

Non-profit organisations and small businesses wanting to apply to the Director of Liquor Licensing to reduce or waive renewal fees on the grounds of 'serious financial hardship' are also required to submit an application form and the required supporting documentation by 31 December 2009. Note: a small business is one which employs the equivalent of five or less full-time employees.

For more information about the new risk-based fee structure or to download the appropriate forms, visit the 'What's New' section at www.justice.vic.gov.au/alcohol. For enquiries, email liquor@justice.vic.gov.au.

A NEW GENERATION OF 10 POUND POMS

Tourism Australia has joined with STA Travel in the United Kingdom to promote working holidays Down Under by offering £10 flights to Australia. In celebration of STA's 30th anniversary, the bargain deals were inspired by the thousands who migrated from the UK to Australia by boat for £10 in the 1950s and 60s

Open to all 18 to 30 year olds with a 12 month working holiday visa for Australia, the £10 one-way Qantas fares went on sale at eight STA Travel branches across the UK at 8am on 5 August 2009. It's estimated that close to 500 people joined the queues, some camping out for three nights in order to secure their ticket. The 145 tickets sold out in 30 minutes and for those who missed out, STA offered a £50 cash back voucher, plus a competitive Aussie fare for those keen to book their trip.

The activity generated widespread coverage across all UK media and featured plenty of interviews with young Brits anticipating their Aussie adventures.

JETSTAR INCREASES SERVICES FROM MELBOURNE AIRPORT

Melbourne Airport has welcomed Jetstar's decision to increase capacity from Melbourne with an additional 35 services per week. From March next year, Jetstar will offer additional daily services from Melbourne to Newcastle and to the Gold Coast (increasing to three and eight times daily, respectively). Additionally, an extra three times weekly service will be offered to the Sunshine Coast, bringing the total number to 17 services each week. Daily services will also commence on the Melbourne to Townsville route, which is up from the current three-times weekly.

To view the full media release, [click here](#).

MELBOURNE AIRPORT WELCOMES VIVA MACAU

Melbourne Airport welcomes Viva Macau to Victoria as the airline launched their inaugural services in and out of Melbourne last week. The twice weekly flights provide even more services for Victorian travellers and those visiting Victoria, creating opportunities for increased business and leisure travel between the two regions.

To view the full media release, [click here](#).

YHA ANNOUNCES NEW HOSTEL IN BENDIGO



Riding off the back of the Melbourne Metro YHA win at the Melbourne Airport Victorian Tourism Award for Best Backpacker Accommodation, there has been an exciting addition to Victoria's YHA Hostel network with a new YHA Hostel coming on board in Bendigo. The previous Bendigo YHA (33 Creek Street) left the network at the end of September 2009 and YHA is excited to announce that *The Fleece Inn Bendigo YHA* has recently joined the network.

The Fleece Inn Bendigo YHA is just two minutes walk from Lake Weeroona and 10 minutes walk from the town centre. The bed and breakfast style hostel is in a beautiful, 150 year old heritage-listed building with an ornate first-floor balcony, plus a large outdoor courtyard and games room with a wood fireplace. There's plenty for backpackers to do in Bendigo, including winery tours, cycling and walking tracks or a visit to the Central Deborah Mine and Chinese History Museums. Bryce and Kelly Edwards have owned the property for four years and they are looking forward to being associated with YHA and have some exciting plans for re-launching this historic facility.

For further information, click here:

<http://www.yha.com.au/hostels/details.cfm?hostelid=260&CFID=7426297&CFTOKEN=75950705&jsessionid=f030d4eba44cccc851d55d3631136666426c>



BUNYIP TOURS' LAUNCHES NEW MORNINGTON PENINSULA TOURS

Multi Victorian Tourism Award winner, Bunyip Tours has launched two exciting new day tours to the Mornington Peninsula.

The *1 Day Mornington Peninsula Ultimate Tour* includes a visit to the Point Nepean National Park where visitors can enjoy spectacular coastal scenery and historic attractions. A fresh picnic lunch with a glass of wine at Mantons Creek Winery is provided, followed by a visit to Sunny Ridge Strawberry Farm and the Ashcombe Maze and Lavender Gardens, which includes the famous Hedge Maze.

Animal lovers are in for a treat when they join Bunyip Tours' *1 Day Peninsula Discovery Tour with Wildlife & Penguins*. After a later departure, the tour stops for lunch at Mantons Creek Winery before visiting Sunny Ridge Strawberry Farm and Ashcombe Maze and Lavender Gardens. Tour highlights include the Moonlit Wildlife Conservation Sanctuary where visitors can hand-feed kangaroos and have the chance to view the Penguin Parade at Phillip Island.

Other tours include *1 Day Great Ocean Road* tours, *1 Day Phillip Island Penguin* tours, *1 Day Wilsons Promontory National Park Tour*, *3 Day Great Ocean Road and Grampians Adventure Tour* and the *Official Neighbours Tour and Night*. They also offer other activities including swimming with the dolphins and horse-riding on the Peninsula. These activities are not operated by Bunyip Tours, but they offer return transport to these activities on the Mornington Peninsula. For more information, call 03 9650 9680 or go to www.bunyiptours.com

NEW GRAMPIANS TOURS

Grampians has a new small coach tour which has just started. It offers the best of the best for travellers not wanting to drive into the mountains or without cars. It connects the 10.35am train from Melbourne to Ararat and other connecting coach services exiting Warrnambool and Horsham.

The itinerary has been designed to provide both an interpreted itinerary as well as time at key points to get off the coach and experience the highlights. For example, arriving at Halls Gap, there is a 15-minute break (toilet, buy sandwiches, etc.) while the coach does pickups at accommodation hubs around Halls Gap. At Reeds Lookout there is a 45-minute stop to do a return walk to the Balconies; at McKenzie Falls – a 60-minute stop; at Boroka lookout – 15 minutes. At Sundial Lookout, those staying overnight at Halls Gap have the opportunity to actually leave the coach and do the 2-hour walk via Pinnacle back to Halls Gap, or the 3-4 hour walk back via Pinnacle and Grand Canyon to Halls Gap.

Return Adult fare exiting Ararat is \$59, and \$49 if exiting Halls Gap. Child and concession prices are available. Tours operate Tuesday, Friday, Saturday and Sunday. If people are interested to put themselves or staff on the tour, please call *Christians Bus* on 03 5352 1501 to make arrangements. This offer is subject to availability.

Grampians Tourism believes the highlights of the Grampians tour offers a major opportunity for the industry in Stawell, Ararat and Halls Gap to achieve new bed nights and for the development of short-stay train/coach seniors market, exiting Melbourne.

For more information, see the attached flyer.

HABITAT HQ UPDATE

With much excitement, Habitat HQ launched its 2010 marketing plan with a new digital platform. This followed the launch of its first online promotional video on YouTube in November 2009.

The opportunity to expose Habitat HQ's culture, 4.5 star property and facilities was the priority communication. Underpinning the product promotion was the opportunity for destination marketing and an experiential context for product choice. The aim was to highlight the vibrant local offerings of St Kilda by leveraging existing brand awareness of Melbourne and Australia as a key backpacker destination.

You can view their video at <http://www.youtube.com/watch?v=DFyIV2MWgoI> or search via www.YouTube.com site (keywords: Habitat HQ, St Kilda, Melbourne, Australia)

FREE TOURISM OPERATORS ONLINE FORUM

CottageConsult.com is a free forum for Tourism Operators, developed by an accommodation provider for tourism operator/owners to ask, share, question and compare.

Created by a property operator just like yourself to help you run, market and succeed in your accommodation business – www.CottageConsult.com has a forum for you to talk with other operators about operational discussions, marketing suggestions, regional tourism, cleaning ideas and more. Why not have a look and post a topic in the forum, reply to an existing topic that you can help with, or just have a look at the free resources available on the website including Google advertising, information on wholesalers and ideas for website development.

For more information, [click here](#).

While you're in the mood for sharing why not check out the VECCI blog and post topics and comments?

<http://blog.vecci.org.au/>

JOBS SERVICE

If you have a vacancy you need to fill, just [click here](#) or visit Thumbrella.com.au and click on the jobs tab, then post the details and wait for the applications to roll in.

Thumbrella's e-newsletter **Backpacker Trade News** is sent to 4,000 people working in the Australian and New Zealand backpacker travel industry and you'd have to think a fair few of those will be looking for their next challenge.

It's free to post a job - the only thing it'll cost is a couple of minutes of your time, and your vacancy will stay on the site for three weeks, unless you fill it beforehand.

You can also email any jobs that are going to the Young Tourism Network and they will advertise them to over 400 Victorians. Simply email info@youngtourismnetwork.com

ACCC SMALL BUSINESS INFORMATION NETWORK (SBIN)

SBIN is a new information service designed to provide small businesses, their representatives and their advisors with timely and relevant information on trade practices related matters - including competition issues and ACCC actions and publications.

The latest ACCC small business news is now available on their website.

- **ACCC warns about scam business directory offers**
available at <http://www.accc.gov.au/scambusinessdirectory>
- **New law regarding component pricing**
available at www.accc.gov.au/componentpricing
- **Cartels and new cartel laws**
available at www.accc.gov.au/cartels

LAST CHANCE - INTRODUCTORY OFFER ENDS FOR NEW ULTRA COMPACT, LONGER LIFE ECOBULB®!

- *Don't forget the introductory offer for HMAA members on Ecobulb® light bulbs runs until December 18th!
- Reduced prices and free shipping in Victoria!
- Go to our website for more details and ordering: www.ecobulb.com.au



TOURISM & EVENTS CHRISTMAS PARTY WRAP

On Monday 30 November, the Tourism and Events Industry came together to celebrate at their annual Christmas Party, which for the first time was co-hosted by BOAV.

Held at the Balinese-inspired Alumbra at Central Pier, guests were greeted by the boys from Wacky Entertainment disguised as a Christmas tree and pudding! They enjoyed canapés and an endless supply of wine provided by our sponsors, Mitchelton Wines. Later in the evening they danced the night away to a great mix of music from our resident DJ.

Guests had the opportunity to hear from outgoing Tourism Alliance Victoria Chairman, Roger Grant; VECCI CEO, Wayne Kayler-Thomson; and the Honourable Minister for Tourism and Major Events, Tim Holding. To view some pictures from the party, [click here](#).

VECCI VICTORIA SUMMIT WRAP

VECCI's premier policy development vehicle, the VECCI Victoria Summit was held on Tuesday 17 November at Parliament House. The Summit focussed on four streams: Workplace Futures, Sustainability, Infrastructure and Innovation.

The Summit included presentations from the Hon. David White, Hawker Britton; the Hon. Tim Pallas MP, Minister for Roads & Ports; the Hon. Martin Pakula MLC, Minister for Industry & Trade; as well as addresses from the Hon. John Brumby MP, Premier of Victoria, and Mr Ted Baillieu MP, Leader of the Opposition, to name a few.

Erik Peterson, from the Centre for Strategic & International Studies was a keynote speaker for the Summit. He spoke about "7 Revolutions: Scanning the world out to 2025 and beyond". The 7 Revolutions included Population, Resource Revolution, Technology, Knowledge Revolution, Integration Revolution, Conflict Revolution and Governance Revolution.

For more information on the outcomes of the Summit or to download presentations, [click here](#).

VECCI TRAINING

VECCI have announced some new short courses for their 2010 training calendar, available to all members.

Sales and Marketing:

- Effective Selling has been replaced with two 1-day programs: Selling Strategies That Work and Selling Fundamentals and Advanced Selling.
- Standing out from the Crowd - Meaningful Product Differentiation
- How to Attract more Quality Clients to Grow your Business
- Basic Marketing Skills
- Advanced Marketing Skills
- Powerful Branding
- Develop a Basic Marketing Plan
- Develop and Advanced Marketing Plan
- Your Business Success - Setting Up and Running
- Direct Marketing Campaigns
- Social Media

Members are also able to attend the following Briefings at no cost.

- OHS:
 - Harmonisation of OHS legislation in Australia - what it means for you and your business
- WPR:
 - Fair Work Act (non-Government Funded)
 - Modern Awards and National Employment Standards (NES)

Further details on the above courses are available from <http://www.vecci.org.au/Training>

BOARD MEMBER PROFILE

Name: Phoebe Dubar

Title/Role: Program Manager – Marketing & Tourism Development, Federation Square Pty. Ltd.

Place of birth: Melbourne

Zodiac sign: Capricorn

Favourite holiday destination: In Australia – Daylesford or Lorne. Overseas – Turkey or Italy

Dream holiday destination you've not yet travelled to: Africa

A location you'd never go back to: The Big Lobster in South Australia

Favourite movie: Chopper

Most prized personal possession: My Russian Blue cat, Chopper (as in "Read") – I like ironic pet names.

When I was a child I wanted to be... a rock-star vet – until mum told me I'd have to put animals to sleep, at which point I dropped the "vet" bit.

If you could invite 3 people to dinner, who would they be and what would you cook? John Lennon, David Bowie and The Mighty Boosh (Noel + Julian) and I'd cook something Lebanese or Moroccan – always a hit. And wine. Lots of wine.



CAMBRAI HOSTEL IN MAFFRA MEMBER PROFILE - MARGARET & RON RAWLINS



We arrived in Maffra, a small country town in Gippsland, after Ron was transferred from Melbourne's State Savings Bank of Victoria to start in Maffra's branch 33 years ago. We joined the country way of life and started our family. Originally, we'd only planned to stay for one year but, four children later, we had well and truly embraced the slower pace of country life, made many friends and loved our lifestyle. However we had never imagined the lifestyle of running a backpacker hostel as our business many years later when all our children had left for the city life.

One very good friend we met in Maffra was Peter McMahon our neighbour and local builder. Peter moved to Melbourne and fell in love with the backpacker world when renovating pubs in Melbourne and providing backpacker accommodation. Passionate Peter wanted backpackers coming to Maffra so he bought the beautiful old doctor's residence called Cambrai and the huge renovations began, which lasted 12 months.

In 2000, Peter asked Ron and I if we wanted to come on board and take on the business. We moved in amongst the renovations, had lots of laughs and tears and dust and dogs and paint brushes in hands. It was a huge thing and we really had no idea what we were going into. Like many people going into business, we went in without previous experience so we were a little naive, but it was fun and an adventure; one that will be with us forever.

Cambrai is named after a city in the north of France which was the centre of a World War I battle. It was the first time tanks were used and 90,000 lives were lost.

A lot of marketing began so backpackers could find Maffra, a little dairy community only 2.5 hrs from Melbourne. Locals were initially wary of strangers let alone "wild backpackers"; but oh how they have come to love the international flavour our backpackers have brought to the town! The backpackers have joined the lawn bowls along with other activities the town has to offer and given the locals a lot of laughs.

Backpackers who stay at Cambrai are those who want to get away from the larger city hostels and have a rural experience. They base themselves in Maffra where we find agricultural work so they can extend their visas and take in this beautiful Gippsland area.

Backpackers, general travellers and families who stay at Cambrai Hostel visit Wilson's Prom and Tarra Bulga National Park; while others enjoy the Gippsland Lakes, mountains or horse riding.

Closer to Maffra their favourites would have to be The Blue Pools, Ninety Mile Beach, bushwalking along the Avon River and, of course, enjoying cold beers in our licensed bar where the locals call in for an Aussie chat or a BBQ in our beautiful garden. There is even a great golf course in Maffra.

We have run the business for eight years now. While it has been the best job we have ever experienced, we are now ready to sell before we lose our enthusiasm and cannot provide all our guests with the fun, laughs, love and personalised attention that our reputation speaks of (we are grandparents now, so it is time to enjoy this new journey and encourage our grandchildren to travel or run a backpackers hostel as one of those things you "have to do before you die"). Please check out our website (www.southeasthostel.com) and come visit!

LATEST IN RESEARCH

TOURISM CONTRIBUTES \$15.8 BILLION TO VICTORIA'S ECONOMY

New research has revealed that, in 2007-08, tourism contributed \$15.8 billion to Victoria's economy, representing 5.9% of the state's total Gross State Product (GSP). The research from Sustainable Tourism Cooperative Research Centre (STCRC) also provides data on tourism's direct and indirect contribution to employment. Tourism generated 185,000 jobs in the state representing 7% of Victoria's total employment.

For more information, [click here](#).

CONTIKI'S INSIGHT INTO YOUTH TOURISM

Contiki Holidays has released its annual Travel Trends Research Report, carried out by Galaxy Research. This year's report, "The Skilled Set", is a comprehensive review into the aspirations and intentions of 18 to 35 year olds in relation to career, travel and life in general. Providing the latest trends and insights in youth travel, Contiki's "The Skilled Set" offers a comprehensive overview of the Australian youth tourism market.

The complete report is available for download at <http://www.contiki.com/theskilledset>

IMPACT OF CLIMATE CHANGE ON AUSTRALIAN TOURISM DESTINATIONS

The STCRC has released a report titled "The Impact of Climate Change on Australian Tourism Destinations". The report looks at the economic and non-economic impact of climate change, focussing on five case study destinations including the Victorian Alps.

To download and read the report, [click here](#).

MELBOURNE OVERTAKES GOLD COAST AS NO.1 HOLIDAY DESTINATION AUSTRALIANS WOULD LIKE TO VISIT

According to the latest Roy Morgan Single Source data Melbourne has replaced the Gold Coast as the number one destination at which Australians would like to take an overnight holiday in the next two years. In the year ended September 2009, 20.1 per cent of Australians would like to take a holiday in Melbourne - that's up from 19.0 per cent in the year ended March 2001.

For more details, [click here](#).

INTERNATIONAL VISITOR SURVEY RESULTS - SEPTEMBER 2009 QUARTER

These reports detail the quarterly results of international visitors to Australia based on their responses to over 70 questions in the International Visitor Survey.

[Click here](#) to download the results.

CONSUMER-GENERATED WEB-BASED TOURISM MARKETING

With the rising popularity of sites that contain content submitted by real travellers (e.g. TripAdvisor, Lonely Planet, and social networking sites such as MySpace and YouTube), the ways that travellers search for, view and evaluate travel information is potentially changing.

This study investigated how travel-related User-Generated Content (UGC) web sites (also known as Web 2.0 sites) were being used by consumers. The study captured traveller perceptions with respect to how such sites impacted on their information search and travel behaviour.

Understanding this impact on behaviour can help tourism and destination marketers develop more effective e-business strategies and relationships with their existing and potential customers.

For more information or to download the survey results, [click here](#).

UPCOMING EVENTS

EXPRESSIONS OF INTEREST FOR ATABE MELBOURNE, 20 - 21 FEBRUARY 2010

Tourism Victoria will be attending this year's Adventure Travel and Backpacker Expo (ATABE) in Melbourne, at the Royal Exhibition Building on the weekend of 20-21 February 2010.

Background:

ATABE is Australia's only adventure travel expo series and has been operating since 1995. The expo provides exhibitors with the opportunity to talk to adventure travellers of all ages – both overseas and local. It is an excellent and cost-effective way to talk directly to potential clients, build client databases, enhance your product's brand awareness and generate sales. As the only adventure expo series in Australia, the events also offer a unique opportunity to network with the industry and grow contacts as well as see what the industry and the competition is up to.

Target Audience:

The Adventure Travel & Backpackers Expo is a consumer show attracting two key markets:

- 1) Domestic soft adventure seekers
- 2) International backpackers and students

Exhibitors come from all over the world, as well as from QLD, TAS, NT and WA. The expo usually attracts around 4,000 people per day.

For more details, visit www.MyAdventureExpo.com

Invitation:

Tourism Victoria invites BOAV members to represent Victoria at the 2010 event.

To express your interest and availability to attend, please email Sarah at sarah.mcphee@tourism.vic.gov.au by Wednesday 9 January 2010.

Please be advised that the nature of consumer shows and the purpose of our involvement is to increase awareness of the State's varied attractions. As such booth representatives are required to be advocates for Victoria predominately rather than individual products.

Please note the following guidelines before responding to this invitation.

Exhibitor Guidelines:

1. All transport, logistics, freight delivery, accommodation and meals are by own arrangement and cost.
2. Exhibitor badges are limited and all expressions of interest received by the deadline will be considered fair and equitably.
3. Given the booth dimensions, space to display promotional material is limited.
4. BOAV members unable to attend but who are keen to display product brochures at the booth are asked to contact Sarah McPhee at sarah.mcphee@tourism.vic.gov.au to discuss freight/delivery arrangements.

2010 AUSTRALIAN REGIONAL TOURISM CONVENTION, 16 - 20 August 2010

The 2010 Australian Regional Tourism Convention will be held Monday 16 August to Friday 20 August in the gorgeous Yarra Valley and the Dandenongs region of Victoria.

The Australian Regional Tourism Network (ARTN), producers of the Convention and the peak national body representing regional tourism practitioners, are excited and proud of the program which is already well into development. As ever, the ARTN is seeking to include its members and the industry its activities and so is inviting suggestions and contributions to the Convention program by way of a 'Call for Papers'.

Further details on the Convention and guidelines for the submission of abstracts are coming. The deadline for submissions is Friday 5 February 2010.

Stay tuned for further announcements regarding Convention registration which will commence early in 2010. For more information, [click here](#).

Other important dates:

20 – 21 February - Adventure Travel and Backpacker Expo – Melbourne

27 – 28 February - Adventure Travel and Backpacker Expo – Brisbane

20 April - ATEC/BTAP Backpacker Conference & Dinner - Hobart