

▶ **HMAA
UPDATE**

August 2010

In this Issue:

[WELCOME TO YOUR LATEST HMAA NEWSLETTER!](#)
[REGISTRATIONS NOW OPEN FOR 2010 VICTORIA TOURISM WEEK EVENTS!](#)
[COMMERCIAL BUNK BED HANDBOOK – We welcome your feedback!](#)
[VICTORIA TOURISM INDUSTRY COUNCIL SURVEY – NOW OPEN](#)
[CHANGES TO LIQUOR LICENCE APPLICATION PROCESS](#)
[CHALLENGES AHEAD FOR AUSTRALIA IN GLOBAL TOURISM MARKET](#)
[DESTINATION MELBOURNE CALLS FOR GREATER INTEGRATION OF VISITOR TRANSPORT](#)
[DOMESTIC AIR TRAFFIC INCREASES](#)
[KEEP YOUR PANTRY PEST-FREE](#)
[2010 STARTING UP IN TOURISM SEMINAR](#)
[TARGETING CHINA – FOURTH BIGGEST SPENDERS](#)
[NEW HMAA MEMBERS](#)
[ECO-FRIENDLY HOTEL GOES UNDERGROUND IN THE ALPS](#)
[JETSTAR ANNOUNCES FLIGHTS FROM MELBOURNE TO QUEENSTOWN](#)
[2010 MELBOURNE TOURISM INDUSTRY EXCHANGE – EXHIBITION SPACES NOW OPEN](#)
[GET TO KNOW YOUR HMAA BOARD](#)
[LATEST IN RESEARCH](#)
[UPCOMING EVENTS](#)

WELCOME TO YOUR LATEST HMAA NEWSLETTER

The HMAA team has been extremely busy preparing for the inaugural Victoria Tourism Week which is now only a couple of weeks away. Registrations for the *Tourism Industry Amazing Race* which is being hosted by HMAA, are coming in strongly so make sure you don't miss out! There are terrific prizes on offer. Also on offer is the opportunity to learn tips and tricks for meeting the needs of the Chinese and Indian markets and also to hear about Tourism Victoria's Workforce Development Strategy and workplace relations issues from an expert at a free seminar to be held at Victoria University on Friday 3 September – a week before the *Amazing Race*! An invite will shortly follow for all HMAA members to attend this event.

If you would like to share your news or events with other HMAA members please email us the details and they can appear right here in this newsletter.

Until next time, enjoy the read...

Anita Donnelly
Executive Officer

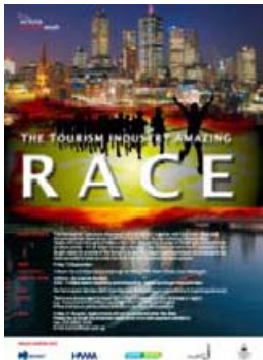
Don't miss the opportunity to see AFL's Andrew Demetriou and VRC's Dale Monteith present at this September's VTIC Forum—Wednesday 8 September



As part of the inaugural Victoria Tourism Week, the MCG will play host to a Forum on Sports Tourism. Special guest speakers, **AFL CEO Andrew Demetriou**, **VRC CEO Dale Monteith** and **Bicycle Victoria's Garry Brennan**, will showcase the importance and value of sports tourism to our city and State, through their respective sports. An interactive Q & A session will follow before networking canapés and wine tastings from some of Victoria's finest wineries. Delegates will also enjoy complimentary entry into the National Sports Museum from 3pm prior to the Forum.

Register now and go into the draw to win a scenic flight in a Tiger Moth plane, complete with mild aerobatics, from Vintage Tiger Moth Joyflights or the opportunity for two to swim with the dolphins and seals in Port Phillip Marine Park, courtesy of the Crew at Sea All Dolphin Swims!

The Tourism Industry Amazing Race – Friday 10 September, 2pm to 5pm followed by networking drinks



The Backpacker Operators Alliance of Victoria (BOAV) together with the Hotel, Motel and Accommodation Association (HMAA) present *The Tourism Industry Amazing Race*. Teams will race throughout Melbourne's CBD completing a series of challenges and activities. Get ready for a battle of the industry as sectors, regions and businesses vie to become the most successful team to cross the finish line and win some fantastic prizes! There will also be a prize for the best costume so start designing your teams.

Don't miss out on this *Amazing* opportunity, see attached to register now. Registrations for this event close on Friday 27 August.



Visitor Information Centre BBQs

Explore your own backyard and visit one of over 20 Visitor Information Centre BBQs to be held across the State, on Saturday 11 September.

More information on the BBQs will be available at www.victoriatourismweek.com.au.



HABITAT HQ 1ST BIRTHDAY CELEBRATIONS

You are invited to experience our habitat for a night of celebration. As part of the Victoria Tourism Week festivities we welcome the industry, volunteers and regional visitors to a night of networking and fun. Enjoy our hospitality with free beer, wine, bubbly and nibbles. Habitat HQ is also providing some limited free accommodation for regional and interstate guests – please enquire at the time of RSVP.

DATE – Tuesday 7 September 2010 in support of Victoria Tourism Week

CHECK OUT – FREE city pick-ups from 5:45pm – too easy!!! Thanks to Autopia Tours.

RSVP – events@habitat.com.au

RSVP DATE – Thursday 2 September 2010 to events@habitat.com.au.

COMMERCIAL BUNK BED HANDBOOK – We welcome your feedback!

The Commercial Bunk Bed Handbook aims to provide the necessary guidance to industry to reduce the risk of patrons being injured by the use of unsafe bunk beds in the short-term rental accommodation industry.

This issue was highlighted as a result of an inquest in September 2008 into the 2002 death of a child in Queensland. The child died as a result of head injuries sustained when she fell from an upper bunk in a holiday rental unit that was purchased well before mandatory regulations were introduced.

Please forward any comments on the **attached** document to HMAA's Brendan Mullens: bmullens@vecci.org.au by **Wednesday 18 August**.

VICTORIA TOURISM INDUSTRY COUNCIL SURVEY – NOW OPEN

The August 2010 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 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 by **Friday 20 August 2010**.

Alternatively please copy and paste the following

link: http://fs16.formsite.com/vecci/VTIC_Survey_August_10/index.html

All respondents go in the draw to WIN 2 TICKETS to your choice of one the following VECI events; VECI Business Leaders Lunch, Women in Business, Fast Forward Speed Networking, or HR Breakfast (up to the value of \$260). Click [here](#) for more information

Results of the VTIC Survey will be available **9 September** from www.vtic.com.au and will also be discussed at the upcoming joint **VTIC and VEIC Forum** to be held on **8 September 2010**, where the topic of **sports tourism** will be discussed.

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

CHANGES TO LIQUOR LICENCE APPLICATION PROCESS

For some time now, there have been ongoing concerns over the length of time taken to process liquor licence applications, which has caused significant frustration among operators. As a result of ongoing advocacy and feedback received by Responsible Alcohol Victoria, an audit has recently been undertaken of the application process.

The audit identified that there are a large number of applications in the system that are incomplete when initially submitted, which require further communication and in turn add to the processing time for all applications. As a result, the application process has now been broken down into stages that establish clear timelines and requirements.

As of July 2010, if the minimum requirements for a liquor licence application are not met, the application will be returned to the sender and any payment provided will not be accepted or processed. Once the initial application is accepted, the applicant will receive a letter acknowledging their application has progressed to the next step. In addition, an application checklist is now included in all licence forms to assist applicants to meet requirements.

While these changes are welcome and should assist in reducing delays, the principle of risk based licensing must pervade all elements of the system. As such, we believe applications must be assessed using a triage system to identify their level of risk, with low and medium risk applications put into a fast track approval process which should be clearly structured around known approval time frames, with publicly available performance benchmarking undertaken quarterly. For more information about the changes and to apply see www.justice.vic.gov.au.

CHALLENGES AHEAD FOR AUSTRALIA IN GLOBAL TOURISM MARKET

Taleb Rifai, Secretary General of the World Tourism Organisation (UNWTO), described the challenges ahead for Australia as part of the Tourism Futures Conference in Brisbane. Mr Rifai confirmed that 2009 was the first time in 60 years that international arrivals were down by four per cent globally, with financial receipts down by six per cent. He acknowledged that growth so far has been led by the public sector, with private markets taking longer to recover.

Mr Rifai discussed the particular challenges that global tourism faces on the road to recovery, including the introduction of taxes in Europe to balance national budgets, high unemployment in parts of the world, rising concern over global warming, and the widening poverty gap.

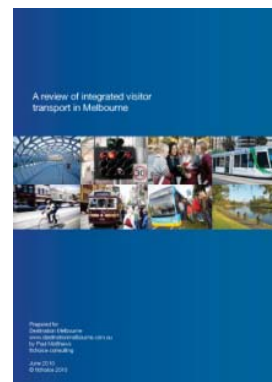
On the positive side, Mr Rifai believes that Australia is lucky to have a public sector that supports tourism, as this is not the case in many other countries. The strength of links between public and private sectors presents an issue for global tourism which will ultimately determine the speed of recovery.

Mr Rifai summarised by saying that Australia is ideally positioned to take advantage of a swift recovery in the Asia Pacific area. However, this needs to take place without the loss of Australia's unique identity and with an eye on the long term goal of sustainability.

DESTINATION MELBOURNE CALLS FOR GREATER INTEGRATION OF VISITOR TRANSPORT

Destination Melbourne has publicly released a comprehensive report that focuses on visitor mobility in Melbourne with particular attention given to the Yarra River and opportunities for re-establishing a scheduled ferry service.

The “*Review of Integrated Visitor Transport in Melbourne*”, funded by Destination Melbourne contains 17 key recommendations for enhancement and improvement of visitor transport in Melbourne. The recommendations are based on investigation, local and international benchmarking as well as stakeholder feedback.



The report has identified significant opportunities for improvement including:

- Consistent ways of finding and visitor information that makes Melbourne easier to navigate and understand in terms of mobility and ticketing
- Development of an integrated visitor ticket with a dedicated brand, Melbourne Explorer
- Improved connectivity between public transport, designated visitor transport services (City Circle Tram and Melbourne City Tourist Shuttle Service), walking and bicycle trails
- Re-introduction of scheduled ferry services on the Yarra River

To read the Executive Summary and full report go to www.destinationmelbourne.com.au.

DOMESTIC AIR TRAFFIC INCREASES

The airline industry has recently boasted good news. Most routes throughout Australia are seeing increased passenger traffic. The country's busiest air route, between Sydney and Melbourne, has seen a sharp rise in passenger numbers. Government figures show the number of passengers carried on the route in May was 632,400, 18 per cent up on the same month last year. The route had the biggest surge in traffic of any in the country, followed by Adelaide-Brisbane and Gold Coast-Sydney.

The increase was revealed in Federal Government statistics, also showing an overall 5.3 per cent rise in Australian domestic airline passengers for the month compared with last year and a more modest year-to-date increase of 2.1 per cent to 51.38 million. [Read more...](#)

KEEP YOUR PANTRY PEST-FREE

Accommodation providers are being warned to inspect their kitchen pantries and food storage areas thoroughly for signs of pantry pest activity to avoid unwanted dinner guests.

Active all year round, pantry pests are insects that infest and contaminate commonly used dry or stored food products, rendering them useless for consumption. The most common pantry food pests include the Indian meal moth, saw-toothed grain beetle and rice weevil that all feed on foodstuffs such as grains, flour, cereals, nuts, seeds, dried fruits, biscuits, pasta, pet foods and spices. [Read more...](#)

2010 STARTING UP IN TOURISM SEMINAR



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 planning. Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities.

The next workshop will be held from 6pm to 9pm on 8 September 2010. Places are limited so book early! For more information and to register go to www.tourismalliance.com.au.

TARGETING CHINA – FOURTH BIGGEST SPENDERS

Chinese travellers rank Australia as the number one destination they intend to visit over the next two years. The latest Asia Pacific Travel Intentions Survey from the Pacific Asia Travel Association revealed that more than half of the respondents from mainland China intended travel to Australia. Netting \$2.8 billion to Australia's tourism industry, the Chinese market is set to grow at an average annual rate of 10.2 per cent to \$5.5 billion in 2017. [Read more...](#)

NEW HMAA MEMBER

Sanctuary Park Cottages – Healesville

Imagine relaxing amongst the serene surroundings of majestic mountains and valleys with views overlooking a lake and expansive grounds teeming with local birdlife. Choose to be involved in activities in the area, or just sit, relax unwind and escape your busy lifestyle.

No single description does justice to the accommodation and surrounds provided at Sanctuary Park Cottages. The facilities offer all that is great about a romantic getaway with the attraction of a Bed & Breakfast and the privacy and independence of fully self contained Cottages.

Your hosts, Alex and Wendy Hart, pride themselves on offering excellent facilities, local knowledge and going that little bit further to ensure your stay is both comfortable and memorable.



Sanctuary Park Cottages is Better Business Tourism Accredited through the Victorian Australian Tourism Accreditation Program. For further information please visit <http://www.sanctuarypark.com.au/> or call 03 5962 6240.

ECO-FRIENDLY HOTEL GOES UNDERGROUND IN THE ALPS

Milan-based architect Matteo Thun has created a new KlimaHotel in Bozen, Italy, which will be the first eco-friendly hotel with a holistic approach to sustainability. The design consists of 11 individual hostels built into the Italian hillside that make use of renewable sources for energy and make use of geothermal energy for heating and cooling. The hotel will be constructed using locally sourced materials and is expected to be finished in 2011. For further information [click here](#).

JETSTAR ANNOUNCES FLIGHTS FROM MELBOURNE TO QUEENSTOWN

Melbourne Airport welcomes Jetstar's announcement to expand direct access from Victoria to New Zealand's iconic South Island ski fields with a new twice-weekly service between Melbourne Queenstown starting from 16 December.



Melbourne Airport CEO Chris Woodruff was incredibly positive about the new trans-Tasman services. "We are proud to facilitate the expansion of Jetstar's international destinations. This is the latest in a long list of announcements the Qantas Group has made about services from Melbourne over the last few months."

2010 MELBOURNE TOURISM INDUSTRY EXCHANGE – EXHIBITION SPACES NOW OPEN

**destination
melbourne**

Destination Melbourne is proud to present the 3rd annual Melbourne Tourism Industry Exchange. This year the exchange is going to be bigger than ever and will form part of Victoria Tourism Week.

The Melbourne Tourism Industry Exchange provides the opportunity for the tourism sector to engage at a grassroots level to network, exchange information and share knowledge in an informal way with no speeches, seminars or lectures. Attractions, restaurants, retailers, transport companies, regional destinations and other service providers are invited to showcase their products.

Last year more almost 60 tourism businesses and regions exhibited at the exchange and it is sure to grow again this year, so don't miss this valuable opportunity.

Date: Tuesday September 7, 2010

Time: 1-4pm

Where: Medallion Club, Etihad Stadium

To book your place or to find out more information about exhibiting at this year's exchange please contact John McGaw on 03 9869 2444 or email john@destinationmelbourne.com.au or for further information [click here](#).

GET TO KNOW YOUR HMAA BOARD

Name: Tushar Raniga

Title: State Sales Manager – Victoria – for Constellation Hotels

Place of birth: Fiji Islands

Zodiac sign: Leo

Favourite holiday destination: I love visiting Hong Kong

Dream holiday destination you've not yet travelled to: The Maldives look awesome!

A location you'd never go back to: I haven't been to any destination that I would visit again...'the world is an amazing place'.

Favourite movie: The new movie Inception certainly hit the spot.

Most prized personal possession: My new Iphone 4.

When I was a child I wanted to be...like my Dad! Definitely the coolest Teacher I know.

If you could have 3 people to dinner who would they be and what would you cook? Monica Bellucci, Al Pacino, Paul McDermott, and I'd definitely cook up something Indian.

If you were given \$20,000 to invest in your business, what would you do? I'd spend the money on increased targeted marketing to grow my business.

Finish this sentence: "I'd love to take a booking from..."Donald Sutherland, again!

What do you value most about your HMAA Membership? The advice available for any Hotel/Motel business and supplier benefits.

LATEST IN RESEARCH

TOURISM FUTURES SURVEY

The 2010 Tourism Futures Survey released as part of the Tourism Futures Conference held recently in Brisbane has revealed that the top five challenges facing the Australian tourism industry over the next year. They are the world economy; Australia's exchange rate; mortgage costs/increasing cost of living; competition by overseas destinations; less Australians taking domestic holidays.

The survey also outlines the top five ways that the Government can assist the tourism sector. They are reform regulation that impedes tourism investment and operations; improve labour and skills outcomes; improve access to Australia's natural and cultural attractions; introduce a national accreditation framework that will drive product innovation and quality; and accelerate the uptake of on-line opportunities and smarter use of digital distribution operators.

The full survey can be found [here](#).

ACCOMMODATION PROVIDERS CAUTIOUS AS ECONOMY RECOVERS

Business outlook research released by St.George Bank has revealed business owners in the accommodation, hospitality and tourism sector are a more cautious business group going into the new financial year compared with 11 industry segments surveyed.

Accommodation, hospitality and tourism businesses surveyed are among the least likely (64 per cent) to believe recovery is underway. On average, 75 per cent of Australian businesses across all industries believe the economy is in recovery. The accommodation, hospitality and tourism sector are more likely than average (86 per cent) to believe different sectors are recovering at different speeds. The average for businesses across all industries is 78 per cent. [Read more...](#)



MACEDON RANGES VISITOR ACCOMMODATION OPPORTUNITIES STUDY

Council's Tourism Unit and the tourism industry acknowledge that there is a shortage of accommodation in the Macedon Ranges. An increase in the supply of appropriate accommodation will deliver increased potential for the region to capitalise on current tourism market trends and future marketing strategies. With Tourism Victoria having embarked upon a \$7.3 million marketing campaign for Daylesford and the Macedon Ranges (DMR) region, it is important the region takes full advantage of this investment and is able to meet the forecast demand for accommodation.

In response, Council's Tourism Unit has partnered with Tourism Victoria to undertake an analysis of accommodation supply and demand in the Macedon Ranges. Urban Enterprise, a firm of urban planners, land economists and tourism planners, were appointed to undertake this project. The study provides valuable data for current operators looking to grow their business and for potential investors looking to develop accommodation in the region. The research topics covered include:

- Supply Analysis
- Visitor Markets
- Demand Analysis
- Accommodation Opportunities

For more information and to discuss accommodation investment opportunities, please contact Andrew Carcelli, Tourism Development Team Leader, on 03 5421 9615. To view full report [click here](#).

INTERCONTINENTAL STILL THE ONE FOR GUEST SATISFACTION, SAYS ROY MORGAN

Intercontinental Hotels has narrowly maintained its lead in customer satisfaction ratings, according to the latest Roy Morgan Research data. Mantra, Crowne Plaza, Marriott and Hilton have all closed the gap on Intercontinental and there is now less than a two percentage point gap between the top five hotels.

For the year ended May 2010, 88.8 per cent of Australians who stayed at an Intercontinental hotel were either 'very' or 'fairly' satisfied, followed by 88.6 per cent for Mantra, 88.5 per cent for Crowne Plaza, 87.9 per cent for Marriott and 87.2 per cent for Hilton. [Read more...](#)

AUSTRALIANS STILL ON THE MOVE – OVERSEAS

The gap between Australians travelling overseas and international visitors to Australia has broken the one million mark in a 12-month period for the first time. Peak national tourism body Tourism and Transport Forum (TTF) says the figure underscores fears about the burgeoning tourism balance of trade deficit

Latest figures for June show arrivals for the 2009-10 financial year up 2.7 per cent compared to a 15.9 per cent jump in international travel by Australians. [Read more...](#)

NEW SNAPSHOTS RELEASED BY TOURISM RESEARCH AUSTRALIA

Tourism Research Australia has released new snapshots on [Backpackers](#), [Caravan and Camping](#), [Culture and Heritage](#), [Food and Wine](#), [Indigenous](#), [Internet](#) and [Nature](#). The reports are now available for free download.

UPCOMING EVENTS

VICTORIAN CARAVAN PARKS ASSOCIATION – 2010 ANNUAL CONFERENCE, Tuesday 24, Wednesday 25 August, 2010, Crowne Plaza, Torquay

Tower Business & Real Estate – Principal Sponsor for the 2010 Annual VicParks Conference

The VicParks 2010 Annual Conference is 'Powered by Tower'. This year the Principal Sponsor once again is Tower Business & Real Estate. For over 16 years, Tower has been supporting the Victorian Caravan Parks Association, both for its Annual Conference and also the VicParks News.

Balmoral Receptions

This year's Jayco dinner will be a showcase event in the newly renovated "Balmoral Receptions", home of Truffleduck one of Geelong's most prestigious catering specialists. Truffleduck was established in Geelong in 1988 and since then has grown to be regarded by many as Geelong's premier caterer. Still under the same management team, Truffleduck's commitment to exceptional catering has allowed it to develop a reputation for fabulous food and a quality of service (at all levels) that is second to none. "Come and join us for dinner on Tuesday 24 August at Balmoral Receptions, as part of the VicParks Conference 2010".

Don't delay, register NOW and benefit from the Early Bird Savings. For a full conference brochure, please contact us on 03 9328 3280 or admin@vicparks.com.au.

2010 ADVENTURE & NATURE-BASED TOURISM FORUM

The 2010 Adventure & Nature-Based Tourism Forum will be held on **Monday 6 and Tuesday 7 September** at the Mercure Ballarat. The two day forum will continue to offer professional development opportunities for adventure and nature-based operators, including adventure tourism, wildlife tourism, outdoor education providers, licensed tour operators, accommodation and transport operators.

For the full forum program and registrations [click here](#) or visit www.tourismalliance.com.au.

GLOBAL ECO CONFERENCE 2010

The Global Eco Asia-Pacific Tourism Conference will be held from 24 to 28 October 2010 at the newly opened eco-development Outrigger Little Hastings Street Resort & Spa Noosa, Queensland. The program will feature national and international leaders addressing Sustainability, Best Practice Operator Case Studies, Green Marketing and more. For the conference program and registrations visit www.globaleco.com.au.

SAVE THE DATE – AUSTRALIAN TOURISM DIRECTIONS CONFERENCE

Tourism Australia and the Department of Resources, Energy and Tourism are pleased to announce the inaugural *Australian Tourism Directions* conference, designed to provide the latest insights on tourism development and tourism megatrends. *Australian Tourism Directions*, a product of the National Long Term Tourism Strategy will report on the current state of the industry, future directions for growth, will highlight key areas of government policy and the latest research. The launch event will be held in Canberra on 16 November 2010 and for more details stay tuned to *Essentials*.

Other important dates:

- 6-11 September – Victoria Tourism Week
- 8 September – VTIC/VEIC Sports Tourism Forum, MCG
- 10 September – HMAA's hosted Tourism Industry Amazing Race
- 15 November – VTIC Forum - Minister Holding, Louise Asher and Sue Pennicuik presenting their election strategies and plans for the tourism and major events industries, MCEC 10am – 12pm
- 15 November – Victorian Tourism Awards Gala Dinner

WE WELCOME YOUR CONTRIBUTIONS TO THE HMAA NEWSLETTER SO TO SHARE YOUR NEWS AND STORIES, EMAIL THEM TO TAMARA at tristevski@vecci.org.au.