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MEDIA RELEASE

TOURISM ACCOMMODATION AUSTRALIA (TAA): A NEW VOICE FOR INDUSTRY

The nation's premier accommodation industry body – Tourism Accommodation Australia (TAA) - has been officially launched with a high level meeting between Federal Tourism Minister Martin Ferguson and senior leaders from the accommodation industry.

The delegation met at Sheraton-On-the-Park in Sydney for a meeting following the official launch of TAA and release of its first five-year strategic plan.

Two major announcements were also made to mark the occasion:

1. An exclusive contract between TAA and the American Hotel and Lodging Education Institute to be the provider of their extensive range of hospitality, education and training packages throughout the region.
2. A partnership with AAAT Star Ratings regarding the implementation of the new Star Ratings System and TQUAL accreditation for members.

TAA Managing Director Rodger Powell is an experienced member of the accommodation industry with a global career spanning four countries with four leading global hotel brands.

He said TAA represents the Australian accommodation industry, providing the best in services to members and the strongest representation to Government at a Federal and State level.

"TAA's members include chains such as; Starwood, Rydges, Marriott, Hilton, Stamford, Rendezvous, Hyatt and Radisson as well as hotels from the Accor, IHG, Constellation, Mirvac and Choice brands and a large range of independent hotels," Mr Powell said

"We were privileged to have today at our launch the Federal Tourism Minister who met with our members to discuss a range of important issues including labour and immigration, taxation, labour flexibility and funding for Tourism Australia.

"A major goal of TAA will, of course, be to lobby Federal and State politicians of all political persuasions on behalf of our members.

"With our five-year business plan – which focuses on high profile leadership, more than \$2.5 million in additional funding, internationally recognised education programs, offices in every capital city and partnership with AAAT on standards - we



truly represent the needs of the accommodation industry."

TAA National President Peter Hurley said the new organisation would build on the good work done over the years by the Australian Hotels Association.

"Today's meeting and announcements are the first concrete steps," he said.

"There will be further announcements in the New Year"

"We are confident that this new organisation, with an independent board, business plan, resources and the full weight of the AHA behind it will continue to build on the success of the last 150 years."

Mr Powell said the announcements made today would stand the national accommodation industry in good stead over coming years.

"Our exclusive contract with the American Hotel and Lodging Education Institute includes the internationally recognised CHA program which has 80,000 graduates in the USA and Europe and is available in 70 countries," he said.

"This will provide Australian employees with internationally recognised qualifications that are transferrable from one job to another.

"Our new partnership with AAAT Star Ratings will provide convenience for accommodation operators who will be able to get both their star rating and TQUAL accreditation completed by one inspector on one visit. This is all about improving supply-side quality in the Australian market.

"We will have more to say about both these announcements in coming days."

For more information please contact the new TAA website at www.tourismaccommodation.com.au

For interviews with TAA managing director Rodger Powell pls call 0417 488 881

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