

▶ **HMAA
UPDATE**

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WELCOME TO YOUR LATEST HMAA NEWSLETTER

VTIC's submission on behalf of industry to the [Victorian Competition and Efficiency Commission's Inquiry into Tourism](#) contained some 60 recommendations across a broad range of issues, from investment facilitation to aviation access, skills development and public lands management. In a draft report released last week on the tourism industry, the Victorian Competition and Efficiency Commission found that the ability of regional tourism businesses to grow and respond to changing consumer demands is being constrained by the way public and private lands are managed and regulated. To allow industry to provide feedback on this draft report, VTIC will be hosting a stakeholder consultation with the Commissioners on Monday 28 March from 12pm to 2pm at VECCI. To register for this event contact Kristina Burke on kburke@vecci.org.au.

March continues to be a very busy month in terms of events, with the 2011 Student Summit (co-located with the National Employment Expo) on Friday 25 March and preparations already underway for the 2011 Victorian Tourism Awards with nominations opening by the end of the month and a program of preparatory workshops to be held in Melbourne and regional Victoria during May.

I would also like to draw your attention to the Australian Government's controversial '[Apprenticeships for the 21st Century Expert Panel Paper](#)', which seeks to make broad changes to our national apprenticeships system. If you employ apprentices or are considering employing apprentices, then this change may affect you and I therefore encourage you to fill out the survey below which will help us argue against these proposed changes.

In this edition, I am also pleased to announce that HMAA Victoria members will now be eligible to apply for an \$8,000 grant via the Lynette Bergin Fellowship. Read on for more information on this opportunity.

I wish all a strong trading period as business travel gets back into full swing and we move toward the combined Easter-ANZAC Day long weekend.

**Regards,
Todd Blake
GM Tourism and Events**

LATEST NEWS

2011 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS



Victoria Tourism Industry Council will be delivering, on behalf of Tourism Victoria, the 2011 Victorian Tourism Awards preparatory workshops. The workshops have been designed for all entrants to this year's Awards and provide a valuable step-by-step guide to completing the submission, including templates, helpful tips and important dates.

A judge, a mentor and a previous winning entrant will attend the workshop to offer advice and answer questions about submission writing and the application process.

Please note that attendance at a workshop is a requirement for those entrants wishing to participate in this year's Mentor Program. Registrations for the Mentor Program open in April at the Victorian Tourism Awards website, www.victoriantourismawards.com.au.

[Click here](#) to view the workshop schedule for 2011. Please contact your regional representative to register for one of these upcoming workshops. Stay tuned for any other opportunities get involved in this year's program.

\$8,000 LYNETTE BERGIN TOURISM FELLOWSHIP - A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS



Is there a project that you have put on the backburner on account of insufficient funds and resources? The annual Lynette Bergin Tourism Fellowship could help bring that idea to fruition.

The Fellowship will offer up to **\$8,000** to the applicant and a further **\$1,000** to the applicant's employer to support a project which meets the selection criteria. The focus of the project is not limited to a specific market or area of expertise and we welcome suitable candidates to enter their submissions for the award.

The award is open to young people as well as new entrants to the tourism industry who are employees of HMAA Victoria member organisations. In honour of Lynette Bergin, the award seeks to perpetuate the skills and contribution Lynette made to the industry and celebrate the support she offered many of the industry's new recruits.

Applications close **Monday 11 July 2011**. For more information [click here](#), or contact Tamara Ristevski on 03 8662 5429 or email tristevski@vecci.org.au

VICTORIA BECOMES THE STAGE FOR TOURISM & EVENTS EXCELLENCE



Melbourne is set to host Australasia's permanent leadership conference for the \$15.8 billion tourism and event industry.

The Victoria Tourism Industry Council (VTIC) and national tourism organisation, Tony Charters and Associates (TCA), have signed a Joint Venture Agreement that will bring the *Tourism & Events Excellence* national conference to Melbourne from this September.



The conference will focus on innovation, leading practices and successful growth strategies for the tourism and events industry.

Tourism industry development leader and experienced conference convenor Tony Charters has joined forces with VTIC to run the cutting edge event.

The Conference will have all the players represented – leading operators, marketers, developers, investors, infrastructure providers, policy makers, regulators, educators and researchers. It is anticipated that the Conference will attract around 550 delegates from Australia and New Zealand in 2011 and build to 800 to 1000 international delegates over coming years.

The Conference will be held from 5 to 7 September 2011 in Melbourne. Stay tuned for more information!

HOW WILL AN OVERHAUL OF APPRENTICESHIP WAGES AND FUNDING AFFECT YOUR BUSINESS? HAVE YOUR SAY



The Australian Government is in the process of considering 14 recommendations made in the controversial '[Apprenticeships for the 21st Century Expert Panel Paper](#)', which seeks to make broad changes to our national apprenticeships system.

The Panel was asked to "examine apprenticeship training arrangements, including current incentives, and suggest principles and evidence to improve outcomes for both apprentices and industry".

According to the report, those industries and apprenticeships that are considered of high economic value will get priority, while those considered of lesser economic importance will receive less resources and support from the Australian Government's Apprenticeship Employer Incentive Scheme.

The recommendations would place greater administrative requirements on employers, particularly by requiring that they go through an accreditation process before they are able to recruit an apprentice or trainee.

VTIC believes that reform is needed to Australia's national training system. However, we are concerned that the Taskforce Paper will not meet its stated objectives if implemented.

It is important to ensure that the interests of businesses, particularly SMEs, are considered by the Australian Government as it prepares its response to the Paper.

To assist us in this process, we invite you to [click here](#) to answer three multiple choice questions regarding the potential impact these changes will have on your business.

BUSINESS INFORMATION AND OPPORTUNITIES

STARTING UP IN TOURISM SEMINARS

VECCI Tourism & Events, together with government and industry partners, 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 and planning.

Topics covered

The following topics will be covered in the four hour workshop:

- Setting up a tourism business
- Licenses and insurance
- Health and safety
- Risk management
- Business and marketing planning.
- Tourism industry overview
- Tourism industry structure
- Research
- Networks and resources available to help you.



[Click here](#) for more information and how to register.

CALLING FOR MENTEES FOR THE ARTN RECOVERY MENTORS INITIATIVE

VECCI is working with the Australian Regional Tourism Network (ARTN) to provide ongoing and meaningful support to tourism operators and destination managers who have been affected by the recent spate of natural disasters that have occurred throughout Victoria.

The ARTN is now calling for people to register their interest to participate as mentees in their Recovery Mentors Initiative. As the peak national body representing regional tourism, the ARTN has enlisted tourism professionals from around the country who have themselves bounced back from disaster, to mentor their counterparts currently facing similar circumstances.

The Initiative is connecting people based on commonalities such as organisation type, role and the scale of the impact on their businesses and destinations.

To register your interest contact the ARTN by emailing vivienne@artn.com.au or phone 02 6620 3785.

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?

On Wednesday 9 March 2011, fifty local and regional tourism operators joined together at the Melbourne Convention & Exhibition Centre to hear an update on how to best target and service the Chinese and Indian cultures.

Presenter Barbara West, director and co-founder of Culture Works gave an insightful workshop on what culture is, what it means and what different cultural expectations are.

The workshop helped attendees understand cultural and communication styles, expectations of interactions with different cultures and communication patterns.

Here's what just one of the participants thought of the workshop!

"It was engaging, relevant, and Barbara used wonderful anecdotal experiences. Barbara's knowledge of her area is fabulous and her ability to make the audience think and consider in light of our own experiences and future experiences was really impressive. 3 hours very well spent." - Simon Dalton, Old Melbourne Gaol – Crime & Justice Experience

An insightful presentation that will change the way you think about cultures and the way we communicate. If you missed out on this workshop, there are three other workshops scheduled around Melbourne and Regional Victoria.

Mornington Peninsula

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

Bendigo

Tuesday 10 May, 2011
Federation Room,
Bendigo Visitor Centre
51-67 Pall Mall, Bendigo

Melbourne

Wednesday 22 June, 2011
Level 5 - Clarendon Room
Melbourne Convention & Exhibition Centre
2 Clarendon Street, South Melbourne

For more information contact Mariella Mejia on mariella.mejia@vecci.org.au.

GET READY FOR DIGITAL TV IN REGIONAL VICTORIA: TOURISM OPERATORS AND ACCOMMODATION PROVIDERS



Regional Victoria is switching to digital TV on 5 May 2011. From that date, analog TV signals will be switched off and all free-to-air television will be transmitted in digital-only.

If your property or facility is not yet ready for digital TV, now is the time to upgrade. The Digital Switchover Taskforce has information available to help tourism operators and accommodation providers get ready for digital TV.

There are a range of online resources available on the Digital Ready website www.digitalready.gov.au/mdu to advise you on how best to get your caravan park, motel, hotel or accommodation property digital ready.

You may need to consult an endorsed antenna installer for advice on upgrades to your master or shared TV antenna system and the way in which you distribute TV signals around your caravan park, motel, hotel or accommodation property.

Contact information for your local endorsed antenna installer is available from the Digital Ready Information Line on 1800 20 10 13 or at www.digitalready.gov.au.

APPLICATIONS FOR TQUAL GRANTS OPEN

The Australian Government is accepting applications for funding for tourism projects that will nurture quality tourism experiences and support Australia's marketing campaigns. TQUAL Grants - Tourism Quality Project is part of the Australian Government's commitment to allocate \$40 million over four years to the TQUAL Grants program.

TQUAL Grants - Tourism Quality Projects will provide funding of between \$15,000 (plus GST) and \$100,000 (plus GST) to support collaborative community tourism industry development projects, particularly those which stimulate private sector investment. Applications are invited from eligible organisations and consortiums for projects to be funded between 1 July 2011 and 31 March 2013. The closing date for applications is 15 April 2011. [Learn more...](#)

WORKSAFE VICTORIA'S PROJECT 359 MANUAL HANDLING

WorkSafe Inspectors are due to commence visits to the accommodation industry this month.



- The component of this project - "cleaners" is about to commence the second phase of its trial in the accommodation industry.
- They will be visiting workplaces that were visited in late 2009 and early 2010 where inspectors identified cleaning activities such as mopping, vacuuming, cleaning bathrooms and making beds as presenting OHS risks to cleaners.
- This next round of visits are designed to ensure that workplaces are meeting their OHS requirements in terms of these cleaning activities. *Note: As per all WorkSafe Victoria projects, inspectors will also address any other OHS issues that may be identified at the time of their visits.*
- Health and Safety Solutions have been developed to provide guidance to workplaces in what this means.

WorkSafe are inviting HMAA Victoria members to participate in an "Across Industry Working Group". The purpose of this group will be to address OHS risks associated with common manual cleaning activities that occur across a number of industries such as contract cleaning, hospitals and food manufacturing in 2011-2012.

For more information contact Elizabeth Pratt on 03 9641 1265 or email Elizabeth_Pratt@worksafe.vic.gov.au. Or [click here](#) for more information.

GREENING YOUR AMENITIES

Accommodation businesses looking to switch to 'eco' amenities can soon find themselves overwhelmed with many environmental, social and health-related factors to consider.

Which ingredients have the least impact on the environment? Which products are animal friendly? What is the best option if your concern extends to landfill waste, how far your product has to travel or how much energy has been used to produce it?

With 'eco', 'green', 'natural' and 'sustainable' being such expansive terms, knowing in what way the 'green' products you choose for your business are 'green' is vital to aligning guests' environmental, social and health considerations to your budget and to delivering a quality product. [Read more...](#)

THE NEW GOOD, BAD AND UGLY HOTEL CUSTOMER IN AUSTRALIA

In the past, a good customer was someone who didn't bargain too much, was loyal (almost always) and spent constantly and consistently.

They were predictable, reliable and fair. However, with the rise of social media (and the new forms of accountability and reputation management that inevitably come with it), hoteliers are being forced to re-evaluate how they interact with their customers, while revenue managers are looking at ways to incorporate this into their revenue management strategies.

The uses for social media are varied for hoteliers. Typically it is used to develop communities of customers, collect feedback and monitor the overall sentiment of the hotel, all of which are important. Ensuring that your customers feel like they have a special relationship with the hotel means that they will keep coming back and social media allows hoteliers to not only engage with customers on a one-to-one basis but also track behaviour and loyalty to a greater extent than ever before. [Read more...](#)

HYPOALLERGENIC AMENITIES: OFFER ALLERGY-FRIENDLY SERVICE IN YOUR GUEST ROOMS

More and more people today suffer from allergies, in part, because of the over abundance of chemicals in our lives.

In fact, states Web MD, the more intense and repetitive the exposure to an allergen and the earlier in life it occurs, the more likely it is that an allergy will develop. For travellers, this can be particularly odious as guest rooms can be rife with pollutants that can trigger a myriad of symptoms and sleepless nights.

The problem is so widespread that 38 per cent of accommodation providers now offer some kind of allergy-friendly service in guest rooms, a 14 per cent increase in the last two years, according to the 2010 Lodging Survey prepared for the American Hotel and Lodging Association by STR, a hotel research company. [Read more...](#)

INDUSTRY NEWS

VTIC QUARTERLY LIQUOR LICENSING FORUM



The last two years has seen significant change in the area of liquor licensing in Victoria, with a new State government, new licensing fees that took effect in January 2011 and a new direction for the regulation of liquor.

The VTIC Quarterly Forum on Liquor Licensing was held on Wednesday 9 March, 2011 with updates from the Chief of Liquor Licensing, Mark Brennan and Foster's Group National Manager – Trade Relations and Customer Operations, Jeff Parker.

Mr Parker from Foster's Group updated operators from all over Victoria on the latest consumption trends, what is being purchased and how the ageing population will affect consumption trends. Mr Brennan, Chief of Liquor Licensing, updated the operators on his role and his vision for the future of regulation in this challenging area of public policy.

For future information of VTIC Quarterly Forums, please contact Mariella Mejia on mmejia@vecci.org.au.

DESTINATION MELBOURNE COMMITS TO A UNIFIED INDUSTRY STRUCTURE



Destination Melbourne and the Victoria Tourism Industry Council (VTIC) have forged a new partnership which will add momentum to the development of a unified industry structure for tourism in Victoria.

Destination Melbourne has been working closely with VTIC over the past two years and sees this agreement as a way of cementing the relationship. As part of this agreement, both organisations will also cross-promote industry development activities and events.

VTIC welcomes Destination Melbourne's support and looks forward to working through an agreement that provides a strong platform for co-operation and collaboration.

TOURISM AUSTRALIA'S QUARTERLY MARKET UPDATE NOW AVAILABLE

Tourism Australia's Quarterly Market Update provides important information to industry on the current state of international tourism for Australia, as well as Tourism Australia's major marketing activities. The report is a summary of a range of data and insights, including the latest trends and activities in the markets.

Tourism Australia has recently changed the timing and scope of the Global Market Monitor and Market Updates reports in order to deliver more succinct instalments in this Quarterly Market Update. Tourism Australia will continue to undertake an annual Global Market Monitor with the next 'all parties' survey of tourism industry partners scheduled for the second half of 2011. [Learn more...](#)



Arrivals Summary

A record 6.8 million short term visitors arrived in Australia in 2010. The 2010 result exceeds the 2008 and 2009 levels of 5.6 million, and surpasses the previous peak of 5.7 million which was recorded in the year ending September 2007 (see Figure 3 below). The e-shaped recovery in international arrivals first indicated in late 2009 has since turned into real new growth for Australia.

The 2010 result represented 3.6 per cent growth compared to 2009. International arrivals grew for ten of the twelve months in

the forthcoming six months.

New Zealand was a major arrivals, up 10 per cent, backing up per cent growth in arrivals from the US.

MOUNTAIN RETREATS OPEN IN VICTORIA

Two recently opened properties put a unique spin on luxury accommodation in the Daylesford Macedon Ranges, proving this beautiful part of Victoria is more than just a delight for day-trippers – it's the perfect place for a mini-break as well.

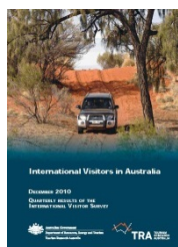
First, internationally renowned Daylesford enterprise Lake House goes from strength to strength with the recent opening of The Retreat at Lake House. Suitable for one or two couples, the retreat is more than luxurious – it's super luxurious – and super secluded too, hidden within a walled complex with direct access to the lake foreshore.

Another property recently opened in the region is Twigs on High. One of the hidden treasures of Trentham, this former retail store and café has been converted by a local interior designer into the quirkiest kind of two-bedroom accommodation for sleeping up to four people. [Read more...](#)

LATEST IN RESEARCH

VTIC SURVEY RESULTS – FEBRUARY QUARTER RESULTS

Results of the VTIC February quarterly survey confirmed the impacts of the flood events that took place at the start of the year. *See attached summary for results.*



INTERNATIONAL VISITOR SURVEY RESULTS

The latest IVS results are a mixed bag for Victorian tourism, with regional Victoria coming off second best. The results also demonstrate that the Chinese market is living up to the hype, recording the highest expenditure of all visitors to Victoria and overtaking the United Kingdom to become the second largest market for international overnight visitors to Victoria, behind New Zealand.

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

UPCOMING EVENTS

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 the following industry forums and events:

- [Victorian Tourism Awards Preparatory Workshops](#) - May
- VTIC Quarterly Forums – 22 June, 6 September & 15 November
- Cultural Guidance Workshop – 22 June
- Tourism & Events Excellence Conference - 5 to 7 September
- Victoria Tourism Week – 5 to 9 September
- 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.