

25th May 2007

Dear fellow Industry Partners and Early Adopters

The third module '*Business Excellence*' of the Tourism Excellence program, was launched by Wayne Kayler-Thomson, CEO of the Victorian Industry Tourism Council and Tourism Excellence Steering Committee member (founding Chair) on 23rd May in Sale.



This module provides tourism operators with the means to access knowledge, use tools and develop new skills in order to continually improve their business operation, throughout its product lifecycle.

With each launch we have included an 'activity' that reinforces the importance of the relevant module.

The guest speaker, Mr Fred Herbert, Riviera Nautic Wonderful Boating Holidays shared his experience in starting up a business to maintaining it as a quality product and how 'we' need to work together to grow the standards of our businesses and industry.

This was followed by an industry workshop to support tourism industry participants through accreditation, Tourism Awards and other business planning activities.

Special thanks must go to Tourism Alliance Victoria, VECCI, Office of Small Business, Tim Bracher from Bramark Consulting and Tourism Victoria who lead the development of this module.

So what's next?

The remaining 4 modules will be released over the next 9 months (by February 2008).

A forum is being planned for late July/early August. It will be your opportunity to provide feedback on the program and how we can improve not only the content but also the engagement & participation of the industry.

We will advise you as soon as possible of the date and venue.


There still seems to be a lack of awareness/understanding on 'Tourism Excellence' amongst the industry.

As cosignatories of the Pledge of Commitment, the task before us is the communication of the site and its contents. Your assistance in the 'implementation process' is critical to the success of program.

I would appreciate it, if you could copy in Gino Fulco, Professionalism & Standards Manager, Tourism Victoria, on any initiative you put in place.

Thank you all for your commitment and ongoing support and look forward to working with you all in helping to make a difference.

Kind regards



Jeremy Johnson
Chair, *Tourism Excellence* Steering Committee
CEO, Sovereign Hill