

March 2011

In this issue:

[LATEST NEWS](#)

[BUSINESS INFORMATION AND OPPORTUNITIES](#)

[INDUSTRY NEWS](#)

[MEMBER NEWS](#)

[LATEST IN RESEARCH](#)

[UPCOMING EVENTS](#)

WELCOME TO THE LATEST EDITION OF YOUR BOAV NEWSLETTER

VTIC's submission on behalf of industry to the [Victorian Competition and Efficiency Commission's Inquiry into Tourism](#) contained some 60 recommendations across a broad range of issues, from investment facilitation to aviation access, skills development and public lands management. In a draft report released last week on the tourism industry, the Victorian Competition and Efficiency Commission found that the ability of regional tourism businesses to grow and respond to changing consumer demands is being constrained by the way public and private lands are managed and regulated. To allow industry to provide feedback on this draft report, VTIC will be hosting a stakeholder consultation with the Commissioners on Monday 28 March from 12pm to 2pm at VECCI. To register for this event contact Kristina Burke on kburke@vecci.org.au.

March continues to be a very busy month in terms of events, with the 2011 Student Summit (co-located with the National Employment Expo) on Friday 25 March and preparations already underway for the 2011 Victorian Tourism Awards with nominations opening by the end of the month and a program of preparatory workshops to be held in Melbourne and regional Victoria during May.

I would also like to draw your attention to the Australian Government's controversial '[Apprenticeships for the 21st Century Expert Panel Paper](#)', which seeks to make broad changes to our national apprenticeships system. If you employ apprentices or are considering employing apprentices, then this change may affect you and I therefore encourage you to fill out the survey below which will help us argue against these proposed changes.

In this edition, I am also pleased to announce that BOAV members will now be eligible to apply for an \$8,000 grant via the Lynette Bergin Fellowship. Read on for more information on this opportunity.

I wish all a strong trading period as business travel gets back into full swing and we move toward the combined Easter-ANZAC Day long weekend.

**Regards,
Todd Blake
GM Tourism and Events**

LATEST NEWS

2011 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS



Victoria Tourism Industry Council will be delivering, on behalf of Tourism Victoria, the 2011 Victorian Tourism Awards preparatory workshops. The workshops have been designed for entrants to this year's Awards and provide a valuable step-by-step guide to completing the submission, including templates, helpful tips and important dates.

A judge, a mentor and a previous winning entrant will attend the workshop to offer advice and answer questions about submission writing and the application process.

Please note that attendance at a workshop is a requirement for those entrants wishing to participate in this year's Mentor Program. Registrations for the Mentor Program open in April at the Victorian Tourism Awards website, www.victoriantourismawards.com.au.

[Click here](#) to view the workshop schedule for 2011. Please contact your regional representative to register for one of these upcoming workshops. Stay tuned for any other opportunities get involved in this year's program.

\$8,000 LYNETTE BERGIN TOURISM FELLOWSHIP - A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS



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

The Fellowship will offer up to **\$8,000** to the applicant and a further **\$1,000** to the applicant's employer to support a project which meets the selection criteria. **This program is now open to employees of BOAV member organisations.** The focus of the project is not limited to a specific market or area of expertise and we welcome suitable candidates to enter their submissions for the award.

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

Applications close **Monday 11 July 2011**. For more information [click here](#), or contact Tamara Ristevski on 03 8662 5429 or email tristevski@vecci.org.au.

VICTORIA BECOMES THE STAGE FOR TOURISM & EVENTS EXCELLENCE



Melbourne is set to host Australasia's permanent leadership conference for the \$15.8 billion tourism and event industry.

The Victoria Tourism Industry Council (VTIC) and national tourism organisation Tony Charters and Associates (TCA) have signed a Joint Venture Agreement that will bring the *Tourism & Events Excellence* national conference to Melbourne from this September.



The conference will focus on innovation, leading practices and successful growth strategies for the tourism and events industry.

Tourism industry development leader and experienced conference convenor Tony Charters has joined forces with VTIC to run the cutting edge event.

The Conference will have all the players represented – leading operators, marketers, developers, investors, infrastructure providers, policy makers, regulators, educators and researchers. It is anticipated that the Conference will attract around 550 delegates from Australia and New Zealand in 2011 and build to 800 to 1000 international delegates over coming years.

The Conference will be held from 5 to 7 September 2011 in Melbourne. Stay tuned for more information!

HOW WILL AN OVERHAUL OF APPRENTICESHIP WAGES AND FUNDING AFFECT YOUR BUSINESS? HAVE YOUR SAY



The Australian Government is in the process of considering 14 recommendations made in the controversial '[Apprenticeships for the 21st Century Expert Panel Paper](#)', which seeks to make broad changes to our national apprenticeships system.

The Panel was asked to "examine apprenticeship training arrangements, including current incentives, and suggest principles and evidence to improve outcomes for both apprentices and industry".

According to the report, those industries and apprenticeships that are considered of high economic value will get priority, while those considered of lesser economic importance will receive less resources and support from the Australian Government's Apprenticeship Employer Incentive Scheme.

The recommendations would place greater administrative requirements on employers, particularly by requiring that they go through an accreditation process before they are able to recruit an apprentice or trainee.

VTIC believes that reform is needed to Australia's national training system. However, we are concerned that the Taskforce Paper will not meet its stated objectives if implemented.

It is important to ensure that the interests of businesses, particularly SMEs, are considered by the Australian Government as it prepares its response to the Paper.

To assist us in this process, we invite you to [click here](#) to answer three multiple choice questions regarding the potential impact these changes will have on your business.

NUMBERS SOAR AT THE MELBOURNE ADVENTURE TRAVEL AND BACKPACKER EXPO 2011



The 2011 Melbourne Adventure Travel & Backpackers Expo was a great success, with numbers through the door up more than 20 per cent from last year.

Initial numbers were: Saturday 4886; Sunday 4687...for a total over the two days of 9573 (up by 21.5 per cent).

"We are delighted with the result. We spent a considerable amount of time and effort analysing the Sydney expo in November 2010 and then we proceeded to roll out a clear and precise marketing plan that addressed several issues," says expo owner Andrew Paltridge.

"For example we employed a permanent social media marketing officer to work within this sphere in a coordinated way with our exhibitors and other partners. On-ground staff were employed for the whole week of the expo to talk face to face to potential visitors.

"We also ensured the marketing was targeted specifically to each of our three visitor types (locals, overseas backpackers and people looking for work – either paid or volunteer) rather than a general 'one size fits all' approach that was used in Sydney.

"Of course the fact we made the expo free entry was also a major factor in the rise in numbers. We will now begin the planning for the Sydney expo scheduled for late October and will roll out the successful formula we used in Melbourne then and will be looking for a similar result."

THUMBRELLA MELBOURNE QUESTION TIME



Featuring Australian Tourism Export Council (ATEC) Managing Director Felicia Mariani, VECCI CEO Wayne Kayler-Thomson, Base Tourism Group CEO Nick Thomas and Jetstar Group Chief

Commercial Officer David Koczkar, Thumbrella Melbourne Question Time was held at Base St.Kilda on Thursday 17 February.

Thumbrella Question Time is a Q&A based event, featuring a panel of industry leaders who answer pre-selected audience questions relating to the youth travel industry in a session moderated by Thumbrella publishing director Martin Lane.

Topics debated on the day included how the industry can encourage travellers back up to Queensland, whether the industry needs a trade association, how to combat backpackers camping illegally in campervans and other topics at the forefront of discussion on Thumbrella.com.au.

The forum was well received, attended by more than 65 Victorian and interstate backpacker operators and was followed by a BOAV networking function sponsored by BOAV & Tourism Victoria.

BUSINESS INFORMATION AND OPPORTUNITIES

ATEC CONFERENCE PROGRAM - REGISTRATION NOW, TUESDAY 17 MAY, CORAL SEA RESORT, AIRLIE BEACH

The Australian Tourism Export Council and the Backpacker Tourism Advisory Panel are pleased to hold the annual ATEC Backpacker & Youth Industry Conference in Airlie Beach. The event brings together industry professionals from across Australia who are involved in the backpacker and youth tourism industry.



We continue to face challenges in 2011 - devastating natural disasters, negative press coverage, a high Aussie dollar, and recent reports that other destinations around the world are closing in on our market share. This means that, now more than ever, we as an industry need unity, collaboration and strategic insights to ensure Australia retains its position as the leading backpacker destination in the world!

This year's conference program will examine and discuss topics including:

- "Product Australia and how we really measure up as a backpacker destination?"
- "Backpackers online - its noisy out there, rules of engagement", and
- "Tourism Development after the Crisis".

You will also have the opportunity to identify and discuss burning issues with your colleagues and representatives from the Backpacker Tourism Advisory Panel and ultimately help guide the industry's agenda to achieve a sustainable future.

Of course there will be a relaxing networking dinner to enjoy with your friends and colleagues. All in all - an event not to be missed!

Full conference program details to be released soon. To secure your conference registration, please [click here](#).

APPLICATIONS FOR TQUAL GRANTS OPEN

The Australian Government is accepting applications for funding for tourism projects that will nurture quality tourism experiences and support Australia's marketing campaigns. TQUAL Grants - Tourism Quality Project is part of the Australian Government's commitment to allocate \$40 million over four years to the TQUAL Grants program.

TQUAL Grants - Tourism Quality Projects will provide funding of between \$15,000 (plus GST) and \$100,000 (plus GST) to support collaborative community tourism industry development projects, particularly those which stimulate private sector investment. Applications are invited from eligible organisations and consortiums for projects to be funded between 1 July 2011 and 31 March 2013. The closing date for applications is 15 April 2011. [Learn more...](#)

WORKSAFE VICTORIA'S PROJECT 359 MANUAL HANDLING

WorkSafe Inspectors are due to commence visits to the accommodation industry this month.



- The component of this project - "cleaners" is about to commence the second phase of its trial in the accommodation industry.
- They will be visiting workplaces that were visited in late 2009 and early 2010 where inspectors identified cleaning activities such as mopping, vacuuming, cleaning bathrooms and making beds as presenting OHS risks to cleaners.
- This next round of visits are designed to ensure that workplaces are meeting their OHS requirements in terms of these cleaning activities. *Note: As per all WorkSafe Victoria projects, inspectors will also address any other OHS issues that may be identified at the time of their visits.*
- Health and Safety Solutions have been developed to provide guidance to workplaces in what this means.

WorkSafe are inviting HMAA Victoria members to participate in an "Across Industry Working Group". The purpose of this group will be to address OHS risks associated with common manual cleaning activities that occur across a number of industries such as contract cleaning, hospitals and food manufacturing in 2011-2012.

For more information contact Elizabeth Pratt on 03 9641 1265 or email Elizabeth_Pratt@worksafe.vic.gov.au. Or [click here](#) for more information.

VTIC CULTURAL AWARENESS WORKSHOP



A recent forecast by Tourism Victoria states that the Chinese and Indian visitor markets are expected to grow in the coming years, with China expected to become the largest visitor market in 2012.

With this burgeoning visitation from these cultures the question on most people's minds was how do I best service these cultures and what are their expectations?

On Wednesday 9 March 2011, fifty local and regional tourism operators joined together at the Melbourne Convention & Exhibition Centre to hear an update on how to best target and service the Chinese and Indian cultures.

Presenter Barbara West, director and co-founder of Culture Works gave an insightful workshop on what culture is, what it means and what different cultural expectations are.

The workshop helped attendees understand cultural and communication styles, expectations of interactions with different cultures and communication patterns.

Here's what just one of the participants thought of the workshop!

"It was engaging, relevant, and Barbara used wonderful anecdotal experiences. Barbara's knowledge of her area is fabulous and her ability to make the audience think and consider in light of our own experiences and future experiences was really impressive. 3 hours very well spent." - Simon Dalton, Old Melbourne Gaol – Crime & Justice Experience

An insightful presentation that will change the way you think about cultures and the way we communicate. If you missed out on this workshop, there are three other workshops scheduled around Melbourne and Regional Victoria.

Mornington Peninsula

Wednesday 4 May, 2011
Meeting Room 1
Mornington Peninsula Shire Offices
Besgrove St, Rosebud

Bendigo

Tuesday 10 May, 2011
Federation Room,
Bendigo Visitor Centre
51-67 Pall Mall, Bendigo

Melbourne

Wednesday 22 June, 2011
Level 5 - Clarendon Room
Melbourne Convention & Exhibition Centre
2 Clarendon Street, South Melbourne

For more information contact Mariella Mejia on mariella.mejia@vecci.org.au.

STARTING UP IN TOURISM SEMINARS

VECCI Tourism & Events, together with government and industry partners, have combined their expertise and resources to develop this introduction to the tourism industry for new and potential businesses. The aim is to provide a strategic insight across a range of essential business practices and improve overall business acumen and planning.

Topics covered

The following topics will be covered in the four hour workshop:

- Setting up a tourism business
- Licenses and insurance
- Health and safety
- Risk management
- Business and marketing planning.
- Tourism industry overview
- Tourism industry structure
- Research
- Networks and resources available to help you.



[Click here](#) for more information and how to register.

INDUSTRY NEWS

TOURISM AUSTRALIA'S QUARTERLY MARKET UPDATE NOW AVAILABLE

Tourism Australia's Quarterly Market Update provides important information to industry on the current state of international tourism for Australia, as well as Tourism Australia's major marketing activities. The report is a summary of a range of data and insights, including the latest trends and activities in the markets.



Tourism Australia has recently changed the timing and scope of the Global Market Monitor and Market Updates reports in order to deliver more succinct instalments in this Quarterly Market Update. Tourism Australia will continue to undertake an annual Global Market Monitor with the next 'all parties' survey of tourism industry partners scheduled for the second half of 2011. [Learn more...](#)

Arrivals Summary
A record 5.9 million short-term visitors arrived in Australia in 2010. The 2010 result exceeds the 2008 and 2009 levels of 5.6 million, and compares the previous peak of 5.7 million which was recorded in the year ending September 2007 (see Figure 1 below). The robust recovery in international arrivals first indicated in later 2009 has since turned into real-term growth for Australia.
The 2010 result represented 5.4 per cent growth compared to 2009. International arrivals grew for ten of the twelve months in the forthcoming six months.
New Zealand was a million arrivals, up 10 per cent, leading up per cent growth in arrivals from the US.

VTIC QUARTERLY LIQUOR LICENSING FORUM



The last two years has seen significant change in the area of liquor licensing in Victoria, with a new State government, new licensing fees that took effect in January 2011 and a new direction for the regulation of liquor.

The VTIC Quarterly Forum on Liquor Licensing was held on Wednesday 9 March, 2011 with updates from the Chief of Liquor Licensing, Mark Brennan and Foster's Group National Manager – Trade Relations and Customer Operations, Jeff Parker.

Mr Parker from Foster's Group updated operators from all over Victoria on the latest consumption trends, what is being purchased and how the ageing population will affect consumption trends. Mr Brennan, Chief of Liquor Licensing, updated the operators on his role and his vision for the future of regulation in this challenging area of public policy.

For future information of VTIC Quarterly Forums, please contact Mariella Mejia on mmejia@vecci.org.au.

CALLING FOR MENTEES FOR THE ARTN RECOVERY MENTORS INITIATIVE

VECCI is working with the Australian Regional Tourism Network (ARTN) to provide ongoing and meaningful support to tourism operators and destination managers who have been affected by the recent spate of natural disasters that have occurred throughout Victoria.

The ARTN is now calling for people to register their interest to participate as mentees in their Recovery Mentors Initiative. As the peak national body representing regional tourism, the ARTN has enlisted tourism professionals from around the country who have themselves bounced back from disaster, to mentor their counterparts currently facing similar circumstances.

The Initiative is connecting people based on commonalities such as organisation type, role and the scale of the impact on their businesses and destinations.

To register your interest, contact the ARTN by emailing vivienne@artn.com.au or phone 02 6620 3785.

PROMOTING YOUTH HOLIDAYS IN THE NETHERLANDS



Tourism Australia has partnered with Kilroy Travel, a niche travel agent offering backpacking and off the beaten track experiences in the Netherlands, to promote youth travel to 18 to 30 year olds. The campaign, which started last week, includes themed events in Kilroy retail stores across the Netherlands, as well as print and online promotions with special offers for backpackers. The campaign is also supported by e-newsletters, online ads, Facebook messages and Twitter posts. There's also an Australian holiday to be won, with consumers just uploading their entry demonstrating why *There's Nothing Like ...an Australian working holiday*.

GET READY FOR DIGITAL TV IN REGIONAL VICTORIA: TOURISM OPERATORS AND ACCOMMODATION PROVIDERS



Regional Victoria is switching to digital TV on 5 May 2011. From that date, analog TV signals will be switched off and all free-to-air television will be transmitted in digital-only.

If your property or facility is not yet ready for digital TV, now is the time to upgrade. The Digital Switchover Taskforce has information available to help tourism operators and accommodation providers get ready for digital TV.

There are a range of online resources available on the Digital Ready website, www.digitalready.gov.au/mdu, to advise you on how best to get your caravan park, motel, hotel or accommodation property digital ready.

You may need to consult an endorsed antenna installer for advice on upgrades to your master or shared TV antenna system and the way in which you distribute TV signals around your caravan park, motel, hotel or accommodation property.

Contact information for your local endorsed antenna installer is available from the Digital Ready Information Line on 1800 20 10 13 or at www.digitalready.gov.au.

MEMBER NEWS

DESTINATION MELBOURNE COMMITS TO A UNIFIED INDUSTRY STRUCTURE



Destination Melbourne and the Victoria Tourism Industry Council (VTIC) have forged a new partnership which will add momentum to the development of a unified industry structure for tourism in Victoria.

Destination Melbourne has been working closely with VTIC over the past two years and sees this agreement as a way of cementing the relationship. As part of this agreement, both organisations will also cross-promote industry development activities and events.

VTIC welcomes Destination Melbourne's support and looks forward to working through an agreement that provides a strong platform for co-operation and collaboration.

LATEST IN RESEARCH

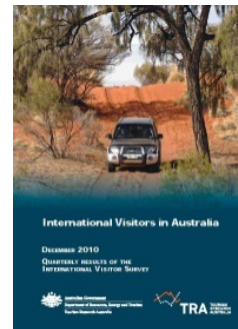
VTIC SURVEY RESULTS – FEBRUARY QUARTER RESULTS

Results of the VTIC February quarterly survey confirmed the impacts of the flood events that took place at the start of the year. See attached summary for results.



INTERNATIONAL VISITOR SURVEY RESULTS

The latest IVS results are a mixed bag for Victorian tourism, with regional Victoria coming off second best. The results also demonstrate that the Chinese market is living up to the hype, recording the highest expenditure of all visitors to Victoria and overtaking the United Kingdom to become the second largest market for international overnight visitors to Victoria, behind New Zealand.



- Of all international visitors to Australia, 583,000 (11 per cent) were classified as backpackers and they spent 42 million nights in Australia. Holiday was the main purpose of visit for 71 per cent of backpackers.
- Backpackers' average trip expenditure in Australia was \$5,462 with \$2,636 being spent on food, drink and accommodation and \$690 on education fees. Their average expenditure per night was \$76.
- While in Australia, backpackers spent 35 per cent of their nights in a rented house, apartment, flat or unit and 33 per cent in backpacker or hostel accommodation.
- Of all backpackers, 35 per cent had visited Australia before.
- Of all backpackers, 78 per cent visited New South Wales, 61 per cent visited Queensland and 44 per cent visited Victoria.
- The average duration of stay in Australia for backpackers was 72 nights.

[Click here to download the full report for the IVS Year Ending December 2010.](#)

UPCOMING EVENTS

2011 CALENDAR OF EVENTS - SAVE THE DATE!

Make sure you save the following dates in your diary, to ensure you don't miss out on the following industry forums and events:

- [Victorian Tourism Awards Preparatory Workshops](#) - May
- VTIC Quarterly Forums – 22 June, 6 September & 15 November
- Cultural Guidance Workshop – 22 June
- Tourism & Events Excellence Conference - 5 to 7 September
- Victoria Tourism Week – 5 to 9 September
- [Adventure & Backpacker Industry Conference](#) - 27 October 2011 @ Sydney
- [Golden Backpack Awards](#) - 27 October 2011 @ Sydney
- [Adventure Travel & Backpackers Expo](#) - 29 October 2011 @ Sydney
- Tourism & Events Industry Christmas Party – November (TBC)

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