



▶ **HMAA
UPDATE**

August 2009

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▶ **Welcome to the latest edition of the HMAA monthly update!**

We're seen good news with international arrivals to Melbourne Airport growing 8 per cent to the highest July number on record. And of course they all need accommodation in some form which is great for our industry!

The last two weeks I've spent in the Wimmera Mallee working on a tourism project experiencing some of Victoria's accommodation offerings. Sleeping in a silo in Hopetoun was definitely a novel highlight and the country hospitality in the region was grand. I encourage you, if you can, to get out and see some of Victoria – visit a place you've never thought of visiting or even a place you've never heard of – take advantage of the No Leave No Life campaign if you can spare a few days away.

Keep on reading for news on our industry and plenty of opportunities for you to take part in.

Until next time...

Anita Donnelly

Executive Officer

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▶ **Recognising accommodation excellence**

The HMAA Awards will be held on Friday 30 October 2009 at the Radisson Flagstaff Gardens on William Street in Central Melbourne.

All nominees will be notified of their status with regards to their entry once the judging process is completed in early October.

The Victorian Accommodation Awards for Excellence are the HMAA's calendar event of the

year, allowing a rare opportunity for the industry to come together and celebrate the success of Victoria's premium accommodation providers and honour those outstanding individuals within the industry.

"This year's more intimate Gala event, promises to follow HMAA's tradition of delivering a fantastic evening of glamour and entertainment. We look forward to seeing you all there." says HMAA Chairman Steve Finlayson.

More information is available by calling HMAA on ph: 03 8662 5140

Further information will be available on the HMAA [website](#) soon.

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Federal Government rebates assisting to ease the refurbishment burden for accommodation operators

With the upcoming release of the new AAA Tourism rating scheme for Motels, now could not be a better time to take advantage of the Federal Government's depreciating asset rebates.

Small businesses will now be able to claim a bonus tax deduction of 50 per cent – up from 30 per cent previously off the cost of eligible assets acquired between 13 December 2008 and 31 December 2009, and installed by 31 December 2010.

The new AAAT scheme now also includes a 'quality' scenario for consideration in a Motel's rating process. The important considerations for any improvements now also need to include the commercial and quality nature of any products contained in the room or on premise. Quality will be assessed in over 30 areas rather than the current two areas of internal and external appearance & décor. For example the materials used and its construction.

Even if you are not rated under the AAA Tourism scheme, it seems now is certainly a good time to take advantage of these tax deductions.

For more information on the AAA Tourism rating scheme [click here](#)

For more information on the Federal Government's depreciating asset rebates [click here](#)

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Melbourne Airport's growing international market

July has seen the announcement of more international services and yet another positive month for international passenger growth at Melbourne Airport.

It has been the highest July on record for international passengers, with growth of eight per cent reaching a total of 445,949 passengers.

Melbourne Airport has also recently welcomed AirAsia X's announcement to increase flights between Kuala Lumpur and Melbourne by four per week – from seven to eleven weekly services. The long-haul/low-cost airline commenced services flying direct between Melbourne and Kuala Lumpur in November last year with four services per week.

"Our Malaysian market grew 33 per cent over the last financial year, a growing market these new services from AirAsia X will directly serve. These services will connect with AirAsia's ever growing Asian network, says Melbourne Airport CEO, Mr Chris Woodruff.

The announcement comes on the back of Singapore Airline's decision to introduce daily A380 services in and out of Melbourne in September, Qatar who will commence services in December and increased capacity from our other international airlines Emirates, Air China, China Eastern, Vietnam Airlines, Philippine Airlines, Pacific Blue and Garuda Airways in the last 12 months.

For more information [click here](#)

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▶ **Greater police powers will underpin major events, says VEIC**

In a statement released on 10 August 2009, Victoria Events Industry Council (VEIC) Chairman Peter Jones responded positively to the proposed boost to police numbers and greater police powers by stating that the move "will assist Melbourne's major events industry".

"Victoria is home to some of the world's most exciting sporting, cultural and business events – which generate an estimated \$2.4 billion for the local economy," says VEIC Chairman, Mr Peter Jones.

"The growing street violence has already had a negative impact on Melbourne's reputation as a key education provider, and could pose a serious threat to our reputation as a key events destination," says Jones.

"These senseless attacks will feed into interstate and international perceptions of Melbourne's safeness as a city and our overall attractiveness as a tourist and major events destination.

"Melbourne's reputation was enhanced through the hosting of the 2006 Commonwealth Games – it would be fantastic to restore the friendly city atmosphere that locals and tourists enjoyed throughout the Games.

"Law and order is a core function of government and Victorians deserve leadership on this issue," says Jones.

For more information on VEIC please [click here](#)

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▶ **Latest report on the Japanese inbound market**

Japan continues to be a complex and challenging travel market with a new report confirming the different issues which have affected Japanese tourists and travel to Australia since 2000.

The report, *Japan – Changing Trends in Travel to Australia*, published by Tourism Research Australia, looks at the variety of causes behind the drop in the number of Japanese visitors between 2000 and 2007.

Tourism Australia Executive Chairman, Rick Allert said the report made an important contribution to better understanding the complexities of the Japan travel market which has undergone further changes since 2007 and the timeframe covered by the report.

"Japan will continue to be an important tourism market for Australia with more than 457,000 visitors from Japan arriving during 2008. However, what we also know is that there have been some further significant changes to the Japan travel market that have required Australia to adapt its marketing approach," says Allert

"Future longer term opportunities include increasing the number of return visits; increasing the length of stay or spending from existing visitors; and, appealing to the growing section of the Japanese population aged between 40 and 60 who still have a strong desire for overseas travel." says Allert

For the full report [click here](#)

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▶ **Australia's key tourism destinations tackle climate change head-on**

A selection of tourism, government and community leaders from five of Australia's key tourism destinations have identified more than 40 potential tourism-focused climate change adaptation and mitigation strategies as part of a major suite of national research considering the impacts of climate change on Australian tourism.

The scoping study, undertaken by Sustainable Tourism Cooperative Research Centre (STCRC), has explored the impacts of climate change on five key tourism destinations which

were selected on the basis of their varying degrees of vulnerability. They are Tropical North Queensland (TNQ), Kakadu, the Barossa Valley, the Victorian Alps and the Blue Mountains.

Using key climate change projections from the CSIRO, the participants explored the impacts of climate change in the five destinations for 2020, 2050 and 2070 and identified the challenges and opportunities for tourism in their regions. Participants in the scoping study identified some significant common issues across all research regions.

These are:

- There are significant knowledge gaps around climate change resulting in a level of uncertainty about adaptation and mitigation.
- Changing landscapes could result in a reduction in tourism demand which would impact the regional economies and community spirit.
- To avoid duplication, there needs to be better communication across all sectors including all levels of government, tourism organisations and businesses, communities and researchers on the likely impacts of climate change and adaptation and mitigation strategies.
- Larger operators who have the resources and a responsibility to shareholders are more likely than smaller operators to be implementing adaptation and mitigation strategies.
- If adaptation and mitigation strategies are to be implemented successfully, they need to be simple, cheap and effective with clear benefits.
- The importance of community needs to be considered in terms of creating, influencing, and contributing to the 'sense of place' and making tourism possible.

For more information [click here](#)

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▶ Register your regional events for free

If you have a regional event, big or small, that you would like listed on the Tourism Victoria events website please email events@tourism.vic.gov.au

This is a free service and can include up to two images, and even a Google map link to make finding your event nice and easy!

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▶ VTIC Quarterly Industry survey

Thank you to all of those who participated in the VTIC Survey which closed on Friday 14 August 2009

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.

Results of the VTIC Survey will be available in early-September from www.vtic.com.au.

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

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▶ Domestic industry marketing prospectus out now

Tourism Australia's Domestic Marketing Strategy for 2009-2010 is now available. Please refer to the prospectus for a list of future industry opportunities within the No Leave, No Life campaign and the *My Australia* magazine series.

For further information click [here](#).

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▶ Register your conference venue now with BEV

If you have event or conference facilities now is the time to register your details with Business Events Victoria (BEV).

BEV is currently gearing up for the production of the 2010-2011 Planners Guide set to be launched at AIME 2010, just a mere nine months away.

Every two years BEV produces 10,000 copies of their highly sort after Regional Planners Guide, which is a bible amongst Business Event Planners.

Business Events Victoria (founded by the Regional Victoria Conference Group) is a growing, membership-based group that has been operating since 1996. It operates as a collective group of conference venues, accommodation providers, tour operators, local councils, regional tourism organisations and service providers who have identified the need for a coordinated and cooperative industry approach to the marketing and promotion of business events for regional Victoria.

The planners guide is supported by a comprehensive website. With every business listed in the Planners Guide receiving a FREE comprehensive listing on the website.

The website which receives over 100 hits a day from business event planners can be found by [clicking here](#)

The prospectus will be out in the next month or so and will include the packages that are available. If you have not taken part in our Planners Guide in the past, forward your details to lisa@destinationmelbourne.com.au and we will ensure you receive the information as it becomes available.

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Victoria Summit 17 November 2009

The VECCI Victoria Summit is a business, community and government partnership that seeks to respond to the key issues that face not only our business community, but the broader Victorian and national economies.

This year's Summit will be held on **Tuesday 17 November 2009** in Victoria's Parliament House.

Preparation for VECCI's 2009 Victoria Summit is well underway. The four key topics for this year's Summit are:

- [Sustainability;](#)
- [Innovation and Industry Policy;](#)
- [Infrastructure; and](#)
- [Workplace Futures.](#)

In the lead up to the Summit, VECCI is holding a number of policy events and forums to stimulate ideas and foster discussion.

Between now and then, there are many ways in which you can contribute to the Summit's success - either as a participant at the lead up forums, as an attendee on the day, or as a sponsoring partner.

Please visit www.vecci.org.au for further information.

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Tourism Business Support and Events

Tourism Excellence Workshops

The Tourism Excellence workshops have now commenced at a number of locations throughout the state. Based on the success of the Tourism Excellence website, these high quality and focused workshops are being delivered through the Regional Campaign

Committees/Regional Tourism Boards in consultation with the Regional Tourism Associations (RTA) or relevant tourism organisations.

The workshop modules are:

- Customer Service
- International Marketing
- Pricing and Packaging
- Managing your Business in Times of Economic Uncertainty
- Research
- Developing a Business Plan
- E-Marketing
- Working with the media
- Recruit, Retain and Exit Staff
- Sustainability

For more information or to express interest in attending one of these workshops please contact your RTA or relevant tourism organisations in your region.

For more information on Tourism Excellence history and to view the website [click here](#)

Australian Regional Tourism Convention

The ninth annual Australian Regional Tourism Convention is promising to bring together Australia's key players in regional tourism. Co-hosted by Tourism N.T. and Tourism Central Australia the event runs from the 31 August to 4 September in Alice Springs.

For more information [click here](#)

Starting up in Tourism Workshops - September and October

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 and planning.

Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities for you to follow-up.

The next workshop dates are: 2 September (Geelong) and 7 October (Melbourne)

To book, click [here](#) for more information.

Save this date

Friday 30 October 2009 - HMAA Awards, Melbourne

Member contributions welcome

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