

Accommodation Association Advocacy Update

In our last Key News Update we wrote about how the mindsets of all governments had begun to shift from case numbers to vaccination rates. Now that the vaccination targets agreed to by National Cabinet are being met and exceeded the mindset of governments has yet again shifted from lockdowns to lockouts of the unvaccinated and to change the policy settings embarked on to protect the economy to assisting the economy recover. With those changes of political and policy priorities comes opportunity and the Association is shifting its advocacy focus to advocating for governments to assist in driving demand growth and ensuring the policy settings are right to help the sector retain and recruit employees.

State and territory governments are now beginning to formulate their budgets for next year, these budgets will shape the long-term recovery of each jurisdiction and will outline their industry and political priorities. The opportunities this presents for us as an industry are plentiful, the Association will work within these processes and across all jurisdictions to ensure that the industry is represented and is being considered as a priority industry which employs tens of thousands of people and is a huge economic contributor to the state and territories, they operate in. The budget engagement is in full swing by the Association, but a well strategised campaign plan and policy formation process will take shape over the next few weeks, if you or anyone you know would like to contribute to the budget policy formation or have any suggestions please email us.

Finally, as the Hotel Quarantine program begins to wind down, it is important that we acknowledge the participating hotels and our sector of their voluntary cooperation and support which has enabled hundreds of thousands of Australians to return home while protecting the community from COVID-19. The standing up and consistent improvement of hotel properties must be a point of pride for our industry. We also acknowledge all the team members who were at the coalface, on the front line, at the greatest physical risk, they borne all accountability, responsibility, risk to personal health and the subsequent reputational harm that occurs after a "breach". The goodwill generated from taking on this challenge will advance our industry as a whole. Furthermore, the Association wants to ensure that our members in the program are not disadvantaged by the irregular use of their properties and are properly compensated and acknowledged for their contribution to a successful program that has saved countless Australian lives.