sites for the sport, and the major skiing nations have their own domestic sites. The Hoppet has direct contributor status to the Worldloppet site and is in regular contact with the editor of the FIS site. As well as internet links, editorial news updates on major international ski industry sites attract interest from regular browsers. A thorough post-event scan of industry websites indicated many sites included video from the event.

Communication by e-mail remains the key platform to deliver event information. With almost all of the entrants in the Kangaroo Hoppet providing e-mail addresses, these were used to promote the event, provide pre-race information, and promotional Hoppet news updates, as well as for responses to enquiries and confirmation of receipt of entries.

On-line registration is the main source of entries, with payments being handled again by the Active Network system which provides an enhanced level of security.

This system was adopted after feedback from participants and has been very well received. It has also significantly reduced the data processing workload in the Hoppet office, and provides a bulk email facility which also allows for the targeting of special groups, e.g. skiers who entered last year and have not yet entered this year. This has the added benefit of not overloading skiers' inboxes with information that is not relevant to them at the time.

E-mail is used by many overseas skiers to request information and advice regarding travel and accommodation options, and special information sheets have been prepared to assist them in making contact with domestic travel and accommodation providers.

A 'Latest News' feature with regular updates was established on the web site, and its existence promoted by e-mail. This included links to the Falls Creek web site with its snow cams and up to date weather and snow conditions reports.

Regular updates were posted direct to the Worldloppet and International Ski Federation websites, together with pictures.

Full results including age class places were posted on the web site soon after the end of the event.

Our web site www.hoppet.com.au is linked to, and has links from, a number of tourism and skiing web sites, including www.visitvictoria.com, www.visitalpinevictoria.com.au, and www.falls creek.com.au.

7.4 Print and Electronic Media

The Hoppet obtained good print media exposure in ski industry publications throughout the winter, as well as State, regional and local press. The Kangaroo Hoppet worked closely with Jo Prothero (Communications Manager, FCRM) and Xena Pahina (Event Coordinator, FCRM) to maximise exposure in Australian print and electronic media and to develop promotional materials. This included hosting several *fami'sl* and producing key releases leading into the event.

Considerable international website exposure was gained from the partnership between Falls Creek, the National Cross Country Ski Team and the Worldloppet website managed by the Worldloppet Secretariat in Estonia. The presence of a diverse elite field created interests across many countries in Europe and North America. The Hoppet was reported on major cross country skiing websites in France, Italy, Sweden, Norway, Germany, Russia, Czech Republic, Switzerland, Poland, USA and Canada.

Media releases were sent to appropriate National, State and regional print and electronic media, as well as to specialist ski industry publications. Media releases were prepared in consultation with FCRM to maximise exposure in Australian print and electronic media. Significant international exposure, particularly through the internet, was gained from our partnership with Skiing Australia Cross Country.

Worldloppet has a partnership with the International Ski Federation (FIS) to provide material for the FIS crosscountry.com website which is the number one fan site for elite cross country skiing.

Articles and pictures were prepared and supplied to regional newspapers in Victoria and New South Wales, and to ski industry magazines. Top Shots, the Falls Creek based photographic company, assisted with the supply of photographs from their collection, and Chris Hocking from Falls Creek Media arranged several pre event photo shoots as well as attending the event and providing material for press release.

This Week in Falls Creek, a weekly publication featuring news and events at Falls Creek, ran regular Hoppet updates throughout the season. The Official Hoppet Program was published as a four page colour section in the August 14 and 21 editions to ensure that the Falls Creek community as well as all visitors to the resort were kept informed about the event and associated activities.

Radio coverage was obtained through various interviews on ABC GM and Alpine Radio, the Mt Beauty based community radio station that covers the Kiewa and Ovens valleys, throughout the season. This included regular interviews on their Saturday morning sports program, and ongoing promotional advertising of the Hoppet and of the Night Sprints.

A full page promotion for the Kangaroo Hoppet was placed in the annual Worldloppet Yearbook, which is now published as a digital magazine.

Entry forms and posters were distributed by direct mail to Australian cross country skiers, schools and clubs, and distributed through ski shops, ski hires, at running and skiing events, and at the Perisher Nordic Centre and Lake Mountain Alpine Resort.

7.5 Social Media

Kangaroo Hoppet social media expanded greatly in 2016 and was driven by the Media Working Group.

Two dedicated Facebook pages provided regular edited updates and interactive conversations about the upcoming event.

Facebook is the official social media service for all the Worldloppet events as it is the most easily accessed and recognized internationally.

8.0 Economic Benefit of the 2016 Kangaroo Hoppet

The economic benefit of the 2016 Kangaroo Hoppet is still to be finalized.

9.0 The Event

NORTH AMERICA SWEEPS THE 2016 KANGAROO HOPPET

The Kangaroo Hoppet was successfully staged for the 26th time at Falls Creek this morning. Over 1,000 skiers from 27 countries contested the event which is seen as the celebration of Australian cross-country skiing.

The Kangaroo Hoppet is the Australian leg of the Worldloppet which is a series of the 20 premier XC events from 20 countries across the world.

The event was officially started by Danielle Green MP, Parliamentary Secretary for Tourism, Major Events and Regional Victoria.

Cold overnight temperature and overcast skies produced fast tracks that were perfect for all competitors as they made their way around two loops of the stunning Bogong High Plains loop.

The premier elite 42km event was fiercely contested this year with several international skiers vying for honours against a strong domestic field. At the finish it was a US sweep of the men's and women's which was reminiscent of the first Kangaroo Hoppet in 1991.

Matt Gelso (US) won in a time of 1hr 53mins 23sec after a closely contested pack race from local skiers Phil Bellingham, 1:54:20, and Nick Montgomery, 1:54:57. The men's field saw a pack of four skiers, including former champion Ben Sim, for the first 30km before a surge up the Paralyser hill broke Sim and cleared the podium places for the finish. Gelso worked hard into the wind across the Bogong High Plains that broke Montgomery's contact with the leaders and continued to work hard on the final descent from Heathy Spur and was able to get a small break on Bellingham, who improved on his third place from last year.

The women's event was even closer, with U.S. Sun Valley teammates, Deedra Irwin and Mary Rose, making it a clean sweep for North America. Irwin and Rose skied the full 42km together with neither skier able to make a decisive break for victory. Rose was able to make some small breaks on some of the hills but it was a strong sprint finish from Irwin that gave her a narrow victory 0.6 second victory over her teammate. Aimee Watson skied a strong and consistent race to claim third place and be the first Australian home. Watson skied most of the race on her own as she was unable to settle in a pack of male skiers to provide support into the windy sections at the top of the course.

Rio Olympic silver medallist in the quad skulls, Karsten Fosterling, finished a highly creditable 17th, just a few days after returning from his successful Olympic campaign in Brazil.

9.1 Participation

This year's Hoppet events attracted 1,031 entries from 27 nations. There were 138 international entrants across the Hoppet events. This represents 14% of the field which is within parity for the previous 5 years.

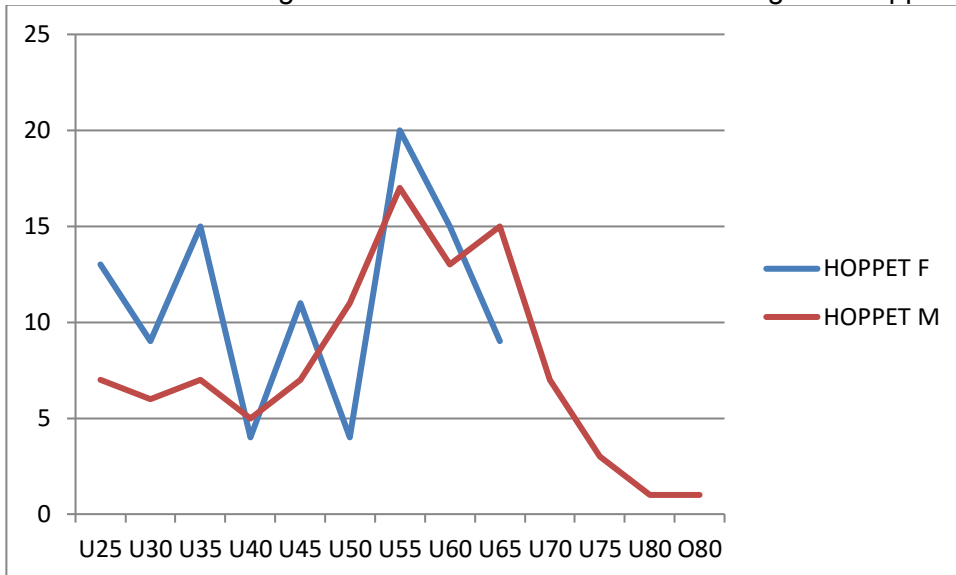
Analysis of events by distance and gender, while reflecting the expected pattern in endurance sports for longer events to be more the domain of male participants, highlights the importance of the shorter events in encouraging participation by women and girls.

	HOPPET		BIRKEBEINER		JOEY	
	MALE %	FEM %	MALE %	FEM %	MALE %	FEM %
2016	79	21	52	48	45	55
2015	81	19	54	46	51	49
2014	78	22	54	46	46	54
2013	78	22	52	48	45	55
2012	78	22	56	44	47	53
2011	80	20	55	45	43	57
2010	82	18	56	44	46	54
2009	76	24	55	45	46	54

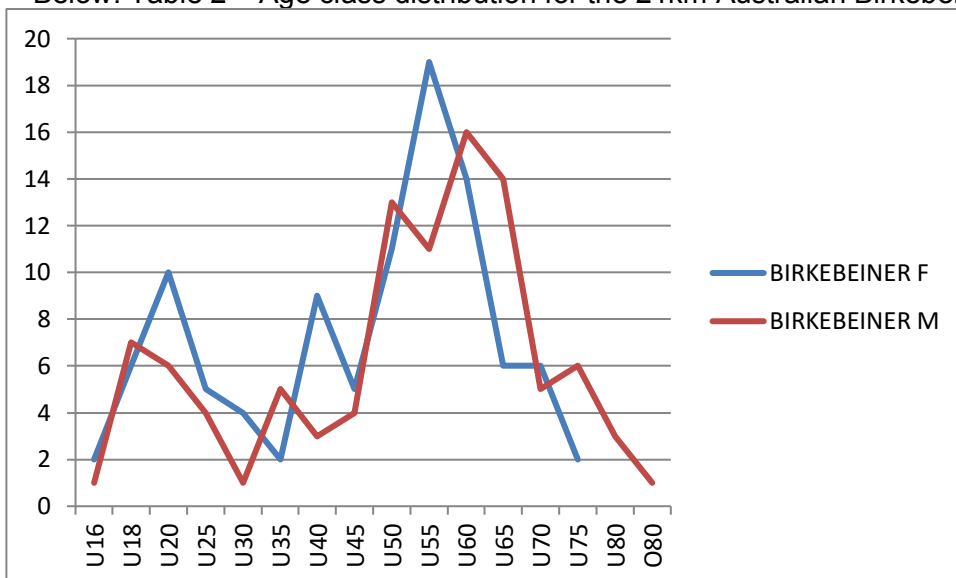
Analysis of the age class breakdown for the three events demonstrates the longer events are proportionately dominated by older age classes while the 7km Joey attracts the majority of the Under 25 age classes. This is conclusive of the sport attracting families and lifestyle participants that form the younger age brackets and the older age brackets between the ages of 40 and 65.

Comparatively under-represented age classes between the ages of 20 to 35 highlights a demographic that has traditionally had a break from the sport before re-entering the sport as a family unit or lifestyle participant.

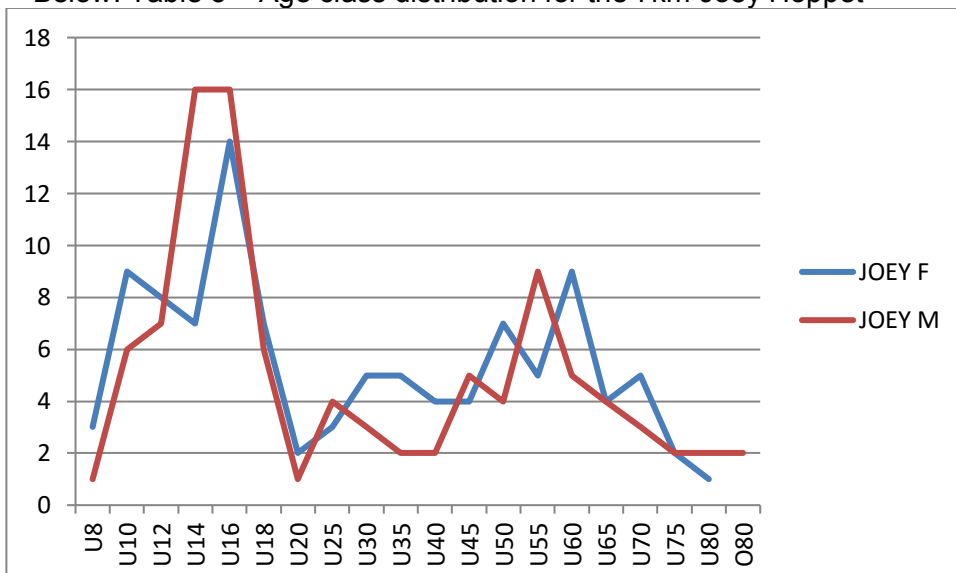
Below: Table 1 – Age class distribution for the 42km Kangaroo Hoppet



Below: Table 2 – Age class distribution for the 21km Australian Birkebeiner



Below: Table 3 – Age class distribution for the 7km Joey Hoppet



9.2 Associated Activities

The Falls Creek Night Sprints are an annual attraction for elite competitors and spectators. The Night Sprints were held at twilight in the Village Bowl at Falls Creek on Thursday before the Hoppet with great support from Falls Creek Ski Lifts and Resort Management. The high quality international participants provided a new level of exciting competition to the event.

To encourage local residents to make the trip up to Falls for the Night Sprints, Falls Creek Resort offered complimentary short term car access from 4.30 pm for folk coming into Falls Creek for the night sprints.

The award winning Roi's Restaurant in Tawonga continued their support for the event, hosting the Officials' Dinner on Wednesday.

Howman's Gap Alpine Centre again hosted the Official Reception for international Worldloppet Passport Holders and over 150 skiers attended.

The Post Race Presentation Evening was held in the Mt Beauty Community Centre. Race photos were on display and available for purchase, souvenir clothing and food and beverages were on sale, and the official presentation of place-getters, age class winners, spot prizes, and special awards started at 8 pm.

9.3 The Hoppet Office

The Hoppet Office was located at the Visitor Information Centre (VIC) in Mount Beauty from 18 to 27 August. This location is a key factor as it ensures that links are established and maintained between event organisers and the mainstream tourism industry of the region. Facilities include an event office, furnished and equipped by the Hoppet, a conference room and a large auditorium open space, together with kitchenette and toilet facilities and equipment storage.

In 2016 the Hoppet Office bag distribution was shared by the Alpine Shire library due to renovations of the existing library facility. This made space a little cramped but it was well facilitated by the Alpine Shire.

The co-location of the Hoppet office with the VIC is a strategy to ensure that sports and event tourism opportunities are not lost from the community and that maximum economy of scale can be obtained through the sharing of facilities, equipment and expertise among event organisers based in our community.

Major events using the facility in 2016 included the Mount Beauty Music Festival, the 25th Mitta to Mount Beauty mountain bike event, the 34th Mount Beauty Marathon and the Alpine Audax.

9.4 Great Alpine Challenge

The Great Alpine Challenge is a 'triathlon' made up of three events held over a five month period.

May	The Mount Beauty Half Marathon
August	The Kangaroo Hoppet
October	The Mitta to Mount Beauty Mountain Bike Race

The aim of the Great Alpine Challenge is to encourage participants in one of the events of the series to come back and visit the area again at another time of the year. Awards are made at three levels, Gold, Silver and Bronze. The gold requires completion of the longest distance at the Marathon and the Hoppet, while the Mitta

has only one distance – 55km. The silver and bronze awards are based on varying combinations of the short course events.

An annual award based on the best combination of finish times in the Gold Award section is presented at the completion of the mountain bike event in October.

The Great Alpine Challenge has been very successful in attracting skiers to come back in spring and autumn, with the marathon in particular being a popular pre season activity, both sporting and social, for cross country skiers.

9.5 The Hoppet Dozen

The sheltered alpine valleys of north east Victoria have emerged as a prime source of high quality cool climate wines. The Alpine Valleys wine region takes in the Kiewa, Ovens, Buckland and Buffalo River Valleys, while the adjoining King River Valley to the west is a region in its own right. The cool nights and the reliable natural rainfall of the alpine valleys combine with the warm days from being north of the Great Dividing Range to reduce transpiration rates, creating ideal ripening conditions that maximise the natural sugars, esters and acids in the grapes leading to intense fruit flavours.

The Hoppet Dozen, available only from the Kangaroo Hoppet Race Office in Mount Beauty, is a joint promotional activity involving the Hoppet and six partner vineyards. The Hoppet Dozen provides skiers with a unique chance to sample showcase wines from six different winemakers, while also providing an additional income stream for the Hoppet. The aim is to increase awareness of the local wines and to encourage skiers and their friends to visit the cellar doors and sample the full range of wines on offer, either on this trip, or in the future.

10.0 Results

42km Freestyle Kangaroo Hoppet

Men

1	Matt GELSO	1:53:23	USA
2	Phillip BELLINGHAM	1:54:20	AUS
3	Nick MONTGOMERY	1:54:57	AUS
4	Ben SIM	1:58:56	AUS
5	Damon MORTON	2:00:26	AUS
6	Jackson BURSILL	2:01:21	AUS
7	Cameron Morton	2:02:23	AUS
8	Mark POLLOCK	2:04:37	AUS
9	Daniel WALKER	2:04:46	AUS
10	Vahur TEPPAN	2:05:46	EST

Women

1	Deedra IRWIN	2:08:15	USA
2	Mary ROSE	2:08:16	USA
3	Aimee WATSON	2:20:33	AUS
4	Brooke DARLINGTON	2:23:01	CAN
5	Kat PAUL	2:26:04	AUS
6	Esther Bottomley	2:28:08	AUS
7	Sarah SLATTERY	2:31:24	AUS
8	Chloe McCONVILLE	2:35:51	AUS
9	Ellie PHILLIPS	2:38:03	AUS
10	Kayla BILLET	2:38:10	USA

21km Freestyle Australian Birkebeiner

Men

1	Liam BURTON	58:40	AUS
2	Seve DE CAMPO	1:02:42	AUS
3	Jarrah FORRER	1:03:27	AUS
4	Nick BLACKWELL	1:03:54	AUS
5	Abe WRIGHT	1:05:15	AUS

1	Ella JACKSON	1:08:24	AUS
2	Darcie MORTON	1:08:48	AUS
3	Stella AJANI	1:11:05	AUS
4	Lilly BOLAND	1:11:34	AUS
5	Sabrina HOWELL	1:16:47	AUS

7km Freestyle Joey Hoppet

Men

1	Bentley WALKER-BROOSE	18:18	AUS
2	Campbell WRIGHT	18:21	NZL
3	William MIDDLEMISS	18:25	AUS
4	Tim COOKE	18:52	AUS
5	Louis JONES	19:02	NZL

1	Maysen DUFFY	20:16	AUS
2	Brianna OLDIS	20:26	AUS
3	Hayley ADAMS	20::55	AUS
4	Lily MURNANE	22:03	AUS
5	Lola TIMEWELL	22:17	AUS

Full results are available via www.hoppet.com.au

11.0 The Future

The Kangaroo Hoppet is a wonderful event that brings together a broad spectrum of people from around the world to participate in a truly unique experience.

From entrants who are challenging themselves for an elite result to those who are participating in a healthy lifestyle sport, all of the people involved in the event are inspired by the magnificent Bogong High Plains and the hospitality and enjoyment of Falls Creek Village.

The uniqueness of the event provides some amazing opportunities that are being explored by the Organising Committee:

1. The Kangaroo Hoppet becomes the opening event of the FIS Worldloppet Cup in 2017. The FIS Worldloppet Cup is the peak series of international cross country ski marathon competition. While no Marathon Cup event has ever been held outside Europe and North America, as a member of Worldloppet the Kangaroo Hoppet is strategically well placed to host a round of the series. Negotiations with FIS and Worldloppet, together with securing financial support to stage such an event are the big challenges facing future Kangaroo Hoppet organisers if this goal is to be achieved.
2. Improved start/finish area and facilities as a result of planned development by Falls Creek Resort Management's for altitude training facilities at the resort. Of special interest to the Hoppet are the developments proposed for the Nordic Bowl area including an oval and extended building facilities including toilets. Such developments would not only support the Marathon Cup project but provide Falls Creek with a world class stadium area for hosting state national and international cross country ski events.
3. The opportunity to build international participation through joint marketing activities in the northern hemisphere with the Merino Muster, a New Zealand long distance ski race that has been assessed this year for Associate Membership of Worldloppet by highlighting the opportunity to participate in two Worldloppet events in one trip.

12.0 Key Personnel

PERSON	ROLE
Allan Marsland	Chair, Board
Len Lammin	Board Member
Bill Little	Board Member
Ronice Goebel	Board Member
Matthew Charles-Jones	Board Member
Helen L’Huillier	Race Secretary
Ben Derrick	Race Director
Bob Flower	Chair, Organising Committee
Kevin Cosgriff	Chief of Course
Rob Boland	Chief of Stadium
Alice Hamilton	Presentation Director
Graeme Bottomley	Social Media Manager
Jenny Farrington	Chief of Start
Trisha Cross	Race Office Manager
Bruce Howie	Race Day Communications Director