



July 2009

**In this Issue:**

- [Welcome to the latest edition of the BOAV member newsletter.](#)
- [Latest tourism forecast figures released](#)
- [Working holidays creating more jobs in Australia](#)
- [Latest Victoria backpacker stats released](#)
- [100 Years of hostelling](#)
- [ATEC introduces backpacker membership category](#)
- [RACV best places to stay campaign](#)
- [Melbourne - 'The work and play city'](#)
- [Name change for Cooe on St Kilda](#)
- [Brumby Labor Government is helping the Victorian Association of Microbreweries print 40,000 copies of the guide for thirsty beer lovers.](#)
- [Shepparton - regional major events key driver for economy](#)
- [Lowering hotel prices cost money in good times and bad - new Cornell research](#)
- [New Regional Victorian TV campaign](#)
- [BOAV - new board members](#)
- [Tourism Business Support and Events](#)
- [VTIC and Victorian Business Carbon Footprint survey](#)

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

Thank you to all of those who responded to our Association's member perception survey. Results will be made available in the next newsletter and will be used to guide association policy development as well as improve membership services.

I would like to take this opportunity to welcome Phoebe Dubar and Tim Walsh as our new Board members. You can read about them below.

There's plenty to catch up on so keep reading and I look forward to seeing you at our Christmas in July event next week!

**Anita Donnelly**

**Executive Officer**

▲ TOP

► **Latest tourism forecast figures released**

The Tourism Forecast Committee (TFC) has released its latest forecast highlighting the fact that despite the global economic recession, Australia has gained market share of a fast falling international travel market. This has been aided by a combination of factors, such as expanding international capacity on Australian routes

which has led to a substantial increase in the depth and scope of airfare discounting on Australian routes. This trend is expected to continue for the remainder of this year, if not to the same degree as occurred in late 2008 and early 2009.

The TFC forecasts the number of international visitor arrivals to Australia to decrease 4.0% (or by 221,000 arrivals) to 5.4 million in 2009, the biggest decline since 1989, when arrivals fell 7.5% after the strike by Australian pilots. The value of international visitors to Australia (or Total Inbound Economic Value: TIEV) is projected to fall 2.1% to \$24.2 billion.

For more details or to view the actual report at Tourism Research Australia [click here](#)

 TOP

### **Working holidays creating more jobs in Australia**

Working holiday makers spend more than they earn, increasing the demand for Australian workers, according to new research from the Department of Immigration and Citizenship (DIAC).

DIAC's Evaluation of Australia's Working Holiday Maker (WHM) Program 2009 found each arrival is estimated to create 0.212 full-time equivalent (FTE) jobs through spending in sectors including accommodation, transport, education and tourism.

The 134,388 WHM arrivals in 2007-08 created 28,448 FTE jobs, taking 19,969 jobs in return, a net gain of 8,479. In other words, every 100 WHMs created 6.3 jobs in Australia. WHMs earned an average \$10,667 while spending \$13,218 in the year 2007/08, a net gain of \$2,551. However, average spend was down from \$16,314 in 2000 - 01

The number of WHM arrivals has risen by 70 per cent since 00/01 and the market is now worth \$1.8 billion to the Australian economy. While the UK remains the largest source market for WHMs at 28,960, the figure has declined from 39,963 in 00-01. The next largest markets are South Korea (26,758), Germany (15,380) and Ireland (14,617).

Typically, WHMs occupy low-skilled positions including farm hand (27 per cent), waiter (13 per cent), cleaner (eight per cent) and kitchen hand (five per cent). Of the 19,888 WHMs surveyed, 13,411 cited travel as one of their principal reasons for visiting Australia, 9,599 said work was a major motivation while 4,127 cited study as a big pull.

The research was part funded by the Backpacker Tourism Advisory Panel (BTAP) / the Australian Tourism Export Council, the Tourism and Transport Forum and Tourism Australia.

To view the full report [click here](#)

 TOP

### **Latest Victoria backpacker stats released**

Key figures include:

- In the year ending December 2008, approximately 174,000 international visitors to Victoria stayed overnight in a backpackers/hostel in Victoria (down 2.7 per cent on the previous year)
- 6 per cent of international backpackers to Victoria visited for one to nine nights and a further 24 per cent stayed 10 to 39 nights
- The largest source market of backpacker tourism visitors to Victoria was the United Kingdom with 22 per cent or an estimated 54,500 visitors in 2008. Other

important markets include Germany (est. 27,200), Other Europe (est. 69,100) and Asia excluding Japan (est. 38,400).

For more information [click here](#)

▲ TOP

### ▶ 100 Years of hostelling

Did you know that 2009 marks the 100th anniversary of the birth of the youth hostel movement?

In Germany in 1909, a schoolteacher called Richard Schirrmann had the idea to create a network of budget accommodation options across the country to be used by school groups or older, independent travellers. The first permanent youth hostel Altena Castle was established in Germany in 1912 and is still used today.

The International Youth Hostel Federation, known as Hostelling International (HI) today, was established in 1939. It was in this same year that the hostelling movement begins in Australia in Victoria and YHA VIC was established. Meaning it could be said that Victoria lead the way in the Australian backpacking industry!

For more information [click here](#)

▲ TOP

### ▶ ATEC introduces backpacker membership category

The Australian Tourism Export Council (ATEC) has announced that it will be introducing a new membership category specifically aimed at the youth and backpacker tourism industry in Australia. The decision was made by ATEC's National Board at a meeting in Canberra in partnership with the Backpacker Tourism Advisory Panel (BTAP), and will be in effect for the 2009-10 financial year.

Fore more information [click here](#)

▲ TOP

### ▶ RACV best places to stay campaign

Votes are now open to nominate and vote for your favourite Victorian accommodation spot! With a final list of the top 101 best places to stay being published in the Herald Sun in October.

To vote and nominate visit RACV at [www.racv.com.au](http://www.racv.com.au)

▲ TOP

### ▶ Melbourne - 'The work and play city'

A recent backpacker survey was conducted by Steve Gaff, General Manager of The Friendly Group. The survey, which asked: "What do people want to do in Melbourne and why are they here?" has prompted Steve to call Melbourne 'The Work and Play City' and we think he might be right!

The survey received 63 responses, mainly from the UK, Ireland, Germany and Canada. Leading answers were:

- Backpacker friendly night spots
- Live music
- Pubs
- Work is very important

For more information contact Steve Gaff at [www.friendlygroup.com.au](http://www.friendlygroup.com.au)

▲ TOP

### ▶ Name change for Cooe on St Kilda

From this day forward, Coeee on St Kilda will now be known as Habitat HQ!

The new concept sprang from wanting to keep a balance of the owners' much loved Coeee ethos and spirit, whilst focusing on the 'Habitat HQ' being a home for travellers. It is a place to meet, rest and grow.

A common passion shared by all involved with Habitat HQ is environmental sustainability and introducing ways to reduce our carbon footprint. The hostel has been awarded a Green Star from AAA Tourism and are currently undertaking an environmental sustainability evaluation of existing services, to further improve their objectives and to reduce their carbon footprint. It is Habitat HQs' vision to become a leading sustainable accommodation provider and educate guests and staff to join them in these goals.

The new owners are working with the General Manager, Anna Heaton and her team, to maintain the high customer satisfaction levels, whilst continuing to be a major player in the Backpacker Industry. Further investment is planned in the building and surrounds to create a more visually exciting experience.

[Habitat HQ launch party invitation](#)

For more information please email [nat@thehabitathq.com.au](mailto:nat@thehabitathq.com.au)

▲ TOP

► **Brumby Labor Government is helping the Victorian Association of Microbreweries print 40,000 copies of the guide for thirsty beer lovers.**

According to the State Government, the microbrewery industry has 35 members, which is an increase of ten in just two years, and is gearing up to grow to 50 microbreweries next year, sustaining 260 full-time jobs and contributing more than \$180 million to the Victorian economy.

Given the importance of this growing industry the State Government have launched the Beer Lovers' Guide to Victoria's Microbreweries, which highlights the rapid development of the brewing sector and Victoria's leading role in developing these quality beers.

The updated guide, which was first published in 2003, showcases 35 Victorian breweries, including 20 in regional Victoria.

The guide features references to the brews produced, facilities available, tasting sheets, contact details, brewer profiles and anecdotes, and a map of Victoria with the locations of featured microbreweries. The guide will be distributed widely through visitor information services, local and regional tourism associations, and hospitality industry outlets including hotels, bars, restaurants and microbreweries.

For more information click [here](#)

▲ TOP

► **Shepparton - regional major events key driver for economy**

The events team at the City of Greater Shepparton feel that they could become the event capital of Victoria as their events calendar continues to grow.

For a number of years the area has been home to many great sporting events including the Junior Davis Cup Tournament, Half Iron man, World Cup Showjumping and the New Year's Cycling Carnival, to name a few. As the events team at council continue to work hard behind the scenes, the list of impressive events continues to grow.

With 2009 seeing the return of the Spring Car Nationals, the Murchison 10,000 Professional Footrace, Australian Great Outdoors Expo and the Shepparton Festival. 2010 will see a number of new and one-off events. Shepparton has been chosen to

host the Australasian School Cycling Championships for the next five years, the BMX Championships in May and a range of tennis and equestrian events.

For more information [click here](#)

▲ TOP

### ▶ Lowering hotel prices cost money in good times and bad - new Cornell research

When close competitors cut their prices, the temptation for hotel operators is to follow with reductions of their own. Whilst that strategy might increase occupancy it reduces revenue per available room (RevPAR), when compared to a hotel's competitive group.

This is the key finding of a new study from Cornell's Centre for Hospitality Research, "Competitive Pricing in Uncertain Times", by Cathy A. Enz, Linda Canina and Mark Lormanno.

"Our goal was to compare the effects of pricing strategies among close competitors, first during a weak economy and then during boom times" says Enz, who is the Professor of Innovation and Dynamic Development at the Cornell School of Hotel Administration.

"Our findings were consistent despite the economic situation" explained Associate Professor Canina. "Hotels that maintained average daily rates above those of their direct competitors experienced lower occupancies compared to those other hotels, but they recorded higher relative RevPARs. This was true in all market segments."

"Our overall results suggest that the best way to have better revenue performance than your competitors is to maintain higher average rates." Lomanno pointed out that the researchers were careful to analyse only comparable hotels in each competitive group. Most hotels that charged relatively lower rates than their competitors had relatively higher occupancy, but that did not mean stronger RevPARs.

The study is available free of charge by [clicking here](#)

▲ TOP

### ▶ New Regional Victorian TV campaign

Tourism Alliance Victoria, together with Prime TV, has partnered with 21 local government organisations and tourism associations to produce the third annual Regional Tourism Community Awareness Campaign.

In addition to the campaign's original objective of raising awareness of the value of tourism to regional Victoria, this year's message takes into account the tough conditions the tourism industry is faced with in the aftermath of bushfires, the global financial crisis and the latest challenge of swine flu. It emphasises the role of tourism in leading the economic recovery in the face of such adversity. The ad is currently on air on the Prime TV regional network and will run until early August.

Click [here](#) to view the ad.

*Please note, the partners featured at the end of the commercial will vary depending on the broadcast region in which it is aired. The clip attached is for Prime TV's Gippsland broadcast region.*

▲ TOP

### ▶ BOAV - new board members

Welcome to Phoebe Dubar who joined the BOAV board in June. She says she currently works in the "best marketing job in Melbourne" as Program Manager – Marketing + Tourism Development at Federation Square. In this role she is responsible for raising the profile of Fed Square on local, domestic and international

levels and is particularly focused on the backpacker market as a key segment. Prior to this, she worked at Sacred Heart Mission where she managed the marketing and events program, including the enormous Community Cup football match two years in a row, and several grey hairs later! Prior to this, Phoebe worked in the Entertainment Department at Crown Casino, and as an agent at an entertainment agency prior to that.

Together with her husband, Phoebe is a keen traveller and they love "Flashpacking" their way around the world, most recently to Thailand. But despite her wanderlust, Phoebe has and always will call Melbourne home – she's madly in love with this unique City and loves to brag about it to anyone who'll listen (particularly Sydney-siders!)



Welcome also to Tim Walsh who joins the BOAV board this month. Tim runs Tim's Place Guest House in Halls Gap within the Grampians National Park. Tim says: "Originally the hostel had a proper name but none of the guests ever called it anything but Tim's Place so he did too!"

Tim's introduction to backpacking started when he travelled through Europe in 1982 followed by further travels 'around Oz' in 1987 . But it was not until 1990 and 1992 when he stayed with an English friend in Newquay, Cornwall (U.K.) whom had established the UK's first Backpacker hostel (non YHA) did he begin to consider the possibility of working in the industry.

Then in November 1993 Tim opened his first hostel at Quantong near the city of Horsham, "in the middle of nowhere" says Tim. By November 1995 the tour company Oz Experience was staying and the Tim's Place concept began. He then moved to Halls Gap in 1999 and since that time sold the original hostel and built a new, green hostel "which is cheap to run and cosy for the guests and I" says Tim.

Tim's previous careers have been as a carpenter, office worker, nurseryman, hobby farmer and Paramedic in Melbourne and Regional Victoria.

Tim says "I enjoy this industry very much and am honoured to be invited to be a member of the board of BOAV. I have been in the industry fifteen years and have many friends who are part of our industry. It has been a fun time and I look forward to contributing to our industry as a member of the board of BOAV"

Welcome Tim and Phoebe!

[▲ TOP](#)

### ▶ **Tourism Business Support and Events**

**Experience a selection of iconic Melbourne attractions with a fun Christmas in July event!**

The event, open to both members and non-members will include a behind the scenes look at a true Melbourne icon, the illustrious **MCG**. You'll then be able to test your sporting knowledge and prowess with a visit to the **National Sports Museum**.

After that rigorous work out sit back and enjoy some refreshments on board the **Go West Tour bus**, but don't get too comfortable, as their expert guides will then take you on a tour of terror as they delve into some of Melbourne's most notorious events.

Be careful who you associate with though, as you may be arrested and experience first hand the demise of these criminals, at **the Melbourne City Watch House**. Take a look around your new home, where Ned Kelly was hanged, as you venture into the **Old Melbourne Gaol**.

If this is reading like Charles Dickens, 'A Christmas Carol', it does end well. Wake up from the dream and find yourself at the new, funky **Bertha Brown Bar**, where you'll enjoy a delicious, traditional three course Christmas dinner and drinks.

When: 30 July from 1.45pm for a 2pm start

For more information and bookings contact VECCI customer care on 03 8662 5224.  
**Only a few spots left!**

---

### **Invitation to attend an Industry Innovation and Industry Policy Forum: Accelerating 21st Century Business Competitiveness**

In the lead up to the **VECCI Victoria Summit**, to be held on 17 November 2009, VECCI is holding a series of policy forums to stimulate ideas and discussion. This is your opportunity to participate and contribute to Victoria's public policy debate with other thought and business leaders.

The **Innovation and Industry Policy** Summit stream will have a strong focus on the service sector – including tourism and events. It is a great opportunity for all tourism and events members to get involved.

All members are invited to participate in the forum "**Innovation and Industry Policy: Accelerating 21st Century Business Competitiveness**", to be held on **Wednesday 5 August**, 2:30 to 4:00pm.

Hear panel members debate the respective role of Government and industry in successful industry development, the importance of innovation, and whether there needs to be a greater emphasis on the service sector.

Panel members include:

- **Nicholas Gruen**, Chief Executive Officer, Lateral Economics
- **Brian Boyd**, Secretary, Victorian Trades Hall Council
- **Bob Gregory**, Professor Emeritus, Australia National University
- **Richard Shrapnel**, Director, Pitcher Partners
- **Nixon Apple**, Economic and Industry Adviser, Australia Manufacturing Workers' Union

Registration for this event is complimentary. To book your place email [events@vecci.org.au](mailto:events@vecci.org.au) or call 03 8662 5333.

---

### **Fair Work Act 2009 compliance assistance available**

Ensure your business is compliant with the new laws. VECCI is Victoria's peak employer association and will provide you with accurate and timely advice to assist you to navigate the new obligations, new requirements, and new responsibilities that the *Fair Work Act* introduces.

VECCI's IR team can provide assistance to business by conducting an audit to ensure their business is 'Fair Work Ready'.

VECCI members can also access a range of resources relating to the *Fair Work Act* through the [Tools and Templates](#) section of the VECCI website or by clicking [here](#) for more information.

For further information on the audit process or to book an audit for your business, please contact VECCI Head of Workplace Relations, Alexandra Marriott, on ph: 03 8662 5378 or email: [amarriott@vecci.org.au](mailto:amarriott@vecci.org.au)

---

### **Tourism Futures Conference - next month**

Tourism Australia, Tourism Queensland, Department of Employment, Economic Development and Innovation and Gold Coast Tourism are staging the seventh National Conference on Tourism Futures from 17-19 August 2009 at the Surfers Paradise Marriott Resort & Spa, the Gold Coast.

The Conference takes a forward perspective on the industry, looking out over a ten year timeframe and examining opportunities and issues for the future.

The 2009 conference theme is 'Redefining the Future' and will examine the 'over the horizon' trends and opportunities that are reshaping the future of Australian tourism.

For more information [click here](#)

---

### **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](#)

---

### **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.



▶ **Victoria Tourism Industry Council Survey now open**

The August 2009 quarter **Victoria Tourism Industry Council (VTIC) Survey of Tourism Performance and Outlook** is now open for completion.

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.

Please [click here](#) to complete the survey.

Alternatively please copy and paste the following link  
[http://fs16.formsite.com/vecci/VTIC\\_Survey\\_August\\_09/index.html](http://fs16.formsite.com/vecci/VTIC_Survey_August_09/index.html)

The deadline for submitting your response is **Friday 14 August 2009**.

All respondents go in the draw to WIN 2 TICKETS to one of the following VECCI events; Business Leaders Lunch, Women's Network or Fast Forward event, valued at \$150.

Results of the VTIC Survey will be available in early-September from [www.vtic.com.au](http://www.vtic.com.au). Respondents who provide details at the end of the survey will receive a survey snapshot upon release of the results.

The results will be also discussed at the upcoming VTIC Forum to be held on 30 September 2009 (TBC). The forum will focus on preparation for the pandemic. Further details will be available shortly.

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

---

### **Victorian Business Carbon Footprint survey**

We urge you to take part in this ground breaking research to help establish the average carbon footprint of Victorian businesses.

Take just 20 minutes out of your day to complete the [online survey](#), and help shape the Victorian business response to climate change. Be one of the first 500 businesses to complete the survey and you'll receive a \$100 gift voucher or have a charitable donation made on your behalf, plus get a free membership to [Grow Me The Money](#) valued at \$348.

**Survey ends 24 July 2009 – don't miss your chance!** [Start the survey.](#)

***Member contributions welcome***



Backpacker Operators Alliance of Victoria (BOAV)  
Ph: 03 8662 5145  
Fax: 03 8662 5462  
Email: [info@boav.com.au](mailto:info@boav.com.au)  
Mail: 486 Albert Street  
East Melbourne VIC 3002

This email was sent to "".

**DISCLAIMER**

The information and advice provided is of a general nature only. Readers should ensure that they obtain advice from an appropriately qualified professional before acting, or deciding not to act, on the basis of the information in this publication. To find out more about VECCI or provide feedback on our services, please visit VECCI:

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

**UNSUBSCRIBE**

VECCI values your privacy. Please follow this link to view our [privacy policy](#).

If you no longer wish to receive VECCI member bulletins, please [click here](#).

NOTE: If you unsubscribe, you may not receive important news updates or new product information and services offered by VECCI.