

Hotel, Motel and Accommodation Association (HMAA)

Elevator Pitch:

HMAA stands to promote best operating practises in the accommodation industry and acts as an advocate of the industry to various levels of government on issues relating to the accommodation sector.

Guiding Principles:

- To be representative of the accommodation sector
- To undertake activities that deliver real value to members
- HMAA seeks to understand issues confronting the sector and provide advice and information on these topical issues
- HMAA Victoria will provide advocacy, representation, industry development and business development services to its members and the sector.
- HMAA Victoria encourages businesses to adopt a sustainable approach to tourism and business development.

Key Platforms and Policy Stances for 2009/10	Activities in 2009/10	Outcomes
<ul style="list-style-type: none"> • HMAA seeks to reduce the impact of regulatory burdens on accommodation businesses. • Lobby for changes to implications of Liquor Control Reform Act 1998. • HMAA will lobby for better outcomes for HMAA members following decisions and policies of the Phonographic Performance Company of Australia Limited (PPCA). 	<p><u>Advocacy</u></p> <p>HMAA will participate in policy activities including; making a submission for the review of the Liquor Control Reform Act (LCRA) 1998</p> <p>To keep the accommodation sector updated and informed on developments with the LCRA and the PPCA regulations.</p> <p>To develop policy stances on issues such as LCRA and PPCA and others as they arise.</p> <p>HMAA will seek to meet with State Ministers to lobby on Key Platforms and Policy Stances.</p> <p>HMAA will ensure its members views are communicated by VTIC on state-wide tourism issues in addition to HMAA's communications.</p>	<ol style="list-style-type: none"> 1. Submissions relevant to HMAA interests completed with consultation of HMAA members 2. Adoption by State Government of key HMAA policy platforms 3. New issues regularly advocated for and actioned; 4. Development of a growing body of HMAA policy 5. Profile of HMAA raised at State Government level

	<p><u>Representation</u></p> <p>Invite the Tourism Minister to address the accommodation small business segment.</p> <p>HMAA will communicate relevant emerging issues to members, at both federal and state levels. This will be communicated via monthly updates in the HMAA e-newsletter.</p> <p>VECCI will conduct a yearly survey of needs amongst members.</p> <p>HMAA will communicate policy and advocacy activities via the HMAA website and e-newsletters.</p>	<p><u>Representation</u></p> <p>Systematic communication of HMAA issues using internal channels, members meetings etc.</p>
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