



Backpacker Operators
Alliance of Victoria

▶ **BOAV
UPDATE**

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WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER

It's been a busy month for BOAV with a terrific workshop run in Halls Gap that attracted 30 attendees, budget successes for our tourism industry, planning well underway for the inaugural Victoria Tourism Week and some new factsheets published. Below you'll see there are plenty of opportunities for you to get involved with so take advantage of those to aid your business and development.

Until next month enjoy the read...

Anita Donnelly
Executive Officer

THE 2010 VICTORIAN ACCOMMODATION FORUM - GUEST SPEAKERS CONFIRMED

HMAA is excited to announce the confirmation of Alexandra Marriott and John Hardie as two of our guest speakers for this year's Accommodation Forum.

Alexandra Marriott the Manager – Workplace Relations Policy at the Victorian Employers' Chamber of Commerce and Industry will be presenting on the new Fair Work Act (FWA) and hospitality Industry (General) Award and their impact on businesses. Alexandra has a distinguished background in industrial relations, and previously worked in government, and for employer associations. Having originally trained as a political scientist, Alex has a holistic understanding of many of the issues facing employers today.

John Hardie is the Client Relationship Manager for Pinnacle Hospitality and Travel People and will be presenting on how to recruit and retain employees. Commencing his career in restaurants, John was first exposed to hotel operations within the event sales departments of the Sofitel and Crown. In 2005 as Venue Manager of Quat Quatta, Ripponlea, John was awarded Caterer of the Year by Restaurant and Catering Victoria and admitted to the Restaurant and Catering Hall of Fame the following year. Since 2008, John has held the role of Client Relationship Manager at Pinnacle Hospitality & Travel People managing the sales and marketing initiatives of the company and consulting on recruitment practices to clients from all sectors of the hospitality industry.

Don't miss the opportunity to hear from these and other industry experts who will provide invaluable information to ensure the growth and innovation of your business, **so register NOW!** For further details please [click here](#).

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 blog posts have included: [Looking on the bright side? Hostel hospitality on show during natural disaster](#), [Are we going to have too many hotel rooms in Melbourne?](#) and [Re-inventing the wheel](#).

BACKPACKER TOURISM WORKSHOP - HALLS GAP

The Backpacker Operators Alliance of Victoria (BOAV) and Tourism Victoria held a Workshop in Halls Gap on Wednesday 28 April. This was a great networking and professional development event for all Victorian tourism operators and managers. Those who came along learnt about our backpacking industry, trends from experts and saw what's happening in your tourism sector.

Our special guest speakers; Joel Thorsen from Bliss Media, Dr Jeff Jarvis from Monash University and Kylie Schurmann from Grampians Tourism provided invaluable information for all who attended. Joel Thorsen gave some great hints on the internet, how to get higher up on the list on google, the net's tourism trends and what makes a good website. The results of the study into Working Holiday Makers (WHM) in Mildura presented by Jeff Jarvis were really informative and provided a great insight to all who attended. The local update from Grampians Tourism provided key information about local trends and issues and the discussion on local topics our industry is facing was embraced by all who attended.

We would like to thank Tourism Victoria, Brambuk, YHA, Tim's Place, Quarry Restaurant, Bunyip Tours and Mitchelton Wines for all their support in making this workshop a success. We would also like to thank Brad Holland, Chair of the BOAV Board and all of the fantastic presenters listed below, who volunteered their time coming to Halls Gap to provide invaluable information to our industry members.

- Joel Thorsen - Online Marketing Director of [Bliss Media](#)
- Dr Jeff Jarvis - Director, Graduate Tourism Program at [Monash University](#)
- Kylie Schurmann - Marketing Manager at [Grampians Tourism](#)

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.

TWO NEW BOAV INDUSTRY AND BUSINESS FACTSHEETS

BOAV has developed another two handy business resources designed to help members stay up-to-date. These factsheets are highlighted below, however more can be downloaded [here](#).

Harvest work Guidelines for Backpackers

This factsheet provides valuable information for Backpacker Operators wishing to employ backpackers for harvest work on their properties and includes important information on pay, working hours, conditions and much more. [Click here](#) to view this factsheet.

10 Backpacker Harvest Work Tips and Things To Avoid

This factsheet provides 10 handy tips for backpackers wishing to undertake Harvest work in Australia. [Click here](#) to view this factsheet.

2010/11 STATE BUDGET WELCOMED BY TOURISM AND EVENTS INDUSTRY

VECCI, together with BOAV, has welcomed the release of the 2010/11 State Budget.

The Budget contains initiatives to cut business costs, strengthen infrastructure investment and support jobs growth. It also contains important measures to strengthen the State's investment in law and order, transport, tourism and events, and SMEs.

Many of the Budget outcomes were consistent with the recommendations advocated by VECCI in its pre-Budget submission and consultations, on behalf of all members.

There were a number of outcomes and initiatives announced as part of the 2010/11 State Budget that impact directly on the tourism and events industry. These include:

- **\$27 million** package over five years to boost Victoria's tourism industry, by encouraging visitors from other Australian States to visit Melbourne.
- **\$17.7 million** for the preparation for the expansion of the Melbourne Exhibition Centre.
- **\$363 million** for the first stage of the Melbourne Park redevelopment.

A more detailed overview of the outcomes can be found [here](#).

FEDERAL BUDGET 2010-11

The tourism industry stands to gain from two particular initiatives outlined in the recent Federal Budget:

- **\$5.5 million** over four years to implement and operate the National Tourism Accreditation Framework (NTAF) to strengthen Australia's tourism industry. The NTAF will offer tourism accreditation program providers the opportunity to co-brand with the NTAF and benefit from being associated with a nationally and internationally recognised mark. The NTAF will provide an incentive for tourism businesses to examine and improve the quality of their products and services, and it will also improve consumers' capacity to identify quality tourism products and services. [Further information can be found in the 'Launch of the National Long-Term Tourism Strategy' speech delivered by the Minister for Tourism on 15 December 2009.]
- A further **\$4.1 million** over four years to continue the Approved Destination Status (ADS) tourism arrangement between China and Australia. This funding will allow continued monitoring of existing ADS tourism operators, vetting and monitoring of new ADS applications, and provide training for operators on the ADS arrangements. The ADS scheme is a bilateral tourism arrangement between the Chinese and Australian Governments. It enables Chinese tourists to travel to Australia as part of organised tour groups while maintaining a quality control program for Chinese leisure in Australia. The ADS also permits the Australian Government, through Tourism Australia, to promote Australia as a leisure travel destination in China.

For more information on the Federal Budget and an overview of industry and business related initiatives please [click here](#).

ARE YOU ACTIVE IN THE YOUTH MARKET?

The latest presentation highlighting Tourism Australia's global marketing activity targeting the youth market was presented at the ATEC Backpacker and Youth Industry Conference in Hobart last month. [Download the presentation](#). Topics covered at the conference included Retail/Wholesale, Accommodation, Tours and Transport and Education. Presentations were made on the media, TNT's recent survey, Tourism Australia's new campaign and 'ideas culture'. The accommodation module focused on Cairns' issues; discounting and not value adding.

Wholesaling focused on issues of underselling, oversupply and the bad experiences backpackers are having because of this. The regulation issue was brought up, whether self regulating is failing and the possible need for national regulation. Noteworthy how NZ was down 15 per cent on UK arrivals whilst Australia was steady. Ireland arrivals are down everywhere.

For the first time the education market was invited to the Backpacker and Youth Conference which will help integrate the two industries – a very important move. We also heard how Australia is now a fuelling point for international backpackers, where they are working in Australia then spending the money made on holidays to other countries, South East Asia in particular.

GREEN LIGHT ON RACV 2010 VICTORIAN TOURISM AWARDS

Tourism operators are encouraged to enter the RACV 2010 Victorian Tourism Awards. Now in its 26th year the Awards continue to honour outstanding tourism businesses and individuals for their passion, innovation and service to Victorian tourism.

Tourism Victoria Chief Executive Gregory Hywood said all tourism operators in Melbourne and regional Victoria should consider entering one of the 27 business and three individual award categories ranging from accommodation to tourism marketing, ecotourism and training.

For information on the RACV 2010 Victorian Tourism Awards entrants' assistance program, marketing opportunities, and key program and workshop dates visit www.victoriantourismawards.com

MEMBERS FEATURED ON BOAV WEBSITE

BOAV are pleased to announce that the BOAV website's 'Featured Members' page is now up and running. To have a look at your fellow members please [click here](#). Should you wish to become a featured member on our website please email bmullens@vecci.org.au with a 100 word blurb about your business and a website address or contact email to be displayed.

REMINDER: VTIC SURVEY CLOSES FRIDAY 28 MAY 2010

Thank you to those who have already completed the May Quarter VTIC Survey. If you have not yet completed the survey, please [click here](#).

Alternatively please copy and paste the following link http://fs16.formsite.com/vecci/VTIC_Survey_May_10/index.html

The deadline for submitting your response is **Friday 28 May 2010**. Results of the VTIC Survey will be available 17 June from www.vtic.com.au. Respondents who provide details at the end of the survey, will receive notification of the results upon release.

The VTIC Survey is an important source of up-to-date data specific to Victoria's tourism industry. The findings receive wide media coverage and provide key evidence for VTIC when representing the interests of the industry to government. This is particularly important in the current economic environment.

For further information about the survey please contact Senior Policy Adviser, Jodie Wickham, on phone: 03 8662 5337 or email: jwickham@vecci.org.au

BOAV STAFF MEMBER PROFILE

Name: Brendan James Mullens

Role at HMAA: Administration Officer

Place of birth: Coffs Harbour

Zodiac sign: Cancer

Favourite holiday destination: WA, but I hoped to see monkeys at Monkey Mia

Dream holiday destination you've not yet travelled to: King Island

A location you'd never go back to: Coffs Harbour (it hasn't changed in 20 years)

Favourite movie: Entourage Series

Most prized personal possession: My Ficus Plants and a bowl of Cat-Grass

When I was a child I wanted to be... A Pilot or a Fireman

If you could have 3 people to dinner who would they be and what would you cook? I would have Joey Tababa, Head Chef from Scusami, my Dad and my Grandmother. I would have Joey cook for me.



LATEST IN RESEARCH

DETAILED RESULTS FOR THE SURVEY OF TOURIST ACCOMMODATION (STA) - December quarter 2009

Victoria experienced an increase in all indicators for the Victorian Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more (HMSA), with the exception of occupancy rates (-0.6 per cent). Takings increasing slightly (+0.4 per cent) over the December 2009 quarter, the first quarterly increase for this indicator recorded in 2009.

Victoria experienced growth in the number of establishments (+19), rooms available (+1,580), room nights occupied (+2.7 percent), takings (+0.4 per cent) and employment (+0.1 per cent) in the December 2009 quarter when compared to the same quarter in 2008.

Regional Victoria experienced growth across all indicators for the December quarter for Hotels, Motels, & Serviced Apartments of 15 rooms or more, whilst Melbourne experienced growth in capacity and room nights occupied, however declines in occupancy rates, takings and employment.

See attached pdf for more information.

UPCOMING EVENTS

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 from 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 or by phoning 02 6620 3785.

TOURISM VICTORIA ONLINE ROADSHOWS – Tuesday 22 June

Tourism Victoria are conducting a series of free information roadshows in Melbourne and regional Victoria throughout May and June. The day-long roadshows consist of a morning information session followed by a workshop after lunch, and are designed to provide comprehensive information about online bookings.

If you are interested in attending, please RSVP by 17 June to emily.greig@tourism.vic.gov.au or 03 9653 3762.

MELBOURNE TOURISM INDUSTRY EXCHANGE

The 3rd Melbourne Tourism Industry Exchange will be held on 7 September as part of Victoria Tourism Week, MTIE is great opportunity to get up to speed with upcoming exhibitions, events and product offerings. It is a chance for those involved in the grass roots of tourism such as hotel concierges, tourism service staff and volunteers to ask questions and find out what is on offer from people who have a story to share.

To find out more, please contact Kellie Monger, kellie@destinationmelbourne.com.au or call 03 9869 2444.

Other important dates:

- 16 June - VTIC Forum – Integrated Visitor Transport
- 6-11 September – Victoria Tourism Week
- 24 November – VTIC Forum