



Backpacker Operators  
Alliance of Victoria

▶ **BOAV  
UPDATE**

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**In this issue:**

[WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER!](#)

[BOAV TOURISM WORKSHOP – HALLS GAP – 28 APRIL](#)

[VICTORIA TOURISM WEEK](#)

[HMAA PRESENTS THE 2010 ACCOMMODATION FORUM](#)

[BOAV INDUSTRY AND BUSINESS FACTSHEETS](#)

[IMPORTANT INFORMATION REGARDING RESTRICTIONS TO ANZAC DAY TRADING](#)

[SAFARI PETE'S TWIN BROTHER HITS NORTHLAND](#)

[\\$8000 LYNETTE BERGIN TOURISM FELLOWSHIP - A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS](#)

[EXPERIENCING DELAYS IN LIQUOR LICENSING APPLICATIONS](#)

[STUDENT SUMMIT 2010](#)

[THE VICTORIAN ACCOMMODATION AWARDS FOR EXCELLENCE PROGRAM HAS BEEN CANCELLED](#)

[2010 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS](#)

[BOAV STAFF MEMBER PROFILE](#)

[LATEST IN RESEARCH](#)

[UPCOMING EVENTS](#)

**WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER!**

Firstly, a belated Happy Easter to you and I trust you had a safe, enjoyable and successful Easter long weekend. Brendan Mullens has joined VECCI Tourism and Events. Brendan has taken on the role of Trainee Administration Officer and will work closely with the Hotel, Motel and Accommodation Association (HMAA) and the Backpacker Operators Alliance of Victoria (BOAV). We would like to welcome Brendan to the team!

It has been another busy month – March started with a bang, with the Labour Day weekend storm, and ended with a bang, with the Australian Grand Prix, the start of the AFL home and away season and the International Flower and Garden Show, all coinciding in the last weekend of the month.

We're gearing up for our regional workshop and also our Accommodation Forum in May that will be held at the new Constellation Property, Chifley Doveton.

Read on to see all the upcoming events including the inaugural Victoria Tourism Week though, that is coming up as well as the latest research and news from our accommodation industry.

Happy reading!

**Anita Donnelly**  
Executive Officer

**BOAV TOURISM WORKSHOP – HALLS GAP – 28 APRIL**

The Backpacker Operators Alliance of Victoria and Tourism Victoria invite you to attend the upcoming Workshop to be held in Halls Gap on Wednesday 28 April. This is a networking and professional development event for all Victorian tourism operators and managers.

Come along, learn about our backpacking industry and trends from experts, see what's happening in your tourism sector and take part! The whole BOAV Board will be travelling up to the Grampians thanks to George's Bunyip bus and we've secured a great range of guest speakers including Joel Thorsen from Bliss Media, Jeff Jarvis who'll present findings from the Mildura Working Holiday Maker study and Kylie Schurmann from Grampians Tourism.

Also if you're located in or around Ballarat we're all dropping in to Pipers By The Lake for morning tea on the 28th at 9.15am – to join us for coffee email Brendan at BOAV on [bmullens@vecci.org.au](mailto:bmullens@vecci.org.au) before Friday 23 April.

Please see attached invitation for more information.



## VICTORIA TOURISM WEEK

The Victoria Tourism Industry Council (VTIC) in conjunction with BOAV is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010. A new partnership arrangement with Destination Melbourne Limited will see the coordination of the Week.



Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community. This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry.

An extensive range of activities are being planned for the week including the BOAV & HMAA Tourism Industry *Amazing Race* across Melbourne. Victoria Tourism Week is an opportunity to run your own events and participate in industry-wide activities, for example, hosting a booth at the Melbourne Tourism Industry Exchange, running a VIC BBQ, hosting a Tourism Excellence workshop or planning your own local event.

If your organisation is interested in building an event that will support Victoria Tourism Week or supporting planned events, please call or email Anita Donnelly at VTIC/BOAV on 03 8662 5170, [adonnelly@vecci.org.au](mailto:adonnelly@vecci.org.au) or Renee Ashcroft at Destination Melbourne on 03 9869 2444, [renee@destinationmelbourne.com.au](mailto:renee@destinationmelbourne.com.au)

## HMAA PRESENTS THE 2010 ACCOMMODATION FORUM

The Hotel, Motel and Accommodation Association of Victoria invites you to attend the annual Accommodation Forum. To be held at the Chifley Doveton on Wednesday 26 May.

A panel of experts will present on various topics including the new industry award and technological advances in the industry. There will be a tour of the new Chifley Doveton property, as an example of a 'best practice' model for industry standards. There will also be a fantastic opportunity to network with colleagues while enjoying drinks and canapés after the presentations.

Further information on this event will be made available on the website shortly [www.hmaavictoria.com.au](http://www.hmaavictoria.com.au)

## BOAV INDUSTRY AND BUSINESS FACTSHEETS

BOAV has developed a number of handy business resources designed to help members stay up-to-date. Just two of the many factsheets have been written are highlighted below, however more can be downloaded [here](#).

### ***Top 15 Things Backpackers Can Do To Be Green***

As an industry, we need to take advantage of the unique opportunity that we have to communicate environmentally responsible travel to the thousands of travellers who visit us from across the globe each year. Learn practical advice on how you can educate your guests on reducing their environmental impact. [Click here](#) to view this fact sheet.

### ***10 Reasons Why Websites Fail***

There is no new business paradigm that defines how to succeed in the web environment. However, there are some fundamental mistakes made by businesses in setting up a web presence. Download this fact sheet to find out how to make your website work for you and your business effectively. [Click here](#) to view this fact sheet.

## NEW TOURISM CAMPAIGN TO CAPITALISE ON RETURN OF CONSUMER CONFIDENCE

Tourism Australia's new campaign has been launched: *There's Nothing like Australia*. It offers the promise of longevity and flexibility across markets, segments and cultures. Hopefully this will evolve to meet the needs of the tourism industry and with any luck the Australian community will embrace it. Let's see if we get Victoria featured given TA's research shows "Aussies want to help promote Australia to people overseas". The new campaign is being developed in two phases. The first phase invites Australians to share their personal stories of where they live and holiday in Australia, to show the world why they should visit. From 15 April to 12 May 2010 Australians will have the chance to upload why they think there's nothing like Australia with a photo onto [www.nothinglikeaustralia.com](http://www.nothinglikeaustralia.com).

The second phase of the campaign will be announced in May 2010. TA will use all the entries to create an interactive map of Australia, made up of all the things Australians think are special about their country. It will be searchable by experience type, location, and by 1000 keywords. That map will be housed on [www.australia.com](http://www.australia.com) and [www.nothinglikeaustralia.com](http://www.nothinglikeaustralia.com).

Once the site is ready to go live to the world in late May 2010, TA will launch it internationally. It will be launched along with the *There's nothing like Australia* video piece suitable for broadcast in cinemas, television and online. Tourism Australia will also choose a number of the best entries from Australians, in phase one of the campaign, to be used in online and print advertising globally.

Minister Ferguson said: "The laconic Australian style holds great appeal for our international visitors. Australians travelling domestically know a lot about this big country so it makes sense to engage them directly in the campaign to promote Australia internationally". [Learn More...](#)

## IMPORTANT INFORMATION REGARDING RESTRICTIONS TO ANZAC DAY TRADING

The Victorian Government has introduced restrictions on trading by licensed premises on the morning of ANZAC Day.

Under the new legislation, most licensed venues currently trading between 3am and 12 noon will no longer be authorised to do so.

There are some exceptions to this restriction including:

- RSL clubs and sub-branches;
- wineries;
- residents and guests of residents in licensed premises as well as guests of licensees;
- liquor supplied by airlines aboard aircraft or by duty free retailers; and
- pre-retail licences.

Applications for temporary limited licences and major event licences will still be considered if the Director of Liquor Licensing is satisfied the supply of alcohol is in conjunction with ANZAC Day commemoration activities and consistent with the solemn observance of the day.

Any temporary limited or major event licences that have already been granted for ANZAC Day 2010 will remain in effect.

## \$8000 LYNETTE BERGIN TOURISM FELLOWSHIP – A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS

Is there a project that you have put on the backburner on account of insufficient funds and resources? The annual Lynette Bergin Tourism Fellowship could help bring that idea to fruition.

The Fellowship will offer up to **\$8000** to the applicant and a further **\$1000** to the applicant's employer to support a project which meets the selection criteria. The focus of the project is not limited to a specific market or area of expertise and we welcome suitable candidates to enter their submissions for the award.

The award is open to young people as well as new entrants to the tourism industry. In honour of Lynette Bergin, the award seeks to perpetuate the skills and contribution Lynette made to the industry and celebrate the support she offered many of the industry's new recruits.

Applications Close **Monday 9 August 2010**. For more information [click here](#), or contact Tamara Ristevski on 03 8662 5429 or email [tamara@tourismalliance.com.au](mailto:tamara@tourismalliance.com.au)

## EXPERIENCING DELAYS IN LIQUOR LICENSING APPLICATIONS?

VECCI and BOAV continue to advocate on behalf of members in relation to the ongoing delays experienced in liquor licensing applications. In addition to concerns over increased costs associated with the new risk-based liquor licensing

fees, member feedback indicates that there are significant delays occurring in the processing of applications, together with other related issues.

Thank you to all the members and stakeholders who have provided feedback in relation to this. We are gathering valuable evidence that is proving vital in our advocacy efforts. If any, additional members and stakeholders would like to provide information on your own experience, please contact Jodie Wickham on [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au) or phone 03 8662 5337.

## **STUDENT SUMMIT 2010**

On Wednesday 24 March, Tourism Alliance in association with BOAV, HMAA, VEIC and VTIC hosted the 2010 Student Summit. Held at Melbourne Park Function Centre, 600 tourism and events students, lecturers and industry professionals came together to gain invaluable tips about the tourism and events industries and obtain a greater understanding of the paths they can take within these industries.

The morning began with a speech from the Hon. Tim Holding MP, Minister for Tourism and Major Events, who officially opened the 2010 Student Summit. Delegates were then inspired by Tim Cope and the story of his three and a half year trek across Mongolia and the Middle East on horseback. They then heard from two very different speakers, Scott Pape the 'Barefoot Investor' and Ben Angel a networking guru.

During the lunch break, students were able to test out Ben's networking tips as they spoke with presenters and other industry professionals. Local band 'Smitten' performed during the break and the Red Bull Wings girls turned up to provide students with a little afternoon buzz!

After lunch students got involved in an interactive panel session. Five young industry professionals told of their journeys into the industry before opening the floor to a question and answer session. This was followed by informative and entertaining presentations from Dana Ronan, Director of **bothfeet** walking tours and Peter Jones of Peter Jones Special Events, and Chair of the Victoria Events Industry Council (VEIC).

## **THE VICTORIAN ACCOMMODATION AWARDS FOR EXCELLENCE PROGRAM HAS BEEN CANCELLED**

Due to a lack of industry support for the 2010 Awards, the HMAA Victorian Management Team has made the executive decision to cancel this year's Victorian Awards.

We will review these Awards to see what changes can be made for future years; however we would love Victoria to be represented at the 2010 National Awards and strongly encourage you to enter their Awards directly.

Information on the National Awards submission process will be available shortly via their website [www.hmaa.com.au](http://www.hmaa.com.au).

## **2010 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS**

VECCI Tourism and Events will once again be delivering on behalf of Tourism Victoria the 2010 Victorian Tourism Awards preparatory workshops. The workshops have been designed for all entrants to this year's awards and will provide a valuable step-by-step guide to completing the submission, including templates, helpful tips and important dates.

A judge and a mentor will attend the workshop to offer advice and to answer questions about submission writing and the application process. All entrants in this year's Awards are encouraged to attend. Please note that attendance at a workshop is a requirement for those entrants wishing to participate in this year's Mentor Program.

For information on upcoming workshops go to [www.tourismalliance.com.au](http://www.tourismalliance.com.au).

## **FREE ENTRY TO VICTORIA'S HEALTHY PARKS WILL HELP MAKE VICTORIANS HEALTHIER PEOPLE**

Entry to all of Victoria's national parks and metropolitan parks will be made free of charge to encourage people to get active in the great outdoors, Premier John Brumby recently announced.

Opening the international *Healthy Parks Healthy People* Congress at the Melbourne Convention and Exhibition Centre, Mr Brumby said the health benefits for people getting out and exploring the natural world far outweighed the benefits of collecting entry fees from parks.

The parks for which park entry fees will no longer be collected, as of July 1, 2010 are:

- Wilsons Promontory National Park (NP) (collected all year)
- Mount Buffalo NP (collected all year)
- Baw Baw NP (collected snow season only)
- Mornington Peninsula NP (collected summer only)
- Yarra Ranges NP - Mt Donna Buang (collected snow season only)
- Point Nepean NP (collected all year)

- Werribee Park (collected all year)
- Coolart (collected all year)
- National Rhododendron Gardens (collected all year)
- William Ricketts Sanctuary (collected all year)

For information call Parks Victoria on 131 963 or go to [www.parkweb.vic.gov.au](http://www.parkweb.vic.gov.au)

## BOAV STAFF MEMBER PROFILE



**Name:** Edwina (Ed) Gillespie

**Role at BOAV:** Events Coordinator

**Place of birth:** Victoria...more specifically Frankston!

**Zodiac sign:** Aries

**Favourite holiday destination:** Canada...BC especially

**Dream holiday destination you've not yet travelled to:** South America or Alaska

**A location you'd never go back to:** Bangkok...it wasn't that bad but the only place I've been that I didn't love.

**Favourite movie:** I'm a bit of an eclectic movie fan...I love the girly classics like the Notebook and Love Actually, but I'm also a big fan of Lock Stock and Two Smoking Barrels and The Shaw Shank Redemption and of course the eighties classics.... 'Bueller...Bueller'. Oh and being a snow loving nut bring on Warren Miller films and the classic 80's ski movie 'Hot Dog'!

**Most prized personal possession:** My photos and travel journals

**When I was a child I wanted to be...**loads of things, I can't remember way back when but in my early teens I wanted to be an architect, a lawyer, an environmentalist....rich

**If you could have 3 people to dinner who would they be and what would you cook?**

For a start I wouldn't cook, although I'm not a bad cook, my culinary genius really doesn't extend to entertaining special guests so I'd have to enlist the services of someone who could cook – my Nan – so it would be delicious Indian cuisine.

If I can be cheeky and put down two scenarios:

- Three of the most powerful leaders of the free world – (without getting all environmental on you) it's so I could talk some sense into them about the future of the planet....
- My Grandpa (who passed away when I was little), my partner's father who also passed away before I could meet him and my partner Cam...cause I'm thinking he'd like to see his dad again!

## LATEST IN RESEARCH

### DOMESTIC TOURISM SHOWS SIGNS OF IMPROVEMENT

The Minister for Tourism, Martin Ferguson AM MP, says the results of Tourism Research Australia's *National Visitor Survey* shows improvement in domestic tourism in the December quarter despite the economic difficulties of 2009 affecting domestic travel in Australia last year.

Domestic visitor nights for the December quarter 2009 were unchanged year-on-year and expenditure was up two per cent.

Overnight trips for the December 2009 quarter were down 2.2 per cent year-on-year. The decline was less than for the previous three quarters reflecting a recovery in consumer confidence throughout the year.

Domestic day visitor expenditure in 2009 was at its highest in ten years. While the use of hotel and resort accommodation was down seven per cent, the use of rented accommodation was up seven per cent and caravan and camping ground accommodation increased by five per cent.

## SURVEY OF TOURIST ACCOMMODATION, DECEMBER QUARTER 2009

The December 2009 quarter results for tourist accommodation revenue show signs of recovery from the global economic slowdown.

The number of people employed by Victorian Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more (HMSA) increased by 0.1 per cent people over the period, Victoria out performed the national average, New South Wales and Queensland.

Declines were also experienced for room occupancy rates (-0.6 per cent pts), although takings were up slightly (+0.4 per cent) signalling a slow recovery in the sector.

Victoria experienced growth in the number of establishments (+19) and rooms (+1,580) available in the December 2009 quarter when compared to the December 2008 quarter.

<b>Hotels, Motels &amp; Serviced Apartments: 15+ Rooms</b>	<b>Victoria</b>	<b>NSW</b>	<b>Queensland</b>	<b>Australia</b>
<b>Establishments</b>	<b>819</b>	1,425	1,142	4,310
Change December quarter 2008-09	<b>+19</b>	-7	+11	+83
<b>Rooms Available</b>	<b>40,246</b>	71,245	61,663	226,434
Change December quarter 2008-09	<b>+1,580</b>	+256	+142	+8,115
<b>Room Nights Occupied (000's)</b>	2,350.7	<b>4,284.7</b>	3,622.3	13,343.1
Change December quarter 2008-09	+2.7%	<b>+4.1%</b>	-2.2%	+0.5%
<b>Occupancy Rates (%)</b>	64.8	<b>66.5</b>	63.9	64.7
Change December quarter 2008-09	<b>-0.6% pts</b>	<b>+2.6% pts</b>	-1.6% pts	-0.4% pts
<b>Takings (\$000s)</b>	\$365,595	<b>\$667,881</b>	\$538,195	\$2,030,540
Change December quarter 2008-09	+0.4%	<b>+2.9%</b>	-3.2%	-0.7%
<b>Employment</b>	<b>21,883</b>	31,196	30,142	110,936
Change December quarter 2008-09	<b>+0.1%</b>	-5.3%	-2.8%	-2.6%

Victoria recorded growth in occupancy rates (+0.9pts) for the December quarter for Hotels, Motels, & Serviced Apartments of 5-14 rooms. Employment (-5.2 per cent), takings (-4.8 per cent) and room nights occupied (-5.1 per cent) all decreased with Victoria underperforming when compared to NSW, Queensland and the national average.

<b>Hotels, Motels &amp; Serviced Apartments: 5-14 Rooms</b>	<b>Victoria</b>	<b>NSW</b>	<b>Queensland</b>	<b>Australia</b>
<b>Establishments</b>	419	587	<b>412</b>	1813
Change December quarter 2008-09	<b>-30</b>	-16	-1	-73
<b>Rooms Available</b>	4,107	5,830	<b>4,100</b>	17,586
Change December quarter 2008-09	<b>-262</b>	-140	35	-581
<b>Room Nights Occupied (000's)</b>	165.2	<b>247.3</b>	198.3	749.4
Change December quarter 2008-09	<b>-5.1%</b>	<b>+1.5%</b>	-3.1%	-3.9%
<b>Occupancy Rates (%)</b>	44.4	<b>47.1</b>	53.0	47.0
Change December quarter 2008-09	+0.9% pts	<b>+1.8% pts</b>	-2.0% pts	-0.2% pts
<b>Takings (\$000s)</b>	\$17,284	<b>\$26,294</b>	\$20,025	\$80,015
Change December quarter 2008-09	<b>-4.8%</b>	<b>+8.3%</b>	+1.9%	-0.7%
<b>Employment</b>	2,404	2,865	<b>2,083</b>	10,667
Change December quarter 2008-09	<b>-5.2%</b>	-2.5%	<b>+2.9%</b>	-4.7%

Further detail including results for Melbourne and Regional Victoria will be made available when data is released shortly.

### UPCOMING EVENTS

#### **BACKPACKER & YOUTH INDUSTRY CONFERENCE** Tuesday 20 April, 2010 – Grand Chancellor Hotel, Hobart

Make sure you are not left behind! Registrations are still available for the Backpacker & Youth Industry Conference, to register [click here](#).

We are moving forward and putting the past twelve months behind us and planning how to prosper as the global economy recovers. Industry representatives from all over Australia will gather to hear about topics including business diversification, global youth and backpacker insights and social media. You will also have the opportunity to participate in interactive break-out sessions where we will discuss sector-specific issues, challenges and solutions that will help shape a sustainable future for our industry.

For more information on the famil and to register please [click here](#). For further information please contact Jessica Quinlan, on 02 8262 5520 or [Jessica.quinlan@atec.net.au](mailto:Jessica.quinlan@atec.net.au)

## **2010 VICTORIAN TOURISM CONFERENCE - [PROGRAM NOW AVAILABLE](#)**

Progress is impossible without change, and those who cannot change their minds cannot change anything, *George Bernard Shaw (Author)*. At the start of a new decade the 2010 Victorian Tourism Conference is empowering visitors to the heart of a destination, defining who tomorrows tourist's are, Brand Australia: where are we headed?, effective intercultural customer service and the importance your community plays on the success of tourism.

The conference continues to be one of the premier events on the Victorian tourism industry's calendar bringing together tourism industry representatives from all parts of the state. Throughout the course of the two days you will hear presentations from a range of tourism experts, business innovators, researchers and industry leaders.

### **Speaker Profile: Prof Ian Yeoman Associate Professor of Tourism Futures at Victoria University of Wellington, New Zealand** **Tomorrow's Tourist**

Prof Ian Yeoman's presentation will include an extract from Ian Yeoman's forthcoming book, 'World Tourism 2050' which will be published by Channelview in 2010 and draw's upon 'The Foundation for Research in Science and Technology research project 'Scenarios for New Zealand Tourism in 2050' and EU funded scenarios about the 'Future of Tourism in the Netherlands' which Ian is heavily involved in. Ian is an Associate Professor of Tourism Futures at Victoria University of Wellington and has written extensively about tourism futures around the world. He was previously the Scenario Planner at VisitScotland and has a PhD in Management Science from Edinburgh Napier University.



[Click here](#) to download Conference Program and Registration Form.

## **2010 AUSTRALIAN REGIONAL TOURISM CONVENTION – YARRA VALLEY THIS AUGUST**

Each year the Australian Regional Tourism Network (ARTN), in association with its partners, initiates a gathering of industry professionals and policy makers to discuss the latest research and industry trends and their impact and application on the future of regional tourism.

The Australian Regional Tourism Convention, now in its tenth year, is the only opportunity for grass roots, regional practitioners to discuss and debate with policy makers.

This year's Convention will be held 16 to 20 August in the Yarra Valley and Dandenongs region of Victoria. The theme of the Convention is 'Australia's Regions – Ready, Resilient and Robust' and will attract delegates from all states and territories and all sectors of the industry.

Registration information can be found online at [www.regionaltourism.com.au](http://www.regionaltourism.com.au) or by phoning 02 6620 3785.

### **Other important dates:**

- 16 June - VTIC Forum – Integrated Visitor Transport
- 6-11 September – Victoria Tourism Week including a VTIC-VEIC Forum – Sports Tourism and the BOAV and HMAA *Amazing Race*
- 24 November – VTIC Forum