



June 2009

**In this Issue:**

- [Welcome to the latest edition of the BOAV member newsletter.](#)
- [Member survey](#)
- [Jackson Report - long term tourism strategy released](#)
- [Swine Flu Industry Response](#)
- [VTIC May Quarter 2009 industry survey](#)
- [BTAP industry update forum](#)
- [Preferred suppliers](#)
- [Research participants required](#)
- [Latest Tourism Research fact sheets and snapshots](#)
- [2009 Victorian Adventure and Nature-Based Tourism Forum](#)
- [Youth Trade Mission with BTAP - September 2009](#)
- [Fair Work Act 2009 to commence on 1 July 2009](#)
- [PPCA - changes to how tariff charges are based](#)
- [Adventure & Travel Marketing Pty Ltd join BOAV](#)
- [Reminder! Get your FREE Grow Me the Money membership by registering before 30 June!](#)
- [Upcoming events](#)
- [Get To Know Your Board...](#)

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

This week has been a busy one with ATE in full swing and the Backpacker Tourism Advisory Panel (BTAP) Forum held in Melbourne. It was a great opportunity to meet fellow tourism operators, the BTAP team and network with our BOAV members. We also heard what a robust industry we're in with the backpacking and youth markets tracking strongly. The latest Tourism Australia stats on youth arrivals show a figure up seven per cent as compared to overall arrivals to Australia which are down one per cent.

I'd like to welcome Michelle Wright to the BOAV Team as our Team Coordinator. Michelle has extensive experience in the Tourism sector, having worked in various roles in Australia, New Zealand and the United Kingdom. Michelle has recently returned from New Zealand, where she worked as a Business Development/Projects Assistant with Bottom Bus Ltd – Deep South Adventures. Prior to this Michelle spent three years as the Manager of the Oamaru Blue Penguin Colony. Please join me in welcoming Michelle to the BOAV family.

Until next month, enjoy the read.

**Anita Donnelly**

## Executive Officer

### Member survey

A reminder that the Member Perception Survey is to be completed by Friday 26 June.

BOAV is undertaking this Member Perception Survey for all of the tourism brands currently operating within VECCI. In the past this survey has been completed for Tourism Alliance Victoria every two years and it provides invaluable information on what members think of the Association and what direction they would like going forward. We will use the results when we are constructing our BOAV business plan in the next month.

Please spend the short amount of time to respond so we can make BOAV more representative of what you, our members want.

### Jackson Report - long term tourism strategy released

The Federal Government established Tourism Steering Committee has put forward ten recommendations as part of the Jackson Report to the Tourism Minister.

The Steering Committee was established to enable the tourism industry to bring forward ideas for consideration in the development of the National Long Term Tourism Strategy. The recommendations are focused on enhancing research, online capability, skills and investment.

Minister Ferguson said: "The Jackson Report will be considered as a valuable contribution to the ongoing development of the National Long-Term Tourism Strategy, which will be finalised later this year."

"The Steering Committee has worked hard to develop this Report, meeting ten times and consulting widely across the industry and government.

"I would like to thank the Chair, Ms Margaret Jackson AC, who guided the development of this Report, for her outstanding personal contribution and for ensuring that industry and state and territory governments were consulted closely.

"As requested by me, the report canvasses a number of important supply side issues such as research, skills and workforce, investment, and product development and innovation.

"The tourism industry's contribution to the Australian economy is immense, with the sector generating more than \$40 billion in Gross Domestic Product and directly employing around half a million people.

The National Tourism Strategy Steering Committee was chaired by Margaret Jackson AC. The other Committee members were: Christopher Brown, Kayleen Collins, Saul Eslake, Matt Hingerty, Gregory Hywood, Karen Jacobs, Jeff Kennett AC and Jenny Lambert.

The Jackson Report can be found [here](#) or for further information contact [tourismstrategy@ret.gov.au](mailto:tourismstrategy@ret.gov.au).

### Swine Flu Industry Response

On 12 June 2009 a joint BOAV and HMAA (Hotel and Motel Accommodation Australia) media statement was released on behalf of members.

The release highlighted the attitudes of the industry in response to the hysteria surrounding the response to Victoria's Swine Flu situation. In the release, Steve

Finlayson, Chair HMAA (Vic Division) and Kelly McCarthy, Acting Chair of BOAV called on Victorians to support the local accommodation industry and plan a holiday in their home state during the June/July 09 semester break. For a copy of the release please email [tourism@vecci.org.au](mailto:tourism@vecci.org.au)

In addition to the above, VECCI, on behalf of our tourism and events members also conducted a survey on swine flu with 49 responses received. Some of the key findings include:

- 65 per cent of respondents experienced a loss of trade due to the swine flu
- 92 per cent felt that there is a role for Government in promoting positive messages about Victoria being open for business, to counter negative media coverage about swine flu.
- Only six per cent of businesses reported absenteeism as a result of swine flu

VECCI Chief Executive Officer Wayne Kayler-Thomson stated in a media release on 18 June that "The real business impact has not been caused by employee absenteeism as a result of swine flu but by the actions of interstate Governments in quarantining returning schoolchildren"

"Responses clearly indicate that the kneejerk reactions of other interstate Governments in seeking to quarantine returning schoolchildren have impacted on Victorian businesses, with school group cancellations in particular impacting on the tourism sector".

**Please also refer to the following documents for fact sheets on dealing with swine flu in the accommodation sector. The information contained within the fact sheets was derived from HMAA National.**

- [Tips For Dealing With Swine Flu Issues](#)

#### **VTIC May Quarter 2009 industry survey**

Thank you to those who participated in the May Quarter 2009 Survey of Business Performance and Outlook, produced by the Victoria Tourism Industry Council (VTIC).

The report has been released and is now available online at [www.vtic.com.au](http://www.vtic.com.au) .

##### A Summary of the Results:

*Business conditions in the tourism industry declined over the May Quarter 2009. Many of the key business indicators were weaker than results in the previous quarter.*

*The most commonly identified factors constraining business growth over the May quarter were business and consumer confidence, insufficient international demand and environmental factors (including drought and bushfires).*

*Over the coming quarter respondents expect conditions to decline. Businesses expect a decline in all business indicators, including a widespread decline in general business conditions, sales, profitability, employment and overtime levels.*

*The level of optimism within the tourism industry about trading prospects over the longer term remained stable. Only twenty per cent of those surveyed indicated that they anticipate their business performance will be 'much stronger' or 'somewhat stronger' over the next twelve months, similar to results in the previous quarter.*

Should you require any further information about the survey or the report, please contact Jodie Wickham, Senior Policy Adviser on ph 03 8662 5337 or e-mail [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au)

**BTAP industry update forum**

On 15 June BOAV participated in a joint industry forum with the Backpacker Tourism Advisory Panel (BTAP) and the Australian Tourism Export Council.

BOAV Chairperson David Fitzpatrick spoke at the forum along with a number of other industry associates including representatives from Tourism Australia, Tourism Victoria, STA travel and Victoria University. It was also a great networking event with more than 70 attendees.

The key theme that emerged was the robustness of the backpacking and youth markets going forward. With the latest Tourism Australia youth arrivals to Australia figures up seven per cent as compared to overall arrivals to Australia which are down one per cent.

For further information visit Tourism Australia at [www.tourism.australia.com](http://www.tourism.australia.com) or BTAP at [www.atec.net.au](http://www.atec.net.au)

 **Preferred suppliers**

Our Tourism and Events Team (and VECCI) are looking for “preferred suppliers” when it comes to accommodation. If your establishment would like to appear on a preferred supplier list for VECCI staff, family and friends and those who attend our numerous training courses please let us know at [tourism@vecci.org.au](mailto:tourism@vecci.org.au)

 **Research participants required**

You are invited to participate in a research project entitled “**The Effect of Information and Incentives on the Environmental Behaviour of Hotel and Motel Guests**”. This project is being conducted by a team led by Dr Judith Mair from the School of Hospitality, Tourism and Marketing at Victoria University in partnership with Tourism Victoria.

The aim of the project is to investigate whether values and beliefs about the environment influence decisions to conserve energy/water whilst a person is a guest at a motel. The project also aims to examine whether providing extra information or incentives would be more likely to encourage guests to conserve water/energy whilst a guest at a motel. The project will take around sixteen weeks - eight weeks to establish average usage and eight weeks of active research (N.B. Participants will require individually metered rooms).

To participate in the study contact Dr Judith Mair [Judith.mair@vu.edu.au](mailto:Judith.mair@vu.edu.au) telephone (03) 9919 9581

 **Latest Tourism Research fact sheets and snapshots**

The latest accommodation fact sheet, amongst others is available online at Tourism Research Australia. To download a copy [click here](#) or for further information visit [www.tra.australia.com](http://www.tra.australia.com)

The 2008 backpacker snapshot has also just been released. To view [click here](#).

Tourism Research Australia releases many statistical based reports on the tourism industry. For further information email [research@tourism.australia.com](mailto:research@tourism.australia.com)

 **2009 Victorian Adventure and Nature-Based Tourism Forum**

Tourism Alliance Victoria invites you to attend the **2009 Victorian Adventure & Nature-Based Tourism Forum**, Thursday 16 and Friday 17 July, at Peppers The Sands Resort Torquay.

The Forum will encompass key issues at the forefront of Victorian adventure & nature-based operators' minds. Themed 'Back to Basics', the forum will focus on:

- In light of the current economic crisis we look at simple business practices that will keep you on track
- Re-establishing brand Victoria after the bush fires
- Crisis Management – simple tools to use during a crisis
- Your staff are the face of every tourism business – are they telling the right story?
- Marketing on a shoe string - how do you effectively represent your brand, gain new customers and grow your business with little or no money for marketing?
- Innovation – ideas that will sustain Victorian Adventure & Nature-Based Tourism into the future

The Forum is proving to be an International affair this year with one key speaker coming from New Zealand and delegates already registered from Indonesia!

**Don't miss out! Early bird rates apply for registrations completed by Friday 26 June!**

To register [click here](#) or visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au) and follow the link to the forum webpage.

#### **Youth Trade Mission with BTAP - September 2009**

The World Youth and Student Travel Conference (WYSTC) will be held in Manchester and judging from the industry's efforts in 2008, it is tipped to be yet another successful event for Australia!

Due to WYSTC's close proximity to two of Australia's key source youth markets, coupled with the imminent need to boost awareness of Australia during a time of global financial uncertainty, the Backpacker Tourism Advisory Panel has gained the support of ATEC to lead an Australian delegation to France and Germany to engage in further trade promotions post WYSTC in Manchester.

This conference is the must attend B2B trade event for key stakeholders and organisations in youth, student and educational travel. WYSTC brings the many markets and diverse organisations that serve today's young travellers together under one roof to build and strengthen your business network -- person to person.

The core objective of the inaugural ATEC Youth Trade Mission is to offer a select number of Australian operators the opportunity to engage with both established and emerging French and German wholesalers/on-line operators.

Delivering a targeted showcase that will maximise the cost-benefits of attending WYSTC and provide a cohesive industry effort to raise the awareness and competitive edge of Australia in the Youth, Backpacker, Student and Adventure markets in France and Germany.

For further information visit [www.atec.net.au](http://www.atec.net.au) and [www.wystc.org](http://www.wystc.org)

#### **Fair Work Act 2009 to commence on 1 July 2009**

**Are you ready for new industrial relations laws?**

The *Fair Work Act 2009*, and a new federal workplace relations system, will commence on 1 July 2009. The new laws are likely to present new challenges, and risks, for all businesses, particularly in the current economic climate.

The new system will have particular implications for small business, with changes to

unfair dismissal laws and the introduction of the Small Business Fair Dismissal Code being just two of the changes directed at regulating small business.

VECCI's team of Workplace Relations advisers and consultants can assist you to navigate the new terrain of workplace relations with expert guidance and advice, ranging from audits of your current dismissal procedures to ensuring your business is able to comply with the new requirements and obligations. Contact Alex Marriott, Operations Manager - Workplace Relations, on 03 8662 5378, or by email: [amarriott@vecci.org.au](mailto:amarriott@vecci.org.au) to discuss how VECCI can assist you.

**PPCA - changes to how tariff charges are based**

The Phonographic Performance Company of Australia Ltd (PPCA) Proposed changes to the way in which the PPCA tariff charges are based are currently under discussion. The proposed scheme will come into effect in Oct 2009. Details of the proposed structure is available at <http://www.pcca.com.au/>

**Adventure & Travel Marketing Pty Ltd join BOAV**

This Queensland based organisation have come on board as our newest BOAV members. Headed by Company Directors Andrew Paltridge & Malcolm Lewis, they specialise in a range of backpacker industry focused activities. These include the Adventure Travel and Backpackers Expo (Sydney - Nov '09, Melbourne and Brisbane - both Feb '10) as well as marketing support and representation. They can be found at [www.MyAdventureExpo.com](http://www.MyAdventureExpo.com) or contacted by phone 07 3325 2531 or email- [info@MyAdventureExpo.com](mailto:info@MyAdventureExpo.com)

**Reminder! Get your FREE Grow Me the Money membership by registering before 30 June!**

Grow Me The Money is a unique program for Victorian businesses to help them reduce their impact on the environment and save money doing it. Successful participants on average have saved 3,500kL of water, 25 tonnes of greenhouse gases, and \$4,000 per year since joining the program. Join by the end of June and get your twelve month Grow Me The Money membership for FREE!

For further information and to register for 'Grow Me The Money' visit [www.growmethemoney.com.au](http://www.growmethemoney.com.au) Help lead your industry to a greener place.

**Upcoming events**

**The next BOAV Board Meeting will be held on 1 July 2009**

**Tourism Operator Workshop - Melbourne**

Tourism Alliance Victoria invites you to attend the upcoming Tourism Workshop to be held in Melbourne on Thursday 25 June.

This is a networking and professional development event for all Victorian tourism operators and managers. Come along, learn about accessible tourism, data collection and the online space from experts, see what's happening in your tourism industry and take part!

Cost: TAV Members \$30  
Non-members \$35

For details please visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au)

**Cutting through the Carbon Jargon**

Carbon may be the buzz word of the moment, but what does it actually mean for business? With new carbon trading legislation on the horizon, the VECCI Carbon 101

briefing is an essential guide to the Federal Carbon Pollution Reduction Scheme and the impact the new carbon economy will have on business operations.

The Carbon 101 briefing will help you navigate the labyrinth of terms, research, facts and figures, as well as outlining the steps each and every business can take to start reducing their carbon emissions immediately. The briefing will also cover:

- New government regulation and legislation
- The impact of the new carbon economy on SMEs
- The benefits of limiting carbon emissions and how to do it
- What you can do TODAY

Carbon 101 briefings are selling out fast. Don't risk missing out. *Register now!*

For this and other courses and briefings, check out the VECCI website.

<http://www.vecci.org.au/products/environment+and+sustainability.htm>

## Get To Know Your Board...

### **Kelly McCarthy**

Deputy Chair, BOAV & Business Development Manager, YHA Victoria

Place of birth: Sale, Victoria

Zodiac sign: Gemini

Favourite holiday destination: South America - particularly Bolivia and Colombia, would love to get back there

Dream holiday destination you've not yet travelled to: The more I travel, the more there are! Top of the list are Central America, Burma, Southern India and Tibet

A location you'd never go back to: That little corrugated iron curry hut on the India-Nepal border where I picked up a six week bout of gastro

Favourite movie: Ferris Bueller's Day Off – what a constructive use of time

Most prized personal possession: Weekends

When I was a child I wanted to be... Astro Boy

If you could have 3 people to dinner who would they be and what would you cook?  
My two best mates Rosie and Cherie who have moved to Edinburgh and Perth - plus Nigella Lawson to do the cooking for me

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.