



Hotel, Motel and Accommodation Association

▶ **HMAA  
UPDATE**

June 2009

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**Welcome to the latest edition of the HMAA member newsletter.**

This month has been a busy one with ATE in full swing and the media hysteria surrounding swine flu affecting our industry, rather than the disease itself. The latest National and International Visitor Statistics have just been released and the impact is not as bad as first predicted. Regrading domestic travellers, overnight travel expenditure for the year ended March 2009 is only down three per cent compared with the same period in 2008 and the highest average expenditure per night in Australia was in Melbourne at \$260. Regarding international visitors the total expenditure in Australia increased by four per cent, bucking the trend that tourism is all doom and gloom.

I'd like to welcome Michelle Wright to the HMAA Team as our Team Coordinator. Michelle has extensive experience in the Tourism sector, having worked in various roles in Australia, New Zealand and the United Kingdom. Michelle has recently returned from New Zealand, where she worked as a Business Development/Projects Assistant with Bottom Bus Ltd - Deep South Adventures. Prior to this Michelle spent three years as the Manager of the Oamaru Blue Penguin Colony. Please join me in welcoming Michelle to the HMAA family.

Until next month, enjoy the read.

**Anita Donnelly**

**Executive Officer**

**Member survey**

A reminder that the Member Perception Survey is to be completed by Friday 26 June.

HMAA is undertaking this Member Perception Survey for all of the tourism brands currently operating within VECCI. In the past this survey has been completed for Tourism Alliance

Victoria every two years and it provides invaluable information on what members think of the Association and what direction they would like going forward. We will use the results when we are constructing our HMAA business plan in the next month..

Please spend the short amount of time to respond so we can make HMAA more representative of what you, our members want.

#### **Jackson Report - long term tourism strategy released**

The Federal Government established Tourism Steering Committee has put forward ten recommendations as part of the Jackson Report to the Tourism Minister.

The Steering Committee was established to enable the tourism industry to bring forward ideas for consideration in the development of the National Long Term Tourism Strategy. The recommendations are focused on enhancing research, online capability, skills and investment.

Minister Ferguson said: "The Jackson Report will be considered as a valuable contribution to the ongoing development of the National Long-Term Tourism Strategy, which will be finalised later this year."

"The Steering Committee has worked hard to develop this Report, meeting ten times and consulting widely across the industry and government.

"I would like to thank the Chair, Ms Margaret Jackson AC, who guided the development of this Report, for her outstanding personal contribution and for ensuring that industry and state and territory governments were consulted closely.

"As requested by me, the report canvasses a number of important supply side issues such as research, skills and workforce, investment, and product development and innovation.

"The tourism industry's contribution to the Australian economy is immense, with the sector generating more than \$40 billion in Gross Domestic Product and directly employing around half a million people.

The National Tourism Strategy Steering Committee was chaired by Margaret Jackson AC. The other Committee members were: Christopher Brown, Kayleen Collins, Saul Eslake, Matt Hingerty, Gregory Hywood, Karen Jacobs, Jeff Kennett AC and Jenny Lambert.

The Jackson Report can be found [here](#) or for further information contact [tourismstrategy@ret.gov.au](mailto:tourismstrategy@ret.gov.au).

#### **Swine Flu Industry Response**

On 12 June 2009 a joint BOAV (Backpacker Operators Association Victoria) and HMAA (Hotel and Motel Accommodation Australia) media statement was released on behalf of members.

The release highlighted the attitudes of the industry in response to the hysteria surrounding the response to Victoria's Swine Flu situation. In the release, Steve Finlayson, Chair HMAA (Vic Division) and Kelly McCarthy, Acting Chair of BOAV called on Victorians to support the local accommodation industry and plan a holiday in their home state during the June/July 09 semester break. For a copy of the release please email [tourism@vecci.org.au](mailto:tourism@vecci.org.au)

In addition to the above, VECCI, on behalf of our tourism and events members also conducted a survey on swine flu with 49 responses received. Some of the key findings include:

- 65 per cent of respondents experienced a loss of trade due to the swine flu
- 92 per cent felt that there is a role for Government in promoting positive messages about Victoria being open for business, to counter negative media coverage about swine flu.
- Only six per cent of businesses reported absenteeism as a result of swine flu

VECCI Chief Executive Officer Wayne Kayler-Thomson stated in a media release on 18 June that "The real business impact has not been caused by employee absenteeism as a result of swine flu but by the actions of interstate Governments in quarantining returning schoolchildren'

"Responses clearly indicate that the kneejerk reactions of other interstate Governments in seeking to quarantine returning schoolchildren have impacted on Victorian businesses, with school group cancellations in particular impacting on the tourism sector".

**Please also refer to the following documents for fact sheets on dealing with swine flu in the accommodation sector. The information contained within the fact sheets was derived from HMAA National.**

- [Swine Flu Frequently Asked Questions](#)
- [A cleaning guide for managers of hotels used to quarantine contacts of suspected and confirmed cases.](#)

#### VTIC May Quarter 2009 industry survey

Thank you to those who participated in the May Quarter 2009 Survey of Business Performance and Outlook, produced by the Victoria Tourism Industry Council (VTIC).

The report has been released and is now available online at [www.vtic.com.au](http://www.vtic.com.au) .

##### A Summary of the Results:

*Business conditions in the tourism industry declined over the May Quarter 2009. Many of the key business indicators were weaker than results in the previous quarter.*

*The most commonly identified factors constraining business growth over the May quarter were business and consumer confidence, insufficient international demand and environmental factors (including drought and bushfires).*

*Over the coming quarter respondents expect conditions to decline. Businesses expect a decline in all business indicators, including a widespread decline in general business conditions, sales, profitability, employment and overtime levels.*

*The level of optimism within the tourism industry about trading prospects over the longer term remained stable. Only twenty per cent of those surveyed indicated that they anticipate their business performance will be 'much stronger' or 'somewhat stronger' over the next twelve months, similar to results in the previous quarter.*

Should you require any further information about the survey or the report, please contact Jodie Wickham, Senior Policy Adviser on ph 03 8662 5337 or e-mail [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au)

#### Preferred suppliers

Our Tourism and Events Team (and VECCI) are looking for "preferred suppliers" when it comes to accommodation. If your establishment would like to appear on a preferred supplier list for VECCI staff, family and friends and those who attend our numerous training courses please let us know at [tourism@vecci.org.au](mailto:tourism@vecci.org.au)

#### Research participants required

You are invited to participate in a research project entitled "The Effect of Information and Incentives on the Environmental Behaviour of Hotel and Motel Guests". This project is being conducted by a team led by Dr Judith Mair from the School of Hospitality, Tourism and Marketing at Victoria University in partnership with Tourism Victoria.

The aim of the project is to investigate whether values and beliefs about the environment

influence decisions to conserve energy/water whilst a person is a guest at a motel. The project also aims to examine whether providing extra information or incentives would be more likely to encourage guests to conserve water/energy whilst a guest at a motel. The project will take around sixteen weeks - eight weeks to establish average usage and eight weeks of active research (N.B. Participants will require individually metered rooms).

To participate in the study contact Dr Judith Mair [Judith.mair@vu.edu.au](mailto:Judith.mair@vu.edu.au) telephone (03) 9919 9581

**Crown names Melbourne's newest hotel**

Crown has announced the name of its third hotel, Crown Metropol, set to open in early 2010.

The 28-storey, \$300 million hotel will have 658 rooms, dedicated spa accommodation, extensive meeting facilities, a sky bar and Gordon Ramsay's first Australian restaurant, Maze.

The new hotel will also be home to Crown's new educational facility, Crown College. This partnership with Swinburne University will provide formal qualifications for Crown employees and includes a dedicated training restaurant for apprentice chefs.

Crown Metropol is part of a string of major developments in Melbourne which are aimed at reinforcing the city's long-term vision of being Australia's leading conference and event destination.

**Fair Work Act 2009 to commence on 1 July 2009**

**Are you ready for new industrial relations laws?**

The *Fair Work Act 2009*, and a new federal workplace relations system, will commence on 1 July 2009. The new laws are likely to present new challenges, and risks, for all businesses, particularly in the current economic climate.

The new system will have particular implications for small business, with changes to unfair dismissal laws and the introduction of the Small Business Fair Dismissal Code being just two of the changes directed at regulating small business.

VECCI's team of Workplace Relations advisers and consultants can assist you to navigate the new terrain of workplace relations with expert guidance and advice, ranging from audits of your current dismissal procedures to ensuring your business is able to comply with the new requirements and obligations. Contact Alex Marriott, Operations Manager - Workplace Relations, on 03 8662 5378, or by email: [amarriott@vecci.org.au](mailto:amarriott@vecci.org.au) to discuss how VECCI can assist you.

**Latest Tourism Research fact sheets and snapshots**

The latest accommodation fact sheet, amongst others is available online at Tourism Research Australia. To download a copy [click here](#) or for further information visit [www.tra.australia.com](http://www.tra.australia.com)

Tourism Research Australia releases many statistical based reports on the tourism industry. For further information email [research@tourism.australia.com](mailto:research@tourism.australia.com)

**PPCA - changes to how tariff charges are based**

The Phonographic Performance Company of Australia Ltd (PPCA) Proposed changes to the way in which the PPCA tariff charges are based are currently under discussion. The proposed scheme will come into effect in Oct 2009. Details of the proposed structure is available at <http://www.pcca.com.au/>

## **2009 Victorian Adventure and Nature-Based Tourism Forum**

Tourism Alliance Victoria invites you to attend the 2009 Victorian Adventure & Nature-Based Tourism Forum, Thursday 16 and Friday 17 July, at Peppers The Sands Resort Torquay. The Forum will encompass key issues at the forefront of Victorian adventure & nature-based operators' minds. Themed 'Back to Basics', the forum will focus on:

- In light of the current economic crisis we look at simple business practices that will keep you on track
- Re-establishing brand Victoria after the bush fires
- Crisis Management – simple tools to use during a crisis
- Your staff are the face of every tourism business – are they telling the right story?
- Marketing on a shoe string - how do you effectively represent your brand, gain new customers and grow your business with little or no money for marketing?
- Innovation – ideas that will sustain Victorian Adventure & Nature-Based Tourism into the future

The Forum is proving to be an International affair this year with one key speaker coming from New Zealand and delegates already registered from Indonesia!

**Don't miss out! Early bird rates apply for registrations completed by Friday 26 June!**

To register [click here](#) or visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au) and follow the link to the forum webpage.



## **Reminder! Get your FREE Grow Me the Money membership by registering before 30 June!**

Grow Me The Money is a unique program for Victorian businesses to help them reduce their impact on the environment and save money doing it. Successful participants on average have saved 3,500kL of water, 25 tonnes of greenhouse gases, and \$4,000 per year since joining the program. Join by the end of June and get your twelve month Grow Me The Money membership for FREE!

For further information and to register for 'Grow Me The Money' visit [www.growmethemoney.com.au](http://www.growmethemoney.com.au) Help lead your industry to a greener place.



## **Upcoming events**

**The next HMAA Board Meeting will be held on Wednesday 22 July 2009**

### **Tourism Operator Workshop - Melbourne**

Tourism Alliance Victoria invites you to attend the upcoming Tourism Workshop to be held in Melbourne on Thursday 25 June.

This is a networking and professional development event for all Victorian tourism operators and managers. Come along, learn about accessible tourism, data collection and the online space from experts, see what's happening in your tourism industry and take part!

Cost: TAV Members \$30  
Non-members \$35

For details please visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au)

### **Starting Up In Tourism – 2009 seminar series**

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 seminar is on Wednesday 8 July.

For more information see [www.tourismalliance.com.au](http://www.tourismalliance.com.au)

### **Cutting through the Carbon Jargon**

Carbon may be the buzz word of the moment, but what does it actually mean for business? With new carbon trading legislation on the horizon, the VECCI Carbon 101 briefing is an essential guide to the Federal Carbon Pollution Reduction Scheme and the impact the new carbon economy will have on business operations.

The Carbon 101 briefing will help you navigate the labyrinth of terms, research, facts and figures, as well as outlining the steps each and every business can take to start reducing their carbon emissions immediately. The briefing will also cover:

- New government regulation and legislation
- The impact of the new carbon economy on SMEs
- The benefits of limiting carbon emissions and how to do it
- What you can do TODAY

Carbon 101 briefings are selling out fast. Don't risk missing out. Register now!

For this and other courses and briefings, check out the VECCI website.

<http://www.vecci.org.au/products/environment+and+sustainability.htm>



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