



**Backpacker Operators
Alliance of Victoria**

THE UNITED VOICE OF BACKPACKER OPERATORS

VICTORIA – A BACKPACKER'S DESTINATION

Backpacker tourism is a significant industry in Victoria representing 17% of all international visitors to the State.

On a national level Australia received 559,000 international backpacker visitors for the year ending December 2008, accounting for 40.8 million visitor nights. The average length of stay for backpackers to Australia was 72.9 nights.

251,000 backpacker tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2008, accounting for 5.9 million nights. With an average length of stay of 23.6 nights.

In 2008, approximately 174,000 international visitors to Victoria stayed overnight in a backpacker/hostel in Victoria. In this year backpackers accounted for 2.0 million nights in backpacker/hostel accommodation in Victoria.

Since 1999, international visitors who stayed overnight in backpacker accommodation or a hostel in Victoria have grown at an average annual rate of 5.0% however declined over the last year by 2.7%.

International backpacker visitors to Australia have grown at an average annual rate of 3.6% since 1999. Whilst international visitor nights also increased at 5.0% per annum over this period.

During the same period Victoria received 89,000 domestic overnight backpackers.

THE BACKPACKER OPERATOR'S UNITED VOICE

The Backpacker Operators Alliance of Victoria (BOAV) is the peak body for backpacker operators in Victoria. BOAV supports the continued development of the industry in Victoria and represents the interests of all backpacker businesses.

Additionally, BOAV operates as a source of information and authority on backpacker tourism, and provides business development opportunities to the industry.

BOAV is committed to establishing benchmarks for industry quality that will lead to improved

services and experiences for backpackers as well as improved efficiencies for members. Equally, BOAV is committed to enhancing the State's reputation as a competitive, quality driven backpacker destination.

STRATEGIC ALLIANCE

BOAV membership services are supported by the Victorian Employers' Chamber of Commerce and Industry (VECCI), Australia's largest and most influential Chamber of Commerce.

VECCI is an independent, not-for-profit, non-government body with significant influence at all levels of government. As a true partner to the tourism industry VECCI provides BOAV with management, policy, and training support, and a powerful lobbying voice on behalf of its members.

BOAV ACTIVITIES AND ACHIEVEMENTS

As the peak industry body, BOAV leads a range of business development and networking activities for members and non-members. Each year, BOAV hosts industry functions and information sessions which address relevant industry issues and bring together members and industry stakeholders.

In addition to business development activities, BOAV actively represents the industry through advocacy on key issues including:

- working holiday maker visas
- accessible and inclusive tourism
- bedbugs
- liquor licensing
- PPCA regulations
- topical issues as they arise (such as swine flu in 2009)
- sustainability and improved business practices. BOAV in conjunction with VECCI's sustainability initiative Grow Me The Money provides members with simple resource reducing tools and advice to enhance environmental business practices.

BOAV MEMBER BENEFITS AND SERVICES

BOAV is committed to assisting its members with their 'bottom line' through advocacy and representation, industry development and business services. BOAV members benefit from a range of tailored networking opportunities, preferred supplier status, priority sponsorship opportunities, briefings and forums and VECCI business support services at member rates. Some benefits of membership include:

- Development of policy, advocacy and representation activities that support backpacker businesses and assist with growing the sector
- Invitations to meetings and industry events, including social networking functions like Christmas in July
- Monthly specialist e-newsletter which includes industry feedback and information
- Access to fact sheets designed to help backpacker businesses stay in business
- Regular email updates on critical issues
- Priority sponsorship opportunities
- BOAV website dedicated to keeping members and the industry informed
- Participation in policy task groups
- Business representation on government and industry consultative boards, committees etc.

MEMBERSHIP FEES

Membership costs \$295 inc GST per year and you can join at any time. If your business is located outside metropolitan Melbourne membership costs \$195 per year inc GST.

Please contact BOAV to discuss your interest in being involved.

FOR MORE INFORMATION PLEASE CONTACT:

BOAV
486 ALBERT STREET,
EAST MELBOURNE, VIC 3002
Phone: **03 8662 5145**
FAX: **03 8662 5462**
Email: info@boav.com.au
WEB: www.boav.com.au

NAME: (PLEASE PRINT)

POSITION:

SIGNATURE:

DATE:

I/we seek admission as a member of the Backpacker Operators Alliance of Victoria.

Name of company:

ABN:

ACN:

Registered Business Trading Name:

Postal address:

City:

State:

Postcode:

Business street address:

City:

State:

Postcode:

Tel:

Fax:

Email:

Website:

Contacts in your organisation

Full name:

Position:

Email:

Direct tel:

Mobile:

If you would like to nominate an alternative BOAV contact in your organisation please provide details

Full name:

Position:

Email:

Direct tel:

Mobile:

Please tell us about your organisation

1. Type of business: (e.g industry body, visitors bureau, attraction, accommodation)

2. Main products/services: (e.g equipment hire, information)

3. Current employment: (FTE)

4. Average yearly turnover:

5. \$ Value of assets under management/ownership:

6. Value of taxes and charges paid each year:

7. Number of local suppliers used each year:

8. How did you hear about BOAV:

Please tell us about your interests

Free BOAV news and information delivery service

Policy, advocacy and representation

Networking

Business events, training and seminars

Other (please list)

Please indicate any specific issues relating to policy and advocacy that you would like to see addressed by BOAV

Please enclose payment with your application (Please retain as your tax invoice)

Annual membership fee \$ (including GST)

Enclosed is a cheque or money order made out to Victorian Employers' Chamber Of Commerce and Industry.

Cheque number:

I have made an EFT payment
VECCI Imprest account,
ANZ Royal Branch, 293 Collins Street, Melbourne.
BSB Number: 013 128 Account Number: 3041 13004

Please debit my credit card:

Visa

Mastercard

Amex

Card no:

Expiry:

Cardholders name:

Cardholder's signature:

Backpacker Operators Alliance of Victoria, 486 Albert Street,
East Melbourne, Victoria 3002 ACN 37650959904
