



**Backpacker Operators
Alliance of Victoria**

**▶ BOAV
UPDATE**

November 2010

In this issue:

[LATEST NEWS](#)

[BUSINESS INFORMATION AND OPPORTUNITIES](#)

[INDUSTRY NEWS](#)

[MEMBER NEWS](#)

[GET TO KNOW YOUR BOAV BOARD](#)

[LATEST IN RESEARCH](#)

[UPCOMING EVENTS](#)

WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER

Hard to believe it's already November and the Melbourne Cup has been run for another year – I trust it was an enjoyable and successful Spring Racing Carnival for you.

We are pleased to present another bumper edition of industry news and information. In particular, I am pleased to draw your attention to the VCEC Inquiry into tourism, which represents a unique and significant opportunity for the industry to shape the regulatory environment in which it operates.

On another note I am pleased to congratulate the following BOAV members who were winners and placegetters at the Victorian Tourism Awards held on Monday night.

- Habitat HQ - Backpacker Accommodation
- Old Melbourne Gaol - Crime and Justice Experience - Heritage and Cultural Tourism (Hall of Fame)
- Bunyip Tours - Tour and/or Transport Operators (Hall of Fame)
- Melbourne Aquarium - Major Tourist Attraction
- Phillip Island Nature Park - Major Tourist Attraction
- Sea All Dolphin Swims - Tour and/or Transport Operators
- Destination Melbourne - Tourism Education & Training

And finally, as we approach the silly season, what better way to celebrate the end of the year by attending the Tourism and Events Industry Christmas Party to network with industry colleagues. Read on for more details on how to register for this annual event.

Regards,

Todd Blake

GM Tourism and Events

TOURISM AND EVENTS INDUSTRY CHRISTMAS PARTY

If you only attend one end of year celebration this year make sure it's the official Victorian Tourism and Events Industry annual Christmas Celebration!

To be held at Studio 3 at Crown on **Wednesday 24 November 2010**, from 6-10pm this event is not to be missed!

This is a fantastic opportunity to network and celebrate the end of the year with your industry colleagues in the dynamic surrounds of Studio 3, while enjoying delicious food, beverages and entertainment. [Click here](#) to register!



LATEST NEWS

CONGRATULATIONS TO THE WINNERS AT THE GOLDEN BACKPACK AWARDS

Congratulations to the Victorian winners and members of BOAV at the recent Golden Backpack Awards announced in Sydney. Winners include:

Best hostel: Habitat HQ, St Kilda

Best tour/activity: Autopia Tours and Great Ocean Road Best backpacker night: The Official Neighbours Night

[Click here](#) for more information on the awards.

HAVE YOUR SAY – VCEC INQUIRY INTO VICTORIA'S TOURISM INDUSTRY

The Victorian Competition and Efficiency Commission (VCEC) has launched an independent inquiry into Victoria's tourism industry, releasing an Issues Paper last week which describes the scope of the inquiry, the information that it is seeking, the process and the timetable for the inquiry. In releasing the Issues Paper, presiding Commissioner Ms Deborah Cope said that:



"Tourism is an important and growing sector of Victoria's economy. But it has not yet reached its potential. There is a risk that this potential will not be realised if regulation and the way government manages its assets gets in the way unnecessarily. This inquiry is a great opportunity for Victorian businesses to highlight the costs of regulation on the tourism industry and how changing the way government assets are managed could create new tourism opportunities."

In particular, the VCEC is inviting views and submissions on:

- 1) unnecessary regulation and 'red tape'
- 2) how state assets (for example, natural and built assets, public land) might be managed to better meet the needs of the tourism industry, without compromising their primary management objective
- 3) the impact of international and domestic aviation policy on the Victorian tourism industry

The Issues Paper is available from www.vcec.vic.gov.au. To register your interest, please email your contact details to tourism@vcec.vic.gov.au. For more information, please contact Robbie Taylor (administrative matters) on 03 9092 5832 or Jason Knight (other matters) 03 9092 5823.

VTIC, with support from Tourism Alliance, will be preparing a submission on behalf of the industry. The type of information we are seeking includes, but is not limited to:

1. case study material about the operation of your lease from Parks Victoria
2. material that could be used as evidence to demonstrate that there has been a measurable financial cost incurred due to the application of state or local government regulation (e.g. planning and zoning regulations), including holding costs due to delay
3. Input with regard to how the current system or a completely remodel system could work better.

If you have relevant material that you would like to have considered as part of our submission, please contact Kristina Burke on kburke@vecci.org.au or call 03 8662 5431.

\$10.3 MILLION INVESTMENT FOR PUFFING BILLY RAILWAY

Premier John Brumby recently announced that the world-famous Puffing Billy Railway will receive significant infrastructure investment as part of a re-elected Labor Government tourism plan.

Areas that the \$10.3 million investment will be allocated to over the next three years include:

- A Discovery Centre which will offer visitors information about the history and construction of the railway and its place in the broader history of the Dandenong Ranges. It will also include a learning centre catering to the needs of school groups, along with café and kiosk facilities.
- A new locomotive shed, carriage shed and paint shop.
- Refurbishment of a steam locomotive.
- Refreshment rooms for Belgrave Station.
- Rolling stock upgrades.
- Training provision for volunteers and staff.



COALITION ANNOUNCES FREE ZOOS POLICY

Coalition Leader Ted Baillieu recently announced that a Victorian Liberal Nationals Coalition Government would fund free admission for children to Melbourne Zoo, Healesville Sanctuary and Werribee Open Range Zoo.

The Coalition's \$10.7 million Victorian zoos initiative would provide free admission to all children under 16 on weekends, public holidays and during school holidays.

TWO NEW STATEMENTS RELEASED FROM THE BRUMBY GOVERNMENT



Keeping Victoria's Economy Strong provides an overview of the performance of the Victorian economy and *Victoria: The Innovation State* sets out some of the Government's economic agenda for creating better and more rewarding jobs, and stronger businesses through innovation and productivity.

Over the past decade, the Victorian economy has grown more rapidly than any of the non-resource states, more than half a million new jobs were created in Victoria, and Victoria's productivity has increased by an annual average rate of 1.6 per cent. Victoria's economy emerged from the global financial crisis stronger than almost any comparable economy.

This strength has been built on economic leadership, prudent financial management, efficient regulatory settings and tax competitiveness. The Government has invested heavily in health and education, and has developed significant capabilities in technology and innovation.

Through *Victoria: The Innovation State* the Government is taking new action that leverages Victoria's comparative advantages and capabilities to build a competitive and innovative economy. *Victoria: The Innovation State* presents a vision for the future in which innovation drives our future prosperity, and includes supporting action plans in reducing red tape, ICT, design, biotechnology and market design.

Both statements underscore the need to sustain economic leadership as we prepare for the global and domestic challenges ahead. We will continue to provide that leadership, keep our economy heading in the right direction, and invest in the drivers of growth that will secure Victoria's future prosperity, liveability and sustainability.

Keeping Victoria's Economy Strong can be found at www.premier.vic.gov.au/keeping-victorias-economy-strong and *Victoria: The Innovation State* is at www.premier.vic.gov.au/victoria-the-innovation-state.

BUSINESS INFORMATION AND OPPORTUNITIES

REMINDER: FREE ONLINE MARKETING OPPORTUNITY

Tourism Victoria is developing a trial initiative to enable backpacker operators further e-marketing opportunities direct to backpackers via website www.backpackmelbourne.com.

Tourism Victoria intends to trial a 'hot deals' page on www.backpackmelbourne.com, which began in late October 2010, for a period of six months.

Should you have a specific 'deal' that you would like to have featured on [backpackmelbourne.com](http://www.backpackmelbourne.com), please express your interest with the specifics of your 'deal' and forward to Sarah McPhee at sarah.mcphee@tourism.vic.gov.au by Friday 26 November 2010.

PRESENTATIONS AVAILABLE NOW – Adventure and Backpacker Industry Conference

Presentations from the recent Adventure and Backpacker Industry Conference (ABiC) are now live with more to follow shortly. [Click here](#) to view presentations.

ADVERTISING OPPORTUNITY FOR BOAV MEMBERS

BBM (What Media?) are now opening up their accommodation guide to cater for mid range to high end hotels and serviced apartments. Joint listings in print and online are usually valued at \$1,000 + GST for the year.

They are offering BOAV members a **25 per cent** discount on rate card for a years web and print listing, which will bring the rate down to **\$750 + GST**.

They are also offering any businesses that would like to book into BBM weekly a 40 per cent discount off rate card and they will include the business listings for the duration of the booking.

Discounted rates are as follows:

- Full pages – \$588 + GST per page per week.
- Half pages – \$348 + GST per half page per week.
- Quarter pages – \$216 + GST per quarter page per week.

As we are heading into summer, and with the Ashes bringing a huge amount of traffic to Australia over the next month, BBM (What Media?) are offering any new clients the opportunity to lock in the above rates for long-term bookings over the next 12 weeks with free-of-charge web coverage on their Ashes pages.

BBM's Ashes pages are currently ranking no.1 on Google searches for “**where to watch the Ashes Melbourne**” and “**Watch Ashes Live Melbourne**” and for all of Australia’s major cities.

For booking or any other enquiries, please contact BBM 02 8231 7701 or check out their website www.bbmlive.com

PACKAGED LIQUOR – OPERATING HOURS RISK-FEE CHANGE

Packaged liquor licensees that trade or would like to trade on Good Friday and Christmas Day may now be able to avoid an extra charge on their renewal fee for doing so. This change applies to packaged liquor and late night (packaged liquor).

The Victorian Government is making changes to remove the operating hours risk fee for packaged liquor licensees authorised to sell alcohol on Good Friday and Christmas Day, from 2011. It is important to remember that these days are still considered to be non-standard trading hours and are still considered a risk factor by the Director of Liquor Licensing (the Director) when determining whether to allow businesses to trade on those days.

Licensees should be aware that the changes will not apply to Christmas Day 2010.

This change will ensure that those packaged liquor licensees that trade responsibly on these days are paying an appropriate fee. The government has been working to streamline the licensing system including ways to minimise the administration and cost associated with the regulation of packaged liquor licence holders.

Licensees not currently authorised to trade on those days may apply for a variation to their licence conditions, however, these days are still regarded as non-standard hours.

The fee for an application to vary licence conditions is \$174.70.

Please note: non-standard hours other than Christmas Day and Good Friday will still be subject to an operating hours risk fee.

Visit www.justice.vic.gov.au/alcohol for further information.

FIRE SAFETY

Licensees should be aware that new regulations surrounding fire safety will be coming into force in the coming months. This new law will apply to all liquor licences.

Fire safety inspectors from the Metropolitan Fire Brigade (MFB) and the Country Fire Authority (CFA) will have the power to enter and search licensed premises (and areas in close proximity to the licensed area like the kitchen) without notice, where the fire safety inspector suspects a serious fire threat.

If the fire safety inspector believes a serious fire threat exists, he or she can ask the Director of Liquor Licensing (the Director) to immediately order the evacuation and closure of the licensed premises until the threat is rectified.

If the Director closes the premises, it is an offence for the licensee to allow anyone to enter unless they are carrying out work to rectify the threat.

If appropriate, the fire safety inspector may allow the licensee an opportunity to rectify the serious fire threat immediately before asking the Director to order the closure and evacuation of the premises.

Once the licensee has undertaken any required rectification work, the licensee can ask for the work to be inspected. The fire safety inspector will need to reinspect the premises within 48 hours.

Following an inspection, if the fire safety inspector is satisfied, he or she will ask the Director to immediately revoke the order to close the premises.



Conditions that may constitute, alone or in combination, a serious fire threat are:

- locked and blocked exit doors
- obscured exit signage
- disconnected or faulty alarm systems.

These new laws do not alter the relevant building standards for fire safety in licensed premises. Instead, they provide new powers to enforce existing standards.

Licensees are encouraged to inform themselves of the standards relevant to their premises and ensure compliance to protect the safety of staff and the general public.

LATEST BLOGS

To read more articles about tourism and other topics affecting the wider business community, visit the VECCI Blog at <http://blog.vecci.org.au>.

INDUSTRY NEWS

TOURISM VICTORIA'S LAUNCHES YOUTUBE BRAND CHANNEL

Tourism Victoria's recently launched their YouTube Brand Channel, youtube.com/visitvictoria.

The site contains all of the web video from the visitvictoria website, and additional editorially favoured videos from YouTube that promote Melbourne and Victoria.

More than forty videos have been loaded to date with playlists set up to group key segment including:

- Melbourne
- Victoria's Regions
- Attractions
- Theatre, Bars & Nightlife
- as well as a backpacker playlist.



To launch the backpacker playlist, Tourism Victoria recently produced a video clip showcasing Melbourne by night from the eyes of an international backpacker from the UK. Footage focuses on Melbourne's key unique points of difference, which support Melbourne's brand attributes and appeal to a young, international audience (dining, nightlife, live music and sporting events).

The "Backpacker in Melbourne" night clip can be accessed from the YouTube channel or the home page of Tourism Victoria's backpacker site, www.backpackmelbourne.com.

A second clip promoting day activities in Melbourne for youth travellers on a budget is currently in production.

Tourism Victoria's primary aim is to increase the amount of Melbourne and Victorian video content across YouTube and increase views of relevant video content.

YouTube is a valuable distribution tool allowing videos to be promoted virally and also easily shared and embedded into other websites so Tourism Victoria encourage BOAV members to link and share the clip on their site.



SELLING INDIGENOUS EXPERIENCES DOMESTICALLY

A new guide on how to sell Indigenous experiences to the domestic market has been released. The guide was produced as a result of research commissioned by Tourism Australia and the Department of Resources, Energy & Tourism to better understand what Australians expect of Indigenous tourism experiences.

[Selling Indigenous Experiences to the Domestic Market](#), summarises the research findings, provides insight into what the domestic market looks for and provides guidance on how best to sell Indigenous experiences to Australians.

MELBOURNE CHOSEN AS MOST LIVEABLE CITY IN AUSTRALIA



Melbourne has continued its dominance as Australia's most liveable city and most popular interstate tourist destination with new research by Roy Morgan showing Melbourne continues to outperform Sydney, Brisbane and Adelaide.

Australians now consider Melbourne to be the best city for:

- hosting world-class sporting and cultural events
- cafes, bars and nightclubs
- food experiences and world-class restaurants;
- shopping and retail
- world-class golf courses
- hosting musicals and theatre shows
- regional experiences close to the city

Releasing the research at Puffing Billy in Belgrave, Premier John Brumby and Tourism and Major Events Minister Tim Holding, said Melbourne had come a long way over the past 10 years. [Read more...](#)

2011 MELBOURNE TOURISM INDUSTRY LEADERSHIP PROGRAM

Do you see yourself as a potential leader with a passion for the tourism industry?

Do you have....?

- A passion for tourism industry and its future growth
- Experience in the tourism industry and/or have extensive exposure to the industry
- Understanding of how tourism works in Melbourne
- Willingness to engage in open discussions with peers
- Professional attitude and willingness to learn



If the answer is yes! Then the Melbourne Tourism Industry Leadership Program could be the program for you.

The Melbourne Tourism Industry Leadership Program (MTILP) is a personal and professional development program, which provides practical learning and network building opportunities for tourism industry leaders.

The program is delivered through 5 full day workshops and 3 overnight 2 day residential over 6 months. The format includes presentations by engaging speakers, personal development workshops and exercises covering subjects such as emotional intelligence, goal setting, and leadership concepts.

For further information including past participants, program schedules from previous years, please visit the [Destination Melbourne website](#) or call Denise Castro on 9869 2444.

Expressions of interest for the 2011 program are now open. Applicants are required to complete an application form, and submit along with a copy of their CV to denise@destinationmelbourne.com.au. **Applications close Friday 26 November.**

MELBOURNE AIRPORT EXCEEDS 27 MILLION ANNUAL PASSENGERS FOR THE FIRST TIME

Continued passenger growth at Melbourne Airport has produced the highest international and domestic passenger totals on record for the month of October, with the airport exceeding 2.5 million passengers in a calendar month and 27 million annual passengers for the first time.

International passengers for October 2010 increased by 14.3 per cent over October 2009 to reach 532,046 passengers - an additional 66,514 international passengers through Melbourne Airport.

The strong international passenger performance was driven primarily by growth to and from Asia out of Melbourne. Malaysian passport holders were up 42.7 per cent, Thailand up 41.9 per cent, Taiwan up 27.3 per cent, India up 14.6 per cent and China up 14.5 per cent.

Traditional markets also experienced growth, with passport holders from New Zealand up 8.3 per cent, United Kingdom up 8.3 per cent and United States up 3.9 per cent.

International travel by Australian passport holders continued to increase, up by 16.0 per cent from October last year, as Australians continued to take advantage of low fares, a strong Australian dollar and solid economic conditions.

Domestic passengers increased by 9.6 per cent, or an additional 172,092 passengers, over the same period to reach 1,968,009 passengers. [Read more...](#)

FLIGHT CENTRE SETS OUT TO CLOSE COMPETITION GAP

Travel company Flight Centre is lifting its presence in the youth travel market and seeking to snare more online consumers by buying British-based website gapyear.com.

In a move that will put Flight Centre and its other travel brands in closer competition with Student Travel Australia, the company has bought 80 per cent of gapyear.com. The site provides information, products and a social network for travellers taking a long break from work or study. The website also provides links to products and services such as accommodation, transport, travel insurance and money.

STAR RATINGS AUSTRALIA – NEW STRATEGIC DIRECTION

Over the past 12 months, AAA Tourism have completed a detailed Strategic Review of STAR Ratings. They consulted widely with their members, the consumer and the Australian tourism sector in developing a new strategic direction for the program.



The Executive and Board of Australian Motoring Services have now endorsed the recommendations from their Strategic Review of STAR Ratings Australia.

More than 8,000 Australian accommodation operators can now capitalise on the following changes they have planned, namely:

- Consolidation and reduction of categories from ten to six.
- Introduction of a new quality-based assessment and rating model.
- Development of consumer ratings as an official component of the scheme.
- New technology systems and platforms.
- Brand and Product strategy for the STARS.

Industry Advisory Panels, comprising key stakeholders and operators, will direct comprehensive Scheme Reviews over the coming months, leading to the introduction of a new quality-based assessment and rating model from 1 July 2011.

The STARS are an internationally recognised and trusted symbol of quality assurance for accommodation properties and the aim is to re-energise the STARS brand as well as the Auto Club retail distribution channels to deliver value to members and, more importantly, drive business to their properties.

If you would like more details on the proposed changes, please contact Peter Blackwell on 03 8602 0611 or email pblackwell@aaatourism.com.au.

AIR FARES AND HOTEL TARIFFS PREDICTED TO INCREASE

Air fares and hotel accommodation rates around the world are tipped to increase by up to 10 per cent next year as business travellers return to the market after the global financial crisis.

Australia will face some of the biggest rises in the Asia-Pacific region, with increases of about 10 per cent expected for economy class flights, up to seven per cent for mid-range hotels and up to 10 per cent for top-end hotels. American Express Business Travel's annual report forecast companies would increasingly lift travel restrictions imposed during the economic downturn. It predicted the pricing advantage would swing back to airlines and hotels as there was more competition for limited seats on planes and increased occupancy at hotels.

MEMBER NEWS

HABITAT HQ TAKES OUT AWARD FOR EXCELLENCE

'CitiPower Port Phillip Business Excellence Awards'

The CitiPower Port Phillip Business Excellence Awards held on 21 October

announced Habitat HQ as the winner of the [Business Excellence Award in the 'Tourism' category](#).



Anna Heaton, General Manager, collected the award on behalf of the Habitat HQ team, who were ecstatic at the announcement. Anna stated "It is an honour to receive such recognition for excellence in business practice. I am very proud of what we have achieved this year and it wouldn't have been possible without the support of my dedicated and passionate team and encouragement from our Directors". The category submissions were judged on the areas of customer service excellence, local business development, innovative marketing and sustainable business initiatives.

Nicola Smith, Business Development & Marketing Manager stated "It is great to have 'Tourism' supported as a key business category. This award highlights our passion in providing an excellent tourism experience whilst crediting our destination promotion, local business development initiatives and contribution to the local economy. Our team continually aims to grow our local relationships and to improve our quality of product."

Habitat HQ takes home top Victorian Tourism Award

Habitat HQ has taken out top honours for 'Backpacker Accommodation' at the RACV 2010 Victorian Tourism Awards gala dinner at Crown Casino last night. 130 tourism operators competed in the Victorian Tourism Awards with Habitat HQ being crowned a 'winner' in one of 26 business categories.

OLD MELBOURNE GAOL WINS VICTORIAN TOURISM AWARD FOR THE 3RD TIME IN A ROW & IS INDUCTED INTO THE VICTORIAN TOURISM HALL OF FAME!

Old Melbourne Gaol – *Crime and Justice Experience* won an awards hat trick after taking out the Heritage and Culture Award for the third year in a row at the RACV 2010 Victorian Tourism Awards. To honour this outstanding achievement Old Melbourne Gaol has also been inducted into the Victorian Tourism Awards Hall of Fame.

The Old Melbourne Gaol *Crime & Justice Experience* is home to our oldest prison, historic Old City Court and former Police City Watch House. Visitors can step back in time and walk the road to the gallows in a 19th century prison, be arrested in a modern-day Police Station or be put on trial in court.

This award-winning and unique heritage and cultural tourism attraction was opened in 1972 and relaunched with its new name in 2007. It employs 38 staff and has a number of dedicated and hardworking volunteers.

TROPICAL NORTH QUEENSLAND TOURISM AWARD WINNER 2010 – NORTHERN GREENHOUSE

Tropical North Queensland, at a 'Happy Days'-inspired awards ceremony, announced the Northern Greenhouse as winner of the 'Backpacker Accommodation Award' for 2010.

The Northern Greenhouse looks forward to being an entrant of the Tropical North Queensland 'Hall of Fame' in 2011, following the property's third consecutive win.

The Northern Greenhouse follows closely in the footsteps of its sister hostel, the Greenhouse Backpacker in Melbourne, which was admitted to the Victorian 'Hall of Fame' in 2006 having won the 'Backpacker Accommodation' category three years in a row at the Victorian Tourism Awards.

The Greenhouse Backpacker chain continues to grow from strength-to strength and to win these prestigious tourism awards year-on-year is a credit to the entire Greenhouse team.



GET TO KNOW YOUR BOAV BOARD

Name: Peter Adams

Title/Role: Regional Manager

Place of birth: Melbourne

Zodiac sign: Pisces

Favourite holiday destination: Eastern Europe

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

A location you'd never go back to: Doha Airport

Favourite movie: A Clockwork Orange

Most prized personal possession: My Richmond guernsey

When I was a child I wanted to be... Buck Rogers

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

Natalie Portman

Something quick and easy

Bob Hawke

A liquid dinner

Arnold Schwarzenegger

Schnitzel



LATEST IN RESEARCH

NEW ABS ARRIVALS FIGURES RELEASED

There were 5.8 million visitor arrivals during the year ended September 2010, an increase of 6 per cent relative to the previous year. There were 4.2 million visitor arrivals to Australia in the nine months to September 2010, an increase of 6 per cent relative to the same period of the previous year. [More...](#)
[Read the Minister's press release.](#)

STATE OF THE INDUSTRY REPORT NOW AVAILABLE

The first ever *State of the Industry* report outlining how Australian tourism is currently performing, the challenges it will face and how the industry needs to respond was released yesterday. The publication, developed by Tourism Research Australia, is available for free [download](#). [Read Minister Sherry's press release.](#)

UPCOMING EVENTS

VICTORIA'S INTERNATIONAL EXCHANGE 2010

Victoria's International Exchange (VIE) will be held on Wednesday 24 November at the Melbourne Convention and Exhibition Centre.

Held annually on the day of the Tourism & Events Industry Christmas Party, VIE provides for interactive sessions to be conducted between Tourism Victoria's overseas-based Regional Managers and industry representatives active in the international marketplace. It also allows tourism industry colleagues to learn about the current trends within the international marketplace and identify opportunities.

Registrations for VIE 2010 are now open.

Date: Wednesday 24 November

Venue: Melbourne Convention and Exhibition Centre

Cost: \$230 for first delegate; \$180 for additional delegates from the same organisation

Registrations close: Wednesday 17 November. For more information click here or email sarah.breheny@tourism.vic.gov.au.

INDUSTRY BRIEFINGS 2010

Tourism Australia is holding a series of industry briefings to deliver to industry the latest intelligence on tourism in Australia. The half-day seminar is **free of charge** for industry members and will feature an overview of the Australian Tourism Directions Conference, including analysis of the issues, trends and opportunities affecting international and domestic tourism.

The briefings will also include information on Tourism Australia's strategic direction and a campaign update. **A briefing will be held in Melbourne on Tuesday 30 November** at Crown Towers, 8 Whiteman Street, Southbank. [Click here](#) to register.

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.

You will have an 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](#).

WE WELCOME YOUR CONTRIBUTIONS TO THE BOAV NEWSLETTER. TO SHARE YOUR NEWS AND STORIES, EMAIL THEM TO TAMARA: tristevski@vecci.org.au