

MEDIA RELEASE

“One voice for the accommodation industry” as Australian Hotels Association and Accommodation Association of Australia agree on joint-venture



AHA President Peter Burnett and AAoA President Gary Crockett sign the JV deal

4 September 2014: The **Australian Hotels Association (AHA)** and the **Accommodation Association of Australia (AAoA)** announced today that they had agreed to establish a joint venture between the two organisations to provide “one voice” for Australia’s accommodation industry.

Currently, both AHA and AAoA represent the accommodation industry, but following extensive discussions, the two organisations announced that they had agreed to establish the joint venture as soon as possible, with the aim of providing a ‘complete’ advocacy body to support the accommodation industry.

The JV will lead to the appointment of a new representative board nominated from the two key associations.

Key features of the JV agreement include:

- The new organisation will unite the accommodation industry under ‘one voice’
- It will provide a powerful organisation for the industry, particularly when advocating to governments on major issues
- The JV will be a genuine merger between two equals – AHA and AAoA
- The new organisation will aim to create the best possible operational conditions for the accommodation industry

Commenting on the joint venture agreement, President of the AHA, Peter Burnett, said: “This is a significant day for our industry with the historic signing of the Memorandum of Understanding (MOU) bringing together the Australian Hotels Association (AHA) and Accommodation Association of Australia (AAoA) Boards to agree to work together on behalf of our respective members. The industry will be far

better placed to tackle the issues and represent our members if there is a common voice speaking for the industry as a whole.”

President of AAoA, Gary Crockett, agreed, saying: “Today’s historic event is a culmination of many years of hard work by both associations to come together to create a single and powerful voice for the accommodation industry, and the thousands of members we collectively represent. It is an exciting time for the accommodation sector with growth in both international and domestic travel and a significant pipeline of new hotel developments.”

Mr Burnett and Mr Crockett said that the aim would be to liaise with their respective membership to ensure maximum support for the joint venture, with changes to the industrial relations framework in recent years making it easier for a single organisation to represent the accommodation industry.

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