

## Historic First Informal Meeting of AA and TAA as merger progresses

**25 February 2022:** The Accommodation Association and Tourism Accommodation Australia informally met for the first time to progress towards an amalgamation with an anticipated completion by the end of 2022.

Present at the meeting in Sydney this week were board representatives from both Tourism Accommodation Australia and councillors from the Accommodation Association.

The merger process is heavily regulated with mandated steps and timelines. Significant progress continues to be made in meeting these requirements with work currently focused on the preparation of the new rules, the outline of the plan and the scheme of amalgamation for adoption by both organisations and member voting.

In addition to the on-going formal requirements, both the Accommodation Association and Tourism Accommodation Australia continue to work closely together from a Council, Board and team level to make the most of existing resources and optimise benefits for members.

This has already seen a number of joint events, the sharing of existing resources such as the Accommodation Association's comprehensive employment program resources on the Hub, TAA National Industrial Relations team and the opportunity for all members to participate in the state based Awards in Queensland, New South Wales and Victoria.

### Quote attributable to Tourism Accommodation Australia Chair Martin Ferguson AM:

"This is going to be a year of many firsts for both the Accommodation Association and Tourism Accommodation Australia as we progress the merger and this informal meeting is an important milestone. We are all crystal clear in our purpose. Everything we do needs to deliver for our current and potential members as we continue the recovery from two of the most challenging years our Sector has ever faced."

### Quote attributable to Accommodation Association President Leanne Harwood:

"By combining the power and resources of the two organisations, we want to continue to grow the impact of our unified national voice while amplifying the benefits for members at all levels. We need all members to get involved in this process so that you understand what is proposed and so that when it comes time to vote, you understand why we believe it makes sense. We need your support through your ongoing membership and your advocacy in convincing non-members to join as we create an even stronger industry body to drive greater outcomes for your business."

### Media contact:

Accommodation Association LJ Loch 0488 038 555 or [lloch@alphaconsulting.global](mailto:lloch@alphaconsulting.global)

Tourism Accommodation Australia Nikki Taylor 0477 956 170 or [nikki.taylor@ahansw.co.au](mailto:nikki.taylor@ahansw.co.au)