

Please find below your edition of the BOAV newsletter. You will also find attached a summary of the BOAV member perception survey for your perusal



Backpacker Operators
Alliance of Victoria

▶ **BOAV
UPDATE**

October 2009

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▶ Welcome to the October edition of the BOAV member newsletter

Earlier this month the BOAV team, together with our full VECCI Tourism and Events Tourism Unit, travelled up to Kinglake and Marysville for the day to see how the recovery process was progressing in bushfire-affected areas. We first met with Brad Quilliam, President of the Kinglake Ranges Business Network (KRBN), who showed us the site of the new business centre in Kinglake, housed in units donated by Swinburne University. The facility will house the administration of the KRBN and provide local businesses with meeting rooms. Over the weekend, the 'Reconnect Kinglake Ranges' Community Event was an opportunity for the local community to reconnect with each other and be entertained with live music, kids' rides, local art exhibition and food stalls.

In Marysville, we met with Graeme Haycraft from Murrindindi Regional Tourism Association. Graeme walked us through the town and gave us some insights into how the community is coping and how the recovery process is progressing. He also introduced us to Bruno Torfs from Bruno's Sculpture Garden, a famous local attraction that, along with so much of Marysville, was destroyed in the fires. We were all struck by Bruno's positivity and enjoyed exploring the Sculpture Garden, which he is working hard to restore.

Although the day was confronting it was also inspiring to see that against such adversity there is amazing hope and enthusiasm among locals. While there is much talk of a tourism-led recovery, there are other higher and more immediate priorities for these communities. However, at some point, tourism will have a greater role to play in the region and our team looks forward to being able to participate in this.

Until next time...

Anita Donnelly

Executive Officer

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Changes to your BOAV Membership

As a result of changes within Victorian Employers' Chamber of Commerce and Industry (VECCI) memberships, the BOAV Board has approved the following changes to our BOAV membership structure. VECCI member benefits will be phased out of the BOAV offering.

Why the change?

Separating BOAV and VECCI memberships will substantially reduce fees and allow the association to concentrate on sectoral benefits for the members. It is expected that this change in membership structure will lead to an increase in the number of members (as the cost to join will be lower), which in turn increases our reach across Victoria and the strength of our sectoral representation. It also makes membership more accessible to smaller and regional operators. Rather than offering benefits that only apply to some members, this change will allow BOAV to focus more on the needs of our members.

How will it work?

Existing members have the option of retaining their current conditions and benefits until the 2011 membership renewal date, after which their membership will transition to the new membership structure. Members will be reminded in writing of the transition, in advance their 2011 renewal.

Existing members will also have the option of adopting the new subscription rate and member benefits prior to 2011, at their next renewal date after 26 October 2009.

What is the new membership offer?

The new member subscription rate will be a flat rate of \$295 inc GST or \$195 inc GST for regional operators, effective 26 October 2009. The new membership offering will retain the current benefits, but exclude the VECCI membership benefits.

BOAV Membership Benefits include:

- Development of policy, advocacy and representation activities that support backpacker businesses and assist with growing the sector
- Invitations to meetings and industry events, including social networking functions such as the Annual BOAV Christmas in July event
- Monthly specialist newsletter which includes industry feedback and information
- Access to fact sheets designed to help backpacker businesses stay in business
- Regular email updates on critical issues
- Priority sponsorship opportunities
- BOAV website dedicated to keeping members and the industry informed
- Participation in policy task groups

Should a BOAV member wish to upscale their membership to include VECCI benefits they can do so and join VECCI as a Silver member. This investment would be \$545 inc GST per annum on top of the BOAV membership, or \$49 per month – only available to SMEs with up to 100 employees. The benefits of being a VECCI silver

member can be seen by visiting www.vecci.org.au

Should you have any questions or concerns please contact VECCI Membership on 03 8662 5323.

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Australia shines at World Youth Student Travel Conference

Australian operators turned out in force and shone through as the leading destination for student, youth and backpacker travel in the world at this year's World Youth and Student Travel Conference (WYSTC). WYSTC was held in Manchester with 780 delegates attending seminars and direct business to business meetings. The Australian operators were unique in their cohesive approach to WYSTC and the international marketing opportunities it provides. WYSTC in Rhodes 2002 was the first time ever that Australian operators combined to create the village. "Prior to that the operators were nervous about sharing a space without walls and everyone spoke in hushed voices" said the Australian Tourism Export Council's (ATEC) Industry Development Manager for the backpacking sector, Jennifer Woodbridge. "Now they are recognising that by working collaboratively we can simply attract more people to Australia," she said.

This year the WYSTC Australian Village was crowned by a large Tourism Australia stand serving coffee and food such as mince pies and lamingtons. All operators were dressed in distinctive red shirts provided by Tourism Australia and the Backpacker Tourism Advisory Panel (BTAP). 17 Australian companies continued on after WYSTC on an ATEC sponsored trade mission to Paris and Frankfurt with Woodbridge estimating at least 25 wholesalers and retailers to be visited.

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Web 2.0 dominates WYSTC's opening session

At the opening session of the World Youth Student Travel Conference (WYSTC) in Manchester the theme of the Power of the Customer in the Web 2.0 era was prominent amongst all speakers and panelists. Santuza Bicalho, CEO of STB Brazil, stated that the impact of Web 2.0 was enormous and provided outstanding opportunities to provide exceptional customer service. Santuza echoed all panelists "that the travellers sharing of information was the greatest challenge and innovation of the industry."

Facebook was the panacea mentioned by all speakers with Mikael Hansson, CEO Hostelling International, emphasising the investment and success of HI into their Facebook application in the past year. In contrast Twitter was lambasted by Mark Harris, CEO CISS, as a waste of time, instead he prefers the opportunities that exist within phone texting.

This year's theme of WYSTC was innovation and Peter Liney, CEO of the STA Groups, summed up the overall feeling in the kick-off session. He said, "the customers are the real innovators" through using Web 2.0 communication tools and their increased ability to sniff out a deal particularly through foreign exchange movements, for example, last season when the Kiwi dollar was down and New Zealand was up.

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New backpacker product for China launched at WYSTC

A new independent traveller bus network was launched at WYSTC. Dragon Bus China is set to become the first truly dedicated backpacker travel network in China, initially operating eight separate routes from Shanghai, Beijing and Xi'an. Dragon Bus is the creation of Australian businessmen Paul Kelly and Jamie Dickson who combined have over 40 years experience working, living and studying in China. Both are currently living in Sydney although Paul will move to Beijing before the end of the year. "With our first trip set to depart Beijing at the end of November we thought WYSTC was the ideal place to launch Dragon Bus into the market," he explained. "We have not taken a stand here this year as we seek to find our feet and establish business relationships, however, next year with WYSTC being in Beijing we hope to

make a huge song and dance and really show everyone what we are about," he added.

Since the Olympics travel in China has been hot, yet it is accepted as a difficult place to travel. Public transport is usually overcrowded and only travels to the main places which are not necessarily the cultural and scenic places that backpackers want to see. "Self-drive options in China are almost completely unaffordable for most travellers – and driving over there is for those with a death wish" said Kelly. Dragon Bus will use Western Guides on their buses to make things that little bit easier for travellers while selecting routes and destinations that are uniquely Chinese experiences.

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► **Watchdog pounces**

The day's of thinking you've bagged a travel bargain only to find the real price is hidden in the fine print are over, as three backpacker agents have discovered to their cost. The Australian Competition and Consumer Commission has acted against Wicked Travel, Peterpan's Adventure Travel and Adventure Travel Bugs for not revealing the full cost of tours, as is now required by legislation.

Since May, when the Trade practices Act was amended, companies have had to make the total cost of products immediately clear to consumers as a single figure.

The Commission's chairman, Graeme Samuel, says tours to the Whitsunday's and Fraser Island were advertised for as little as \$299 when the real price was closer to \$450 after mandatory charges such as insurance, national park fees and the Great Barrier Reef environmental charge and administration fees were added.

The companies concerned were ordered to publish corrections in various backpacker magazines, on their websites and in stores where the misleading advertisements were published.

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► **Tourism industry to record moderate economic 08/09 growth**

Australia's tourism industry is expected to have recorded a moderate economic growth last financial year, contributing more than \$70 billion to the economy, according to a new report. Tourism Research Australia released a report on Tuesday comparing tourism's contribution to the Australian economy in 1997/98 and 2007/08. In 2007/08, tourism poured \$70.4 billion into the national economy and employed an estimated 878,000 people - 8.3 per cent of the workforce. This was a \$2.6 billion, or 3.9 per cent, increase from the year before. The total takes in direct money spent in the sector, such as hotel rooms, as well as indirect spending, like farming labour employed to fill food orders from hotels.

Since 1998/97, total tourism gross domestic product rose at an annual average rate of 4.5 per cent, while total GDP grew at seven per cent, the report said. "This moderate growth is expected to continue in 2008/09, underpinned mainly by growth in the contribution from international visitors," it said. This was based on the Tourism Forecasting Committee's forecast of 2.5 per cent growth in the economic value of tourism in the 2008/09 financial year.

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► **NZ wants backpackers to Go All the Way**

AUCKLAND - Tourism New Zealand is targeting the youth and backpacker market with a new campaign urging them to "Go All The Way" ... to New Zealand. The campaign was launched at New Zealand's first-ever Backpacker Industry Conference held at Auckland University of Technology.

Tourism NZ CEO George Hickton said younger travellers and backpackers had continued to travel during the economic downturn, showing their resilience as a sector which is also what we've seen in Australia.

"Many backpackers from the UK and Europe go as far as Australia in their gap-year, but we want to challenge them to complete the journey and 'Go All The Way' by coming down to New Zealand," Hickton said. According to the International Visitor Survey, New Zealand welcomed 183,100 backpackers – those defined as spending more than 30 percent of their stay in backpacker accommodation – in the year to June 2009, up four percent. This compares with an overall decline in arrivals of 2.8 per cent to 2.4 million in the year to July.

Tourism New Zealand worked with backpacker industry organisation NZBackpack.com and Youth Hostels Association to research the youth and backpacker market and to devise the new campaign:

"We found that despite the economic downturn, youth travellers are not put off by ticket prices and they are very driven to get to the destinations they want to see. New Zealand is seen as worth the effort, but in this competitive market we need to push them to make that commitment to get here," Hickton said.

The focus for the new campaign will be the Northern Hemisphere markets, including the UK and Europe, ahead of the busy summer peak travel months. The new campaign will run predominantly online, kicked off with a partnership with social networking website Bebo at www.bebo.com/thegapyear

Bebo is creating an online reality TV show - The Gap Year: Challenge New Zealand - that will follow five competitors as they travel around New Zealand taking part in challenges. The Bebo community will be encouraged to vote for activities and winners as the competition progresses. Competitors will also keep blogs and online diaries.

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► Website to help hotels avoid guests behaving badly

Website Ubid4rooms.com, has become the first accommodation site in the country to activate a new service – Guests Behaving Badly – that automatically alerts hotels to troublesome customers at the time of booking. Guests Behaving Badly (GBB) – www.guestsbehavingbadly.com.au – provides hospitality members access to an online database used by hotels to identify guests with a recorded history of anti-social, intimidatory and destructive behaviour. GBB members can also lodge verified complaints against hotel customers on the database. The website's founder Gary Berman, said "hospitality providers were keen to minimise the cost of theft, vandalism and loud noise.

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► Bracing for a slide in RevPAR

Hotels in Sydney, Brisbane and Cairns all felt the impact of falling demand after recording double digit falls in revenue per available room in the seven months to July. Research from STR Global showed RevPAR across Australia fell 9per cent in the year to date, with occupancy rates down 4.5per cent to 71.4per cent. It has been a tough year for Cairns, with hotels recording the largest dip in RevPAR, 13.9per cent, of any Australian city. Occupancy fell 6.2per cent to 64.6per cent while the average daily rate fell 8.2per cent to \$121.97. The disappointing performance in Cairns was reflected throughout Queensland. RevPAR on the Gold Coast fell 7.6per cent, though occupancy rates held steady at 64.4per cent. Ken Minnikin, Director of Marketing for Mantra Group, said recently the Gold Coast had "taken a hit" following the swine flu hysteria. "The Middle East market particularly reacted to the swine flu comments....Japan is another, as is Singapore," he said.

Sydney also struggled, with occupancy rates falling from 79.6per cent last year to 75.4per cent in 2009. RevPAR fell 13.6per cent while ADR fell 8.9per cent to \$170.30. Perth remained the most buoyant of the major cities, with RevPAR down 0.7per cent to \$143.33 compared to the same period in 2008. Perth was also the only city to record an increase in ADR, up 2.4per cent to \$182.73. Occupancy rates fell 3.1per cent to 78.4per cent. Increased capacity in Melbourne impacted RevPAR, down 8.4per cent to \$129.88 and occupancy, down 6.4per cent to 73.1per cent.

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▶ Advertising campaign attracts tourists back to Daylesford

Daylesford's main tourism body says a multi-million dollar advertising campaign is helping bring visitors back to the south-west Victorian region. The \$7.3 million campaign was launched about a month ago and promotes Daylesford as Australia's premier spa and well-being centre. The Executive Officer of Daylesford Macedon Ranges Tourism, Graham Middleton, says tourism operators are already noticing an increase in visitors and bookings. He says it is important that the industry bounces back after such a tough year.

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▶ Safari Pete releases new backpacker guide to Melbourne and Victoria

BOAV Board member Safari Pete, popular travel identity and creator of one of Australia's most popular backpacker guidebooks series, has just released his first guide to Melbourne and Victoria.

Produced with the support of Tourism Victoria, the first edition of Safari Pete's Backpacking Melbourne & Victoria Guide is humorous, quirky and packed with great information for the inbound and interstate backpackers. The pocket size guide explores in detail the city of Melbourne, and the diverse regions of Victoria, from the white sandy beaches of Apollo Bay to the rugged bushland of the High Country and includes great fold out maps of Melbourne and Victoria included on the inside covers.

Famous for his sharp dress sense - natty powder-blue safari suits are his specialty - Safari Pete is a legend in the Australian backpacker travel circles not only for his guidebooks but as a tour guide and MC of the famous Neighbours Trivia nights in St Kilda.

Safari Pete's Backpacking Melbourne & Victoria Guide is available in all major hostels and travel information centres for backpackers in Melbourne as well as information centres throughout regional Victoria.

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▶ End in sight for Rialto Tower's observation deck

Melbourne will lose one of its tourist attractions on New Year's Eve when the observation deck at the Rialto Towers closes.. The deck will close as part of a plan to transform the skyscraper on the corner of King and Collins streets into the centre of a new culinary and retail precinct.

It was reported that chef Shannon Bennett had been in preliminary talks to move his exclusive Vue de Monde restaurant to a new \$4 million home at the top of the building. Rialto Joint Venture, made up of St Martins Victoria and Grollo Australia, has informed observation deck staff about its plans to close the attraction.

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▶ Invoice Overload: ACCC Warns About Questionable Renewals

The Australian Competition and Consumer Commission is reminding business owners to be vigilant after a spike in complaints about unsolicited letters that may appear to be trade mark renewal notices.

In the past month the ACCC has received more than 150 complaints and inquiries about trade mark letters. ACCC deputy chair Michael Schaper said business owners are a regular target for unsolicited mail outs. "Capitalising on a busy office environment many of these letters can be from unscrupulous traders. The letters are often designed to trick the account payer into paying for unnecessary services such as domain name registrations, listings on online databases and ads in various publications. "The end result is the business owner paying for a new listing on a website or in a directory, often of little value."

The websites tend to have poor search functions and are not actively promoted on the internet. The directories and publications appear to have limited circulation. Letters that look like domain name registration renewals are usually touting for new

customers, and rely on limited knowledge of the domain name systems. "It is all too easy for the inexperienced not to notice or understand the subtle difference between a '.com' or '.com.au' domain name," Dr Schaper said. "Once the money is paid the business becomes the owner of a new domain and has not renewed their existing one."

The ACCC has taken court action against a number of traders involved in false billing activity including Australialink Pty Ltd and Business Pages Pty Ltd for conduct associated with their respective online directories and Domain Names Australia Pty Ltd for domain name renewals.

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Latest in Research

International Visitors Survey – June 2009 Quarter

Tourism Research Australia has released *International Visitors in Australia: June 2009 Quarterly results of the International Visitor Survey*.

This reports details 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 these reports](#).

Travel & Tourism Competitiveness Report 2009

Australia is the highest-ranked country from the Asia Pacific region, ranked 9th overall, down five places since last year. Australia is ranked fourth for its natural resources, with the most World Heritage natural sites worldwide, many known species in the country, and a pristine natural environment. Given the importance of the environment for much of its leisure tourism, it is notable that the stringency and enforcement of its environmental regulations are well assessed.

Given the country's distance from other continents and the related importance of domestic air travel to overcome the large distances between major sites, its competitiveness is also buttressed by excellent air transport infrastructure (ranked third) as well as good general tourism infrastructure (ranked 9th).

Australia also benefits from the strong government prioritization of the tourism sector and effective destination-marketing campaigns. The drop in rank since last year can be traced in large part to a perceived weakening of the prioritization of the sector in the country, a poorer assessment of the ground transport infrastructure, and weakening price competitiveness. You can browse the report and select Australia to get more country specific details.

<http://www.weforum.org/en/initiatives/gcp/TravelandTourismReport/index.htm>

Tourism's contribution to the Australian economy 1997-98 to 2007-08

This report is now available on the Tourism Research Australia website and can be downloaded free in PDF format at [Economic Analysis Reports](#). The report looks at the direct and indirect economic contribution of tourism to Australia's economy, in terms of Gross Domestic Product (GDP) and Gross Value Added (GVA). Some key findings were that total tourism GDP, GVA and employment increased but growth was lower than in 2006-07; and that tourism's share of GDP and GVA had declined to the lowest level since 1997-98.

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Notice of election (2009/10) - BACKPACKER TOURISM ADVISORY PANEL

NOTICE IS HEREBY GIVEN that the Australian Tourism Export Council is calling for nominations for it's **BACKPACKER TOURISM ADVISORY PANEL (BTAP)**.

ATEC will not be running a face-to-face BTAP AGM this year. The election of the panel will take place online. The 2008 AGM Minutes will be ratified electronically and the traditional Chairman's Update will be incorporated into BTAP's presentation at the Adventure & Backpacker Industry Conference on **Thursday 5 November, 2009** at the National Maritime Museum.

NOMINATIONS for election to the Panel should be received on the form enclosed herewith, which to be valid must be returned to the ATEC National Office at Level 18, Tower 2 Darling Park, 201 Sussex Street, Sydney before or no later than **5.00pmEDST on Friday 23rd October 2009**. There are five (5) positions vacant on the 2009/10 BTAP.

RETIRING PANEL MEMBERS will stand down but are eligible for re-election pending available positions. It is a pre-requisite that nominees are ATEC members, with any category of ATEC membership eligible for election to the Panel.

ELIGIBILITY TO VOTE – in order to be eligible to vote, you must either be an ATEC member or a member of a Backpacker Operator Association. Only **ONE** vote per company will be accepted.

VOTING for Panel members will take place electronically from **9.00am, Monday 26th October to 5.00pmEDST Wednesday 28th October**. Members will receive details of nominees and how to vote online. Successful candidates will be notified on Thursday 29th October. Official announcement of the new panel will be made at the Australian Backpacker Industry Conference in Sydney by the Chairperson on **Thursday 5th of November, 2009**.

REQUIREMENTS OF THE EXISTING AND NEW PANEL MEMBERS FOR 2009/10 include the following:

- Panel members will be required to hold **ATEC membership** for the term of tenure
- Attendance at the annual **BTAP Strategic Planning Meeting** on Friday 6th November, 1.30-4.30pm in Sydney (venue TBA)
- Attendance at **four (4) BTAP meetings** (in addition to the strategy meeting) during the term (please refer to schedule below).

Please note, that all travel expenses associated with attending these meetings are to be covered by individual BTAP members.

<u>Date</u>	<u>Location</u>	<u>Details</u>
19 February, 2010	Melbourne	Pre- Melbourne Expo
19 April, 2010	Hobart	Pre- ATEC Backpacker Conference & Symposium
31 May, 2010	Adelaide	Change-over day of Australian Tourism Exchange
TBA, August 2010	QLD	In conjunction with BQ meeting
November, 2009	Sydney	ABIC & BTAP AGM

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► **Member Profile: Sarah McPhee**

Title/Role: Business Development Manager Backpacker Tourism & Product Development at Tourism Victoria (maternity leave cover for Isabelle Fennessy until August 2010)

Place of birth: Melbourne

Zodiac sign: Taurus

Favourite holiday destination: New



York, France and anywhere I've never been to before

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

A location you'd never go back to: Venice during the day in August -30 degrees, 95per cent humidity, full of tourists and stinking of muddy water -never again!

Favourite movie: Charade with Cary Grant and Audrey Hepburn (they don't make them like they used to!)

Most prized personal possession: My extensive collection of photography/coffee books

When I was a child I wanted to be: A librarian!

If you could have 3 people to dinner who would they be and what would you cook? Bono, Audrey Hepburn for their glamour, charisma and charity work and Jude Law for his 'intellect'. I don't cook so I would order in a banquet or have Gordon Ramsey cook because at least he would guarantee a memorable evening!

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► Upcoming Events

2009 HMAA Awards



Steve Finlayson, Chairman of HMAA invites you to celebrate the Victorian Accommodation Industry's night of nights at the 2009 HMAA Victorian Accommodation Awards for Excellence.

In an evening of glamour and entertainment we will celebrate the success of Victoria's accommodation providers and honour those outstanding individuals within the industry.

This year's black and white Derby Day Eve themed gala dinner will be held on Friday 30 October from 6.30pm at The Radisson on Flagstaff Gardens in Melbourne.

EVENT DETAILS

Date: Friday 30 October 2009
Time: 6:30pm - 10:30pm
Venue: The Radisson on Flagstaff Gardens
Address: 380 William Street, Melbourne
Cost: \$120 inc. GST

To book your tickets **phone** 03 8662 5211 or **email:** events@vecci.org.au

The Inaugural Independent Travel Exchange - Wed 4 November 2009

ITE is designed to provide a forum for Australasian tourism businesses to meet other regional operators in order to canvas new business opportunities and develop new networking contacts. Unlike other events, where businesses need to have international-ready product, ITE also welcomes developing businesses to introduce their product to the major suppliers, retailers and representatives central to the thriving backpacker and adventure travel market

Limited tickets are still available. Visit <http://abic.thumbrella.com.au/book.html>

Adventure & Backpacker Industry Conference & Gala Dinner - Thursday 5 November 2009

The Adventure & Backpacker Industry Conference (ABiC), which celebrates its 14th year in 2009, is the biggest event in Australia for adventure and backpacker operators. The aim of the program is to provide delegates with practical learning they can apply in their own businesses to boost the bottom line.

At the gala dinner, the Golden Backpack Awards - the only dedicated awards for the independent travel sector – will be presented. The Golden Backpack Awards are 32 consumer-voted state & national categories recognising companies for their outstanding customer service. As a sponsor of the event, Tourism Victoria will present the Victorian categories.

The 2009 Golden Backpack Awards Dinner takes place at the new, six-star Doltone House venue, Darling Island Wharf, Pyrmont following ABiC.

Limited tickets are still available. To book, visit <http://abic.thumbrella.com.au/book.html>

Adventure Travel and Backpacker Expo (ATABE)

Tourism Victoria and Parks Victoria have co-ordinated a Victorian booth for this year's Adventure Travel and Backpacker Expo (ATABE) in Sydney, at the Sydney Convention & Exhibition Centre on 7-8 November 2009. Further info on the event can be found at www.myadventureexpo.com/

Tourism Victoria invite BOAV members to feature their product brochures on the Victorian booth.

Should you be keen to display brochures at the event, the following guidelines must be followed:

ATABE Guidelines

- All freight delivery is by own arrangement and cost.
- A maximum of 200 (small) brochures per operator will be accepted, only.
- Any brochures leftover after the event will be discarded.
- Only deliveries which utilise the attached delivery label will be accepted. Please ensure the attached label is fixed to all boxes to guarantee delivery.
- Deliveries WILL NOT be accepted until Friday 6 November 2000.

IMPORTANT: Please liase with your courier company to ensure that your delivery will arrive ON Friday 6 November. Any deliveries arriving before this date will not be accepted.

Should you have any queries please do not hesitate to contact Sarah McPhee at sarah.mcphee@tourism.vic.gov.au

Fast Forward - Special Guest Speaker - Tobie Puttock, Executive Head Chef, Fifteen Restaurant

Globally-renowned chef Tobie Puttock is probably best known for his work with the Fifteen Foundation alongside fellow chef, and good friend, Jamie Oliver. The success

of Fifteen and Tobie Puttock illustrates that if the ingredients are right, it is possible to turn your life around. Tobie's recipe for success combines his commitment to radical change with determination and integrity. Join us and learn more about Tobie's dynamic business ethics and the impact he is making on young people's lives. [Click here for more information](#) Remember, BOAV Members are eligible to attend at the member rate.

Victorian Tourism Conference – we welcome your feedback and ideas

We are pleased to advise that planning is well underway for the 2010 Victorian Tourism Conference. In the past the Conference has provided a full program for participants based on a particular theme that may be impacting the industry at the time. Tourism Alliance Victoria has some ideas, however we are also seeking your input into the program to ensure that it addresses the current trends and issues that perhaps not only relate to the tourism industry but other industries as well.

If there are any particular topics you would like to hear about, please forward ideas, suggestions, comments to Tourism Alliance Victoria via email: info@tourismalliance.com.au

ATEC BACKPACKER CONFERENCE

The 2010 ATEC Backpacker Conference will be held in conjunction with the ATEC Symposium on **Tuesday 20 April** in **Hobart**. It would be most appreciated if you could add this date to your diary.

Member contributions welcome



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

This email was sent to "".

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