

Tourism Organisations – Who does what?

Fact Sheet 01
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TOURISM VICTORIA

Tourism Victoria is an organisation actively marketing Victoria as a premier tourism destination to Australian and international travellers. Tourism Victoria's Jigsaw marketing campaign has been effectively promoting the State to visitors for nearly 15 years. Tourism Victoria plays a key role in industry development, attracting investment in quality tourism infrastructure and improving Victoria's air services. Tourism Victoria is also committed to raising awareness of the importance of the tourism industry in the economic growth of the State.

As a State Government statutory authority, Tourism Victoria reports to the Minister for Tourism and Major Events, the Hon Tim Holding MP. Tourism Victoria is part of the Department of Innovation, Industry and Regional Development (DIIRD). The organisation is broken down into four key areas, Marketing; Industry and Investment; Strategy and Policy; and Executive Services. As a Victorian State Government statutory authority, established by the Tourism Victoria Act 1992. Tourism Victoria is the vehicle through which the Government participates in the tourism and travel industries. The Act sets out Tourism Victoria's objectives as follows:

- to market Victoria as a tourist destination for interstate and international travellers;

- to increase
 - the number of travellers to Victoria;
 - travellers' or tourists' length of stay at destinations in Victoria;
 - the use of tourist facilities in Victoria;
- to increase the amount of travel within Victoria and the use of tourist facilities by Victorians;
- to improve and develop tourist facilities in Victoria;
- to support and coordinate the provision of tourist facilities in Victoria; and
- to provide more efficient and effective utilisation of investment in travel and tourism in Victoria.

As well, Tourism Victoria's overarching objective is to implement State Government policies as they relate to tourism development in Victoria and contribute to whole-of-government programs and policy implementation.

Visit www.visitvictoria.com for visitor information. This site provides information on things to see & do, accommodation, events, attractions, maps, touring and general information on all regions of Victoria. For a listing on this site visit the Tourism Victoria Corporate Site www.tourismvictoria.vic.gov.au Visit this site for State tourism news, marketing information, statistics, tourism research, plans and strategies, and information on the tourism awards, media and tourism online.

Tourism Victoria

GPO Box 2219T
Melbourne VIC 3001
Tel: 03 9653 9777
Facsimile: 03 9653 9722
Email: feedback@tourism.vic.gov.au
Websites: www.visitvictoria.com and
www.tourismvictoria.vic.gov.au

TOURISM ALLIANCE VICTORIA

Tourism Alliance Victoria (TAV) is a member-based organisation that provides a range of benefits to its members and contributes to the professionalism of the tourism industry as a whole. TAV's aim is to provide leadership, communication and marketing services to develop a professional and sustainable tourism industry in Victoria.

TAV represents tourism organisations and individual businesses working at the forefront of the tourism industry. The membership is both active and diverse encompassing a wide cross section of tourism operations including adventure and nature based operators, accommodation providers, tour operators, regional and local tourism organisations, visitor information centres and local government.

TAV is a company limited by guarantee incorporated under the Federal Corporations Act 2001 (Cth). The TAV Board comprises of 9 members (6 elected from the membership, 3 skills based). A further two co-opted Board

members can be elected if the Board chooses. Elected members will serve two year terms and elections for three of the 6 elected Director positions will be held annually.

The Benefits of Tourism Alliance Victoria Membership

The services and functions that TAV provide are designed to help members enhance their tourism businesses. These include:

- Workshops, including Starting Up in Tourism, Victorian Tourism Conference and the Visitor Information Summit to help build knowledge and understanding of compliance and legislative and licence requirements affecting small businesses
- Development of practical tools
- Discounted access to Public Liability Insurance Program TRIP. A specialised and comprehensive program for tourism businesses
- Access to an industrial relations advisory service with specialist industry knowledge
- Facilitate business networks
- Timely information and communication
- Developing effective local and regional tourism associations that have pragmatic structures and that work to an agreed plan
- Representing member's concerns directly to state and local government on a range of issues

Contact Tourism Alliance Victoria for information on tourism industry news, industry events and conferences, representation

regarding issues facing the industry, Visitor Information Centre accreditation, helpful publications relevant to the Victoria tourism industry, tourism jobs, tourism planning including 'Starting Up In Tourism', networking within the industry and membership information.

Tourism Alliance Victoria

PO Box 18136, Collins Street East

Melbourne VIC 8003

Tel: 03 9650 8399

Facsimile: 03 9650 8543

Email: info@tourismalliance.com.au

Website: www.tourismalliance.com.au

VECCI

The Victorian Employers' Chamber of Commerce and Industry (VECCI) is an employer group that services over 15,000 Victorian businesses per annum. An independent, non-government body, VECCI was started by the business community to represent business.

The Benefits of VECCI Membership

Their membership base is diverse, with involvement from all levels and sectors of industry including: business services, hospitality, manufacturing, retail, tourism and emerging sectors. They are involved in every facet of industry and commerce across the State, and their role is to represent the interests of business at a State level as well as nationally. VECCI acts as a sounding board for government decision-making and as an instrument of active lobbying. They help extend the reach of business' expertise, actively represent the needs of employers in a complex regulatory climate, and provide real business value.

VECCI membership delivers answers to questions, access to their extensive network of expert people, influence in government and policy making, resources for managing business, and savings to help reduce the operating costs of business. VECCI members can make a contribution to the business affairs of the organisation, shaping policy directions and participating as an elected officer of VECCI. For example, VECCI members can stand for office on the Executive Council, participate in VECCI's internal elections, and be involved in Working Parties, taskforces and forums. Membership also provides direct access to coverage from the various Awards to which VECCI as an organisation registered under the Workplace Relations Act, is respondent. Those awards cover a range of industry areas including building, the restaurant trade, and the business equipment industry. They also extend to occupational categories such as nursing, warehousing, commercial sales and transport.

Contact VECCI for information on international trade, apprenticeships, association management, policies, advocacy, representation, leadership and strategic direction in key areas including investment, aviation, infrastructure, skills, sustainability and Government resourcing.

VECCI

GPO Box 4352

Melbourne VIC 3001

Tel: 03 8662 5333

Facsimile: 03 8662 5462

Email: vecci@vecci.org.au

Website: www.vecci.org.au

OTHER TOURISM ORGANISATIONS

Tourism Australia -

www.tourism.australia.com

The official site for Australian visitor information. Provides information on things to see & do, accommodation, events, attractions, maps, touring and general information on all states of Australia. Visit this site for national tourism news, research and statistics, marketing resources and business events.

Tourism Accreditation -

www.tourismaccreditationvic.com.au

The focus of accreditation is on improving the operations and service delivery of business. Visit this site for information on the Better Business Tourism Accreditation Program and the benefits of becoming accredited.

Green Globe 21 Accreditation -

www.greenglobe21.com

Green Globe 21 is the worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities. Visit this site for information on becoming Green Globe 21 Accredited.

Department of Industry, Tourism & Resources -

www.industry.gov.au

Visit this site for information on Federal Government's tourism policy and programs and information on industry contacts, publications, research and statistics.

Hotel Motel and Accommodation

Association - www.hmaa.com.au

HMAA is recognised as the leading authority in the accommodation sector within Australia. HMAA can provide support to and representation of accommodation businesses. Visit this site for information on employment practices, legislation, HMAA products and services and information regarding membership.

Backpacker Operators Alliance of Victoria (BOAV) -

www.boav.com.au

BOAV is the peak body for backpacker industry operators in Victoria, with the twin objectives to create a professional and cohesive industry in Victoria, and to promote Victoria as an international backpacker destination of choice.