



HOTEL, MOTEL AND ACCOMMODATION ASSOCIATION

▶ HMAA
UPDATE

April 2011

In this Issue:

[LATEST NEWS](#)

[BUSINESS INFORMATION AND OPPORTUNITIES](#)

[INDUSTRY NEWS](#)

[MEMBER NEWS](#)

[LATEST IN RESEARCH](#)

[UPCOMING EVENTS](#)

WELCOME TO YOUR LATEST HMAA NEWSLETTER

Progress towards the launch of a more unified tourism & events industry structure in Victoria is continuing with the re-launch of VTIC as an independent entity representing the industry on track for 1 July 2011. Following stakeholder engagement, the process of constitutional development, brand development and membership packaging has been taking place over the last 18 months and we are now at a point where we have a Membership Kit that will be distributed to all members of HMAA in the next couple of weeks.

VTIC continues to advocate on behalf of the industry and through VECCI's Pre-Budget Submission, VTIC has repeated its calls for the State Government to:

- Commit funding for the completion of the Melbourne Exhibition Centre extension
- Secure more international direct flights to Melbourne Airport
- Secure international airport status for Avalon Airport
- Provide funding for an upgrade of the Geelong Convention and Exhibition Centre and assess the viability of additional facilities in other regions
- Develop a Tourism and Events Investment Development Profile that identifies the top 10 'investment ready' infrastructure projects across the State.

The Victorian Competition and Efficiency Commission's Draft Report "Unlocking Victorian Tourism" was released in early March and made for interesting and encouraging reading. Following a recent roundtable consultation with the Commissioners and the industry VTIC has prepared its response to the Draft Report, which is now available at www.vcec.vic.gov.au.

Moving forward VTIC will be involved in the recently announced Inquiry into Victoria's Taxi Industry. VTIC has been raising the issue of taxi quality for some time, including advocacy on the issue leading up to the 2010 State Election. VTIC welcomes the direction taken by Minister Mulder and will continue to work on the issue until meaningful improvements in the quality of taxi services become evident in Melbourne. VTIC will also work with Tourism Victoria to make a submission to the State Government's Floods Review, with a view to achieving greater inclusion of the Visitor Information Centre network in the official emergency services information messaging system.

In other exciting news planning for the inaugural Tourism & Events Excellence Conference is well underway with a website to go live soon. The Conference, with the theme of "Defining Excellence", will bring international leaders to Melbourne to share their knowledge and experience of excellence to the tourism and events industry. I encourage you to register to our mailing database to hear the latest news of the conference and keep checking the website for exciting developments. The Conference will be held on 5-7 September as part of an exciting line up of events to be held during Victoria Tourism Week. Stay tuned for more information...

It is great that all businesses are now able to trade on Easter Sunday. However, with ANZAC Day falling on Easter Monday this year, the potential for confusion exists among employers about what to pay employees, costing them time and money in the process. Employers should be especially wary that ANZAC Day (25 April) is a non-trading day until

1pm, while the relevant public holiday will fall on Tuesday 26 April. The issue arises in Victoria's case because the Public Holidays Act empowers the Victorian Government to declare additional as well as substitute public holidays when, as occurs this year, ANZAC Day falls on Easter Monday or when New Years' Day falls on a weekend, as happened last summer.

Whether you are working over the Easter/ ANZAC Day long weekend, or taking a well-deserved break, we wish you and yours a safe and happy Easter.

Regards,
Todd Blake
GM Tourism and Events

LATEST NEWS

ACCOMMODATION IN THE SPOTLIGHT AT THE 2011 RACV VICTORIAN TOURISM AWARDS

On 31 March, the Victorian Tourism Awards Program was officially opened to industry for 2011.



The awards are an online submission and site visit-based competition for all tourism businesses and industry suppliers based in Victoria.

Submissions for business categories are due on Friday 12 August and submissions for the individual categories are due on Friday 23 September 2011. The awards process will culminate in a presentation and gala ceremony to be held on Monday 14 November 2011 at Crown.

The relevant accommodation categories are:

- Category 19 – Backpacker Accommodation
- Category 20 – Hosted Accommodation
- Category 21 – Unique Accommodation
- Category 22 – Standard Accommodation
- Category 23 – Deluxe Accommodation
- Category 24 – Luxury Accommodation

To view full details of each category, go to <http://www.eawards.com.au/qata11/vic/intro.php>

The big accommodation winners in last year's awards were **Montfort Manor** for Hosted Accommodation, **All Seasons Houseboats** for Unique Accommodation, **Ovens Valley Motor Inn** for Standard Accommodation (they were also inducted into the Victorian Tourism Awards Hall of Fame), **Emaroo Cottages** for Deluxe Accommodation and **Habitat HQ** for Backpacker Accommodation.

Some hands-on support will be provided again this year for both experienced and first-time entrants to ensure they have the best possible chance at the awards. Below is some information for those thinking of entering this year.

Mentor program

Experienced entrants

Registrations are now open for the Mentor Program for experienced applicants. If you have entered the awards before and would like to seek assistance and guidance from a mentor, make sure you do so before **20 May 2011**. Go to www.victoriantourismawards.com.au for more information or [click here](#) to register.

First-time entrants

If you are a first-time entrant and would also like to get an experienced eye to help guide you through the process, please email either:

Nicole McLean

Manager, Tourism Awards

Email: nicole.mclean@tourism.vic.gov.au

or

Kerry McClure

Senior Coordinator Tourism Awards

Email: kerry.mcclure@tourism.vic.gov.au

Preparatory workshops

Don't forget to register for one of the six workshops in Melbourne and regional Victoria to gain some helpful tips and examples for preparing your submission. A judge, a mentor and a previous winning entrant will be attending each of the workshops to answer any questions regarding preparing a submission. [Click here](#) to view the workshop schedule for 2011.

For more information, including key dates and the process for entering this year's awards, visit www.victoriantourismawards.com.au.

LABOUR AND SKILLS SURVEY

The national survey (Australian Government Statistical Clearing House Approval Number **02145 – 01**), is designed to identify current levels of tourism and hospitality employment across regions in 2010. The survey is now available to respondents and will be open for a minimum of four weeks. Individual tourism and hospitality businesses are being invited to participate in the national survey about employment and jobs in our regions for the 2010 calendar year. The research will influence Government policy that will help businesses in the future.

From the survey results, five 'hot spots' will then be chosen to develop and implement regional labour and skills plans, which aim to address the critical needs in skill shortages and labour force issues.

See attached fact sheet for more information on the survey, or [click here](#) to complete the survey.

VICTORIAN FLOODS REVIEW

Between September 2010 and February 2011, many Victorian towns and communities were affected by floods that caused widespread damage and loss. Several communities were subjected to successive floods causing repeated damage. On 8 February 2011, Premier of Victoria Ted Baillieu announced the [Review of the 2010-11 Flood Warnings and Response](#).

Community knowledge and experience will form an important base for the work of the Review of the 2010-11 Flood Warnings and Response. Tourism stakeholders – operators, VIC staff and tourism managers – particularly those from flood-affected areas, are encouraged to contribute to the review through written submissions addressing the review's [terms of reference](#).

If you wish to provide feedback to VTIC for inclusion in our submission, please email your comments to kburke@vecci.org.au by Friday 13 May.

BUSINESS INFORMATION AND OPPORTUNITIES

VTIC CULTURAL AWARENESS WORKSHOP



A recent forecast by Tourism Victoria states that the Chinese and Indian visitor markets are expected to grow in the coming years, with China expected to become the largest visitor market in 2012.

With this burgeoning visitation from these cultures the question on most people's minds was how do I best service these cultures and what are their expectations?

There are three workshops scheduled around Melbourne and Regional Victoria. See information below for workshop dates and locations.

Mornington Peninsula

Wednesday 4 May 2011
Meeting Room 1
Mornington Peninsula Shire Offices
Besgrove Street, Rosebud

Bendigo

Tuesday 10 May 2011
Reception Room
Bendigo Town Hall
Lyttleton Terrace, Bendigo

Melbourne

Wednesday 15 June 2011
Level 5 - Clarendon Room
Melbourne Convention & Exhibition Centre
2 Clarendon Street, South Melbourne

For more information and to register, contact Mariella Mejia on mmejia@vecci.org.au.

FIND YOUR NEAREST BUSINESS ADVISOR USING BUSINESS.GOV.AU'S NEW ONLINE MAPPING TOOL, ADVISOR FINDER

Advisor Finder puts you in touch with Australian Government-funded advisors you can go to for advice on a range of issues to help start, run and grow your business.

To find your nearest business advisor, go to business.gov.au/advisorfinder.



\$3 MILLION FUND OPENED FOR VICTORIAN SMES

The Victorian Government has made \$3 million available to small businesses as part of its Competitive Business Fund, designed to help start-ups improve their competitiveness, productivity and export potential.

Introduced in 2010, the fund supports growing and competitive businesses with the potential to move into new markets, develop processes and solutions, or invest further in their business.

Funding is allocated via one of two streams on a co-contribution basis:

- Enterprise – up to \$250,000 for a project involving one company, to be matched by a minimum of \$3 for every \$1 granted.
- Supply chain – up to \$500,000 for a collaborative project involving multiple companies, to be matched by a minimum of \$2 for every \$1 granted.

[Click here](#) for more information.

VECCI BUSINESS RELIEF FUND



The VECCI Business Relief Fund (VBRF) has been established to provide short-term emergency financial support for businesses indirectly impacted by natural disaster, such as the recent Victorian floods.

Grants up to \$5,000 are available for small businesses (less than 100 full-time employees) who have suffered INDIRECTLY as a result of the floods through loss of trade and income.

Applications are to be made by completing an application form (and Statutory Declaration) and attaching supporting documentation by no later than **31 May 2011**.

Applications will be assessed against the Application Criteria by a panel comprising of VECCI's CSR Steering Committee, nominated representatives with relevant expertise, and The Salvation Army.

The Application Panel will make a decision on the 'successful' applications by no later than 29 July 2011.

Please refer to the VECCI website for program guidelines and more information www.vecci.org.au/floods or direct any further queries to Michelle Hayward, CSR Manager on 03 8662 5227 or mhayward@vecci.org.au.

INDUSTRY NEWS

SIGNS OF RECOVERY AS GLOBAL HOTEL PRICES INCREASE

In the face of a year filled with global economic uncertainty and huge natural and man-made disasters, the average price of a hotel room around the world rose two per cent in 2010, following a 13 per cent fall in 2009.

According to the latest Hotel Price Index from global hotel booking website Hotels.com, this increase was the first time that the average hotel room price had risen year-on-year since 2007, though average prices remain at 2004 levels, when the Hotel Price Index started.

While business and leisure travel returned in 2010, Asia Pacific was the only region across the world that saw a year-on-year fall. However, this was a modest two per cent and the average room price for Asia Pacific was still 15 per cent higher than when the HPI launched in 2004, highlighting the region's growing importance for both business and tourism. [Read more...](#)

AUSTRALIA'S FIRST NATIONAL SYMBOL OF TOURISM QUALITY



A key vehicle for driving improvement in the quality of Australia's tourism product, the TQUAL (Tourism Quality) mark, was launched at ATE by the Minister for Tourism, the Hon. Martin Ferguson AM MP. "Quality tourism businesses can sign up to use the TQUAL mark on a voluntary basis as a means to show consumers that they are committed to offering quality, reliability, professionalism and good customer service," said Minister Ferguson.

The initiative is part of the National Long Term Tourism Strategy and helps support excellence in Australia's \$34 billion tourism sector, which employs almost a million Australians directly and indirectly. [Learn more...](#)

AAA CALLS FOR END OF UNION HARASSMENT

The Accommodation Association of Australia has called on United Voice (LHMU) to work with the accommodation industry regarding concerns about low pay and poor working conditions for room attendants in the five star hotel sector.

AAA has urged the union to enter formal discussions and work towards the process of developing viable solutions. One of the primary initiatives of the federal Labor government was to establish a workplace relations system they believed to be more fair and balanced.

“We understand the union movement is extremely supportive of the Labor government’s Fair Work Act and its emphasis on enterprise level bargaining with ascertainable productivity offsets. For this reason it is surprising to see the union seeking industry-wide solutions rather than doing the hard work at the workplace,” said outgoing chief executive Lorraine Duffy. [Read more...](#)

MELBOURNE TOPS FOR LOCAL TRAVELLERS

Melbourne has emerged as Australia’s most popular destination for travellers in 2010, according to a survey conducted by Hotels.com.

The 2010 Hotel Price Index saw Melbourne come out on top, with Sydney dropping to second place, followed by the Gold Coast and Cairns.

The survey is based on bookings made on the Hotels.com website and prices paid by customers.

MEMBER NEWS

CONSTELLATION MAKES WAVES AUSTRALIA-WIDE



Constellation Hotels has announced four coastal, apartment-style properties will join its Australian-owned network in Cairns, Coolangatta, Newcastle and Lorne on Victoria’s Great Ocean Road. The new Australis and Chifley branded properties signal the intention of Constellation Hotels to increase its stable not only in city and urban areas, but also in popular coastal destinations.

Australis Cairns Beach Resort and Australis Kirra Surf Apartments will become part of Constellation Hotels in May 2011. Currently under development, Chifley Grand Central Apartments in Newcastle and Chifley Lorne Resort and Apartments will open in 2012.

The Chifley Lorne Resort and Apartments appeals to high-end travellers and holiday makers and is situated two hours from Melbourne on the rugged south-west coast. Set on a commanding hillside position, the resort has been designed to blend in with the surrounding environment and will provide sweeping ocean views from more than 200 hotel rooms and apartments, with a golf course and day spa onsite.

The new hotels will boost the number of Constellation’s coastal properties to 20, joining other major leisure destinations such as Townsville, Noosaville, Surfers Paradise, Port Macquarie, Terrigal and NSW South Coast. Constellation Hotels currently operates more than 60 hotels, resorts and apartments across Australia and New Zealand in coastal, country and city locations.

LATEST IN RESEARCH

NATIONAL VISITOR SURVEY RESULTS – DECEMBER QUARTER

The latest National Visitor Survey results are now available. Despite relatively flat growth in visitor numbers (+0.5 per cent to 15.8 million), domestic overnight expenditure increased by 2.7 per cent to \$8.6 billion for the year ending December 2010. Despite the decreasing visitation to regional Victoria from year ending December 2006 to 2010, regions closer to Melbourne have shown growth in interstate overnight visitation – Yarra Valley and Dandenong Ranges (+6.9 per cent per annum) and Mornington Peninsula (+3.9 per cent per annum).

[Click here to download the full report for the NVS Year Ending December 2010.](#)



SURVEY OF TOURIST ACCOMMODATION – DECEMBER QUARTER

Overall the room occupancy rate for hotels, motels and serviced apartments with 15 or more rooms was 66.3 per cent in the December quarter 2010.

- For Victoria for year ended December 2010 the room occupancy rate was 64.5 per cent up 2.3 per cent for same time last year.
- ACT recorded the highest occupancy rate of 73.3 per cent followed by NSW (67.6 per cent and Victoria (67.6 per cent) over the same period.
- The average length of stay for hotels, motels and serviced apartments was 2.3 days for Victoria is was 2.2 days during the December quarter, which is unchanged as at year ending December 2009.
- Bed occupancy rate for year ended December 2010 was 40.9 per cent up 1.3 per cent as same time last year.
- Average takings per room night occupied were \$158.77, up \$3.03 since this time last year.

Note that the scope of the STA covers hotels, motels and serviced apartments with 15 or more rooms. To view the full report, [click here](#).

HOTEL FUTURES QUARTERLY REPORT – DECEMBER 2010

In the December 2010 quarter the Australian hotel market performed better than expected with revenue per available room (revPAR) rising 8.0 per cent. This result was driven by 5.7 per cent rate growth exceeding 3.8 per cent demand growth, which has now dropped below the annual average. This change in the driver of revenue growth reflects the supply constraints now being felt in many capital cities. Supply increases of 1.5 per cent were fully absorbed as demand increased by 3.8 per cent. This resulted in a 2.3 per cent increase in occupancy to 78.2 per cent. Average rates had their strongest quarter increasing by 5.7 per cent continuing the upturn in the September quarter. To view the full report, [click here](#).

UPCOMING EVENTS

INAUGURAL SERVICED APARTMENT SUMMIT

After 30 years of sustained growth, the serviced apartment industry in Australia and New Zealand has emerged as a major component of the guest accommodation industry. Currently representing over a quarter of total room supply in Australia, the sector has accounted for almost 70 per cent of all new supply over the past decade.

As accommodation demand continues to improve, astute industry participants are getting set for the next phase of the industry's development and the next wave of market and operational opportunities. To that end, existing serviced apartment and hotel investors, operators, developers, lenders, advisers and other stakeholders, as well as other real estate participants will meet at the Sydney Hilton on 22 June at the inaugural Serviced Apartments Summit to hear from industry experts and to network with key industry executives. The summit will be a pre-event to the Australia, New Zealand & Pacific Hotel Industry Conference that has been the main event on the accommodation industry calendar in the region for over a decade.

Serviced Apartments Summit will be hosted by leading industry consultants, Horwath HTL and industry lawyers Blake Dawson. Over 400 delegates, as well as 40 sponsors, exhibitors and supporters are expected to attend ANZPHIC 2011, a majority of who are expected to also attend the summit. [More information...](#)

2011 CALENDAR OF EVENTS – SAVE THE DATE!

Make sure you save the dates below in your diary, to ensure you don't miss out on these industry forums and events:

- [Victorian Tourism Awards Preparatory Workshops](#) – May
- VTIC Quarterly Forums – 22 June, 6 September & 15 November
- Tourism & Events Excellence Conference – 5 to 7 September
- Victoria Tourism Week – 5 to 9 September
- Victorian Tourism Awards Gala Dinner – 14 November 2011
- Tourism & Events Industry Christmas Party – November (TBC)

We welcome your contributions to the HMAA newsletter. To share your news and stories, email them to Tamara at tristevski@vecci.org.au.