



Backpacker Operators  
Alliance of Victoria

▶ **BOAV  
UPDATE**

July 2010

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

Although we are all freezing across the State, it has been a great start to the ski season! So our shivering has been worth it for snow tourism in Victoria's alpine areas.

It's the start of a new financial year and we move straight into election mode, with the State election already scheduled for 27 November and the Federal election announcement looming. Ahead of the State election, the *Tourism Alliance Local Government Friends of Tourism Breakfast* offers an excellent opportunity to speak and network with Members of the Victorian Parliament, so read on for further information. The BOAV team will see you there.

September's inaugural Victoria Tourism Week continues to gain momentum with more than 60 activities now planned so I hope you've started work on your Amazing Race costumes and training (as some teams already have) even though it's not about being fast, it's all about being strategic thinkers and planners!

And congratulations to our immediate past Chair of BOAV, Kelly McCarthy, who on June 17 welcomed little Lachlan James McCarthy into the world – a future backpacker for sure! Well done Kel.

**Anita Donnelly**  
**Executive Officer**



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

- **The Sports Tourism Forum – Wednesday 8 September 4 to 7pm**  
The MCG will play host to a Forum on Sports Tourism, proudly brought to you by the Victoria Tourism Industry Council (VTIC) and Victoria Events Industry Council (VEIC). Three high profile guest speakers will showcase the importance of tourism to sport and vice versa. An interactive Q & A session will follow before networking canapés and wine tastings, by some of Victoria's finest wineries.

Register now and go into the draw to win a scenic flight in a Tiger Moth plane, complete with mild aerobatics, from Vintage Tigermoth Joyflights! See attached for registration details.

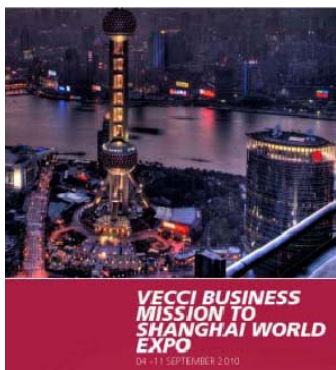
- **The Tourism Industry Amazing Race – Friday 10 September 2 to 5pm followed by networking drinks**  
The Backpacker Operators Alliance of Victoria (BOAV) together with the Hotel, Motel and Accommodation Association (HMAA) present *The Tourism Industry Amazing Race*. Teams will race throughout Melbourne's CBD completing a series of challenges and activities. Get ready for a battle of the industry as sectors, companies, 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 teams.

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) in the next couple of days.

## VECCI CHINA SHANGHAI WORLD EXPO 2010 MISSION



BOAV members are invited to participate in VECCI's upcoming Business Mission to the 2010 Shanghai World Expo, from 4 to 11 September 2010, which will be led by VECCI CEO Wayne Kayler-Thomson.

Already well underway and with 70 million visitors expected, this year's Expo provides unparalleled opportunities to promote your business capabilities to new partners, tap into new markets, and learn first-hand emerging product and service innovations that will give your business the winning, competitive edge.

The Mission to Shanghai in September will capitalise on the well developed relationships VECCI has forged with Chambers of Commerce and Government agencies in China over many years, providing delegates with quality contacts, market intelligence and events.

Your itinerary will not only include a visit to the Shanghai World Expo, but also several major business events. In preparing for the Mission, delegates receive a comprehensive discussion of their individual business requirements in order to maximise learning and business development opportunities.

Places are strictly limited so do not miss this opportunity to take your business into one of the world's largest and fastest growing economies! To request a PDF brochure and registration form please [click here](#). **Deadline for registration is 23 July 2010.** If you have any queries or would like further information, please do not hesitate to contact Eddie Zhao at VECCI on 03 8662 5234 or email [ezhao@vecci.org.au](mailto:ezhao@vecci.org.au).

## NEW AUSTRALIA CHANNEL ON YOUTUBE

Tourism Australia's new branded YouTube channel was launched last week. Visit [the channel](#) to view our new TVC (which has had over 75 000 views) and youth viral videos (which have had over half a million views) with even more Tourism Australia content on the world's most popular video sharing website to come in the future.

## BOAV BLOG

The Backpacker Operators Alliance of Victoria is now represented on the VECCI Blog. If you would like to view the blog or make a comment visit <http://blog.vecci.org.au/category/tourism/>. Recent activities include posts by Wayne Kayler Thomson and Jeremy Johnson on issues such as [the airport rail link](#), and issues surrounding the [tourism environment](#).

## BOAV FEATURED MEMBER

**Experience Oz** is Australia's number one site for travel experiences. Experience Oz utilises the same backend to TicketMates but produces the product with a consumer focus in mind. The Experience Oz platform allows customers to pre purchase travel experiences prior to landing at their holiday destination. To view Victoria's hottest tours and attractions, please [click here](#).

## 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](#).

## VICTORIAN BRANCH OF ATAP LAUNCHES NEW WEBSITE

The Victorian Branch of the Australian Tourism Accreditation Program (ATAP) has launched a new look website which is easier to navigate and is more user friendly.

The website, [www.atapvic.net.au](http://www.atapvic.net.au), is designed to provide the tourism industry with information on how to become accredited, the benefits of becoming accredited and the process. It also aims to highlight the benefits of choosing accredited businesses to visitors travelling to, and around, Victoria and assist the visitor in finding an accredited business.

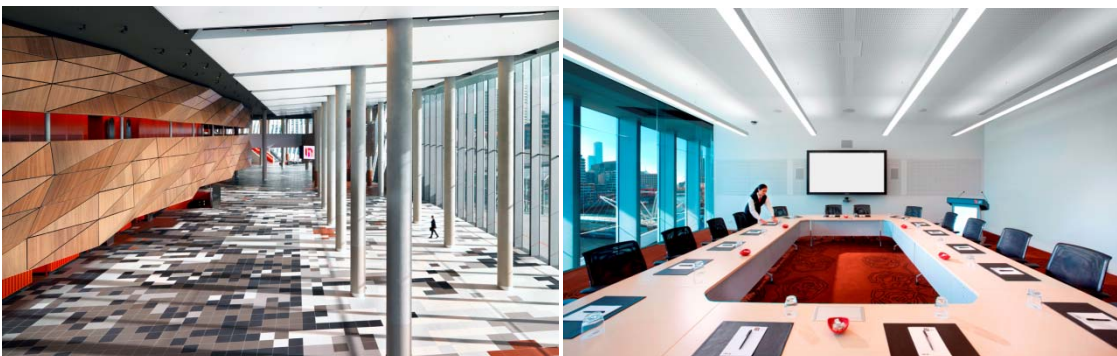
The most sought after change is this improved search functionality for visitors looking for an accredited business. Visitors can now search by keyword, township, region and type of tourism business making it much easier for visitors to choose an accredited business for their next holiday.

The new site also includes many other new features, such as the feature of accredited businesses, on the home page each month to promote that they are meeting and exceeding accreditation standards. There is also an online registration for businesses who want to know more about accreditation and a range of information on the why's and how's of ATAP. ATAP will also be introducing news feeds onto the website which will provide details of the latest information on what's happening in the tourism industry, to accredited businesses, in the business world and developments and opportunities with ATAP.

If you would like to know more please contact Erin Doyle, Accreditation Officer on 03 9620 4199 or email [info@atapvic.net.au](mailto:info@atapvic.net.au).



## AWARD-WINNING MELBOURNE CONVENTION CENTRE TURNS ONE!



On 22 June the team at the award-winning Melbourne Convention and Exhibition Centre (MCEC) had a good reason to celebrate.

It was exactly one year ago that the Melbourne Convention Centre was declared officially open for business by Victorian Premier John Brumby.

Since its opening, the centre has been presented with some of the industry's highest and most important global accolades and awards for its exceptional environmental and design features, construction and development, imaginative catering and service excellence. [Read more...](#)

## NEW TOURISM AUSTRALIA BOARD MEMBERS ANNOUNCED

Three new appointees, Brett Godfrey, Mark Stone, and Didier Elzinga have joined the Board of Tourism Australia on 1 July 2010. Minister for Tourism, Martin Ferguson AM MP announced at the Tourism Futures Conference in Brisbane, that he has also appointed existing Board Members Mr Geoffrey Dixon (formerly Deputy Chair) as Chair and Ms Kate Lamont as Deputy Chair.

Minister Ferguson thanked the outgoing board members Mr Grant Hunt, Mr Peter O'Brien, and in particular the outgoing Chair Mr Rick Allert AO, for their hard work and also noted their contribution during the difficult period of the GFC.

"Tourism Australia has recently launched the second phase of its \$150 million There's nothing like Australia global marketing campaign," says Minister Ferguson.

"The new Board will have an important job to do maximising our return on this significant investment in Australia's tourism future.

"Tourism is an important industry. It contributes \$41 billion to our bottom line and employs nearly half a million Australians.

"The Board of Tourism Australia plays an important role directing the organisation in successfully marketing Australia as a premier visitor destination.

"They are also pivotal in encouraging companies to back Government investment with increased private sector expenditure – working together to drive the industry forward both at home and abroad.

"I am confident the new board members will be up to the task and will bring to the board the depth of knowledge, skill and experience required to achieve solid results for our tourism industry," says Minister Ferguson.

Tourism Australia is also working on greater alignment between the demand and supply sides of the industry through the implementation of the National Long-Term Tourism Strategy.

## WINTER PESTS ARE BAD NEWS FOR GUESTS WITH ALLERGIES

With the winter season now upon us, pests are becoming more prevalent indoors, posing a health risk to guests who suffer from asthma and allergy problems.

The cooler weather sees an increase in allergy associated pests throughout accommodation establishments, such as cockroaches and rodents, which move indoors seeking food and warmth, while dust mite levels also increase as people tend to close up windows – trapping them inside.

Proteins from cockroach droppings, saliva, and body parts all can trigger allergies affecting asthma sufferers. Dust mite droppings and eggs can also affect asthma sufferers and aggravate allergies in adults and children.

There are three simple steps accommodation providers can follow to help prepare their establishments for the winter pest season and minimise the resulting allergy risks. [Read more](#).

## GET TO KNOW YOUR BOAV BOARD

**Name:** Peter O'Reilly (Alias - Safari Pete)

**Title/Role:** Head Safari show host and Publisher

**Place of birth:** Melbourne

**Zodiac sign:** Leo

**Favourite holiday destination:** India

**Dream holiday destination you've not yet travelled to:** Antarctica

**A location you'd never go back to:** The cheer squad zone at an AFL Collingwood game

**Favourite movie:** "Grand Torino"

**Most prized personal possession:** My travel diaries



**When I was a child I wanted to be...** Coach Captain

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

Clint Eastwood – A Four'N Twenty pie and as many Carlton Draughts as he liked

Mahatma Gandhi – My best Vindaloo with fresh Goats milk

Marilyn Monroe – A cheese Fondue and I would make sure I was the person sitting next to her just in case she dropped her bread into the fondue

## LATEST IN RESEARCH

### VTIC QUARTERLY SURVEY RESULTS

Thank you to those who participated in the May Quarter 2010 Survey of Business Performance and Outlook, produced by the Victoria Tourism Industry Council (VTIC).



#### A Summary of the Results:

- *Trading conditions within the tourism industry were mixed over the May quarter 2010.*
- *Overall, respondents reported an improvement in general business conditions, sales levels, average selling prices, and investment levels. However, the improvement in sales and average selling prices was not enough to support stronger profitability which declined on balance over the quarter. Employment and overtime levels also declined on balance. Businesses reported moderate, yet ongoing, growth in wages.*
- *The most commonly identified factors constraining business growth over the quarter were wage costs and skill shortages. As a result of the improvement in the broader economic environment in recent quarters, unemployment levels have declined, putting pressure on the supply of labour and wage costs.*
- *Over the coming quarter, respondents expect weaker industry performance. Respondents expect a marginal net improvement in general business conditions and selling prices, together with ongoing wage growth. However, respondents expect all other key indicators to decline on balance, including profitability, employment and investment levels.*
- *The level of optimism within the tourism industry about trading prospects over the longer term declined for the second consecutive quarter. Overall, businesses located in the metropolitan area were more optimistic than those located in regional and rural Victoria.*

To download a copy of the full survey results, visit [www.vtic.com.au](http://www.vtic.com.au).



### NEW TOURISM FORECASTING COMMITTEE REPORT AVAILABLE

Tourism Research Australia has released the [Forecast 2010 Issue 1](#) report from the Tourism Forecasting Committee. The report outlines the forecast opportunities and challenges for the Australian tourism industry.

### SUSTAINABLE TOURISM ONLINE

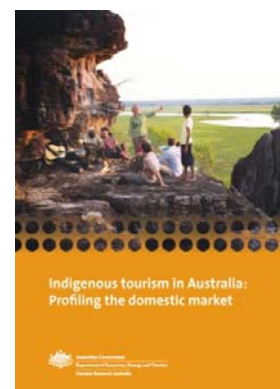
The Sustainable Tourism Cooperative Research Centre has developed a free online resource that provides access to industry data, research and tools in the areas of destinations and communities, business operations, parks and culture. It will also feature an online community providing a platform for industry, government, academic and other professionals to identify new research and participate in discussions on issues and challenges facing sustainable tourism.

Further information is available at <http://www.sustainabletourisonline.com.au/>.

### INDIGENOUS TOURISM IN AUSTRALIA: PROFILING THE DOMESTIC MARKET

Indigenous tourism is a key segment of the Australian tourism industry. In 2009, spending by Indigenous tourism visitors was valued at \$7.2 billion, representing 12 per cent of total visitor expenditure in Australia.

This report summarises the key findings of the Indigenous supplementary questions from the National Visitor Survey (NVS) in 2009. A profile of the domestic Indigenous tourism market is presented, along with five specific Indigenous tourism visitor segments featuring differences in the demographic and trip profiles of these segments. For full report [click here](#).



## UPCOMING EVENTS

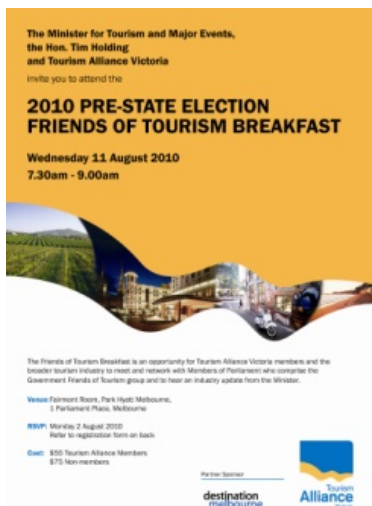


### DESTINO AUSTRALIA SUSTAINABLE TOURISM EVENT MELBOURNE – 19 & 20 July 2010, Melbourne Convention and Exhibition Centre

For all those tourism operators tired of attending conferences that fail to give practical solutions to the twin challenges of sustainability and climate change, finally, here's an answer that won't break the bank.

Sponsored by global giant Ecolab, Tourism Victoria and Destination Melbourne, Australia's inaugural Destino Sustainable Tourism Conference presents a unique opportunity to peek behind the scenes of some of the world's leading businesses, exchange ideas and assess the advantages and disadvantages of sustainable operational practices.

To find out more and view the program of speakers, topics and training sessions, visit [www.earthcheck.org](http://www.earthcheck.org).



### 2010 PRE-STATE ELECTION FRIENDS OF TOURISM BREAKFAST

Tourism Alliance will again host the State Government 'Friends of Tourism Breakfast' in Melbourne on **Wednesday 11 August 2010** at the Park Hyatt Melbourne. The Breakfast provides TAV's members and industry with an excellent opportunity to talk and network with the Government Friends of Tourism group, as well as industry colleagues. To download a registration form [click here](#).

### 2010 ADVENTURE & NATURE-BASED TOURISM FORUM

The 2010 Victorian Adventure & Nature-Based Tourism Forum will be held during *Victoria Tourism Week* on **Monday 6 & 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.

Our confirmed speakers include:

- Michael Ledzion, Go Ape
- Kym Cheatham, Ecotourism Australia
- Tony Carden, VOA
- Clare Dallat, The Outdoor Education Group

A full program will be available soon! Stay tuned!

### 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 and for more details stay tuned to *Essentials*.

**Other important dates:**

- 8 September – VTIC/VEIC Sports Tourism Forum, MCG
- 10 September –BOAV's hosted Tourism Industry Amazing Race