



# Accommodation Australia

A DIVISION OF THE AHA | VIC



Our mission is to be at the forefront of the accommodation industry to advocate, unite and influence for our members. We support them to make informed decisions and proactively capture opportunities that address industry challenges, delivering growth for all.



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## Our vision

To lead sustainable, enduring growth for our members

## Our purpose

To be an influential advocate for a better future for our industry

Accommodation Australia has five values that form the basis of our work and priorities

### MATTER

We exist to make a difference where everyone matters. We are tenacious in enacting change that will enable a better future for all. We are proud of what we stand for.

### AUTHENTIC

We honour our commitments and deliver on what we say, acting with sincerity. We build trust through open, transparent, authentic and caring communication.

### GROWTH

We strive to progress beyond the status quo, identifying opportunities that build forward momentum, driving sustainable change.

### WISDOM

We connect expertise and foresight to advocate for our members, raise standards, building capability and confidence.

### INCLUSIVE

We value every voice, bringing them together to create unity and camaraderie. People feel supported and connected and part of our community.



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## Membership Benefits

Being a member of AA (Vic) gives you access to not only our team of experts and experiences across workplace relations, training and networking but to Victoria's largest and most diverse accommodation community.

### Workplace Relations

- Access to advisors and resources.
- Operational tools and templates.

### Advocacy

- Government representation.
- Advocacy efforts and submissions.
- Assistance with legal and regulatory matters.

### Events

- Industry updates and forecasting insights.
- Social events with networking opportunities.
- Regional divisional meetings.
- Victorian Accommodation Awards for Excellence.

### Communications

- Fortnightly general communications.
- Stand alone industry updates.

### Partnerships

- Discounts and special offers.
- Curated services from reputable supplier network.

### Industry Positioning

- Promotion as an 'employer of choice.'
- Media presence and opportunities.
- Increased community awareness.
- Industry benchmarking.





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## Advocacy Priorities

AA (Vic) represents the rights and interests of members to all levels of government. In conjunction with our parent entity, the Victorian branch of the Australian Hotels Association, we leverage long standing relationships with parliamentarians who hold relevant portfolio responsibilities, to ensure they have regard to the hoteliers' interests when making policy decisions that impact our sector.

Our local Victorian focus also has national reach, when working with our Accommodation Australia interstate and territory colleagues on matters of national significance to Australia's accommodation hotel, motel, serviced apartment and resort network.

### State priorities

- Promote initiatives that stimulate investment in, and visitation to, Victoria, including funding certainty for Visit Victoria and the Melbourne Convention Bureau.
- Actively engage in discussions regarding the future development of industry infrastructure e.g. airport rail loop and third runway development.
- Policy decisions that impact members' costs of doing business, for example increased payroll tax and energy costs.
- Support the continued development of Victoria's arts and theatre precincts, as integral components of the Victorian visitor economy experience.
- Regulation of short-term accommodation, particularly regarding the cost and availability of rental accommodation for hotel staff.
- Promotion of Victoria's accommodation hotel sector as an 'employer of choice' to help address industry skills and labour shortages.

### National priorities

- Australia's migration settings and the reduction of cost and complexities for employers.
- Industrial relations reforms – Fair Work legislation relating to secure jobs and better pay.
- Australia's workplace relations landscape – primarily regarding the Hospitality Industry General Award.
- The Workforce Australia Employment Services Review.
- Australia's vocational education and training (VET) settings.
- Regulatory settings regarding short term rental accommodation.



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## Our team



**DOUGAL HOLLIS**  
General Manager

Dougal has over twenty years experience working in senior roles within service-based member centric businesses across the hospitality, self-storage and eye health sectors. Dougal's career in the accommodation hotel sector included operational management roles in five-star properties (Sheraton and Pan Pacific). He also spent time working for William Angliss Institute, Victoria's specialist training centre for foods, tourism, hospitality and events.



**ALYSA WITMITZ**  
Member Services Executive

Alysa is excited to bring her experience in hospitality and corporate community engagement to the AA (Vic) community. She is passionate about supporting members and building connections that foster positive relationships and outcomes.




**PETER WADE**  
Manager of Workplace Relations and Culture

With over 30 years of experience in hospitality specialising in generalist human resources roles Peter has worked in Australia and Asia managing the human resources function and recruitment for major hotel brands. Peter developed and established procedures and policies during pre-opening, learning and development, industrial relations, employee relations and culture development. He has also worked with industry as an adviser within tourism training and various international hotel schools,

## Get in touch with us

Level 1, 1 Little Collins Street 

03 8631 7999 

enquiries@aavic.com.au 