



▶ **HMAA  
UPDATE**

September 2009

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

In so many aspects of our lives we don't realise the benefits of being part of a group - whether simply one in a crowd or a member of an association. The majority of members don't notice their association membership until they need it. It simply sits in the background. When things go wrong, or when they need a little help, a member should be able to seek support from their association.

That safety net is a huge benefit of being a member - but also one of the hardest to convey. From the results of the Member Perception Survey you told us that the main reason you joined HMAA was for 'advice and information' and one of the other main reasons was to 'support the industry'. We thank you for that and we aim to continue to support you and provide the advice you're after.

Please remember that at any time you can contact us with questions or concerns and we'll do our best to help. Next month we'll provide a snapshot of the survey results and let you know how we'll address the responses.

One pertinent issue for this month is the liquor license changes occurring in Victoria. Please read the article below and respond to us by the end of this week and we'll incorporate your concerns and opinions into our HMAA submission.

Until next time...

**Anita Donnelly**

**Executive Officer**

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### ▶ HMAA Awards for Excellence update

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 accommodation providers and honour those outstanding individuals within the industry.

All properties that have entered the awards are currently being visited by mystery shoppers with final judging taking place in early October.

This year Holmesglen is continuing its support of the awards as the Major Sponsor for the second year running.



*'Passion for food, flair for people'* represents the values and beliefs of Holmesglen's Centre for Hospitality, Cookery and Bakery. The centre is widely recognised for the exceptional levels of program delivery, highly trained and passionate staff, first-class facilities and the industry partnerships necessary to make training relevant to industry needs. Holmesglen students are given every opportunity to reach their career goals and aspirations.

The centre for Hospitality, Cookery and Bakery offers programs ranging from cookery, bakery and patisserie to advanced wine studies and hospitality management in apprenticeship, certificate, diploma and advanced diploma level studies. Over 2000 students study across both campuses.

This year's black and white Derby Day Eve themed gala dinner will be held on Friday 30 October 2009 from 6.30pm at the Radisson Flagstaff Gardens, 380 William Street, Melbourne.

Invitations will be sent out shortly.

More information is available by calling HMAA on 03 8662 5140

The awards are proudly sponsored by Holmesglen, Mitchelton Wines, Grow Me The Money and VECCI Training.

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### ▶ New HMAA Board member and Deputy Chair

We welcome Damon Lunardello who has recently been elected to our HMAA board.

Damon is currently the Area Manager - Melbourne & New Zealand and Hotel General Manager - Medina Grand Melbourne, which is part of the TOGA Hospitality Group - Medina Apartment Hotels, Vibe Hotels, Travelodge Hotels (Australia & NZ) and Adina Apartment Hotels (Europe).

We would also like to congratulate current board member Julian Clark who has been elected as our new Deputy Chair, supporting Chair Steve Finlayson. We welcome both on board in their new roles.

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### ▶ Liquor licensing reforms: have your say

On 12 August 2009, the Government introduced legislation to Parliament to amend the Liquor Control Reform Act. The proposed changes including the creation of three new categories of liquor licences – 'late night', 'restaurant and cafe', and 'major events' and providing the necessary authority for the introduction of differentiated, risk-based liquor licence renewal

fees.

The details of the proposed risk-based fees, which will be set out in regulations, have been released in a **Regulatory Impact Statement (RIS)**. The RIS is a document that details the proposed changes and the impact that they will have if they are adopted. These regulations are proposed to replace the current Liquor Control Reform Regulations 1999 which are due to expire on **15 February 2010**.

The complete RIS can be viewed at <http://www.justice.vic.gov.au> or a hard copy can be obtained from: Victorian Consumer and Business Centre, 113 Exhibition Street, Melbourne between 8.30am and 5.00pm weekdays or by telephoning Responsible Alcohol Victoria's Liquor Licensing Branch on 1300 650 367. A copy of the legislation, the Liquor Control Reform (Licensing Bill) 2009, can be downloaded from <http://www.legislation.vic.gov.au>

The Victorian Liberal Nationals Coalition proposed amendments to proposed changes to the Liquor Control Reform Act (Licensing) Bill in Parliament recently, arguing the concerns of Victorian businesses regarding proposed liquor licence fees.

Debating the *Liquor Control Reform Act (Licensing) Bill* in Parliament this week, Shadow Minister for Consumer Affairs, Mr Michael O'Brien MP said that the fees proposed by the Government do not deliver risk-based assessment because they do not distinguish between five-star hotels, city nightclubs and country pubs, nor do they distinguish between a country hotel that may reach its patron capacity twice a year and a city nightclub which is full every week.

Industry and members of the public are invited to comment on the RIS and the proposed regulations.

The Victoria Tourism Industry Council (VTIC) and the Hotel, Motel and Accommodation Association (HMAA) will be making a submission on behalf of members and the broader industry. If you have any comments to make as part of this submission, please contact VECCI Senior Policy Advisor, Jodie Wickham on email: [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au) or ph: 03 8662 5337.

Alternatively, members may make their own individual submissions. All submissions must be in writing, marked 'Liquor Control Reform Regulations 2009 RIS', and received at either of the following addresses by **5pm on Friday 18 September 2009**. Post: Liquor Control Reform Regulations 2009 RIS Responsible Alcohol Victoria GPO Box 4304 MELBOURNE VIC 3001. Email: [liquorregulationsris@justice.vic.gov.au](mailto:liquorregulationsris@justice.vic.gov.au)

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#### **VTIC survey results show a downturn, but positive outlook for next twelve months**

Business conditions in the tourism industry remained weak over the August Quarter 2009. Respondents reported a net decline, of varying degrees, in all key business indicators over the quarter. The most commonly identified factors constraining business growth over the August quarter were insufficient domestic demand, business and consumer confidence, and insufficient international demand.

Conditions are expected to improve in the three months to November 2009. Industry respondents expect an improvement in general business conditions, sales, average selling prices and profitability. However, respondents expect a net decline in employment, overtime and business investment levels.

The level of optimism within the tourism industry about trading prospects over the longer term improved. In total, 32 per cent of those surveyed indicated that they anticipate their business performance will be 'much stronger' or 'somewhat stronger' over the next twelve months. This represents an increase on results reported in the previous quarterly survey (19 per cent).

To download a copy of the survey results please visit [www.vtic.com.au](http://www.vtic.com.au) (Research) or click [here](#) to access the full report and the one page snapshot.

All respondents to the VTIC Survey went into the draw to win two tickets to one of VECCI's

popular networking events, valued at \$150. Congratulations to **Craig Caddy, Owner and Manager of the Best Western Aspen Motor Inn** who was the successful winner. We hope you enjoy the event.

To find out more or to register for an upcoming VECCI event, please see [www.vecci.org.au](http://www.vecci.org.au)

The next VTIC Forum will examine the impact recent violence in Melbourne may have on future international student enrolments, and the subsequent impact on tourism. For further information, or to register, please visit [www.vtic.com.au](http://www.vtic.com.au)

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

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### **Room rates lowest for five years**

The average price of a hotel room around the world fell by 17 percent in the first six months of 2009, according to the latest Hotels.com Hotel Price Index. Hotel prices in June 2009 were more than one sixth lower than they were the year before and room rates were just one percent above their level in January 2004, when the Hotel Price Index was started.

The 17 percent fall in room rates was driven by price drops across every continent. Asian hotel rates, which had been holding up better than those in the USA or Europe, tumbled in the first half of 2009 dropping an average of 17 percent compared to the same period one year earlier.

The Hotel Price Index shows that Sydney saw the average price for a hotel room fall from US\$175 to US\$122, a 30 per cent decline, in the first six months of 2009. Auckland saw the biggest drop with a 40 per cent dip in rates from US\$139 to US\$84.

The Hotels.com HPI tracks the real prices paid per hotel room rather than advertised rates. It is based on prices actually paid by customers at 78,000 hotels across 13,000 locations around the world.

David Roche, president, Hotels.com Worldwide, said, "The dampening effect of falling consumer demand has been compounded by sharply increased hotel capacity.

"In the first half of 2009 an ever larger number of hotel rooms chased a dwindling stream of customers, and this 'double whammy' lowered prices by 17 percent globally. "As demand fell, hoteliers closed floors and cut back both services and prices, creating a market with a distinctly promotional character that is likely to endure for some time."

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### **Victoria performs better than national average in attracting international visitors over the past year**

Recent International Visitor Results show that Victoria recorded 1.5 million international overnight visitors for the year ending June 2009, a similar number of international visitors compared to the same time last year. Victoria performed better than the national average, which decreased by 1.4 per cent, and key competitors New South Wales (-3.4 per cent) and Queensland (-5.5 per cent).

Western Australia was the only state to record an increase in international overnight visitors (+2.1 per cent). This was driven by growth in the employment sector (+34.6 per cent), VFR (+6.7 per cent) and education sector (+4.9 per cent).

Victoria gained one percentage point and now holds a market share of 29 per cent of all international overnight visitors to Australia. New South Wales has dropped one percentage point (53 per cent market share) and Queensland has dropped 2 percentage points (39 per cent market share).

International visitor nights to Victoria increased by 13.4 per cent to 35.9 million nights for the year ending June 2009, representing market share of 21 per cent. Victoria's growth in international visitor nights was primarily driven by growth in VFR nights (+26.7 per cent) and

education (+23.6 per cent). The positive national growth rate (+8.0 per cent) was primarily driven by growth in the Northern Territory (+17.2 per cent), Western Australia (+14.4 per cent) and Victoria (+13.4 per cent).

International overnight visitors to Victoria accounted for \$3.6 billion in visitor expenditure for the year ending June 2009, an increase of 10.8 per cent over the previous year. Growth in visitor expenditure for Victoria was stronger than the national average (+4.7 per cent), and growth experienced by key competitors New South Wales (+2.2 per cent) and Queensland (+2.0 per cent).

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#### **Wimmera Mallee tourism project**

In July, Tourism Alliance Victoria won the tender to undertake a study of the Wimmera Mallee's tourism capacity and potential. The final study which will conclude at the end of this month will include product development opportunities, current visitation and markets and options for a tourism structure to include the Local Government areas of Buloke, Hindmarsh, West Wimmera and Yarriambiack.

Anita Donnelly spent two weeks in the project region conducting almost 100 consultations and discovering the product. Some of the most interesting experiences were sleeping in a wheat silo, 4WDing around Lake Albacutya, learning how to bowl like Warnie at the Johnny Mullagh Cricket Centre and visiting the Buloke Big Bull. For more information on the project or if you have a similar project in your region you'd like to investigate please contact Anita: [adonnelly@vecci.org.au](mailto:adonnelly@vecci.org.au) or Kristina: [kristina@tourismalliance.com.au](mailto:kristina@tourismalliance.com.au)

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#### **International arrivals down**

New figures released this month by the Australian Bureau of Statistics show a thirteen per cent decline in international visitors to Australia during July 2009 compared to the same month last year. By market, year to date results for the seven months leading up to July show New Zealand was down two per cent, UK down four per cent, USA down two per cent, China down one per cent, Korea down 23 per cent and Japan down 27 per cent.

In contrast there were positive results from some markets including India up eight per cent, Hong Kong up eight per cent and Malaysia up 27 per cent.

While travel to Australia has been affected this year by global economic factors and more recently H1N1, there are indications that tourism to Australia is holding up reasonably well overall, with arrivals for the first seven months of 2009 falling by just 3 per cent compared to the same period last year.

For more information [click here](#)

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#### **Trans-Tasman tourism partnership announced**

In what represents a major boost for both the Australian and New Zealand inbound and domestic tourism sectors, Australian Motoring Services (AMS) representing each of the State/Territory based Australian Automobile Clubs and the New Zealand Automobile Association (NZAA), have combined resources to form a trans-Tasman tourism partnership.

AMS and NZAA have combined their respective tourism marketing, guide and web operations into a partnership that will trade in Australia under the name AAA Tourism and in New Zealand under the name AA Tourism, effectively becoming one of the South Pacific region's leading tourism, publishing and media business.

A key component of the new partnership's overall marketing strategy will be the publication of a range of tourist accommodation guides, maps and websites delivering targeted travel information to the 7.7 million members currently belonging to the Australian and New Zealand motoring clubs.

For more information [click here](#)

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▶ **Australian Regional Tourism Network (ARTN)**

ARTN is a network of tourism, industry and government organisations across Australia, promoting cooperation, successful partnerships and the exchange of industry experience and best practice for regional destinations. Two weeks ago, the Convention of the ARTN was held in Alice Springs where issues such as crisis management, indigenous tourism, sustainable practises, outback trails and destination management were addressed.

HMAA's Anita Donnelly, was elected to the Board of ARTN which will give Victoria a bigger voice on national issues regarding regional tourism. In some great news for our State, the Yarra Valley will host the 2010 Convention so save September's AFL Grand Final week for the event! <http://www.regionaltourism.com.au>

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▶ **Melbourne Tourism Industry Exchange**

Destination Melbourne presented the second annual Melbourne Tourism Industry Exchange on Monday 14 September in the Limelight Room at Etihad Stadium. The Melbourne Tourism Industry Exchange provided the opportunity for the tourism sector to engage at a grassroots level to network, exchange information and share knowledge in an informal way without speeches, seminars or lectures. Attractions, retailers, tour operators, industry bodies and other service providers had the opportunity to showcase their products and HMAA had its own stand.

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▶ **Jetstar plans further expansion into Asia**

Low fares leader Jetstar will launch its first services into mainland China from 16 December 2009 with a four times weekly service between Singapore and Haikou, capital of Hainan Province. The new services will be operated by Jetstar's eighth A320 aircraft which will start operating flights in December.

In the coming 12 months, Jetstar plans to increase its existing capacity from Singapore by 46 per cent, supported by the arrival of three additional A320 aircraft to support ongoing expansion from its Singapore hub.

Jetstar is also in negotiations with air traffic authorities in Asia aiming to expand its route network with China, India and Laos leading the list of potential further routes.

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▶ **More regional air services announced**

In October, Sharp Airlines will commence airline services that will connect Victoria and South Australia and expand their network of services.

Mr Malcolm Sharp, Managing Director of Sharp Airlines said they will commence trial services between [Adelaide and Portland](#) and [Avalon to Adelaide](#) on Monday 12 October.

More information including flight schedules are available by [clicking here](#).

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▶ **Tourism Business Support and Events**

**Free VECCI briefings - Fair Work Act 2009**

The new Fair Work legislation means employers need to quickly understand the impact of the changes to industrial relations – workplace relations laws. The VECCI briefings are supported by the Federal Government. All employers, large and small, and employees are encouraged to attend, whether you're a VECCI member or not.

To register for one of these briefings in your nearest centre click [here](#)

VECCI members can also access a range of resources relating to the *Fair Work Act* through the [Tools and Templates](#) section of the VECCI website or by clicking [here](#) for more information.

For further information or to book an audit for your business, please contact VECCI Head of Workplace Relations, Alexandra Marriott, on 03 8662 5378 or email: [amarriott@vecci.org.au](mailto:amarriott@vecci.org.au)

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### **Starting up in Tourism Workshop**

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 date is on 7 October in Melbourne. To book, click [here](#)

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### **Tourism Operator Workshop in Warrnambool**

Tourism Alliance Victoria invites you to attend the upcoming Tourism Workshop to be held in Warrnambool on Tuesday 6 October 2009. This is a networking and professional development event for all Victorian tourism operators and managers. Come along, learn about accessible tourism, tourism excellence and the online space from experts, see what's happening in your tourism industry and take part!

**Time:** 10.00am - 2.30pm

**Location:** Flagstaff Hill, Warrnambool

**Cost:** \$30 TAV and HMAA members

For full details visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au) or contact Chris Porter on 03 9650 8399

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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.](#)

Please visit [www.vecci.org.au](http://www.vecci.org.au) for further information.

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### **Register your regional events for free**

If you have a regional event, big or small, that you would like to have listed on the Tourism Victoria events website please email [events@tourism.vic.gov.au](mailto:events@tourism.vic.gov.au) for registration information.

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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### **Bed & Breakfast, Farmstay and Accommodation Conference**

The 2009 Victorian Bed and Breakfast Farmstay and Accommodation Conference is a “must go” event for all in the industry with its highly relevant and timely theme, “**Quality; first, last and always**”. The exciting program features presentations from a diverse range of experts all of whom will assist you to better understand the importance of a focus on quality and what it can do for your business.

The day will provide you with lots of useful information you can apply to your business, useful and interesting exhibitors, great networking opportunities and a lot of enjoyment as well as some great food and wines. So, for a tax deductible and smaller investment than last year – *yes, this year’s conference registration costs are actually less than last year* – you will reap a whole lot of benefits. **As in previous years, members of HMAA are invited to register at the member rate.**

The conference will be held on the 12th floor of Victoria University’s campus at 300 Flinders Street on Tuesday, October 6 so book before September 22 to take advantage of the Early Bird discount, let other operators in your area know and think about car pooling and gaining a further discount for group bookings! Information about the conference, the **conference program** and the **registration form** are available on: <http://www.australianbedandbreakfast.com.au/Annual-Victorian-Bed-&-Breakfast-Industry-Conference-2009.asp>

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### **Save this date**

Friday 30 October 2009 - HMAA Awards, Melbourne

*Member contributions welcome*



This email was sent to ''.

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