



Backpacker Operators  
Alliance of Victoria

▶ **BOAV  
UPDATE**

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

The BOAV team has been extremely busy preparing for the inaugural Victoria Tourism Week, which is now only a couple of weeks away. Registrations for the BOAV-hosted *Tourism Industry Amazing Race* are coming in quickly so make sure you don't miss out! There are terrific prizes on offer for participants.

Also on offer is the opportunity to learn tips and tricks for meeting the needs of the Chinese and Indian markets, and the opportunity to hear about Tourism Victoria's Workforce Development Strategy and workplace relations issues from an expert at a free seminar to be held at Victoria University on Friday 3 September – a week before the great *Race*! An invite will shortly follow for all BOAV members to attend this event.

If you would like to share your news or events with other BOAV members, please email us the details and we'll make sure it appears right here in this newsletter.

Until next time, enjoy the read...

**Anita Donnelly**  
Executive Officer



## REGISTRATIONS NOW OPEN FOR 2010 VICTORIA TOURISM WEEK EVENTS!

**Don't miss the opportunity to see AFL's Andrew Demetriou and VRC's Dale Monteith present at this Septembers VTIC Forum– Wednesday 8 September**



As part of the inaugural Victoria Tourism Week, the MCG will play host to a Forum on Sports Tourism. Special guest speakers, **AFL CEO Andrew Demetriou**, **VRC CEO Dale Monteith** and **Bicycle Victoria's Garry Brennan**, will showcase the importance and value of sports tourism to our city and state, through their respective sports. An interactive Q & A session will follow before networking canapés and wine tastings, from some of Victoria's finest wineries. Delegates will also enjoy complimentary entry into the National Sports Museum from 3pm prior to the Forum.

Register now and enter the draw to win a scenic flight in a Tiger Moth plane, complete with mild aerobatics, from Vintage Tigermoth Joyflights, or the opportunity for two to snorkel and swim with the dolphins and seals in Port Phillip Marine Park, courtesy of the crew at Sea All Dolphin Swims!

### ***The Tourism Industry Amazing Race –Friday 10 September, 2pm to 5pm, followed by networking drinks***



The Backpacker Operators Alliance of Victoria (BOAV), together with the Hotel, Motel and Accommodation Association (HMAA), present *The Tourism Industry Amazing Race*. Teams will race throughout Melbourne's CBD completing a series of challenges and activities. Get ready for a battle of the industry as sectors, regions and businesses vie to become the most successful team to cross the finish line and win some fantastic prizes! There will also be a prize for the best costume so start designing your outfits.

Don't miss out on this 'amazing' opportunity, see attached to register now. Registrations for this event close on Friday 27 August.



### **Visitor Information Centre BBQs**

Explore your own backyard and visit one of over 20 Visitor Information Centre BBQs to be held across the state on Saturday 11 September.

More information on the above events will be available on [www.victoriatourismweek.com.au](http://www.victoriatourismweek.com.au).

## HABITAT HQ 1ST BIRTHDAY CELEBRATIONS



You are invited to experience our habitat for a night of celebration. As part of the Victoria Tourism Week festivities we welcome the industry, volunteers and regional visitors to a night of networking and fun. Enjoy our hospitality with free beer, wine, bubbly and nibbles. Habitat HQ is also providing some limited free accommodation for regional and interstate guests - please enquire at the time of RSVP.

**DATE** – Tuesday 7 September 2010, in support of Victoria Tourism Week

**CHECK OUT** – FREE city pick-ups from 5:45pm, thanks to Autopia Tours.

**RSVP** – [events@habithq.com.au](mailto:events@habithq.com.au)

**RSVP DATE** – Thursday 2 September 2010 to [events@habithq.com.au](mailto:events@habithq.com.au)

## 2010 MELBOURNE TOURISM INDUSTRY EXCHANGE – EXHIBITION SPACES NOW OPEN



Destination Melbourne is proud to present the third annual Melbourne Tourism Industry Exchange. This year the exchange is going to be bigger than ever and will form part of Victoria Tourism Week.

The Melbourne Tourism Industry Exchange provides the opportunity for the tourism sector to engage at a grassroots level to network, exchange information and share knowledge in an informal way with no speeches, seminars or lectures. Attractions, restaurants, retailers, transport companies, regional destinations and other service providers are invited to showcase their products.

Last year more almost 60 tourism businesses and regions exhibited at the exchange and its sure go grow again this year, so don't miss this valuable opportunity.

**Date:** Tuesday 7 September 2010

**Time:** 1pm to 4pm

**Where:** Medallion Club, Etihad Stadium

To book your place or to find out more information about exhibiting at this year's exchange, please contact John McGaw on 03 9869 2444 or email [john@destinationmelbourne.com.au](mailto:john@destinationmelbourne.com.au) or for further information [click here](#).

### COMMERCIAL BUNK BED HANDBOOK - We welcome your feedback!

The Commercial Bunk Bed Handbook aims to provide the necessary guidance to industry to reduce the risk of patrons being injured by the use of unsafe bunk beds in short-term rental accommodation.

This issue was highlighted in September 2008 as a result of an inquest into the 2002 death of a child in Queensland. The child died as a result of head injuries sustained when she fell from an upper bunk in a holiday rental unit that was purchased well before mandatory regulations were introduced.

Please forward any comments on the **attached** document to BOAV's Brendan Mullens: [bmullens@vecci.org.au](mailto:bmullens@vecci.org.au) by **Wednesday 18 August**.

### VICTORIA TOURISM INDUSTRY COUNCIL SURVEY – NOW OPEN

The August 2010 quarter **Victoria Tourism Industry Council (VTIC) Survey of Tourism Performance and Outlook** is now open for completion.

The VTIC Survey is an important source of up-to-date data specific to Victoria's tourism industry. The findings provide key evidence for VTIC when representing the interests of the industry to government. This is particularly important in the current economic environment. Please [click here](#) to complete the survey by **Friday 20 August 2010**.

Alternatively please copy and paste the following link into your browser:  
[http://fs16.formsite.com/vecci/VTIC\\_Survey\\_August\\_10/index.html](http://fs16.formsite.com/vecci/VTIC_Survey_August_10/index.html)

**All respondents go in the draw to WIN TWO TICKETS to your choice of one the following VECCI events; VECCI Business Leaders Lunch, Women in Business, Fast Forward Speed Networking, or HR Breakfast (up to the value of \$260). Click [here](#) for more information.**

Results of the VTIC Survey will be available on **9 September** from [www.vtic.com.au](http://www.vtic.com.au) and will also be discussed at the upcoming joint **VTIC and VEIC Forum** to be held on **8 September**, where the topic of **sports tourism** will be discussed.

For further information about the survey please contact Senior Policy Adviser, Jodie Wickham, on 03 8662 5337 or [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au)

### BACKPACKER OFFERS GET ON-OFF PACKAGES

Greyhound Australia has joined with Base to offer hop-on, hop-off coach travel and accommodation in selected hostels around the country. Packages from Sydney or Melbourne to Cairns include 10 nights' accommodation in Base Hostels located along the east coast, with passengers able to start their journey in any of the three cities.

The 3000 and 10,000 km packages allow passengers to travel anywhere on the Greyhound Australia network within 365 days. Greyhound CEO Robert Thomas said the Greyhound Travel Base Packages were the result of discussions at the Australian Tourism Exchange in June.

Mr Thomas said, "In addition, passengers can exchange kilometres for any of the 250-plus Greyhound Adventures tours and experiences such as camping on Fraser Island, sailing on the Great Barrier Reef or surf camps in Byron Bay."

## THE GREENHOUSE BACKPACKERS HOSTS 10<sup>TH</sup> ANNIVERSARY PARTY



BOAV member, the Greenhouse Backpackers, an award-winning hostel located in the heart of Melbourne, celebrated its 10<sup>th</sup> birthday on Wednesday 21 July 2010.

Hosted at Nectar Lounge bar on Flinders Lane, the milestone was shared with employees (both past and present), tour and accommodation operators, close industry representatives and clients.

Greenhouse General Manager, Steve Gaff, noted, "I'm very proud of what the Greenhouse Backpackers has accomplished. The 10th anniversary party was a special evening and it allowed us to thank all of the many people that have contributed to the success of the Greenhouse. We couldn't have done it without the

trust, respect and support of the entire backpacker community both locally and nationally. It shows that successful businesses are dependent on fruitful relationships and partnerships."

The Greenhouse Backpackers look forward to continued success in the future and will carry on accommodating and providing exceptional customer service to travellers from all corners of the globe.

## CHANGES TO LIQUOR LICENCE APPLICATION PROCESS

For some time now there have been ongoing concerns over the length of time taken to process liquor licence applications, which has caused significant frustration among operators. As a result of ongoing advocacy and feedback received by Responsible Alcohol Victoria, an audit has recently been undertaken of the application process.

The audit identified there are a large number of applications in the system that are incomplete when initially submitted, which require further communication and in turn adds to the processing time for all applications. As a result, the application process has now been broken down into stages that establish clear timelines and requirements.

As of July 2010, if the minimum requirements for a liquor licence application are not met, the application will be returned to the sender and any payment provided will not be accepted or processed. Once the initial application is accepted, the applicant will receive a letter acknowledging their application has progressed to the next step. In addition, an application checklist is now included in all licence forms to assist applicants to meet requirements.

While these changes are welcome and should assist in reducing delays, the principle of risk-based licensing must pervade all elements of the system. As such, we believe applications must be assessed using a triage system to identify their level of risk, with low and medium risk applications put into a fast track approval process which should be clearly structured around known approval timeframes, with publicly available performance benchmarking undertaken quarterly. For more information about the changes and to apply, visit [www.justice.vic.gov.au](http://www.justice.vic.gov.au).

## CHALLENGES AHEAD FOR AUSTRALIA IN GLOBAL TOURISM MARKET

Taleb Rifai, Secretary General of the World Tourism Organisation (UNWTO), described the challenges ahead for Australia as part of the Tourism Futures Conference in Brisbane. Mr Rifai confirmed that 2009 was the first time in 60 years that international arrivals were down by four per cent globally, with financial receipts down by six per cent. He acknowledged growth so far has been led by the public sector, with private markets taking longer to recover.

Mr Rifai discussed the particular challenges that global tourism faces on the road to recovery, including the introduction of taxes in Europe to balance national budgets, high unemployment in parts of the world, rising concern over global warming, and the widening poverty gap.

On the positive side, Mr Rifai believes Australia is lucky to have a public sector that supports tourism, as this is not the case in many other countries. The strength of links between public and private sectors presents an issue for global tourism which will ultimately determine the speed of recovery.

Mr Rifai summarised by saying that Australia is ideally positioned to take advantage of a swift recovery in the Asia Pacific area. However, this needs to take place without the loss of Australia's unique identity and with an eye on the long term goal of sustainability.

## DESTINATION MELBOURNE CALLS FOR GREATER INTEGRATION OF VISITOR TRANSPORT

Destination Melbourne has publicly released a comprehensive report that focuses on visitor mobility in Melbourne, with particular attention given to the Yarra River and opportunities for re-establishing a scheduled ferry service.

The “*Review of Integrated Visitor Transport in Melbourne*”, funded by Destination Melbourne, contains 17 key recommendations for enhancement and improvement of visitor transport in Melbourne. The recommendations are based on investigation, local and international benchmarking as well as stakeholder feedback.



The report has identified significant opportunities for improvement including:

- Consistent wayfinding and visitor information that makes Melbourne easier to navigate and understand in terms of mobility and ticketing
- Development of an integrated visitor ticket with a dedicated brand, Melbourne Explorer
- Improving connectivity between public transport, designated visitor transport services (City Circle Tram and Melbourne City Tourist Shuttle Service), walking and bicycle trails, and;
- Re-introduction of scheduled ferry services on the Yarra River.

To read the Executive Summary and full report go to [www.destinationmelbourne.com.au](http://www.destinationmelbourne.com.au).

## DOMESTIC AIR TRAFFIC INCREASES

At last the airline industry is boasting good news. Most routes throughout Australia are seeing increased passenger traffic. The country's busiest air route, between Sydney and Melbourne, has seen a sharp rise in passenger numbers. Government figures show the number of passengers carried on the route in May was 632,400, 18 per cent up on the same month last year. The route had the biggest surge in traffic of any in the country, followed by Adelaide-Brisbane and Gold Coast-Sydney.

The increase was revealed in Federal Government statistics released this week, which also showed an overall 5.3 per cent rise in Australian domestic airline passengers for the month compared with last year, and a more modest year-to-date increase of 2.1 per cent to 51.38 million. [Read more...](#)

## JETSTAR ANNOUNCES FLIGHTS FROM MELBOURNE TO QUEENSTOWN

Melbourne Airport welcomes Jetstar's announcement to expand direct access from Victoria to New Zealand's iconic South Island ski fields with a new twice-weekly service between Melbourne and Queenstown, starting from 16 December.

Melbourne Airport CEO Chris Woodruff was incredibly positive about the new trans-Tasman services. "We are proud to facilitate the expansion of Jetstar's international destinations," he said. "This is the latest in a long list of announcements the Qantas Group has made about services from Melbourne over the last few months."

## 2010 STARTING UP IN TOURISM SEMINAR



If you've just started a tourism business or you're planning to and would like to know more about who to talk to, what steps to take and how to go about it, then this workshop is for you!

Tourism Alliance Victoria, Small Business Victoria, Tourism Victoria and OAMPS Insurance Brokers have combined their expertise and resources to develop this introduction to the tourism industry for new and potential businesses. The aim is to provide you with a strategy across a range of essential business practices and improve overall business acumen planning. Workshop notes and a comprehensive resource kit, including industry publications, will be provided, as well as relevant industry contacts and network in opportunities for you to follow up.

The next workshop will be held from 6pm to 9pm on 8 September 2010. Places are limited so book early! For more information and to register go to [www.tourismalliance.com.au](http://www.tourismalliance.com.au).

## NEW BOAV MEMBER

### Port Campbell Hostel



The (reincarnated) Port Campbell Hostel officially threw open its doors for business on Sunday 8 November 2009. The new-build, 18-room facility replaced three dwellings which had, collectively, been providing backpacker accommodation for travellers to Port Campbell since the early 1980s.

Port Campbell is a small sea-side village of around 600 residents. It straddles the western end of the Great Ocean Road, 12 kilometres west of the iconic 12 Apostles, and is bordered on both its western and eastern boundaries by the Port Campbell National Park. It's an excellent Great Ocean

Road destination to haul up for the night, after seeing the sun set over the Apostles, and offers motivated travellers the chance to head back to the Apostles to capture what are normally exceptional images of the first of the sun's rays hitting the limestone stacks.

The hostel is centrally located on the north-western corner of Port Campbell's only commercial block. It sits about a two minute walk from the beach, one minute from the village's only pub, and about three minutes from the general store. And it's only 125 metres from the sole bus stop in town.

The hostel enjoys excellent northerly views into Newfield Valley, and west into Port Campbell National Park, which is literally directly across the street from the Hostel's front door.

As you would expect inside a recently constructed facility, everything in the Hostel is new. What's more, the facility offers up a few quirky features that reflect the personality of its owners: the Port Campbell Surf Life Saving Club. It's believed the relationship between the Hostel and its owner is unique to Australia and, possibly, the world. Each dollar of 'profit' the Hostel makes is channelled straight back to the PCSLSC, to help them continue to provide the capacity to respond to coastal emergencies along what can be an incredibly rough but always beautiful 60 kilometre stretch of what is called the Shipwreck Coast.

The hostel offers the normal breadth of accommodation options – including private rooms – and range of in-house amenities and experiences the normal backpacking traveller expects, although the hostel has yet to be granted the permission to sell alcohol to in-house guests. The liquor application is slowly trickling through the licensing process.

Contacting the hostel is easy: it maintains a **website** ([www.portcampbellhostel.com.au](http://www.portcampbellhostel.com.au)), a presence on **Facebook** (search for the Port Campbell Hostel) and will start **tweeting** when Spring springs. And, failing all that, you can phone the hostel on **03 5598 6305** or Tony, the hostel manager, on his mobile on **0459 HOSTEL (0459 467835)**.



## BOAV INDUSTRY BUSINESS FACTSHEETS

BOAV has developed a number of handy business resources, designed to help members stay up-to-date with safety regulations, legislation and laws that apply to the backpacker industry. All factsheets can be [downloaded here](#).

## THE ISLAND ACCOMMODATION

On behalf of the Backpacker Operators Alliance of Victoria we would like to congratulate The Island Accommodation for winning an award at The 2010 Building Designers Association of Victoria award for Best Environmentally Sustainable Design 2010 – Phillip Island Wave Complex.

The setting for the Big Wave Complex project is Newhaven, a small, picturesque fishing village, and the first township on Phillip Island, 124km south of Melbourne. The challenge was to design a backpackers' accommodation which would be both consistent with the coastal surfing culture and character of the busy tourist area, whilst providing for a comfortable modern environment for its occupants. Living and communal areas have been oriented towards the north to maximise the sunlight, and environmentally sensitive materials have been used throughout. For more information [click here](#).

## GET TO KNOW YOUR BOAV BOARD

**Name:** Peter Doody

**Title/Role:** Owner, Working Hostels Mildura

**Place of birth:** Omagh, County Tyrone, Northern Ireland

**Zodiac sign:** Cancer

**Favourite holiday destination:** Apart from home to Ireland, Paris.

**Dream holiday destination you've not yet travelled to:** Anywhere in the Arctic Circle to see the Northern Lights

**A location you'd never go back to:** The toilets in a wee pub in Glasgow I visited in the 80s – VERY Trainspotting! Powerful scrumpy though ...

**Favourite movie:** Trainspotting and The Crying Game

**Most prized personal possession:** My three daughters – not a possession I know but ...

**When I was a child I wanted to be...** Fireman... might have been a "Troubles" thing, that!

**If you could have three people to dinner, who would they be and what would you cook?** Jackson Browne, Frank McCourt (in spirit!) and Matt Preston. I would cook something very ordinary just to see the look on Matt's face!



## LATEST IN RESEARCH

### TOURISM FUTURES SURVEY

The 2010 Tourism Futures Survey released as part of the Tourism Futures Conference held recently in Brisbane has revealed the top five challenges facing the Australian tourism industry over the next year. They are the world economy; Australia's exchange rate; mortgage costs/increasing cost of living; competition by overseas destinations and less Australians taking domestic holidays.

The survey also outlines the top five ways the Government can assist the tourism sector. They are reforming regulation that impedes tourism investment and operations; improving labour and skills outcomes; improving access to Australia's natural and cultural attractions; introducing a national accreditation framework that will drive product innovation and quality; and accelerating the uptake of online opportunities and smarter use of digital distribution operators.

The full survey can be found here: <http://www.tourismfutures.com.au/Publications/RMRFinalResults.pdf>

### AUSTRALIANS STILL ON THE MOVE - OVERSEAS

The gap between Australians travelling overseas and international visitors to Australia has broken the one million mark in a 12 month period for the first time.

Peak national tourism body Tourism and Transport Forum (TTF) says the figure underscores fears about the burgeoning tourism balance of trade deficit. Latest figures for June show arrivals for the 2009-10 financial year up 2.7 per cent, compared to a 15.9 per cent jump in international travel by Australians. [Read more...](#)

### SNAPSHOTS 2009 NOW AVAILABLE

Tourism Research Australia has released new snapshots on [Backpackers](#), [Caravan and Camping](#), [Culture and Heritage](#), [Food and Wine](#), [Indigenous](#), [Internet](#) and [Nature](#). The reports are now available for free download.

## MACEDON RANGES VISITOR ACCOMMODATION OPPORTUNITIES STUDY



Macedon Ranges Council's Tourism Unit and the tourism industry acknowledge there is a shortage of accommodation in the Macedon Ranges. An increase in the supply of appropriate accommodation will deliver increased potential for the region to capitalise on current tourism market trends and future marketing strategies. With Tourism Victoria having embarked upon a \$7.3 million marketing campaign for the Daylesford and Macedon Ranges (DMR) region, it is important the region takes full advantage of this investment and is able to meet the forecast demand for accommodation.

In response, Council's Tourism Unit has partnered with Tourism Victoria to undertake an analysis of accommodation supply and demand in the Macedon Ranges. Urban Enterprise, a firm of urban planners, land economists and tourism planners, has been appointed to undertake this project. The study provides valuable data for current operators looking to grow their business and for potential investors looking to develop accommodation in the region. The research topics covered include:

- Supply Analysis
- Visitor Markets
- Demand Analysis
- Accommodation Opportunities

For more information and to discuss accommodation investment opportunities, please contact Andrew Carcelli, Tourism Development Team Leader, on 03 5421 9615. To view the full report, [click here](#).

### UPCOMING EVENTS

#### **2010 ADVENTURE & NATURE-BASED TOURISM FORUM**

The 2010 Adventure & Nature-Based Tourism Forum will be held on **Monday 6 and Tuesday 7 September** at the Mercure Ballarat. The two day forum will continue to offer professional development opportunities for adventure and nature-based operators, including adventure tourism, wildlife tourism, outdoor education providers, licensed tour operators, accommodation and transport operators.

For the full forum program and registration, please [click here](#) or visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au).

#### **GLOBAL ECO CONFERENCE 2010**

The Global Eco Asia-Pacific Tourism Conference will be held from 24 to 28 October 2010 at the newly opened eco-development Outrigger Little Hastings Street Resort & Spa Noosa, Queensland. The program will feature national and international leaders addressing sustainability, best practice operator case studies, green marketing and more. For the conference program and registration details, visit [www.globaleco.com.au](http://www.globaleco.com.au).

#### **SAVE THE DATE – AUSTRALIAN TOURISM DIRECTIONS CONFERENCE**

Tourism Australia and the Department of Resources, Energy and Tourism are pleased to announce the inaugural *Australian Tourism Directions* conference, designed to provide the latest insights on tourism development and tourism megatrends. *Australian Tourism Directions*, a product of the National Long Term Tourism Strategy will report on the current state of the industry, future directions for growth, will highlight key areas of government policy and the latest research. The launch event will be held in Canberra on 16 November 2010. For more details, stay tuned to *Essentials*.

#### **AUSTRALIAN YOUTH TOURISM EXCHANGE – 29 and 30 November 2010**

The Australian Tourism Export Council, in partnership with **Qantas** and **Tourism Australia**, proudly invites you to attend the inaugural ***Australian Youth Tourism Exchange*** to be held on 29 and 30 November 2010 in Sydney.

During this time, you will have the exclusive opportunity to meet with a range of international buyers from across the world in the youth/backpacker and adventure market to showcase your product/experience.

The event will incorporate two one-day business-to-business workshop appointments, a social networking event and post-familiarisations (buyers only).

This unique opportunity is not to be missed if you operate within the inbound youth/backpacker/adventure industry and want a cost-effective platform to build international business relationships!

For further details regarding the event program and participation fees for the Australian Youth Tourism Exchange, please [click here for the full prospectus](#).

***Other important dates:***

- 6-11 September – Victoria Tourism Week
- 8 September – VTIC/VEIC Sports Tourism Forum, MCG
- 10 September – BOAV's hosted Tourism Industry Amazing Race
- 15 November – VTIC Forum - Minister Holding, Louise Asher and Sue Pennicuik presenting their election strategies and plans for the tourism and major events industries, MCEC 10am – 12.30pm
- 15 November – Victorian Tourism Awards Gala Dinner
- 24 November – Tourism Industry Christmas Party

WE WELCOME YOUR CONTRIBUTIONS TO THE BOAV NEWSLETTER SO TO SHARE YOUR NEWS AND STORIES, EMAIL THEM TO TAMARA: [tristevski@vecci.org.au](mailto:tristevski@vecci.org.au)