



## VICTORIA – WORLD CLASS ACCOMMODATION

*HMAA is a specialist alliance, working solely for employers in the accommodation industry and is the voice of the industry in Victoria.*

Victoria is recognised for its depth and breadth of travel and tourism experiences. This is underpinned by the strength of the \$353 million Victorian accommodation industry.

### **THE ACCOMMODATION SECTOR IS A KEY CONTRIBUTOR TO THE VICTORIAN ECONOMY**

The holiday sector is Victoria's largest source of tourism with international and interstate visitors accounting for one third of visitor numbers and two thirds of expenditure. By 2016 it is expected that Victoria will have:

- An average visitor spend (per night) above the national average
- New and redeveloped tourism and events infrastructure
- New investments in attractions (natural, cultural and built)
- Fully integrated telecommunications and information infrastructure to support demand
- High quality, high yield, unique luxury regional accommodation
- A record of collaboration on local infrastructure projects

### **ACCOMMODATION INDUSTRY - A UNITED VOICE**

The Hotel Motel & Accommodation Association (HMAA) was established over 150 years ago to serve and protect the rights of accommodation operators. The HMAA as the industry's peak body, represents operators from all sectors of the accommodation industry, ranging from hotels, motels, serviced apartments and caravan parks to B&Bs. Both metropolitan and regional operators are represented by HMAA.

### **HMAA STRATEGIC ALLIANCES**

HMAA member services are supported by the Victorian Employers' Chamber of Commerce and Industry (VECCI), Australia's largest and most influential representative multi-industry Chamber of Commerce. HMAA and VECCI work together to deliver up-to-date workplace relations support and information to members.

### **HMAA POLICY AND DEVELOPMENT AGENDA**

The Board of HMAA, based on member needs and industry consultation, is actively pursuing the following priorities:

- Industry Development
- Liquor Licensing
- PPCA Regulations
- Accreditation
- Star Ratings
- Service Excellence
- Environmental and Business Sustainability

### **MEMBER BENEFITS AND SERVICES**

HMAA is committed to assisting its members by reducing operational costs (merchant card fees from as little as .79%), supporting business development and sustainability, training and development programmes, State and Federal policy representation, and keeping business up to date through the regular updates.

HMAA members also benefit from exclusive networking opportunities including Accommodation Forums and the HMAA Awards for Excellence.

### **MEMBERSHIP FEES**

Membership to HMAA is by application and the investment is a flat rate of \$305 inc GST. Please contact HMAA to discuss your interest in being involved, or complete the details on the reverse side of this form and fax to 03 8662 5462.

*"As a small business person, we rely on the recourses of HMAA and VECCI for research and policy issues, as well as to keep in touch with the wider business community. We also tend to use HMAA to lobby Governments, local, State and Federal."*

**Ricardo Krauskopf**  
Director – Alto Hotel on Bourke

*"HMAA has given us the support and information to challenge my Landlord over issues concerning retail tenancy and hard wired smoke alarms. Our business is significantly financially better off because of dealings of HMAA and the government on these issues."*

**Tony Sheer**  
Director – Australian Pacific Inns

*"We are members because we believe HMAA can assist with government lobbying, a united industry will achieve more than a fragmented one. HMAA is a good first stop for initial concerns and for general industry knowledge, HMAA is quite proactive in advising members of issues that affect them."*

**Dean Minett**  
Area General Manager – Aust/NZ:  
Ascott International Management



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# HMAA MEMBERSHIP APPLICATION FORM

**NAME:** (PLEASE PRINT)

**POSITION:**

**SIGNATURE:**

**DATE:**

**I/we seek admission as a member of HMAA.**

Name of Company:

ABN:

ACN:

Registered Business Trading Name:

Postal Address:

City:

State:

Postcode:

Business Street Address:

City:

State:

Postcode:

Tel:

Fax:

Email:

Website:

**Contacts in your organisation**

Full Name:

Position:

Email:

Direct tel:

Mobile:

**If you would like to nominate an alternative HMAA contact in your organisation please provide details**

Full Name:

Position:

Email:

Direct tel:

Mobile:

**Please tell us about your organisation**

1. Type of business: (e.g accommodation, hotel motel)

2. Main products/services: (e.g accommodation, restaurant, conferences)

3. Current employment: (FTE)

4. Current number of rooms:

5. Average yearly turnover:

6. \$ Value of assets under management/ownership:

7. Value of taxes and charges paid each year:

8. Number of local suppliers used each year:

9. How did you hear about HMAA:

**Please tell us about your interests**

Free HMAA News and information delivery service

Policy, Advocacy and Representation

Networking

Business Events, Training and Seminars

Other (please list)

**Please indicate any specific issues relating to policy and advocacy that you would like to see addressed by HMAA**

**Please enclose payment with your application (Please retain as your tax invoice)**

Annual Membership \$305 (including GST)

Total \$

Enclosed is a cheque or money order made out to Victorian Employers' Chamber Of Commerce and Industry.

Cheque number:

I have made an EFT Payment  
VECCI Imprest account,  
ANZ Royal Branch, 293 Collins Street, Melbourne.  
BSB Number: 013 128 Account Number: 3041 13004

Please debit my credit card:

Visa

Mastercard

Amex

Card No:

Expiry:

Cardholders Name:

Cardholder's

Signature:

HMAA 486 Albert Street, East Melbourne, Victoria 3002  
ACN 37650959904

HMAA ACKNOWLEDGES AND RESPECTS PRIVACY OF INDIVIDUALS. THE INFORMATION THAT IS BEING COLLECTED ON THIS DOCUMENT IS FOR THE PURPOSES OF PROCESSING YOUR REGISTRATION OR INQUIRY, KEEPING YOU INFORMED OF UPCOMING EVENTS AND ASSISTING US IN IMPROVING OUR SERVICE TO YOU. THE INTENDED RECIPIENTS OF THE INFORMATION ARE HMAA AND DATABASE SERVICE PROVIDERS ENGAGED BY HMAA. YOU HAVE THE RIGHT OF ACCESS TO, AND ALTERATION OF, PERSONAL INFORMATION CONCERNING YOURSELF IN ACCORDANCE WITH THE ACT AND HMAA'S CODE OF PRACTICE. IF YOU DO NOT WISH TO BE SENT ANY FURTHER PROMOTIONAL MATERIAL OR HAVE YOUR INFORMATION DISCLOSED TO SPONSORS AND STRATEGIC ALLIANCES PLEASE TICK THE 'OPT OUT' BOX BELOW AND RETURN THIS BROCHURE TO HMAA. HMAA WILL REMOVE YOUR NAME FROM THE MAILING LIST OR ADVISE THE LIST PROVIDER WITHIN REASONABLE TIME. FOR FURTHER INFORMATION CONTACT HUMAN RESOURCES 03 8662 5333.  OPT OUT