

Jenny Le

From: Accommodation Association of Australia <mail@aaoa.com.au>
Sent: Thursday, 24 August 2017 2:26 PM
To: Jenny Le
Subject: Key News Update - Workplace Policies, Email Marketing Strategy, New Smoking Laws and more ...



Key News Update

Message from the CEO, Richard Munro

The release of the [Short-Term Holiday Letting in NSW Options Paper](#) has triggered an avalanche of desperate advocacy from multi-national companies such as Airbnb and Expedia, who own Stayz.



A report commissioned by those companies touting \$1.6 billion in revenue and some 14,000 FTE jobs created by them made for interesting reading. The 14,000 jobs created was probably the most far-fetched report I have heard since being in the role at AAoA and if this was truly the case, we would invite some evidence of state/territory payroll tax being paid by Airbnb or, for that matter, if it has paid any tax in Australia at all. Of course, we are unlikely to see any evidence like this as it probably doesn't exist.

What this increase in advocacy and commissioning a self-serving report does is demonstrate is that these online global behemoths, which are utilising residential homes as quasi-hotels, are very concerned about the pressure we are bringing on to their "operations" in Australia.

The AAoA has been very active and will continue to advocate on behalf of our compliant members until there is transparency on the operations of the likes of AirBNB and they are, effectively, told to ensure that they comply with our laws and minimum safety standards. If you would like to add to the debate, please read the options paper and [contact us](#), as we are preparing a formal submission for the NSW Government. We are also engaging with the relevant Ministers and Government departments.

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The "Pros and Cons" of Workplace Policies

It is common for employers in Australia to have a suite of workplace policies. Indeed, in recent years, it has become an unquestioned assumption that employers should have written policies concerning a range of workplace issues, including bullying and social media. In this article, we look at the advantages and disadvantages associated with workplace policies, and how an employer can maximise the effectiveness of its policy arrangements.



[Login for the full article.](#)



Email Marketing Strategy

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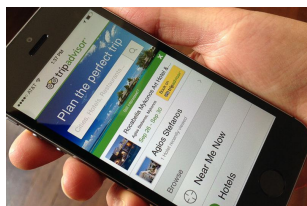
Gone are the days of doing an email blast to your entire database month after month and expecting the same level of responses from your contacts. So how can you continue to get than "industry average" results and generate more sales? [Find out here.](#)



New Smoking Laws for Victoria

From Tuesday 1 August 2017, smoking will be banned from virtually all outdoor dining areas in Victoria including footpath dining areas, pub courtyards and beer gardens where food is served.

[More details here.](#)



Is your online presence targeting the 'holiday booker'?

In the digital age, Australian travellers have never had more choices when it comes to planning their holidays, but a new study commissioned by global deals publisher Travelzoo has revealed that many of us are being overwhelmed with options and are spending an increasing amount of time researching and booking their trips.

[Read more.](#)

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General News

[Ratings Record Set by Best Western Australasia](#)

[Sydney Hotel Industry Reports 86.9% Occupancy for July 2017](#)

[Cast your tourism vote to win a \\$5k Queensland holiday](#)

[Sofitel Sydney Darling Harbour counts down to opening](#)

[Quest Newcastle West officially opens](#)

Upcoming Events

[APAC Revenue Management Summit August 29-30, 2017*](#)

[HM Awards 2017 Gala Presentation Dinner Friday September 1, 2017](#)

[Legal Concepts for Emerging HR Professionals*](#)

* Special rates available to AAoA members. For more info, email us at events@aaoa.com.au



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