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WELCOME

Welcome to the latest edition of the HMAA newsletter.

It's been a big year but we've finally made it! The GFC, swine flu, bushfires and the recovery that's ongoing and bumper events for our State including the Spring Racing Carnival, AFL and NRL seasons ending with Victorian Premiers and Tiger's now very infamous visit.

HMAA has had its changes as well with a whole new management team, our new Chair Julian Clark appointed, improved benefits and a revised membership structure. We thank you for your continued support and contribution in 2009 and look forward to working with you in 2010.

We wish you all a fantastic, festive Christmas and holiday season and a safe start to the New Year. HMAA's office won't be closed at Christmas time so get in touch with Emma, Edwina or I should you need us.

All the best,

Anita Donnelly
Executive Officer

LIQUOR LICENCE NEW RISK-BASED FEE STRUCTURE

Liquor licensees will shortly receive their 2010 annual renewal, which will be calculated on the new risk-based fee structure.

General and on-premises licences authorised to trade past 1am will be subject to the 'venue capacity multiplier'. Those licensees wanting to reduce trading hours or patron numbers, or wanting to exclude accommodation or function room numbers from 2010 fee calculations must lodge the relevant form with Responsible Alcohol Victoria by 31 December 2009. Forms received by this date will result in the 2010 fees being re-calculated to reflect licence changes. Applications received on or after 1 January will not impact the 2010 fees.

Restaurant and cafe licensees wanting to remain as an on-premises licence must also lodge relevant forms by 31 December 2009.

Non-profit organisations and small businesses wanting to apply to the Director of Liquor Licensing to reduce or waive renewal fees on the grounds of 'serious financial hardship' are also required to submit an application form and the required supporting documentation by 31 December 2009.

Note: a small business is one which employs the equivalent of five or less full-time employees.

For more information about the new risk-based fee structure or to download the appropriate forms, visit the 'What's New' section at www.justice.vic.gov.au/alcohol. For enquiries email, liquor@justice.vic.gov.au.

ACCC SMALL BUSINESS INFORMATION NETWORK (SBIN)

SBIN is a new information service designed to provide small businesses, their representatives and their advisors with timely and relevant information on trade practices related matters - including competition issues and ACCC actions and publications.

The latest ACCC small business news is now available on their website.

- **ACCC warns about scam business directory offers**
available at <http://www.accc.gov.au/scambusinessdirectory>
- **New law regarding component pricing**
available at www.accc.gov.au/componentpricing
- **Cartels and new cartel laws**
available at www.accc.gov.au/cartels

LOW COST HOTELS

The new low-cost Tune Hotel is the brainchild of AirAsia CEO, Tony Fernandes. With a no-star rating, a standard room comes with a 5-star queen bed, a hot "power shower" and a ceiling fan. The no-frills hotel has no television, refrigerator or kettle and extras such as towels and air conditioning come at a cost.

Similar to low-cost airlines, the hotels employ a self-service online booking system and rates are kept low by offering limited service.

The first Tune hotel opened in May 2007 and the company plans to have 150 hotels around the world by 2012 with Australia and the UK in their sights.

For further information, visit <http://www.tunehotels.com/>

WOTIF GOES INTO ONLINE AIR TRAVEL

After capturing the lion's share of the cyberspace accommodation market, Brisbane-based Wotif.com is moving into the online air travel market. Chief Executive, Robbie Cooke, revealed that one of his major priorities was to give rival online travel group and the country's market leader Webjet a "good run for its money".

The company has bought flight booking website www.travel.com.au and hoped to acquire more sites in the future. At the same time, Wotif.com is planning to launch its services on iPhones, believing that mobile devices will become key platforms for booking hotel and flight accommodation in the future.

FREE TOURISM OPERATORS ONLINE FORUM

CottageConsult.com is a free Tourism Operators' forum developed by an accommodation provider for tourism operator/owners to ask, share, question and compare.

A website created by a property operator just like yourself to help you run, market and succeed in your accommodation business. www.CottageConsult.com has a forum for you to talk with other operators about operational discussions, marketing suggestions, regional tourism, cleaning ideas and more.

Why not have a look and post a topic in the forum, reply to an existing topic that you can help with or just have a look at the free resources available on the website including Google advertising, information on wholesalers and ideas for website development.

For more information, [click here](#).

While you're in the mood for sharing, why not check out the VECCI blog and post comments on a variety of articles? <http://blog.vecci.org.au/>

LAST CHANCE - INTRODUCTORY OFFER ENDS FOR NEW ULTRA COMPACT, LONGER LIFE ECOBULB®!

***Don't forget the introductory offer for HMAA members on Ecobulb® light bulbs runs until December 18th!**

Reduced prices and free shipping in Victoria!
For more details and ordering, visit www.ecobulb.com.au



TOURISM CONTRIBUTES \$15.8 BILLION TO VICTORIA'S ECONOMY

New research has revealed that, in 2007-08, tourism contributed \$15.8 billion to Victoria's economy – representing 5.9% of the state's total Gross State Product (GSP). The research from Sustainable Tourism Cooperative Research Centre (STCRC) also provides data on tourism's direct and indirect contribution to employment. Tourism generated 185,000 jobs in the state representing 7% of Victoria's total employment.

To view the full media release, [click here](#).

TOURISM & EVENTS CHRISTMAS PARTY WRAP

On Monday 30 November, the Tourism and Events Industry came together to celebrate at their annual Christmas Party, which for the first time was co-hosted by HMAA.

Held at the Balinese-inspired Alumbra at Central Pier, guests were greeted by the boys from Wacky Entertainment disguised as a Christmas tree and pudding!

They enjoyed canapés and an endless supply of wine provided by our sponsors, Mitchelton Wines. Later in the evening they danced the night away to a great mix of music from our resident DJ. Guests had the opportunity to hear from outgoing Tourism Alliance Victoria Chairman, Roger Grant; VECCI

CEO, Wayne Kayler-Thomson; and the Honourable Minister for Tourism and Major Events, Tim Holding.

To view some pictures from the party, [click here](#).

VECCI VICTORIA SUMMIT WRAP

VECCI's premier policy development vehicle, the VECCI Victoria Summit was held on Tuesday 17 November at Parliament House. The Summit focussed on four streams: Workplace Futures, Sustainability, Infrastructure and Innovation.

The Summit included presentations from the Hon. David White, Hawker Britton; the Hon. Tim Pallas MP, Minister for Roads & Ports; the Hon. Martin Pakula MLC, Minister for Industry & Trade; and addresses from the Hon. John Brumby MP, Premier of Victoria and Mr. Ted Baillieu MP, Leader of the Opposition to name a few.

Erik Peterson, from the Centre for Strategic & International Studies was a keynote speaker for the Summit. He spoke about the "7 Revolutions: Scanning the world out to 2025 and beyond". The 7 Revolutions included Population, Resource Revolution, Technology, Knowledge Revolution, Integration Revolution, Conflict Revolution and Governance Revolution. You can find out more by visiting www.7revs.csis.org.

For more information on the outcomes of the Summit or to download presentations, [click here](#).

GET TO KNOW YOUR HMAA BOARD

Name: Julian Clark

Title: HMAA Chair, CEO – The Lancemore Group (Lindenderry at Red Hill, Lindenwarrah at Milawa, Lancemore Hill at Macedon Ranges)

Place of birth: Melbourne

Zodiac sign: Cancer

Favourite holiday destination: The Kimberly Region, New York City – a little different I know!

Dream holiday destination you've not yet travelled to: Safari in Southern Africa

A location you'd never go back to: Lima, Peru

Favourite movie: Good Will Hunting

Most prized personal possession: My health (even if it is a cliché)

When I was a child I wanted to be... an Olympian, a Test Cricketer or an Essendon Footballer...sadly none came true.

If you could invite three people to dinner, who would they be and what would you cook? Bill Clinton, Tony Blair and Bob Hawke would be an interesting combination! If I had to cook I'd go for my spaghetti marinara but my preference would be to eat out and spare my guests!

If you were given \$20,000 to invest in your business, what would you do? Marketing for our Cellar Door and Restaurant for this year

Finish this sentence: "I'd love to take a booking from..." Cate Blanchett, especially if she was prepared to be the face of Lindenderry at Red Hill!?!?

What do you value most about your HMAA Membership? The power of HMAA's policy advocacy and it's networking opportunities.



VECCI TRAINING

VECCI have announced some new Short Courses for their 2010 training calendar, which are available to all HMAA members.

Sales and Marketing:

- Effective Selling has been replaced with two 1-day programs: Selling Strategies that Work and Selling Fundamentals and Advanced Selling.
- Standing out from the Crowd - Meaningful Product Differentiation
- How to Attract more Quality Clients to Grow your Business
- Basic Marketing Skills
- Advanced Marketing Skills
- Powerful Branding
- Develop a Basic Marketing Plan
- Develop an Advanced Marketing Plan
- Your Business Success - Setting Up and Running
- Direct Marketing Campaigns
- Social Media
-

Members are also able to attend the following Briefings at no cost.

- OHS:
 - Harmonisation of OHS legislation in Australia - what it means for you and your business
- WPR:
 - Fair Work Act (non-Government Funded)
 - Modern Awards and National Employment Standards (NES)

Further details on these courses are available from www.vecci.org.au/Training

LATEST IN RESEARCH

IMPACT OF CLIMATE CHANGE ON AUSTRALIAN TOURISM DESTINATIONS

The STCRC has released a report titled "The Impact of Climate Change on Australian Tourism Destinations". The report looks at the economic and non-economic impact of climate change, focussing on five case study destinations including the Victorian Alps.

To download and read the report, [click here](#).

MELBOURNE OVERTAKES GOLD COAST AS NO.1 HOLIDAY DESTINATION AUSTRALIANS WOULD LIKE TO VISIT

According to the latest Roy Morgan Single Source data, Melbourne has replaced the Gold Coast as the No.1 destination at which Australians would like to take an overnight holiday in the next two years. In the year ended September 2009, 20.1 per cent of Australians would like to take a holiday in Melbourne, compared to 19.0 per cent in the year ended March 2001. For more details, [click here](#).

SPA STUDY FOR AUSTRALIA

Intelligent Spas' spa benchmark report on the Australian spa market presents an extensive collection of financial statistics including breakdowns of key performance indicators by day spas, hotel spas and resort spas.

The new research found over 600 spas operating in Australia which are expected to generate AUD500 million in revenue during 2009. This represents a 17 per cent increase compared to 2008.

Other key findings included:

- 67 per cent of spas were day spas (not co-located with accommodation) and 33 per cent were destination spas incorporating hotel, resort and retreat spas offering overnight accommodation.

- The spa industry is forecast to employ almost 7,000 people in 2009, which was a 17 per cent increase on 2008 employment numbers.
- 54 per cent of visits to hotel spas were from people not staying in the adjoining hotel, highlighting the importance of hotel and resort spas also catering to their local markets in terms of operational policies and procedures and incorporating local day spas in their competitor analysis activities.
- Prices of standard spa treatments were higher at hotel spas in comparison to prices set by day spas and resort spas.
- 15 per cent of spas noticed an increase in massage bookings, particularly hot stone massage and other relaxing massages.

For more information or to download the full report, [click here](#).

INTERNATIONAL VISITOR SURVEY RESULTS - SEPTEMBER 2009 QUARTER

These reports detail 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 the results.

CONSUMER-GENERATED WEB-BASED TOURISM MARKETING

With the rising popularity of sites that contain content submitted by real travellers (e.g. TripAdvisor, Lonely Planet, and social networking sites such as MySpace and YouTube), the ways that travellers search for, view and evaluate travel information is changing.

This study investigated how travel-related User-Generated Content (UGC) web sites (also known as Web 2.0 sites) were being used by consumers. The study captured traveller perceptions with respect to how such sites impacted on their information search and travel behaviour.

Understanding this impact on behaviour can help tourism and destination marketers develop more effective e-business strategies and relationships with their existing and potential customers.

For more information or to download the survey results, [click here](#).

JETSTAR INCREASES SERVICES FROM MELBOURNE AIRPORT

Melbourne Airport has welcomed Jetstar's decision to increase capacity from Melbourne with an additional 35 services per week.

From March next year, Jetstar will offer additional daily services from Melbourne to Newcastle and to the Gold Coast (increasing to three and eight times daily, respectively). Additionally, an extra three times weekly service will be offered to the Sunshine Coast, bringing the total number to 17 services each week. Daily services will also commence on the Melbourne to Townsville route – up from the current three times weekly.

To view the full media release, [click here](#).

MELBOURNE AIRPORT WELCOMES VIVA MACAU

Melbourne Airport welcomes Viva Macau to Victoria as the airline launched their inaugural services in and out of Melbourne.

The twice-weekly flights provide even more services for Victorian travellers and those visiting Victoria, creating opportunities for increased business and leisure travel between the two regions.

To view full the media release, [click here](#).

UPCOMING EVENTS

2010 AUSTRALIAN REGIONAL TOURISM CONVENTION 16 - 20 August 2010

The 2010 Australian Regional Tourism Convention will be held Monday 16 August to Friday 20 August in the gorgeous Yarra Valley and the Dandenongs region of Victoria.

The Australian Regional Tourism Network (ARTN), producers of the Convention and the peak national body representing regional tourism practitioners, are excited and proud of the program which is already well into development.

As ever, the ARTN is seeking to include its members and the industry its activities and so is inviting suggestions and contributions to the Convention program by way of a 'Call for Papers'.

Further details on the Convention and guidelines for the submission of abstracts are coming. The deadline for submissions is Friday 5 February 2010.

Stay tuned for further announcements regarding Convention registration, which will commence early in 2010. For more information, [click here](#).

HOSPITALITY AND GAMING AUSTRALIAISA (HGA)

The Hospitality and Gaming Australasia event is an opportunity to showcase products and services to the Accommodation Industry at a HMAA-partnered event to be held at the Gold Coast Convention and Exhibition Centre from 19-20 April 2010.

The HGA is owned and operated by HMAA and the Queensland hospitality industry's other peak bodies – Clubs Queensland, Queensland Hotel Association and Restaurant & Catering Queensland.

It is one of the key buyer's show of its kind in Australia where *all* the key elements of modern hospitality and tourism are collectively represented: from bedding, textiles, appliances, climate control and reservation systems; to food produce, equipment and services, venue design and construction, and the latest showcase of wines and boutique beers.

Should you require any additional information in the meantime please visit the trade shows official website (<http://www.hospitalityexpo.com.au>) or contact Morgan directly via morgan@hospitalityexpo.com.au, or alternatively on 0408 186 831.