

**MINUTES OF MEETING**

**Monday 19 May 2008, 11:30am – 1:30 pm  
Monash Conference Centre  
Level 11, 30 Collins Street, Melbourne**

Dr Jennifer Laing gave a brief presentation followed by discussion regarding her research on “Developing a marketing and interpretation plan for the Bendigo Chinese Heritage Precinct”.

**1. Apologies and attendance****1.1 Attendees:**

Prof Betty Weiler, Prof Peter Forsyth, Dr Jennifer Laing, Mrs Annita Allman, Monash University  
Mr Garry Burns, Sovereign Hill  
Dr Mark Dimech, TTF Australia  
Mr Paul Fairweather, Tourism Research Australia (representing the Hon.Martin Ferguson)  
Ms Bindi Gove, VECCI  
Prof Leo Jago, Victoria University  
Ms Kathryn Mackenzie, City of Greater Bendigo  
Ms Judith Muir, Polperro Dolphin Swims  
Ms Sarah McPhee, Tourism Alliance (representing Mr Anthony McInthosh)

**1.2 Apologies:**

Mr Robert Brickley, Tourism Victoria  
Prof Edwina Cornish, Monash University  
Dr Claire Ellis, Tourism Tasmania  
Mr Mark Manteit, Philip Island Nature Park  
Ms Maxine Sando, Tourism Frankston  
Mr Peter Wirne, Consultant

**1.3 Call for additional agenda items**

No items were added to the agenda.

Betty thanked the Advisory Board members for their time and resources to attend these meetings and noted that both David Simmons (STCRC) and Graeme Gillespie (Zoos Victoria) had been approached to join the Advisory Board and that their responses were still to be advised.

**2. Confirmation of Previous Minutes (19/04/07)**

Minutes of the meeting held on 19 April 2007 were confirmed as an accurate record of that meeting.

**3. Business Arising from Minutes****3.1 List of current and proposed research projects**

A list containing current research projects being undertaken by TRU members was attached to the Agenda and the draft Annual Report (2007) was tabled for information. The final annual report will be distributed in approximately 2 weeks. AA

It was noted that the best way for Advisory Board members to make use of research being performed by current PhD students would be to contact TRU via Annita Allman (or another TRU member if there is already an on-going relationship). ALL

It was agreed that Advisory Board members will be invited to future TRU Seminars, keeping in mind that much of the research presented at these seminars are “works-in-progress”. AA

Leo Jago noted that the TRU Annual Report and Newsletters have been valuable tools for being kept up-to-date on TRU research.

Mark Dimech noted that TTF has regular forums which would be of value to TRU PhD MD

students. He will notify TRU when relevant forums are being held locally.

Betty advised that it is difficult to identify proposed projects, as TRU is generally approached by Industry when a specific project is required. However two areas where research projects are emerging in TRU include "Health and Wellness Tourism" and "Tourism and the Media". Bindi Gove recognized the need for research into Carbon management for Tourism Operators, which led Peter Forsyth to outline some projects he is working on in relation to climate change:

- Climate Change & Tourism scoping project completed last year
- Currently finalising carbon footprint of tourism project with funding from the STCRC which has links to TSA and is of particular interest to international aviation, which is likely to lead to research on the impact of the emissions trading scheme (ETS) on tourism.
- There has been discussion on tourism and the ETS; key points linking the Garnaut report with tourism.
- Work has been continuing on various academic papers on how economic aviation can impact ETS
- Measuring indirect emissions of aviation
- Another project initiated by the STCRC looks at adapting tourist destinations to reduce their economic carbon footprint, and will look specifically at the Great Barrier Reef, Kakadu, the Barossa Valley, and Skiing resorts in Victoria and NSW.

Paul Fairweather noted that while this research is important, small operators are keen to understand what they can do now to reduce the carbon footprint left by their businesses. Betty expressed that perhaps work she has done in the past on persuasive communication could be developed to enable small operators to help educate their customers of how to reduce their footprint.

Judith Muir noted that tourists are enthusiastic to choose destinations that are also environmentally responsible.

Paul Fairweather advised that the Commonwealth is also conducting some research looking at environmental issues which should be published soon.

Betty asked the Advisory Board that if members were aware of any potential funding bodies which could contribute to research projects of benefit to Advisory Board Members, could they please contact her with further information.

ALL

### **3.2 Communication matrix / Communications extension officer**

Betty advised that TRU (and Monash) does not have a designated Extension Officer who can communicate its research to industry. The Advisory Board agreed that the STCRC should be lobbied to provide such a position to spread the outcomes of research to industry and promote uptake of findings.

BW

### **3.3 Follow up on Tourism Economics Forum**

Peter Forsyth advised that the Forum held in September 2007 was quite successful, although more people may have attended if it had been held in NSW. Since then he has complete studies on "State Stamp Duties on Aviation and their Impact on Tourism" and "Tourism Taxation". He is also working on the next round of Tourism Satellite Accounts (TSA's) for 2006/7 and more data from Tourism Research Australia (TRA), particularly from a regional level should be available soon. Regional modelling is being conducted in Queensland.

### **3.4 Advisory Board input into ERA**

Betty advised that Excellence in Research for Australia (ERA) is replacing the RQF as the mechanism by which research output is measured and that "impact" is not likely to be measured in the first round.

The Advisory Board accepted the decision to write to Martin Ferguson regarding the

importance of measuring “impact” in the tourism industry. Betty will draft a letter and seek support from Advisory Board members prior to sending. BW

### **3.5 Privileges of Advisory Board membership**

Betty advised that unfortunately TRU is not able to provide free access to library databases by Advisory Board members. However there are other things that can be done to nurture the relationship between TRU and the Advisory Board. Advisory Board members who have a research project to be done should contact Betty to discuss ways TRU can help facilitate the project. ALL

## **4. New Business**

### **4.1 Report on TRU activities since last meeting**

A report was attached to the Agenda documents. It was decided that TRU will keep Advisory Board members updated regarding TRU events such as seminars, guest speakers and visiting academics. AA/JL

### **4.2 Linkage Grants – for information / canvas interest**

Betty provided information to the Advisory Board regarding the process for applying for ARC (Australian Research Council) Linkage Grants. It was noted that a large proportion of funding for such grants comes from the ARC, however industry partners also contribute funding both directly through cash support and in-kind contributions. The success rate of such applications is reasonably good, however it is better with more industry support. The process is slow, but is a very good way of leveraging money from external sources to fund a research project. Advisory Board members who have a project in mind should contact Betty. ALL

### **4.3 Undergraduate program and possible expansion (for information)**

Betty noted that there is a tourism major in the undergraduate business degree offered through the Berwick campus of Monash University and that if Advisory Board members would like to provide input into the undergraduate tourism program, she would be happy to meet with them.

### **4.4 TRU turns five – event**

TRU was launched on 14 August 2003 and as we will be turning 5 this year, it has been decided to have a party. Advisory Board members expressed interest in attending a function in the city on a Thursday evening. TRU will extend an invitation to Advisory Board members for the event when it is confirmed. AA

## **5. Next Meeting**

### **5.1 Date for next meeting**

The next meeting will be held in November.

**The meeting closed at 1:15pm**