



TAA VIC

Tourism Accommodation Australia - a division of the AHA

LOCAL FOCUS WITH NATIONAL REACH





Our Purpose

TAA (Vic) strives to be recognised as the leading provider of advice and advocacy on issues relevant to operators of 3, 4 and 5-star hotels, motels and serviced apartments.

What we do and how you benefit

The essence of what we do is captured in four words,

Support, Engage, Advocate, Collaborate.

Your TAA (Vic) membership provides you the following access and benefits:

Support

TAA (Vic) provides members a range of operational support, including industry specific workplace relations advice; training and education; benchmarking; compliance and licensing related advice; advice on tourism and planning issues; responses to government requests for submissions and industry research.

Workplace Relations

- The Australian Hotels Association (AHA) mounted and led a successful case to introduce flexible part time provisions in the Hospitality Industry (General) Award 2010 (HIGA).
- TAA (Vic) is now running an information campaign to help members implement these changes. This includes hosting related presentations from senior representatives from the office of the Fairwork Ombudsman.

Training and education

Through business alliances with leading training providers who are also commercial and corporate partners, TAA (Vic) delivers a range of specific training programs to suit industry needs. Training programs delivered include:

- Food handlers – Hospitality Sector, Food Safety Supervisors – Hospitality Sector and Responsible Service of Alcohol – Victoria
- Targeted workplace relations seminars – “Know Your Award”

- TAA (Vic) Enhanced Leadership (two days) and Leadership Program (one day) – a program focusing on the practical application of best practice leadership concepts.
- Director of Sales and Marketing and Human Resources and Financial Controllers seminars.
- Topical seminars – yield management and forecasting; event and function planning and sales; energy efficiency; emerging technology, and social media.

Benchmarking

- In 2017, AHA and TAA delivered the hotel industry's first national salary survey for the accommodation sector. The National Hotel Industry Salary Survey provides important data on hotel industry salaries across Australia.
- The survey is free for TAA (Vic) members to access and has gathered data on 47 different roles within the industry, categorised under relevant departmental headings.

Compliance

- The AHA (Vic) Food Safety Program Template contains the information, procedures and support programs that, if followed, will enable hotel businesses to comply with relevant food safety laws and minimise food safety hazards.
- The Program Template is free for TAA (Vic) members to access.

Engage

TAA (Vic) coordinates networking opportunities to enable members and industry stakeholders to meet, exchange information and discuss issues and opportunities of common interest.

Meetings and events

Relevant meetings and events that members have access to include:

- TAA (Vic) Accommodation Awards for Excellence.
- TAA (Vic) Leaders' Lunch.
- TAA (Vic) Hotel Market and Economic Outlook.
- TAA (Vic) General Managers' Meetings.
- TAA (Vic) Director of Sales and Marketing meetings.
- TAA (Vic) Human Resources Manager meetings.
- Boardroom meetings with key hotel industry stakeholders.

Industry Stakeholder Engagement

- Through our Talent Taskforce, TAA (Vic) is leading a collaborative effort with key industry stakeholders to consider the many and varied issues the sector must address to ensure the future demand for appropriately skilled staff can be met.
- Members have the opportunity to participate in Taskforce sub-committees and inform the Taskforce's agenda and priorities, when providing relevant feedback at TAA (Vic) meetings.

Advocate

- TAA (Vic) represents the rights and interests of members to all levels of government. We leverage long standing relationships with state and national parliamentarians who have relevant portfolio responsibilities to ensure they have regard to hoteliers' interests when making policy decisions that impact our sector.
- Our current advocacy priority is addressing short-stay, unregulated accommodation (note National Goal One, below).
- This included appearing at a Parliamentary Inquiry hearing, preparing submissions and leading the hotel industry's advocacy effort and response to the Owners Corporations Amendment (Short-stay Accommodation) Bill 2016.

- Follow up advocacy undertaken has provided direct access for member hoteliers to engage with relevant members of the Victorian Parliament to reinforce TAA (Vic)'s position on the need to regulate short-stay, unhosted accommodation.

Nationally, TAA has liaised extensively with the Australian Consumer and Competition Commission regarding online rate parity, contending that hotels should be allowed, on their own public websites, to offer consumers (not just loyalty customers), a lower price than that advertised on an OTA website.

Collaborate

TAA (Vic) collaborates with key industry stakeholders to ensure members' accommodation businesses continue to be recognised as an integral component of Victoria and Australia's tourism product.

These include Visit Victoria, Melbourne Convention Bureau, Melbourne Convention and Exhibition Centre, Destination Melbourne, The Arts Centre, Melbourne, The Australian Grand Prix Corporation, Queen Victoria Market, City of Melbourne, Melbourne Festival and Melbourne Food and Wine Festival.

TAA (Vic) and AHA (Vic) also nurture business relationships with a number of prominent suppliers to the hospitality industry. A network of over 100 businesses maintain TAA (Vic)/AHA (Vic) Commercial and Corporate Partnerships and are readily available to assist hoteliers with their product and service needs.



Our Priorities

Local focus, national reach

TAA (Vic) provides state specific advice and advocacy to Victorian hoteliers. We focus on the business issues and opportunities that matter to you.

Through our relationship with the national branches of the Australian Hotels Association and Tourism Accommodation Australia, we also have national reach, able to leverage joint lobbying efforts, resource support and influence on nationally significant issues that impact accommodation hotels and related businesses.

In FY2017/18, our efforts and attention are focused on four issues of national significance and four state specific issues:

National Goals

National Goal One: Unregulated Accommodation

Continue to work with relevant stakeholders and all levels of government to address the short-stay accommodation issue.

Objective 1.1

Work toward achieving parity for all accommodation providers to ensure that residential/commercial and traditional accommodation providers are subject to the same compliance obligations, with regard to food safety, fire safety, disability access, liquor licensing, building development applications, building amenity, employment and taxation provisions.

National Goal Two: Industrial Relations

Develop an education campaign to help members implement changes to the Hospitality Industry (General) Award 2010 – HIGA.

Objective 2.1

Communicate changes in the HIGA to members to ensure they understand and benefit from them, including in the event that they choose to retain the use of workplace agreements.

National Goal Three: On Line Travel Agents

Continue to advocate the right for hotels to publicise their room rates on their own public website, at whatever price they determine, including lower than rates offered by online travel agents (OTAs).

Objective 3.1

Work with the TAA National Office to keep abreast of developments in their discussions with the Australian Competition and Consumer Commission (ACCC) and support their advocacy efforts, where appropriate.

National Goal Four: Labour force planning

Address labour force planning issues to position the hospitality industry as an employer of choice, able to attract and retain a high calibre of staff at multiple entry points to the industry.

Objective 4.1

Address challenges hoteliers face in attracting and retaining suitably skilled staff to meet the growing demand for hospitality related services.



State Goals

State Goal One: Visit Victoria

Understand the role, performance and structure of Visit Victoria and the fundamental function the organisation plays in attracting meetings, events and visitors to Victoria.

Objective 5.1

Maintain effective working relationships with key Visit Victoria staff to ensure they are cognisant of the sector's position when making decisions that impact the accommodation hotel industry.

State Goal Two: Industry infrastructure

Actively participate in discussions regarding the future development of industry infrastructure, including the Queen Victoria Market, the Melbourne Convention and Exhibition Centre, new rail loop, airport access, load and carriers.

Objective 6.1

Develop relationships and engage with key stakeholders to understand and contribute to the intended scope of works, advising of implications for accommodation hotels.

State Goal Three: Arts and theatre precincts

Lead the hotel industry's support for the continued development of arts and theatre precincts, as an integral component of the Victorian tourism experience.

Objective 7.1

Position the sector to support the endeavours of key stakeholders, understanding the casual link that arts and cultural events have in driving visitation to Victoria.

State Goal Four: Rising energy costs

Assist members to address rising utility costs, presenting energy and cost saving initiatives that offer alternatives to hoteliers to mitigate market price volatility.

Objective 8.1

Work with commercial partners to present a range of options to members that enable them to address what they are paying for energy supply, how they can be more efficient with current and future energy usage and how they can, where possible, generate their own energy supply for consumption.

Don't delay – activate your TAA (Vic) membership today!

**To activate TAA (Vic) membership, please call us on (03) 8631 7904
or email d.hollis@taavic.com.au**

For further information, visit the TAA (Vic) website: www.taavic.com.au