



NOVEMBER 2009

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► **Welcome to the October edition of the BOAV member newsletter**

There's been a lot happening in the world of BOAV and I'd like to start by saying a massive thank you to David Fitzpatrick who has resigned from the Chair role as his two year tenure is unfortunately up.

David will remain on our Board and our new Chair will be announced at our final Board meeting of the year just before the BOAV Trivia event on December 15.

Come along and thank David and meet and greet our new Chair plus blitz your co-members with your wondrous knowledge.

We wish David all the best and bid him farewell, but only from this role, with our kindest wishes and appreciation for all his efforts in the position.

Special congratulations must go to BOAV members who won Victorian Tourism Awards on Monday night:

- Major Tourist Attractions – Winner, Melbourne Aquarium, Finalist, Phillip Island Nature Parks
- Herald Sun Award for Tourist Attractions – Merit, Otway Fly Treetop Walk
- HOSTPlus Award for Indigenous Tourism – Winner, Brambuk the National Park and Cultural Centre
- Destination Melbourne Award for Tour and or Transport Operators - Winner, Bunyip Tours
- OAMPS Award for Tourism Marketing - Finalist – Melbourne Aquarium

There's plenty of news to catch-up on and this newsletter is jam-packed so I'll let you get to it. I hope to see you at the Tourism Industry's Christmas Party which is being co-hosted by BOAV on November 30...

Anita Donnelly

Executive Officer

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UPDATE ON THE NEW LIQUOR LICENSING FEE STRUCTURE

VECCI, VTIC and HMAA recently made a submission on behalf of all tourism and events members inclusive of BOAV members in response to the proposed changes to the liquor licensing fee structure. This submission was supported by a variety of media releases and other communications.

It is pleasing to see that our concerns, along with the concerns of the wider industry, have been heard, and that a number of refinements have occurred as a result. We will continue to advocate on behalf of members on this issue.

Below is a summary of the refinements:

In August 2009 the Victorian Government introduced legislation to Parliament to amend the Liquor Control Reform Act 1998 proposing that a risk-based fee structure be applied to liquor licences. The purpose of risk-based fees is to make venues associated with the most harm to the community, pay the most to recover the real cost of regulating and policing the industry and keeping our venues safe.

The government has now refined the fee structure as a result of extensive community and industry consultation and adjusted the fee structure so that large late-night venues will continue to pay the highest fees, while smaller venues that close earlier will pay less.

The main changes to the risk-based fee structure as a result of the feedback are as follows:

- Licensed premises with a patron capacity of 200 or below will not pay a loading based on patron numbers
- Licensed premises which close at or before 1am will not pay a loading based on patron numbers unless they have a history of non-compliance
- Licensed premises with sexually explicit entertainment conditions on their licence will pay a flat rate of \$30,000 as the standard fee.
- For the purpose of the venue capacity multiplier, licensees will be able to have patron numbers for accommodation and function areas excluded from the calculations where:
 - the function area closes at or before 1am and this is a condition of the licence
 - the function area will be used exclusively for pre-booked functions and casual or public entry is not allowed, and
 - the licensee is not required to pay compliance history risk fees.

Consumer Affairs Minister, Tony Robinson, said recently that consultations with the community and industry showed widespread support for a new fee structure that targeted venues that cost more to police and regulate. Mr Robinson said all licensees

were on notice that poor compliance histories would increase the cost of liquor licences from 2011.

"After next year, breaches of Victoria's liquor laws will add to the cost of a licence, so licensees of poorly managed venues will find themselves paying significantly higher fees," he said.

A letter will be sent to all licensees in the near future outlining further details.

For more information visit: Responsible Alcohol Victoria
<http://www.justice.vic.gov.au/alcohol>

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MELBOURNE'S VISITORS AND BUSES GIVEN RAW DEAL ON SWANSTON STREET

BOAV is concerned about the impact of Melbourne City Council banning all tour buses from Swanston Street. BOAV argues that the action will have an enormous impact on the city's tourism businesses and reputation. From 1 November the Council started prohibiting any vehicle with more than twelve seats from using Swanston Street between 7am and 7pm, although buses will still be allowed to travel east-west across Swanton Street in CBD, for example along Little Collins Street.

BOAV members and other accommodation facilities located in, or near Swanston Street are very concerned about loss of trade. Many of the tour companies servicing hotels in Swanston Street have long-term contractual arrangements with both domestic and international agents to provide the highly valued door-to-door pick-up and drop-off service. Tour companies through BOAV and Tourism Alliance Victoria (TAV) have also expressed their concern about the ban. TAV has raised the issue with the media to assist in advocating the needs of the tourism and accommodation sectors.

Denying tour buses access to Swanston Street jeopardises their ability to fulfil these obligations and provide the high level of service visitors to Melbourne have come to expect. BOAV understands that the City of Melbourne have put in place traffic measures to counter the impacts of the ban, including alternative parking bays on Russell Street, a block away from Swanston Street, however BOAV believes that this is merely a relocation solution for the vehicles. It does not address the impact on visitor service or amenity. There would be no immediate access to shelter in inclement weather, no staff waiting at the door to assist with luggage and mobility-impaired visitors would be seriously inconvenienced.

The access ban also prohibits the popular SkyBus airport shuttle, an invaluable service for tourists and locals alike, from operating in Swanston Street. Travellers departing from Swanston Street would only able to hail expensive taxis, with the more affordable pick-up and set-down services offered by SkyBus no longer available.

BOAV argues that Melbourne's reputation as a safe and easy place to travel will not be enhanced by reducing bus access to hotels in Swanston street, and believes that the Council will need to add additional parking and traffic restrictions to ensure that bus bays in the CBD's bus division routes are not blocked by couriers or delivery trucks for example. If this does not happen, the current city traffic problems will only worsen.

Melbourne has recorded strong visitor numbers this year, despite the GFC, swine flu and bushfires. To retain this level of visitation, and the economic benefits that go with it, it is imperative that the city continues to provide a high level of visitor and tourism services. Banning tour buses in Swanston Street is counter-productive, and will impact on the experience of hotel guests.

BOAV will continue to monitor the process of the ban, and will advocate against it in conjunction with Tourism Alliance Victoria and the Hotel, Motel and Accommodation Association.

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NEW GUIDE TO HELP TOURISM OPERATORS THIS BUSHFIRE SEASON

The Victorian Government has launched the *Crisis Essentials* guide for tourism businesses to assist in preparing, responding and recovering from events like bushfires.

Launched during Fire Action Week, the guide was developed by a steering committee including BOAV's Anita Donnelly, to inform tourism operators about how to protect their business in the event of a crisis.

The publication includes advice on risk management; developing a plan; communicating to customers; and ensuring business continuity following an emergency.

The guide will be available to all Victorian tourism businesses ahead of the approaching fire season and will be supported by a series of briefings and workshops for tourism businesses located in high fire risk areas.

Tourism Victoria will also commence a campaign this summer aimed at raising visitor awareness of the bushfire safety risks in Victoria and understanding of what they need to consider when planning a holiday in high-risk bushfire areas.

The *Crisis Essentials* guide will support the more comprehensive *Open for Business* crisis management publication which will be available in late October. Download a copy of the *Crisis Essentials* guide at www.boav.com.au

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GOLDEN BACKPACK AWARDS: THE VICTORIAN WINNERS

The winners of the Golden Backpack Awards, Australia and New Zealand's only dedicated awards programme for the independent travel sector have been announced. Run by TNT Magazine, the Golden Backpacks saw a national campaign in print and at www.tntdownunder.com to gather votes from consumers in more than 30 categories.

Backpackers voted for their favourite hostel, tour and backpacker night in every State and Territory in Australia and across the Tasman. National awards recognised tour operators, transport providers and hostel booking engines while the general category saw awards for best travel agent, recruitment service and training provider. Awards were also presented for innovation and outstanding achievement in the industry. The overwhelming majority of the below finalists are BOAV members, so well done!

VICTORIA AWARDS

Best Hostel Finalists: Melbourne Connection Travellers Hostel
Urban Central
Nomads, Melbourne
The Greenhouse Backpacker
Base , Melbourne
Habitat HQ

Winner: Urban Central ***BOAV Members***

Best Tour/Activity Finalists:
Bunyip Tours, Great Ocean Road tour

Adventure Tours Australia, Great Ocean Road tour
 The Official Neighbours Tour
 Autopia Tours, Great Ocean Road tour
 Phillip Island, Penguin Tour
 Groovy Grape, Great Ocean Road tour

Winner: Bunyip Tours, Great Ocean Road tour *****BOAV Members*****

Best Backpacker Night

Finalists:

The Red Eye Bar
 Elephant & Wheelbarrow, St Kilda
 Nomads Industry Bar
 Urban Bar
 The Official Neighbours Night
 PJ O'Brien's

Winner: The Official Neighbours Night *****BOAV Members*****

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▶ **EVOLUTION OF THE BACKPACKER MARKET PROJECT**

The final report for the Evolution of the Backpacker Market and The Potential for Australian Tourism project is now available from the STCRC. Click on the link to purchase a hard copy of the latest results or download it for free:
<http://www.crctourism.com.au/BookShop/BookDetail.aspx?d=683>

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▶ **We'd like to welcome a new BOAV member, Energy Mad and here is a message and great deal from them...**

NEW ULTRA COMPACT, LONGER LIFE ECOBULB®!

Introductory HMAA member offer:

- Free Delivery on all orders in Victoria
- Special Introductory Price
- Save up to 80% in Power Usage
- Longer Lifetime = Less Change Outs
- Variety of Styles
- Compact Size is Great for Recessed Fittings

Our T2 globes are the most compact energy saving globes on the market, with an average 15,000 hour average lifetime. Also introducing the Ecobulb® 13W covered bulb- old fashioned "globe" look with new energy saving technology!

We stand by our products- All Ecobulb® Products come with a Two Year Warranty.

Our limited offer includes:

20W Spiral	(replaces 100Watt)	15,000 hour lifetime
15W Spiral	(replaces 75 Watt)	15,000 hour lifetime
12 W Spiral	(replaces 60 Watt)	10,000 hour lifetime
8 W Spiral	(replaces 40 Watt)	15,000 hour lifetime

\$2.99+GST per bulb for a carton of 50 globes

13 Watt covered bulb (replaces 60 Watt) 8,000 hour lifetime

\$3.49+GST per bulb for a carton of 50 globes

Buy yours online today- valid until 18 December 2009 only!

For ordering and more details please visit: www.ecobulb.com.au Fax: +64 3 961 9600 or call us and we will get back to you: 1800 836 997

We look forward to receiving your order!

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DETAILED RESULTS FOR THE SURVEY OF TOURIST ACCOMMODATION (STA) – June quarter 2008

Victoria experienced growth in the number of establishments and rooms available for Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more in the June 2009 quarter when compared to the June 2008 quarter. Regional Victoria experienced growth across the majority of indicators, with only employment decreasing by 0.5%. Melbourne did not perform as well as Regional Victoria, with declines for room nights occupied, occupancy rates, takings and employment.

For occupancy rates for Hotels, Motels, & Serviced Apartments of 5-14 rooms, Victoria (+1.7% points) performed better than the national average (+0.9% points).

For takings in caravan parks, Victoria (+17.2%) out performed the national average (+11.0%) and key competitors NSW (+12.3%) and Queensland (+4.6%).

Victoria recorded growth in the number of units (+387 units), unit nights occupied (+0.7%) and takings (+2.4%) for Holiday Flats, Units & Houses.

For Visitor Hostels, NSW out performed Victoria for all indicators, with Victoria only experiencing growth in capacity (+2 beds) and takings (+1.6%).

For more information please see attached details: *Results for the Survey of Tourist Accommodation*.

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MELBOURNE AIRPORT FIRST QUARTER PASSENGER RESULTS: 5 MILLION INTERNATIONAL PASSENGERS IN A YEAR

Melbourne Airport's first quarter passenger figures reflect a positive start to the 2009/10 financial year, and are testament to the resilience of Melbourne as a key tourism and business city. Melbourne Airport has achieved overall passenger growth of 3%, a strong result in a difficult operating environment for the aviation industry.

The international market has performed particularly strongly, increasing by 10% for the quarter, and up by 14% in the month of September alone. This means that, for the first time, Melbourne Airport has surpassed five million international passengers in a 12 month period.

This growth can be attributed to the continued strength of emerging international passenger markets such as Malaysia, India and China, with quarterly growth of 55%, 23% and 8% respectively. International travel by Australians also increased, up by 12% for the September quarter.

The domestic market also returned to growth, increasing by 1% compared with the same quarter last year. This will continue to be fuelled by the entry into the Sydney market by Tiger Airways who commenced Melbourne – Sydney services in July, boosting to nine daily services this month and Jetstar who will be commencing at the end of October with five daily services between the two cities.

For full details see attached *Melbourne Airport Media Release*.

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▶ MELBOURNE AIRPORT – CAPA LOW COST AIRPORT OF THE YEAR

Melbourne Airport has been named the ‘Low Cost Airport of the Year’ by the Centre for Asia Pacific Aviation (CAPA).

Melbourne Airport CEO, Chris Woodruff, said: “We are exceptionally proud to receive this award. We work closely with our airlines to keep our costs low for better results – for airlines, for business and of course for passengers flying in and out of Melbourne.

The results of our efforts can be seen in the growth of low cost carriers such as Air Asia X who began thrice weekly services in November 2008 and have now announced they will be flying 12 times a week in and out of Melbourne. Jetstar have also recently announced an increase over summer on the Melbourne – Bali route and Viva Macau will be launching twice weekly services for the first time in early December to Macau.

Also in December, coinciding with the opening of the first stage of our international terminal expansion, Qatar Airways will make their debut in the Melbourne market and V Australia will launch services to Phuket and Los Angeles. In the domestic market, low cost carriers Tiger Airways and Jetstar are based at Melbourne Airport and are performing strongly, with both recently launching Melbourne – Sydney services.

We have worked hard to make Melbourne as attractive as possible to the airline market by working to keep costs low and maximising key advantages such as our single terminal precinct and curfew free operations” he said.

Whilst this is great recognition of our efforts so far, and testament to the strength of Victoria as a destination, Melbourne Airport will continue working hard to provide excellent service to our airlines as the premium low-cost airport in the Asia Pacific region.

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▶ READY FOR RECOVERY: BOOST FOR DOMESTIC AND INTERNATIONAL TOURISM MARKETING

The Minister for Tourism, Martin Ferguson AM MP, this month announced a \$9 million boost to cooperative marketing and called on Australia’s tourism industry to engage with Tourism Australia to maximise growth in domestic and international travel following the global recession.

See attached *Funding Media Release* for more information

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▶ COMMUNIQUÉ 53RD TOURISM MINISTERS’ COUNCIL EXTRA-ORDINARY MEETING

On October 30 the Tourism Ministers’ Council (TMC) held an extra ordinary meeting in Adelaide, to consider and endorse the National Long-Term Tourism Strategy and the National Tourism Accreditation Framework. The TMC was chaired by the Hon Dr Elizabeth Constable MLA, Minister for Tourism, Western Australia and was attended by the Hon Martin Ferguson AM MP, Federal Minister for Tourism, as well as other State and Territory Tourism Ministers.

The National Long Term Tourism Strategy includes recommendations from the Jackson Report - an industry report on the tourism sector.

The Strategy is a tourism policy document which addresses tourism priorities such as regulatory impediments, skills and labour shortages, investment, infrastructure, planning and indigenous tourism, climate change implications, research and marketing.

See attached report *Communiqué 53 Meeting Final* for more information.

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▶ ARE YOU READY FOR GEN Z?

13-17 year olds - Generation Z - are down-to-earth and want to enjoy their work boasting a strong sense of participation.

A recent Australian survey conducted by Habbo Australia found that, like Gen Y, Gen Z are brand savvy and like advertising but overall are drastically different to Gen Y.

Key characteristics identified:

- Altruistic (if you thought Gen Y wants to save the world, wait until you see Gen Z);
- Care more about what their parents think and may return to more traditional values;
- Are far less inclined to want to travel or work overseas than Gen Y;
- Don't necessarily want to have up to ten career changes in their lifetime;
- Prefer brands that align themselves with their value systems around the environment, as well as their strong spirit of humanitarianism.

Article sourced from the Backpacker Operators Association of NSW Inc. directions Newsletter October edition.

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▶ UK AIR PASSENGER DUTY INCREASE

Please see *attached document* with excerpts from global media reports regarding the UK's increase of Air Passenger Duties on outbound international flights. This information was sourced by Matt Hingerty of the Australian Tourism Export Council (ATEC) and forwarded on to BOAV by National Tourism Alliance (NTA).

The rate of tax is graded depending on distance. The tax for passengers travelling from the UK to Australia was £80, however this will now increase to £110. A further rate rise scheduled for November 2010, will see the tax rate eventually set at £170.

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▶ NEW COMMISSIONERS FOR VICTORIA TO HELP BOOST VICTORIAN ECONOMY

Congratulations to former Melbourne Airport executive and tourism supporter Geoffrey Conaghan on the announcement of his appointment to the role of Commissioner for Victoria in Bangalore. Other appointees include Sally Capp – Victoria's new Agent-General in London, and Patrick Stringer – Commissioner for Victoria in Shanghai.

According to Geoffrey, his Hindi vocabulary requires polishing but otherwise, he's raring to go!

The new appointees will take up their positions before the end of this year. To read the full media release, go to www.premier.vic.gov.au

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▶ CENTRE FOR TOURISM AND SERVICES RESEARCH PROJECT: LEARNING AND LEARNING CHANNELS - QUESTIONNAIRE

The Centre for Tourism and Services Research at Victoria University in conjunction with Edith Cowan University are conducting a survey and needs your input and

opinion on Learning and Learning Channels for Small and Medium Sized Tourism Organisations.

The questionnaire is simple and will take no more than **10 minutes** to complete. Your participation is completely voluntary and anonymous.

All those who participate are eligible to enter a draw for a **\$100 gift voucher**. Three winners will be drawn! Click here to access the survey - <http://www.businessandlaw.vu.edu.au/ctsr/survey.asp>

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▶ Member Profile: DENISE CASTRO

Title/Role: Marketing Coordinator at Destination Melbourne

Place of birth: Born in Melbourne but grew up in Ballarat

Zodiac sign: Sagittarius

Favourite holiday destination: Hmm tricky one, Victoria – Wilsons Prom, Australia – Tasmania, International – Istanbul, Turkey.

Dream holiday destination you've not yet travelled to: I am outdoors person who loves adventure - kayaking down the Amazon sounds like a fun way to spend a few weeks!



A location you'd never go back to: I have been to some dodgy pubs in Chapel St...

Favourite movie: Again... too many to choose from Closer, Love Actually, Braveheart.

Most prized personal possession: possessions aren't that important to me, more the friends and family I have around me.

When I was a child I wanted to be... A tennis player!

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

That's easy! My good friends – Anna, Marietta and Sarah – we always have a good laugh together and unfortunately don't find enough time to catch up. I would cook a big Paella as I have a Spanish background, accompanied with a nice red wine.

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▶ UPCOMING EVENTS

TOURISM & EVENTS INDUSTRY CHRISTMAS PARTY

It's that time of the year again... time to celebrate the festive season with your tourism friends and colleagues. Join Tourism and Events Minister, The Hon. Tim Holding and the Government Friends of Tourism Group for the official Victorian Tourism and Events Industry Christmas Party!

To be held at Alumbra in Docklands on **Monday 30 November** this event is not to be missed and it's being co-hosted by BOAV so our members get a discount!

Your invitation to this event will be available shortly, in the meantime, make sure this date is in your diary.

MILDURA BACKPACKER SECTOR UPDATE

You are invited to attend a Backpacker sector update on Tuesday 8 December at 11am in Mildura Tourism's boardroom, 62 Madden Avenue, Mildura.

Mildura Tourism in partnership with the Backpacker operators and stakeholders has held a number of workshops over the last three months which led to a Steering Committee being appointed to address the issues and opportunities raised at these workshops.

The Steering committee has two meetings planned over the next month and the purpose of the update is to provide information about these meetings and to provide industry with recommendations on the way forward in 2010.

Please note all operators participating in or interested in the Backpacker Sector are invited to attend.

RSVP is due by Thursday 3 December to Dani Harvey: dani@milduratourism.com.au

"BEYOND THE GFC - WHAT DOES 2010 HAVE IN STORE FOR VICTORIAN TOURISM?"

The Victoria Tourism Industry Council (VTIC) invites you to their quarterly forum.

With Australia's economy officially growing again, we appear to have weathered the Global Financial Crisis better than most countries. Or have we? Has Victorian tourism fared as well as other sectors of the economy? What lessons are there to be learned? What does 2010 have in store for Victorian tourism as we grapple with a strengthening dollar, ever increasing competition, another bushfire season and other challenges?

The VTIC Forum will assist you to make your own conclusions. Join us and our special guest speakers for what promises to be a lively and informative session. Guest speakers include:

- Michael Emerson, Founding Director, Economic Marketing and Development Advisors
- Natalie Pickett, Managing Director, Southbound Australia
- Damian Tkalec, Executive General Manager, Melbourne Airport

Following the Forum, attendees are invited to remain for an hour of pre-Christmas networking until 7pm.

The Details:

Wednesday 9 December - Forum: 4pm - 6pm, Drinks and Canapés: 6pm - 7pm
VECCI, Level 5, Room 5.3 - 486 Albert Street, East Melbourne
Member: \$48, Non-member rate: \$68

RSVP:

Friday 25 November

Phone: VECCI Customer Care 03 8662 5211 or Email: events@vecci.org.au

VICTORIA'S INTERNATIONAL EXCHANGE (VIE) 2009

To be held on Monday 30 November 2009, this is an important event on the Victorian tourism calendar - VIE 2009 provides interactive sessions with Tourism Victoria's overseas based Regional Managers and industry representatives who are active in the international marketplace.

This year, in an endeavour to be environmentally friendly, the VIE Manual will only be produced in electronic format on a USB device. The VIE Manual contains comprehensive international tourism marketing information and will be a vital reference tool. The USB device will be sent to all registered delegates prior to VIE. You will not receive a VIE Manual upon registration on the day of the conference.

For more information and to register go to www.tourism.vic.gov.au/vie/

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OTHER IMPORTANT DATES:

30 November – Tourism Industry Christmas Party – Docklands
15 December - BOAV Trivia at Base - St. Kilda
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

Member contributions welcome

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Backpacker Operators Alliance of Victoria (BOAV)

Ph: 03 8662 5145

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This email was sent to "".

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