



# Just in Time

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Partners

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[Membership](#)

5<sup>th</sup> December 2008



## To All Tourism Alliance Members

The opportunity to unite with the peak tourism bodies in Victoria was yesterday accepted unanimously by the TAV Board.

Supported by the resources of the Victorian Employers' Chamber of Commerce and Industry (VECCI), this move demonstrates TAV's leadership within the tourism industry and provides its members with increased influence and opportunity.

"This is a historic decision in context of the Victorian tourism industry that will provide many significant and exciting results for the TAV membership", said TAV Chair, Roger Grant. "Our support of this cohesive industry structure will ensure that our members have unprecedented opportunity to strengthen the tourism industry, while enjoying an increased suite of membership services and enhanced business participation".

The TAV office will re-locate to Industry House, 486 Albert Street, East Melbourne (effective 8/12/08) to gain significant operational efficiencies and ensure strengthened communication between Victoria's peak tourism bodies. TAV staff can still be contacted on phone 03 9650 8399 and existing email [info@tourismalliance.com.au](mailto:info@tourismalliance.com.au)

Furthermore, the move will ensure that TAV maintains its own Board, assets, liabilities, programs and profile. Current TAV staff will be employed by VECCI, however, they will continue to be dedicated to servicing TAV members, supported by VECCI's extensive business services resources. The management of this united tourism industry structure will be headed up by current TAV CEO, Anthony McIntosh.

In what is terrific news for TAV members, they will have access to a range of VECCI member benefits.

According to VECCI Chair, Jeremy Johnson, this development will assist in ensuring that the leadership, structure and resources of the Victorian Tourism industry are the strongest and most cohesive in Australia. In recognition of the vital role that TAV performs within the State's tourism sector, Jeremy Johnson today also announced the appointment of TAV Chair, Roger Grant, to the position of Deputy Chair for VTIC.

"The coming together of Victoria's key industry associations is great for tourism" said VECCI Chair, Jeremy Johnson. "It's a win-win for all parties"

This new arrangement will be formally announced to the industry on Thursday 11 December.

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