



▶ **HMAA
UPDATE**

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WELCOME TO YOUR LATEST HMAA NEWSLETTER

It's been a busy month for HMAA with budget successes for our tourism industry, planning well underway for the inaugural Victoria Tourism Week and the HMAA Victoria Accommodation Forum all set for May 26th. Below you'll see there are plenty of opportunities for you to get involved with so take advantage of those to aid your business and development.

Until next month enjoy the read...

Anita Donnelly
Executive Officer

HMAA PRESENTS THE 2010 VICTORIAN ACCOMMODATION FORUM - GUEST SPEAKERS CONFIRMED

HMAA is excited to announce the confirmation of Alexandra Marriott and John Hardie as two of our guest speaker for this year's Accommodation Forum.

Alexandra Marriott will be presenting on the new Fair Work Act (FWA) and hospitality Industry (General) Award and their impact on businesses and is the Manager – Workplace Relations Policy at the Victorian Employers' Chamber of Commerce and Industry. Alexandra has a distinguished background in industrial relations, and previously worked in government, and for employer associations. Having originally trained as a political scientist, Alex has a holistic understanding of many of the issues facing employers today.

John Hardie is the Client Relationship Manager for Pinnacle Hospitality and Travel People and will be presenting on how to recruit and retain employees. Commencing his career in restaurants, John was first exposed to hotel operations within the event sales departments of the Sofitel and Crown. In 2005 as Venue Manager of Quat Quatta, Ripponlea, John was awarded Caterer of the Year by Restaurant and Catering Victoria and admitted to the Restaurant and Catering Hall of Fame the following year. Since 2008, John has held the role of Client Relationship Manager at Pinnacle Hospitality &

Travel People managing the sales and marketing initiatives of the company and consulting on recruitment practices to clients from all sectors of the hospitality industry.

Don't miss the opportunity to hear from these and other industry experts who will provide invaluable information to ensure the growth and innovation of your business, **so register NOW!**

For further details please [click here](#).

VECCI TRAINING PREFERRED ACCOMMODATION PROVIDER

If you would like your accommodation establishment to be the *VECCI Training Preferred Accommodation Provider* please email HMAA's Brendan at bmullens@vecci.org.au by the end of this month. VECCI training attracts numerous participants from regional Victoria and interstate who require accommodation each year. If you are interested in being the *Preferred Supplier* do let us know and what deals you could offer to course attendees in Melbourne. Our Customer Care team will then promote the deals and your accommodation to all who make enquiries. We're after a hotel that can be flexibility regarding dates and provide competitive rates.

VICTORIA TOURISM WEEK

The Victoria Tourism Industry Council (VTIC) in conjunction with HMAA is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010. A new partnership arrangement with Destination Melbourne Limited will see the coordination of the Week.



Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community. This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry.

An extensive range of activities are being planned for the week including the HMAA Tourism Industry *Amazing Race* across Melbourne. Victoria Tourism Week is an opportunity to run your own events and participate in industry-wide activities, for example, hosting a booth at the Melbourne Tourism Industry Exchange, running a VIC BBQ, hosting a Tourism Excellence workshop or planning your own local event or discounts to customers.

If your organisation is interested in building an event that will support Victoria Tourism Week or supporting planned events, please call or email Anita Donnelly at VTIC/HMAA on 03 8662 5170, adonnelly@vecci.org.au

HMAA BLOG

The Hotel Motel & Accommodation Association is now represented on the VECCI Blog. If you would like to view the blog or make a comment visit <http://blog.vecci.org.au/category/tourism/>. Recent blog posts have included: [Looking on the bright side? Hostel hospitality on show during natural disaster](#), [Are we going to have too many hotel rooms in Melbourne?](#) and [Re-inventing the wheel](#).

2010/11 STATE BUDGET WELCOMED BY TOURISM AND EVENTS INDUSTRY

VECCI, together with its tourism and events associations, has welcomed the release of the 2010/11 State Budget.

The Budget contains initiatives to cut business costs, strengthen infrastructure investment and support jobs growth. It also contains important measures to strengthen the State's investment in law and order, transport, tourism and events, and SMEs.

Many of the Budget outcomes were consistent with the recommendations advocated by VECCI in its pre-Budget submission and consultations, on behalf of all members.

There were a number of outcomes and initiatives announced as part of the 2010/11 State Budget that impact directly on the tourism and events industry. These include:

- **\$27 million** package over five years to boost Victoria's tourism industry, by encouraging visitors from other Australian States to visit Melbourne.
- **\$17.7 million** for the preparation for the expansion of the Melbourne Exhibition Centre.
- **\$363 million** for the first stage of the Melbourne Park redevelopment.

A more detailed overview of the outcomes can be found [here](#).

FEDERAL BUDGET 2010-11

The tourism industry stands to gain from two particular initiatives outlined in the recent Federal Budget:

- **\$5.5 million** over four years to implement and operate the National Tourism Accreditation Framework (NTAF) to strengthen Australia's tourism industry. The NTAF will offer tourism accreditation program providers the opportunity to co-brand with the NTAF and benefit from being associated with a nationally and internationally recognised mark. The NTAF will provide an incentive for tourism businesses to examine and improve the quality of their products and services, and it will also improve consumers' capacity to identify quality tourism products and services. [Further information can be found in the 'Launch of the National Long-Term Tourism Strategy' speech delivered by the Minister for Tourism on 15 December 2009.]
- A further **\$4.1 million** over four years to continue the Approved Destination Status (ADS) tourism arrangement between China and Australia. This funding will allow continued monitoring of existing ADS tourism operators, vetting and monitoring of new ADS applications, and provide training for operators on the ADS arrangements. The ADS scheme is a bilateral tourism arrangement between the Chinese and Australian Governments. It enables Chinese tourists to travel to Australia as part of organised tour groups while maintaining a quality control program for Chinese leisure in Australia. The ADS also permits the Australian Government, through Tourism Australia, to promote Australia as a leisure travel destination in China.

For more information on the Federal Budget and an overview of industry and business related initiatives please [click here](#).

INCENTIVES TO KEEP YOUR GOOD STAFF

Finding good staff in rural and regional areas isn't easy. Here's one idea for keeping them.

Keeping good staff is always a challenge and no more so for the hospitality, tourism and accommodation industry. The commonly held thought is that job satisfaction plays a big part in keeping people and that skills training is one way of achieving that. Your best staff, however are often the ones who need more than Certificate III level training not just for personal creative challenge, but also to help take your business up to the next level of excellence.

[Click here](#) to view full Media Release

GREEN LIGHT ON RACV 2010 VICTORIAN TOURISM AWARDS

Tourism operators are encouraged to enter the RACV 2010 Victorian Tourism Awards. Now in its 26th year the Victorian Tourism Awards continue to honour outstanding tourism businesses and individuals for their passion, innovation and service to Victorian tourism.

Tourism Victoria Chief Executive Gregory Hywood said all tourism operators in Melbourne and regional Victoria should consider entering one of the 27 business and three individual awards categories ranging from accommodation to tourism marketing, ecotourism and training.

For information on the RACV 2010 Victorian Tourism Awards entrants' assistance program, marketing opportunities, and key program and workshop dates visit victoriantourismawards.com.

HMAA VICTORIA MEMBERS FEATURED ON OUR WEBSITE

The HMAA's website 'Featured Members' page is now up and running. To view your fellow member listings or to see if you have a listing, please [click here](#). Should you wish to become a featured member on our website please email bmullens@vecci.org.au with a 100 word blurb about your business and a website address or contact email to be displayed.

VTIC SURVEY CLOSES FRIDAY 28 MAY 2010

Thank you to those who have already completed the May Quarter VTIC Survey. If you have not yet completed the survey, please [click here](#).

Alternatively please copy and paste the following link http://fs16.formsite.com/vecci/VTIC_Survey_May_10/index.html

The deadline for submitting your response is **Friday 28 May 2010**. Results of the VTIC Survey will be available 17 June from www.vtic.com.au. Respondents, who provide details at the end of the survey, will receive notification of the results upon release.

The VTIC Survey is an important source of up-to-date data specific to Victoria's tourism industry. The findings receive wide media coverage and provide key evidence for VTIC when representing the interests of the industry to government. This is particularly important in the current economic environment.

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

TOURISM ACCREDITATION SCHEME IS JUST THE TICKET

The Federal Government's Budget announcement of a \$5.5million commitment into a new National Tourism Accreditation Framework (NTAF), helping maintain Australia's position as one of the most desirable tourism destinations in the world.

The four-year funding plan for the NTAF would help put quality control front and centre on the national tourism agenda, a move that ATEC, the peak industry body representing the \$26billion Australian inbound tourism industry, has been advocating for years. To view full Media Release [click here](#).

THE INTERNET – IS IT A FRIEND OR FIEND

The Internet – is it an expense, a service or an income stream? With the ever changing world of Internet and its delivery, where is it going and how does a resort keep up?

Your office Internet is a required tool that most managers write a cheque for each month and then dismiss. These days however, guest Internet supply can be hung off the back of this supply, allowing this necessity to be funded from elsewhere. At first glance, the numerous GIS companies don't really seem to differ that much with the biggest challenge for managers being what percentage of the profits they can gain. There is however, much more that needs to be taken into consideration.

To view full article [click here](#)

REAL TIME DISPLAY OF ECO PROGRESS

Crowne Plaza Melbourne has installed enGauge screen to provide its employees and customers with visibility into real-time and historical energy-usage data from across the hotel.

Crowne Plaza Melbourne has been selected as one of the first businesses to trial enGauge, a 'sustainability indicator' that allows the hotel to visually share its sustainability strategy.

To view full article [click here](#).

EXPEDIA JOINS THE WAR OF THE WORLDS DOWN UNDER

The world's largest online travel company Expedia is aiming to become the biggest player in the Australasian region after launching a new multi-million dollar brand campaign to entice Australian and New Zealand travellers. The new Expedia brand is built around the tagline "Where you book matters" and also showcases its new redesigned logo for the launch of its TV commercial.

To view full Media Release [click here](#).

GET TO KNOW YOUR HMAA TEAM



Name: Edwina (Ed) Gillespie

Role at HMAA: Events Coordinator

Place of birth: Victoria...more specifically Frankston!

Zodiac sign: Aries

Favourite holiday destination: Canada...BC especially

Dream holiday destination you've not yet travelled to: South America or Alaska

A location you'd never go back to: Bangkok...it wasn't that bad but the only place I've been that I didn't love.

Favourite movie: I'm a bit of an eclectic movie fan...I love the girly classics like the Notebook and Love Actually, but I'm also a big fan of Lock Stock and Two Smoking Barrels and The Shawshank Redemption and of course the eighties classics.... 'Bueller...Bueller'. Oh and being a snow loving nut bring on Warren Miller films and the classic 80's ski movie 'Hot Dog'!

Most prized personal possession: My photos and travel journals

When I was a child I wanted to be...loads of things, I can't remember way back when but in my early teens I wanted to be an architect, a lawyer, an environmentalist....rich

If you could have 3 people to dinner who would they be and what would you cook?

For a start I wouldn't cook, although I'm not a bad cook, my culinary genius really doesn't extend to entertaining special guests so I'd have to enlist the services of someone who could cook – my Nan – so it would be delicious Indian cuisine.

If I can be cheeky and put down two scenarios:

- a) Three of the most powerful leaders of the free world – (without getting all environmental on you) it's so I could talk some sense into them about the future of the planet...
- b) My Grandpa (who passed away when I was little), my partner's father who also passed away before I could meet him and my partner Cam...cause I'm thinking he'd like to see his dad again!

LATEST IN RESEARCH

DETAILED RESULTS FOR THE SURVEY OF TOURIST ACCOMMODATION (STA) - December quarter 2009

Victoria experienced an increase in all indicators for the Victorian Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more (HMSA), with the exception of occupancy rates (-0.6 per cent). Takings increasing slightly (+0.4 per cent) over the December 2009 quarter, the first quarterly increase for this indicator recorded in 2009.

Victoria experienced growth in the number of establishments (+19), rooms available (+1,580), room nights occupied (+2.7 percent), takings (+0.4 per cent) and employment (+0.1 per cent) in the December 2009 quarter when compared to the same quarter in 2008.

Regional Victoria experienced growth across all indicators for the December quarter for Hotels, Motels, & Serviced Apartments of 15 rooms or more, whilst Melbourne experienced growth in capacity and room nights occupied, however declines in occupancy rates, takings and employment.

See attached pdf for more information.

UPCOMING EVENTS

HOTEL OPERATIONS TECHNOLOGY SHOW

This year's Hotel Operations Technology Show will be co-located with Hotel Hospitality + Design Expo (hhd2010) - with the theme of "Information Technology Entertainment Design". The show is located in Melbourne for the first time in 10 years, at the Melbourne Exhibition & Convention Centre over three days commencing on 24 May 2010.

Attendance to the hhd2010 Expo is complimentary and the HOT10 Conference Earlybird Registration is now open at www.hotechexpo.com.au or www.hhdexpo.com.au.

MELBOURNE TOURISM INDUSTRY EXCHANGE

The 3rd Melbourne Tourism Industry Exchange will be held on 7 September as part of Victoria Tourism Week, MTIE is a great opportunity to get up to speed with upcoming exhibitions, events and product offerings. It is a chance for those involved in the grass roots of tourism such as hotel concierges, tourism service staff and volunteers to ask questions and find out what is on offer from people who have a story to share.

To find out more, please contact Kellie Monger, kellie@destinationmelbourne.com.au or call 03 9869 2444.

TOURISM VICTORIA ONLINE ROADSHOWS – Tuesday 22 June

Tourism Victoria are conducting a series of free information roadshows in Melbourne and regional Victoria throughout May and June. The day-long roadshows consist of a morning information session followed by a workshop after lunch, and are designed to provide comprehensive information about online bookings.

If you are interested in attending, please RSVP by 17 June to emily.greig@tourism.vic.gov.au or 03 9653 3762.

2010 AUSTRALIAN REGIONAL TOURISM CONVENTION – YARRA VALLEY THIS AUGUST

Each year the Australian Regional Tourism Network (ARTN), in association with its partners, initiates a gathering of industry professionals and policy makers to discuss the latest research and industry trends and their impact and application on the future of regional tourism.

The Australian Regional Tourism Convention, now in its tenth year, is the only opportunity for grass roots, regional practitioners to discuss and debate with policy makers.

This year's Convention will be held 16 to 20 August in the Yarra Valley and Dandenongs region of Victoria. The theme of the Convention is 'Australia's Regions – Ready, Resilient and Robust' and will attract delegates from all states and territories and all sectors of the industry.

Registration information can be found online at www.regionaltourism.com.au or by phoning 02 6620 3785.

OTHER IMPORTANT DATES:

- 26 May – HMAA Accommodation Forum, Chifley Doveton
- 16 June – VTIC Forum on Integrated Visitor Transport
- 6-11 September – Victoria Tourism Week
- 24 November – VTIC Forum