



August 2009

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► **Welcome to the latest edition of the BOAV member newsletter.**

Why do we love backpackers? Well... they stimulate product development, have high dispersion rates, are a sustainable form of tourism compared to others, for their return potential and repeat visitation, long (er) stays, low (er) marketing costs, low (er) economic leakage and they are high yielding with \$3.1 billion spent in Australia in 2007/08.

Working Holiday Makers (WHM) coming to Australia increased by 27 per cent in the last year with each, on average spending over \$13200 while in our Country. Their market value is \$1.8 billion! For every 100 WHMs that arrive 6.3 additional jobs are added to the economy. This is why we love backpackers!

Keep on reading for news on our industry and plenty of opportunities for you to take part in.

Until next time...

Anita Donnelly

Executive Officer

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► **BOAV Christmas in July**

On Thursday 30 July over 30 BOAV members braved the elements to enjoy a fun-filled afternoon, taking in some of the unique sights of Melbourne. Our first stop was the MCG, where our lovely guides Ian and Geoff showed us around the inner workings of the MCG. We then moved onto the National Sports Museum, where we spilt into groups to test our knowledge and speed at gathering information, with a sports quiz...The Chairman's team rising to the occasion and taking out the coveted prize.

After some well-earned snacks and beverages, we crossed through the crime scene tape onto the very comfortable Go West Tour buses, where Jon and Lee regaled us with some tales of Melbourne's sordid criminal history and showed us where these crimes took place.

We ended up at the city watch house, where we were all duly arrested for an assortment of crimes we'd committed earlier that day...note to self, when a police officer says, "stand against the wall arms distance apart" it does not translate to "stand with your legs spread and arms out!" After going through the formalities of our arrests, we were taken to the Old Melbourne Gaol where we would be serving our time.

Our guide Bronwyn gave us a very informative talk about the history of the gaol and the gallows. George helped set the mood, looking incredibly scary modelling the 'silence mask' in the eerie light.

After our release from Gaol on good behaviour, we jumped aboard the Go West Tour buses and were escorted to our last stop of the night, the Bertha Brown Bar. A delicious three-course Christmas dinner, in a gorgeous setting was waiting for us when we arrived. Later in the night we were all very surprised and delighted to see Santa arrive to join in the festivities. He merrily gave out gifts to all the guests and plenty of hugs and kisses too!

On behalf of BOAV we'd like to thank everyone who supported this event, without their generous contribution f this would not have been possible. To Richard, Abbie and the guides at the MCG and NSM, Terry and his team from Go West Tours, Andrew and Sean from the Old Melbourne Gaol and Tash and Dan from the Bertha Brown Bar.



George



George when he's not allowed to talk



*David at his press conference
George making sure he's not mobbed by the press*



George Dead or Alive



David giving George a well earned massage



Our wonderful guide Ian with an enthralled Anita

[If these images do not display please try this link and click on the image to zoom in](#)

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▶ Youth travel market still positive

A survey conducted by STA Travel in the UK has found that young people are paying for their own travel and planning multiple trips for the rest of 2009.

Results showed that 92 per cent of those surveyed are planning to travel in 2009, with 37 percent planning two trips and 34 per cent planning at least three trips before the end of the year.

With prices on international airfares being lower than many young people have ever seen, they are taking the opportunity to travel overseas. 42 per cent of respondents reported having plans to travel internationally for either leisure or work and study abroad programs in 2009.

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▶ Golden Backpack awards and conference

Bookings for the 2009 Independent Travel Exchange (Wednesday 4 November, Sydney), The Adventure & Backpacker Industry Conference (ABIC) and The Golden Backpack Awards Dinner (Thursday 5 November, Sydney) are now open.

The Adventure and Industry Conference (ABIC) now in it's fourteenth year is the biggest event in Australia for adventure and backpacker operators. The focus this year will be on the changing nature of customer behaviour, repositioning your business for future challenges, managing and adapting to the ever changing online world, how to successfully manage the media and preparing for the upturn.

Voting for the Golden Backpack Awards, started a few weeks ago with voters in the running to win free flights with Tiger Airways. The event, run in partnership with TNT magazine is the only consumer voted awards programme for the independent travel sector across both Australia and New Zealand.

Voting closes on 18 September 2009 with winners announced at the gala dinner on 5 November after the Adventure & Backpacker Industry Conference. The voting form appears in TNT magazine and online [here](#)

For more information on all events click [here](#)

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▶ Latest report on the Japanese inbound market

Japan continues to be a complex and challenging travel market with a new report confirming the different issues which have affected Japanese tourists and travel to Australia since 2000.

The report, *Japan – Changing Trends in Travel to Australia*, published by Tourism Research Australia, looks at the variety of causes behind the drop in the number of Japanese visitors between 2000 and 2007.

Tourism Australia Executive Chairman, Rick Allert said the report made an important contribution to better understanding the complexities of the Japan travel market which has undergone further changes since 2007 and the timeframe covered by the report.

“Japan will continue to be an important tourism market for Australia with more than 457,000 visitors from Japan arriving during 2008. However, what we also know is that there have been some further significant changes to the Japan travel market that have required Australia to adapt its marketing approach,” says Allert

"Future longer term opportunities include increasing the number of return visits; increasing the length of stay or spending from existing visitors; and, appealing to the growing section of the Japanese population aged between 40 and 60 who still have a strong desire for overseas travel." says Allert

For the full report [click here](#)

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Melbourne Airport's growing international market

July has seen the announcement of more international services and yet another positive month for international passenger growth at Melbourne Airport.

It has been the highest July on record for international passengers, with growth of eight per cent reaching a total of 445,949 passengers.

Melbourne Airport has also recently welcomed AirAsia X's announcement to increase flights between Kuala Lumpur and Melbourne by four per week – from seven to eleven weekly services. The long-haul/low-cost airline commenced services flying direct between Melbourne and Kuala Lumpur in November last year with four services per week.

"Our Malaysian market grew 33 per cent over the last financial year, a growing market these new services from AirAsia X will directly serve. These services will connect with AirAsia's ever growing Asian network" says Melbourne Airport CEO, Mr Chris Woodruff.

The announcement comes on the back of Singapore Airlines' decision to introduce daily A380 services in and out of Melbourne in September,

Qatar who will commence services in December and increased capacity from our other international airlines Emirates, Air China, China Eastern, Vietnam Airlines, Philippine Airlines, Pacific Blue and Garuda Airways in the last 12 months.

For more information [click here](#)

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Greater police powers will underpin major events, says VEIC

In a statement released on 10 August 2009, Victoria Events Industry Council (VEIC) Chairman Peter Jones responded positively to the proposed boost to police numbers and greater police powers by stating that the move "will assist Melbourne's major events industry".

"Victoria is home to some of the world's most exciting sporting, cultural and business events – which generate an estimated \$2.4 billion for the local economy," says VEIC Chairman, Mr Peter Jones.

"The growing street violence has already had a negative impact on Melbourne's reputation as a key education provider, and could pose a serious threat to our reputation as a key events destination," says Jones.

"These senseless attacks will feed into interstate and international perceptions of Melbourne's safeness as a city and our overall attractiveness as a tourist and major events destination.

"Melbourne's reputation was enhanced through the hosting of the 2006 Commonwealth Games – it would be fantastic to restore the friendly city atmosphere that locals and tourists enjoyed throughout the Games.

"Law and order is a core function of government and Victorians deserve leadership on this issue," says Jones.

For more information on VEIC please [click here](#)

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▶ **Domestic industry marketing prospectus out now**

Tourism Australia's Domestic Marketing Strategy for 2009-2010 is now available. Please refer to the prospectus for a list of future industry opportunities within the No Leave, No Life campaign and the *My Australia* magazine series.

For further information click [here](#).

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▶ **Register your conference venue now with BEV**

If you have event or conference facilities now is the time to register your details with Business Events Victoria (BEV).

BEV currently preparing the 2010-2011 Planners Guide set to be launched at AIME 2010, just a mere nine months away.

Every two years BEV produces 10,000 copies of their highly sort after Regional Planners Guide, which is a bible amongst Business Event Planners.

Business Events Victoria (previously known as the Regional Victoria Conference Group) is a growing, membership-based group that has been operating since 1996. It operates as a collective group of conference venues, accommodation providers, tour operators, local councils, regional tourism organisations and service providers who have identified the need for a coordinated and cooperative industry approach to the marketing and promotion of business events for regional Victoria.

The planners guide is supported by a comprehensive website. With every business listed in the Planners Guide receiving a FREE comprehensive listing on the website.

The website which receives over 100 hits a day from business event planners can be found by [clicking here](#)

The prospectus will be out in the next month or so and will include the packages that are available. If you have not taken part in our Planners Guide in the past, forward your details to lisa@destinationmelbourne.com.au and we will ensure you receive the information as it becomes available.

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▶ **Federal Government rebates assisting to ease the refurbishment burden for accommodation operators**

With the upcoming release of the new AAA Tourism rating scheme for Motels, now could not be a better time to take advantage of the Federal Government's depreciating asset rebates.

Small businesses will now be able to claim a bonus tax deduction of 50 per cent – up from 30 per cent previously off the cost of eligible assets acquired between 13 December 2008 and 31 December 2009, and installed by 31 December 2010.

The new AAAT scheme now also includes a 'quality' scenario for consideration in a Motel's rating process. The important considerations for any improvements now also need to include the commercial and quality nature of any products contained in the room or on premise. Quality will be assessed in over 30 areas rather than the current two areas of internal and external appearance & décor. For example the materials used and its construction.

Even if you are not rated under the AAA Tourism scheme, it seems now is certainly a good time to take advantage of these tax deductions.

For more information on the AAA Tourism rating scheme [click here](#)

For more information on the Federal Government's depreciating asset rebates [click here](#)

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▶ **VTIC Quarterly Industry survey**

Thank you to all of those who participated in the VTIC Survey which closed on Friday 14 August 2009

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

Results of the VTIC Survey will be available in early-September from www.vtic.com.au.

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

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▶ **Victoria Summit 17 November 2009**

The VECCI Victoria Summit is a business, community and government partnership that seeks to respond to the key issues that face not only our business community, but the broader Victorian and national economies.

This year's Summit will be held on **Tuesday 17 November 2009** in Victoria's Parliament House.

Preparation for VECCI's 2009 Victoria Summit is well underway. The four key topics for this year's Summit are:

- [Sustainability;](#)
- [Innovation and Industry Policy;](#)
- [Infrastructure; and](#)
- [Workplace Futures.](#)

In the lead up to the Summit, VECCI is holding a number of policy events and forums to stimulate ideas and foster discussion.

Between now and then, there are many ways in which you can contribute to the Summit's success - either as a participant at the lead up forums, as an attendee on the day, or as a sponsoring partner.

Please visit www.vecci.org.au for further information

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▶ **Register your regional events for free**

If you have a regional event, big or small, that you would like to have listed on the Tourism Victoria events website please email events@tourism.vic.gov.au for registration information.

This is a free service and can include up to two images, and even a Google map link to make finding your event nice and easy!

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▶ **Board member profile - Peter McMahon**

Each month in our BOAV newsletter we will be endeavouring to introduce members of the BOAV board. This month we chat to Peter McMahon.

Title/Role: Freehold owner of Cambrai Backpackers Hostel & Tours, Maffra. The Hostel is managed and operated by Ron & Marg Rawlins who hold the lease.

Place of birth: I was born in St David's Hospital Maffra which was next door to where Cambria Hostel stands today. In those days part of the hostel was the doctor's clinic

Zodiac sign: Cancer

Favourite holiday destination: I have been very fortunate in many different travelling destinations the last been with a working group that travelled into remote indigenous communities of the Northern Territory which was very interesting. It's hard to name the most favourite as they all have their treasured memories. I once had a friend who had a 40 ft cruiser in Mackay that had to be registered for charter work in Cairns and needed a crew to take it there. I was one of four to sign on.

With plenty of time on our hands we fished a cruised though the Whitsunday and Hinchinbrook Islands. One small Island we stayed at looked like paradise where one man had set up home with a tropical garden that covered the Island in colour. It was not long after our visit he was written up in a national magazine which then many wanted to join him. It was sad to learn that he ended up in an old people home as the Island was National Park.

Dream holiday destination you've not yet travelled to: I would love to travel to Cambrai, France. In 2007 we at the hostel had a 90th. commemoration day for the battle of Cambrai which was the first mechanical war where in November 1917 the British Tank Corps launched the attack at dawn on the Germans with some 476 tanks accompanied by six infantry and two cavalry divisions plus a further 1000 guns. Some 8000 prisoners and 100 guns were captured on the day. The Germans lost 50,000 troops and the British lost 45,000

Favourite movie: Any movie that Clint Eastwood is in or directed

If you could have 3 people to dinner who would they be and what would you cook? I would like to have Richard Branson, Barack Obama and as I am working a Melbourne project for TV celebrity chef Luke Mangan I like him to come to cook!

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► **Tourism Business Support and Events**

Tourism Excellence Workshops

The Tourism Excellence workshops have now commenced at a number of locations throughout the state. Based on the success of the Tourism Excellence website, these high quality and focused workshops are being delivered through the Regional Campaign Committees/Regional Tourism Boards in consultation with the Regional Tourism Associations (RTA) or relevant tourism organisations.

The workshop modules are:

- Customer Service
- International Marketing
- Pricing and Packaging
- Managing your Business in Times of Economic Uncertainty
- Research
- Developing a Business Plan
- E-Marketing
- Working with the media
- Recruit, Retain and Exit Staff
- Sustainability

For more information or to express interest in attending one of these workshops please contact your RTA or relevant tourism organisation in your region.

For more information on Tourism Excellence history and to view the website [click here](#)

Starting up in Tourism Workshops - September and October

If you've just started a tourism business, or you're planning to and would like to know more about who to talk to, what steps to take and how to go about it, then this workshop is for you!

Tourism Alliance Victoria, Small Business Victoria, Tourism Victoria and OAMPS Insurance Brokers, 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.

Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities for you to follow-up.

The next workshop dates are: 2 September (Geelong) and 7 October (Melbourne)

To book, click [here](#) for more information.

Australian Regional Tourism Convention

The ninth annual Australian Regional Tourism Convention is promising to bring together Australia's key players in regional tourism. Co-hosted by Tourism N.T. and Tourism Central Australia the event runs from the 31 August to 4 September in Alice Springs.

For more information [click here](#)

Member contributions welcome

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