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Carbon Tax Watch



The Federal Government's Carbon Tax came into effect on Sunday 1 July 2012, and the AHA(WA) has commenced a **Carbon Tax Watch** to monitor and collect data on price increases in products and services that occur around this time.

To support the industry and respond to any public criticism or concerns, the AHA (WA) will collect data on any price increases in products or services around the time of the Carbon Tax commencement to ensure the interests of the hospitality industry and the public are protected.

In particular this data can be used by the AHA to explain any consequential retail price increases passed on to consumers.

Can you please inform the AHA(WA) of any price increases due to the carbon tax which you have encountered.

If you have experienced a price increase from your suppliers due to the Carbon Tax or an unexpected increase please **[click here to advise the AHA](#)**. All information collected will be treated as confidential.

Information collected can then be examined or used to explain retail price increases to consumers.

[Travel and Work WA - WA Hospitality Recruitment](#)



Seminar Dublin, Ireland



The Australian Hotels Association (AHA) is working to assist members in meeting the skills and labour shortages being experienced by the hospitality and tourism industry in Western Australia. One of a number of ways to address labour and skills shortages is to attract working holiday makers from the UK and Ireland.

Western Australia has a large Irish community and for many Irish, is a place of first choice to holiday and work. The Australian Hotels Association (AHA) will host a *Tourism & Job Seminar* in Dublin Ireland in October.

Ireland has been identified as a good market to source hospitality workers, based on their long heritage of working in hospitality and their country's current economic and employment situation.

The **Travel and Work WA** expo and seminars will be held in central Dublin, and will be marketed to two key segments:

- Qualified staff such as Chefs and restaurant managers qualifying for skilled visas
- Under 30's qualifying for a working holiday visa, such as graduates, students and young holiday makers.

Travel and Work WA hosted by the AHA(WA) will be held for 2 days, October, 2nd and 3rd, 2012 with the possibility of an additional day in another location. The format would include an employer/employee meet and greet expo and briefings and multiple Information sessions throughout the days.

For more information please call the AHA on 08 9321 7701 or email your interest/attendance to admin@ahawa.asn.au by **Wednesday 11th July 2012**.

NEW Online RSA Member Discount \$55



The AHA(WA) is now offering members' an exclusive discount for online RSA. The nationally accredited course is normally \$65, staff from member venues can now complete it for \$55.

This exclusive discount can be accessed by using the discount code '**rsamember**' when prompted for a discount/referral code on the online registration form.

Flyers to distribute to staff will arrive at your venue soon.
For further information contact the AHA Training Department on 9321 7701 or admin@ahawa.asn.au

Management of Licensed Premises MLP1 Approved Manager Training

Online

Management of Licensed Premises MLP1 - \$229

Management of Licensed Premises MLP1 including RSA - \$269

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Management of Licensed Premises MLP1

10 July

24 July

All classroom courses are conducted at the AHA in West Perth

[To book click here](#) or call **9321 7701**

WORKPLACE RELATIONS AND IR NEWS

New Wage Schedules from 1.7.2012

Effective from the first full pay period on or after 1 July 2011

In accordance with the recent State and Federal minimum wage decisions, the AHA(WA) Workplace Relations Department have updated all wage schedules.

These wage schedules were distributed to members on Friday 29 June 2012 and are available for download from the Workplace Relations section of the AHA(WA) website at www.ahawa.asn.au.

If you have any queries relating to these changes, please call (08) 9321 7701 or email iradmin@ahawa.asn.au.

IN THE NEWS

4 July 2012

Travel site warns against WA COSTS TOO HIGH

A popular travel website has encouraged tourists to “give WA a wide berth” until the mining boom is over. Sydney-based Global Travel Media says the boom has led to a massive rise in the cost of restaurant meals, drinks and hotel rooms in Perth. And it said a speech Premier Colin Barnett gave to 1300 delegates at last month’s Australian Tourism Exchange exemplified the fact WA had a “preoccupation with mining”. The State Government spent \$3.4 million to host the exchange, where international buyers met Australian tourism operators. But the website, in an article by Queensland reporter John Alwyn-Jones, said efforts to host the exchange in Perth might have been wasted because of the “astronomical costs” delegates had to pay.

“I spoke to both sellers and buyers at ATE and all are appalled at the cost of restaurant meals, drinks and hotel rooms, with the majority saying they could never recommend their clients visit Perth,” Alwyn-Jones wrote. “A major Italian tour operator told me he was aware Australia was expensive but that he was stunned by the costs in Perth, which were astronomically higher than any other city he had ever visited, including Rome, Tokyo, Dubai and New York.”

Alwyn-Jones said lunch at a restaurant linked to a hotel chain cost him \$79 for two burgers, a beer and two ciders. A colleague spent \$23 on a basic fish pie and a “rather average Indian restaurant” charged \$150 for a starter, two main courses and a bottle of wine. The article said it was “very strange” that Mr Barnett would talk about mining and China to a room of tourism delegates. Mr Barnett spoke about WA being the nation’s economic powerhouse and then about some of the WA’s natural attractions. A spokesman for the Premier said the speech was appropriate.

Source: The West Australian

2 July 2012

Margaret River's best yet to come: Vasse Felix

Western Australia's relatively young wine region of Margaret River is finally coming into its own and will only improve its output in future years, according to **Vasse Felix** chief winemaker Virginia Willcock, who presided over the label's hugely successful 2010 Heytesbury Chardonnay.

The 2010 Heytesbury Chardonnay has received a total of 11 trophies from five shows to date, including the top prize at the 2012 Macquarie Group Sydney Royal Wine Show, making it the most consistently awarded wine in Vasse Felix's history.

Willcock told TheShout the winery's success follows a consistent run of excellent vintages in the Margaret River region, which she believes is coming of age.

"The first vines were planted in Margaret River 45 years ago, and in the first years of plantings there were not a lot of hectares," she said.

"We went through a bit of a growth phase in the mid to late 90s, and those vines are now just starting to mature, so we're coming into a phase now of more mature grape vines, more mature winemakers – we're in a settling down, getting better phase."

Willcock said some people have claimed Margaret River wines are too expensive, "but realistically it's not cheap to grow grapes in Margaret River, our yields are pretty low".

Source: The Shout

1 July 2012

Draft CBD Plot Ratios out for comment

The City of Perth is currently seeking public comment for amendment 25 to its City Planning Scheme No. 2. Amendment No. 25 involves changes to the Scheme Text and Plans, Precinct Plans and Planning Policies and proposes designed to encourage hotel development in the Perth CBD. The proposed changes include:

- increasing the maximum plot ratios permitted across large parts of the city;
- increasing the overall maximum bonus plot ratio which may be granted in select areas of the city from 20% to 50%;
- expanding the items eligible for bonus plot ratio to include residential use in the city core (up to 20%) and special residential use in select areas of the city (up to 20% and up to 40% for high quality hotels); and
- modifications to the existing bonus plot ratio provisions.

The proposed amendment is available on the City of Perth website at:

<http://www.cityofperth.wa.gov.au/web/Business/City-Planning-Scheme-2/Review-of-plot-ratio-and-built-form-controls/>

If you have any further queries regarding the proposed scheme amendment, please contact Kathy Lees on 9461 3129

or kathy.lees@cityofperth.wa.gov.au.

Submissions must be received by the City of Perth by COB Monday 13 August 2012.

Source: City of Perth

29 June 2012

Coles to fight grog rejection

Coles will appeal the WA liquor commission's rejection of its application to build a First Choice liquor superstore on Guildford road in Maylands.

The appeal will be lodged with the Supreme Court.

Plans for the 1250sqm booze barn were met with strong opposition from the local community and local politicians, with more than 1400 signatures in two petitions opposing the development.

Maylands Ratepayers and Residents Association president Roger Tomlins says they will continue the fight.

"We're not going to stop now," he said. "The community will continue to make its voice heard loud and clear – we don't want this liquor barn in Maylands."

In its ruling this month, the commission stated the proposed location – in the vicinity of 55 Central (a crisis centre) and the Elizabeth Hansen Autumn Centre – "was a critical consideration in forming its view of the likelihood of harm and ill health resulting from the grant of the application".

Source: Perth Voice

28 June 2012

Alcohol ad ban a case of overkill

By Jeremy Griffith is director of corporate relations with Carlton & United Breweries

PAUL Williams from the School of Humanities at Griffith University argued (C-M, Viewpoint, June 26) that, through sport sponsorship and TV ads, beer producers send "subliminal messages" that you need to drink to "be attractive, popular, successful and athletic", and that this is causing under-age and binge drinking.

Firstly, I am not sure what beer advertisements Williams has been watching during the football or cricket, but that is definitely not your typical beer ad.

Beer ads show everyday adult men and women, quite often in funny situations.

Think of some of the recent campaigns. None promotes the ideals of being "attractive, popular, successful or athletic". They simply represent normal down-to-earth adults enjoying a beer in a responsible manner.

These ads are aimed at people who watch sport, which is skewed overwhelmingly to adult males.

Our ads go through a rigorous review process. All TV advertisements are independently pre-approved before they go to air. Any member of the public can raise concerns about them, which are independently reviewed by two separate bodies.

Importantly, beer ads must not have evident appeal to children and must not promote irresponsible consumption. They cannot indicate sexual, personal or career success is linked to drinking.

Of all complaints received by the Advertising Standards Bureau, alcohol ads account for less than 4 per cent. We consider we are in line with community expectations.

Secondly, the article also argues "increased exposure to alcohol ads equals higher consumption". Despite the millions of dollars being spent on advertising, alcohol consumption continues to moderate and decline. Advertising drives brand choice - we want consumers to drink our beer, not our competitors'.

The role of alcohol in sport has changed. Today, the major sporting codes, often in partnership with beer companies, work hard to promote responsible attitudes to alcohol consumption in players and fans. Importantly, we are seeing changes in this area.

As a nation, we are drinking less - down 20 per cent from the mid-1970s - and the majority of Australians drink in a responsible manner.

It is disappointing to see the health lobby trying to push the same policy prescription on alcohol as they did to tobacco. As Federal Health Minister Tanya Plibersek said during the week: "There's a big difference between alcohol and tobacco. You can have safe consumption of alcohol. You can't have safe consumption of tobacco."

It would be good to see a balanced approach to this debate. Comments such as "I'd like to see an alcohol ad tell it like it really is - a group of teens try to out-drink one another in a faux bravado. They vomit, fight and end the night in an emergency room", also lack objectivity.

This is not to imply there are no risks associated with drinking and there is a clear need for targeted steps to minimise excessive consumption. What Australians want, however, are sensible policies to target alcohol misuse, not blunt policies such as advertising or sponsorship bans.

Source: Courier-Mail

27 June 2012

Wyndham charged over data breaches

The U.S. Federal Trade Commission (FTC) on Tuesday charged Wyndham Worldwide Corp., Wyndham Hotel Group and Wyndham Hotel Management with failing to protect consumers' personal information, leading to what the FTC alleges was more than US\$10.6 million in fraud losses.

The FTC said Wyndham suffered three data breaches from 2008 through 2010 and failed to take proper security measures to prevent them. It asked the federal court in Phoenix, Arizona, for an injunction to prevent further violations and for unspecified restitution from Wyndham.

Wyndham has disputed the allegations, saying it promptly notified potentially affected customers and offered them credit-monitoring

services. Wyndham also noted it has not received indication that any customers experienced financial losses due to the breaches, and that it has improved its data security since the breaches occurred.

Source: Hotels Magazine

26 June 2012

AHA welcomes new hotel in Karratha

Australian Hotels Association (AHA) WA today welcomed the announcement by Hilton Worldwide that DoubleTree hotels will make their Australian debut in Karratha.

AHA CEO Bradley Woods said this development is tremendously exciting for regional tourism and business travel to the Pilbara.

“We welcome the DoubleTree hotel brand to Western Australia, this investment by Hilton shows tremendous confidence in our state,” said Mr Woods.

“The eight-story DoubleTree by Hilton Karratha is expected to open in mid-2013 with 144 rooms, restaurant and bar facilities.

“With a fitness centre, outdoor pool area and three function rooms the hotel will provide the facilities and services modern travelers expect in hotel accommodation.

“DoubleTree by Hilton Karratha will be the second Hilton property in Western Australia, after the Parmelia Hilton in Perth.”

Source: AHA(WA)

26 June 2012

From Hotel Management Hilton to open DoubleTree hotel in Karratha, Western Australia

Hilton Worldwide’s DoubleTree brand is set to make its long-awaited debut in Australia in 2014, following this morning’s (June 26) signing of a 164-key hotel in Karratha, the mining hub of Australia’s largest resources region, the Pilbara. Speaking exclusively to *HM* from Perth, Hilton Worldwide’s Vice President of Development for Australasia, Rob Scullin, said the company was very excited about the project on a number of fronts.

“It’s exciting because the DoubleTree brand is being launched into Australia and it’s also exciting to see growth in high-resource areas in Australia,” he said.

The eight-storey DoubleTree by Hilton Karratha will open in mid-2014 and feature 144 rooms, 20 apartments, an all-day dining restaurant and bar, a fitness centre with an outdoor pool as well and three function rooms.

“The hotel is strategically located to support the ever growing demand from the resources sector and we are confident the DoubleTree by Hilton Karratha, with the support of the developers Ramtron Australia Pty Ltd, will be the leading full-service hotel in the market,” he said.

The signing takes Hilton's number of properties in the Australasian region to 16 and joins the Parmelia Hilton Perth as the second property in Western Australia.

"Hilton Worldwide has had a strong presence in Australia for over 40 years with the Hilton Hotels and Resorts brand, and we have been committed to expanding our brand portfolio in the region for some time," Scullin said.

The DoubleTree by Hilton Karratha will be located in the commercial centre of the city, which is 15 kilometres from Karratha airport and 20 kilometres from the port of Dampier.

Owners Ramtron Australia is a consortium led by Western Australian developer Rothchester Hotel and Resorts and also involves Karratha identity Kim Loxton, Singapore-based Tang Weng Fei of Ramtron Oil International and the Perth-based AYR International.

Rothchester Hotel and Resorts' Managing Director Ron Tundut said he was excited to bring the DoubleTree brand to the Pilbara region, one that's highlighted from a resources perspective by Woodside Petroleum's AUD\$27 billion North West Shelf and AUD\$14 billion Pluto natural gas projects.

"I have had a long-standing relationship with Hilton Worldwide and I am very excited about bringing the world-renowned DoubleTree by Hilton brand to the Pilbara," Tundut said.

"The introduction of a brand such as this represents a significant hotel development in one of Australia's most important resources regions and is a testament to the tremendous growth which is taking place in this area."

Hilton's DoubleTree brand recently hit the 300 hotel milestone globally, with the properties now found in 24 countries.

Source: Hotel Management

25 June 2012

Barring notices prove their worth

Western Australian Police have issued 270 barring notices to antisocial pub patrons over the last 18 months, and a recent study shows the policy is working. The latest figures for the Perth suburb of Northbridge are showing a drop in all key indicators of antisocial behaviour, after barring notices came into play in January 2011. Racing and Gaming Minister Terry Waldron said the introduction of prohibition orders three years ago had served as a tool to remove the worst offenders from licensed premises, with more than 130 prohibition orders issued to the worst offenders, including those involved in serious glassing assaults.

A comparison of crime statistics in Northbridge showed there had been a considerable reduction in the number of offences for common assault, threatening behaviour, disorderly conduct and other liquor licensing offences, following the introduction of barring notices.

AHA (WA) CEO Bradley Woods agreed that the statistics show barring notices and prohibition orders are working effectively. "The results in

Northbridge show that a vibrant and safe entertainment and hospitality environment can be achieved without blanket restrictions which unfairly punish the majority of individuals who do the right thing when enjoying a night out," he said.

Source: The Shout

25 June 2012

From The Shout

'Glassing' woman banned from pubs

A woman involved in an alleged 'glassing' incident has been prohibited from visiting licensed premises for two years, despite the fact that a court acquitted her over the affair. Following the incident in February 2011 at The Court Hotel in the Perth suburb of Northbridge, the woman was banned from licensed premises for 12 months under a barring notice requested by WA's Commissioner of Police. She was subsequently acquitted of an unlawful wounding charge by the Magistrates Court in January this year.

But WA's Director of Liquor Licensing – which has the power to impose longer 'prohibition orders' to protect the public – nonetheless prohibited the woman from entering licensed premises for a further 12 months, making it a two-year ban in total.

She appealed the prohibition order to the Liquor Commission of WA on March 28.

The woman admitted that her actions resulted in injury to the victim however she claimed that it was accidental, a result of the glass in her hand slipping when she was in the act of throwing the contents at the victim. She rejected the claim that she had deliberately "smashed the glass in the victim's face" as argued in the Statement of Material Facts put before the court.

But Liquor Commission chairperson Jim Freemantle said the fact remained that a violent incident had occurred and the woman was the perpetrator.

He rejected the woman's application to overturn the prohibition order.

Source: The Shout

25 June 2012

New taxi rank for International Airport

A NEW and improved taxi rank has opened at Perth International Airport and a second rank will be built at the domestic airport to ease passenger frustration at both terminals. In its bid to continue to meet the needs of customers, Perth Airport has opened a new taxi rank at the International Terminal. The second taxi rank at the Domestic Terminals will be built by the end of the year. With more than a quarter of inbound passengers arriving at the International Terminal estimated to use the new area, it offers greater amenity for both passengers and taxi drivers. The new taxi area is connected to the terminal via a covered walkway. The rank has eight pick-up bays, double the number in the existing rank, and incorporates the use of technology as well as marshals to ensure a smooth flow of taxis and passenger facilitation. During peak arrivals

times, the rank will be staffed by a taxi marshal who will allocate passengers to taxi bays. The automatic call-up system means that, as the supply of taxis becomes scarce, the marshal can direct taxis waiting in the holding yard to attend the rank. In non-peak times, the rank includes a customer call point so that taxis can be directed to the rank as a priority. Security is also a key feature of the new facility, with CCTV cameras and an emergency call point.

Works on the first stage of the \$300 million transformation of the current International Terminal have commenced. This includes significantly expanding the incoming duty free retail options and having a much larger Immigration area on the first level. To minimise queuing and waiting times, passengers will then travel to the ground floor to a greatly expanded baggage reclaim hall and new Biosecurity (quarantine) area. Completion is scheduled for 2014, but passengers will start to see changes by the middle of 2013, when Immigration is moved to the first floor, creating more space on the ground floor.

Source: Perth Now

25 June 2012

Taking care of business, by David Flynn is a business travel expert and editor of [Australian Business Traveller](#).

There are more than 200,000 hotels in the world, and too many of those are failing to give business travellers what they want. That global hotel tally comes from the most recent estimates of online booking agencies, but what about the #fail? That's a call based on my own experience and tales shared by many business travellers and frequent flyers, from self-employed consultants to corporate comrades-in-arms. Surely it's not that hard to treat the business traveller right. We're not divas waving a pretentious list of must-haves. Once a hotel has covered the basics of a convenient location, cleanliness and a high standard of service, here are some of the business travel boxes they need to tick.

Room to work

How can so many hotels get this basic requirement of business travellers so wrong? We're not staying at your hotel to party like C-grade celebs or 'chillax' for the weekend. We're there to work. That means we need a couple of things, starting with a desk – something which a number of hotels are dropping in their attempt to give the rooms a more casual vibe. As a journalist I probably spend more time pounding the keyboard than the average business traveller, but I don't believe any of us consider a sofa, lounge chair or bed to be the ideal laptop workspace. And with a proper desk comes a proper chair – anything from a standard secretary's chair to a swish Aeron-style masterpiece – with adjustable height and good lumbar support. One of the worst offenders I've seen in this category is Singapore's Marina Bay Sands, which uses hard-backed fixed-height chairs with stiff fixed arms that are more appropriate to a dining room. These didn't even let me get close enough to the desk to work comfortably, and worse, the hotel was completely unable to provide me with anything more suitable. The final pieces of the working space puzzle: adjustable task lighting and a few spare power points within easy reach.

Fast Internet everywhere

For my money, in-room internet shouldn't cost a red cent at any business hotel – especially not when it's already free at most backpacker hostels, and certainly not when the hotel is already charging you plenty for the

room. However, free internet doesn't need to be a business-grade connection. As long as it's quick enough for zippy web browsing and flinging everyday emails back and forth. If I want substantially faster speeds for accessing a remote network, streaming media or downloading and uploading supersized files, then I'm prepared to pay a reasonable premium for that – say, \$20 per day. But the baseline is internet that's free and fast enough for everyday use. And it should be available everywhere in the hotel, not just in the room. Everywhere from the lobby and the lounge to the maze of meeting rooms should be wired so that business travellers can be unwired.

Club lounge

I'm a big fan of executive or club floors which feature a guest lounge. On many business trips this becomes a de facto office outside of the room. It provides a relaxed atmosphere where you can work solo, meet with clients, catch up on emails and wind down after the day. Most lounges serve a light complimentary breakfast which beats having to battle the masses at the hotel's main breakfast buffet. Add a variety of snacks throughout the day and evening, including cocktails, and a good club lounge gets me back every time.

Finding the X-factor

There's always an X-factor, and it's largely driven by personal preferences. Some business travellers value a first-rate gym or selected fitness gear provided in their room. Others appreciate hotels that are a little different from the mainstream pack – especially as smaller boutique and design hotels with a fresh feel and contemporary 'urban' design. Some hotels are – shock, horror – getting truly innovative in gearing up for the business traveller. One standout example is the full 24-hour room stay being rolled out across hotels in the Starwood family such as Sheraton, Westin, W and Le Méridien. Starwood is aiming to abolish set check-in and check-out times for top-tier members of the Starwood Preferred Guest scheme, giving them the ability to check-in and check-out at any hour of the day (or night) with a full 24 hours stay in between. It'll be a boon for business travellers who often find that flight schedules don't match up with a hotel's fixed arrival and departure times.

Source: WA Today

24 June 2012

Why WA is not on the tourist map

TOURISM Minister Kim Hames has dismissed calls for WA to get its own unique, man-made attraction to match world icons such as the Sydney Opera House. Though this state gets only a tiny portion of visitors from China - Australia's fastest-growing and most valuable overseas tourism market - Dr Hames says we do not need to build attractions to complement the natural wonders of the west.

But his views are out of sync with Tourism Council of WA boss Evan Hall, who says Perth is missing out on visitors because it lacks a "signature experience".

Asia-based tour operators interviewed by *The Sunday Times* at last weekend's Australian Tourism Exchange agreed with Mr Hall, saying WA needed more man-made attractions to compete with east coast destinations.

Dr Hames disagreed, saying: "Tourist operators believe that what they can sell out of WA is beautiful weather, blue skies and beaches, plus our events.

"What they wanted was something that was new and fresh not just old buildings."When we go to tourist operators in China they see WA as the great new place to visit. They had been to the Sydney Opera House and do those things, but after that it was a bit boring.

"They wanted swimming with the whale sharks, skydiving over Jurien, fishing for barramundi in the Kimberley."

WA is playing catch-up with the eastern states to attract newly cashed-up Chinese tourists. Tourism Australia believes the China market has the potential to be worth up to \$9 billion a year by the end of the decade.

"China is now our fastest-growing and the most valuable overseas tourism market, delivering more than half-a-million-plus visitors and \$3.8 billion in spending in 2011,"

Tourism Australia managing director Andrew McEvoy said.

But only 3.1 per cent of that money was spent in WA.

Simon Burley, marketing director at Tourism WA, said it was working hard to fix that and was on course to reach 100,000 visitors a year from China by 2016.

Mr Hall has challenged the Government to be more visionary and do more than fall back on WA's natural attractions.

He said it should combine our "unparalleled natural offerings" with man-made attractions.

"You can have a diversity of experiences," he said. "Perth needs an icon, but still has to be set against a beautiful river, with big, blue, clear skies it's that classic image that we are still missing.

"What Perth lacks is a signature experience."

Mr Hall also called on the Government not to delay plans to construct a cable-car link between the new Perth waterfront and Kings Park.

The link remains part of the Barnett Government's waterfront concept, but funding for it was not included in the first \$440 million phase of the development.

Dr Hames scoffed at the suggestion the cable car link would attract additional tourists.

"To say a cable car would be iconic that's a bit silly really," he said. "There are cable cars everywhere in the world. That's not going to drag people here to see WA."

Dr Hames said he was open to the idea of theme parks, but believed "our biggest task is to let people know what we have got, rather than chasing to build new things."

Source: Sunday Times

23 June 2012

Sports to reject alcohol sponsorships

The Federal Government announced today that it will give major sporting bodies money to encourage them to reject alcohol promotion. Twelve of the nation's largest sporting organisations have opted to ditch alcohol sponsorship, including Swimming Australia, the Football Federation of Australia and Netball Australia.

Sports Minister Kate Lundy says the \$25 million in funding is part of the government's national binge drinking strategy.

'The government is partnering with key sporting organisations to drive a responsible drinking message, particularly with young people,' she said.

Professor Mike Daube, co-chair of the National Alliance for Action on Alcohol, says this is an important step towards combating youth drinking culture.

'We need this kind of action. In modern Australia binge drinking among young people has become the norm. This needs action, and the first place to start is with the examples being set by governments and sporting bodies.'

The AFL and NRL have shunned the government initiative, by not agreeing to cut alcohol sponsorship for sporting events.

Source: Sky News

23 June 2012

Hotel hygiene

Mind the remote, The next time you check in...NO ONE likes to think about who was in their hotel room before them, let alone what they got up to. The best to hope for is that your lodgings are clean and hygienic. But are they? Researchers from the University of Houston have probed the cleanliness of rooms, exposing the most—and least—filthy surfaces.

After swabbing samples from hotel rooms in Indiana, Texas and South Carolina, they found the TV remote control and the bedside-lamp switch were among the most contaminated. The toilet, bathroom sink and items from the housekeeper's carts also had high levels of bacteria. Maids' mops and sponges were thought to pose the greatest threat as they could cause cross-contamination between rooms. Some of the cleanest surfaces included the bed headboard and the bathroom-door handle.

Katie Kirsch, an undergraduate who this week presented the results to the general meeting of the American Society for Microbiology, cautioned that the data were limited by a small sample size: only three hotel rooms were tested in each state. Within each room the same 19 surfaces were tested for aerobic and coliform (fecal) bacteria. No infectious diseases were tested for and the presence of bacteria is not necessarily a health threat. Indeed, humans have always lived with bacteria.

As a whole, Ms Kirsch thought hoteliers maintained a high level of sanitation. But the researchers, who included members of Purdue University and the University of South Carolina, were concerned that there is no universal cleaning process for hotels. Standards are largely down to the beady eye of individual housekeepers. They suggested

applying Hazard Analysis and Critical Control Points (HACCP), a preventive approach to reducing the risk of physical, chemical and biological hazards. HACCP was drawn up by NASA, America's space agency, to ensure the safety of food for astronauts. Since then it has been adopted by a number of industries.

But is cleaning a hotel room really rocket science? Good hotels value a reputation for cleanliness, and people can easily discover online those that are filthy. Paranoia about cleanliness has already risen to the point that sterile modern living can make people sick by weakening their immune systems. The odd night in a roach motel might even do some people a bit of good.

Source: The Economist (UK)

22 June 2012

Australian Tourism Exchange 2012 a huge success

For the past week Perth has played host to more than 2000 delegates taking part in the biggest travel trade show in the southern hemisphere, Australian Tourism Exchange (ATE) 2012. The event attracted buyers from approximately 40 countries and sellers from about 600 companies around Australia. More than 100,000 business appointments took place at the event, which was held at the Perth Convention and Exhibition Centre, giving sellers the chance to discuss products and negotiate contracts with buyers from around the world. Western Australia was represented by 52 sellers and Tourism WA. As well as the trade show, ATE gave TWA the chance to highlight some of the exciting experiences visitors can have around the State by hosting 46 accommodated families. WA's extraordinary food, wine, beer and entertainment was also enjoyed by delegates at eight key functions and during the expo. The line-up included Jessica Mauboy, Broome's Pigrim Brothers, the West Australian Youth Jazz Orchestra, Billy Court, speed painting and fashion parades by Perth Fashion Festival. Tourism WA would like to thank all the sponsors and partners who made hosting this incredible event possible. The next ATE will be held in Sydney from April 26 to May 2, 2013.

Source: Tourism WA

22 June 2012

Tourism drive aims to lure more Asians *MARKETING CAMPAIGN*

Australian tourism officials are broadening their Asian scope beyond China and looking to attract more visitors from countries such as Indonesia, Singapore and Malaysia. Tourism Australia managing director Andrew McEvoy, in Perth for the annual Australian Tourism Exchange, said a major thrust of marketing spending was in countries with the most growth potential — and these were mostly in Asia. For the first time, marketing funding in Asia this year would exceed the amount spent in the traditional markets of Europe, Britain and the US.

"We know that China will be very big, but Indonesia is also a huge market," Mr McEvoy said. "I still think we can improve numbers from Singapore and Malaysia, and Japan is beginning to bounce back from the tsunami."

Mr McEvoy said visitors from Europe and the US were still vital to the

local tourism industry because they were more likely to move beyond the capital cities and into regional areas.

“Visitors from Germany, France, Switzerland and the United Kingdom are generally more adventurous — and are attracted to our natural beauty in places like the Kimberley,” he said. “That’s why we can’t ignore this piece of the market. We will be running a \$10 million campaign in the UK later this year. And something similar in the US.”

Mr McEvoy said the latest phase of Tourism Australia’s There’s Nothing Like Australia campaign, which was launched this month, had made an impressive online start, with more than 10 million viewings of the signature advertisement — including 8.5 million views from China. Various forms of the advertisement have also been seen by about 200,000 people on YouTube. Mr McEvoy said using digital advocacy to sell Australia had been critical to the campaign’s rapid and widespread take-up.

“Advocacy has quickly become deeply integrated in our marketing activities and is at the heart of our campaign,” he said.

Source: The West Australian

22 June 2012

WA appeals to the Swiss

From the small Swiss town of Fislisbach, Hanny Geiser and Clare Walker have been selling Australian holidays to locals for more than 20 years. They know what the Swiss want in a holiday and they know where to find it in Australia. And more than half of the 1000 Swiss tourists they send to Australia each year find their way to WA.

“Swiss people are attracted to the natural beauty of Australia,” Ms Walker said. “And there’s plenty of that in WA. They love the outback — the open roads, the red dust, no people. But they also like a bit of luxury.”

The pair, who run the travel company Ozeania in Fislisbach, are among 600 international tourism operators in Perth for the Australian Tourism Exchange. Although they have been to Perth many times, the exchange gives them a chance to meet and discuss opportunities with local tourism businesses.

“The Kimberley region has become really well known in Switzerland — mostly through word of mouth,” Ms Geiser said. “It is becoming a mustsee spot for many Swiss tourists, particularly those on their second visit to Australia.”

Source: The West Australian

21 June 2012

Minimum pricing 'set for introduction in October 2014'

The Home Office has set a target of implementing a minimum unit price for alcohol by October 2014, a timetable described as “ambitious” by one trade expert. Earlier this year the Government announced plans to implement **minimum pricing** to combat cheap alcohol in supermarkets, with a 40p-per-unit level muted, as part of its Alcohol Strategy.

In its new **Business Plan for 2012-2015**, the Home Office says it wants the measure to be in place in October 2014.

David Wilson, director of public affairs at the British Beer & Pub Association, said: "That's obviously assuming there won't be a legal challenge to minimum pricing. Seeing as we expect that in Scotland to have that implementation date is very ambitious."

The Scottish Government is expected to notify the EU about its plans for minimum pricing this month, triggering a three-month period in which complaints can be lodged, then a further three months for the Scottish Government to respond. This could be followed by legal challenges - in Scotland, Europe or both - adding further delay.

Gavin Partington, communications director of the Wine & Spirit Trade Association, said: "I think a number of people are assuming that the Home Office timetable is in some way notional, because it's based on the assumption that the legal challenge will be complete."

But he added: "Some cynics are saying this has been kicked into the long grass [but] the industry needs to recognise that it's heavily on the agenda. 2014 may seem some time off and it will come around fast."

Source: The Publican's Morning Advertiser (UK)

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