

BANKWEST CURTIN ECONOMICS CENTRE

THE IMPACT OF AIRBNB ON WA'S TOURISM INDUSTRY AND ECONOMY

BCEC Workshop

WORKSHOP PROGRAM

Monday 19 September 2016
From 10.45am to 1.00pm
Curtin St Georges Terrace
139 St Georges Terrace
Perth, WA 6000



@BankwestCurtin

#WATourism

#Airbnb

About the Bankwest Curtin Economics Centre

The Bankwest Curtin Economics Centre is an independent economic and social research organisation located within the Curtin Business School at Curtin University. The centre was established in 2012 through the generous support from Bankwest (a division of the Commonwealth Bank of Australia), with a core mission to examine the key economic and social policy issues that contribute to the sustainability of Western Australia and the nation, and the wellbeing of households both in WA and nationally.

The Bankwest Curtin Economics Centre is the first research organisation of its kind in Western Australia, and draws great strength and credibility from its partnership with Bankwest, Curtin University and the Western Australian government.

The centre brings a unique philosophy to research on the major economic issues facing the state. By bringing together experts from the research, policy and business communities at all stages of the process – from framing and conceptualising research questions, through the conduct of research, to the communication and implementation of research findings – we ensure that our research is relevant, fit for purpose, and makes a genuine difference to the lives of Australians, both in WA and nationally.

The centre is able to capitalise on Curtin University's reputation for excellence in economic modelling, forecasting, public policy research, trade and industrial economics and spatial sciences. Centre researchers have specific expertise in economic forecasting, quantitative modelling, micro-data analysis and economic and social policy evaluation. The centre also derives great value from its close association with experts from the corporate, business, public and not-for-profit sectors.

Program

10.45am	Arrival coffee & tea
11.00am	Welcome Alan Duncan Director Bankwest Curtin Economics Centre
11.05am	BCEC Research Findings – The Impact of Airbnb on WA’s Tourism Industry Christof Pforr Associate Professor, Tourism Curtin University Michael Volgger Senior Research Fellow European Academy Bolzano, Italy
11.30am	Light lunch
12.00pm	Panel Discussion and Q&A Evan Hall CEO Tourism Council WA Pip Close CEO Margaret River Busselton Tourism Association Bradley Woods CEO/Executive Director Australian Hotels Association (WA) Hon. Alyssa Hayden MLC Member for East Metropolitan Region Liberal Party Kylie Coulson Assistant Director WA Department of Treasury
12.55pm	Vote of Thanks Alan Duncan Director Bankwest Curtin Economics Centre
1.00pm	Event concludes



The Impact of Airbnb on WA's Tourism Industry and Economy

The rapid growth of the sharing economy in recent years has challenged traditional economies in many countries around the globe. Airbnb is an online platform that enables people to list, find and book accommodations worldwide with more than 1.5 million listings in more than 190 countries. Many consider Airbnb as one of the most disruptive developments in tourism over the past decade.

This workshop features a presentation of preliminary findings from a BCEC-funded project led by Associate Professor Christof Pforr (Curtin University) and co-investigator Dr Michael Volgger (European Academy Bolzano, Italy) on the main characteristics of Airbnb in Western Australia as well as its growth and impact.

To assist an informed decision making on the Airbnb phenomenon, a panel of key stakeholders from industry and government will then discuss potential implications of this research, followed by a Q&A session.





Alan Duncan

Director, Bankwest Curtin Economics Centre

Professor Alan Duncan is Director of the Bankwest Curtin Economics Centre and Bankwest Professor of Economic Policy at Curtin University. Prior to taking up this position in 2012, Alan was Director of the National Centre for Social and Economic Modelling (NATSEM) at the University of Canberra. He was previously a Professor of Economics and Head of School at Nottingham School of Economics, University of Nottingham and has also held positions at the University of York and the Institute for Fiscal Studies (IFS).

Alan has published widely in both academic and policy outlets, with articles appearing in journals of the highest international reputation, including *Econometrica*, *The Economic Journal*, *European Economic Review*, *Economic Record*, *Journal of Human Resources*, *Journal of Applied Econometrics* and *Fiscal Studies*. His research interests and expertise cover a broad range of topics, including: economic and social policy evaluation; taxation, public finance and public policy; the economics of education, training and childcare; employment and labour market participation; population and workforce dynamics; gender equity and discrimination; housing affordability; migration; income inequality; poverty and wellbeing; statistical simulation; and econometric modelling and forecasting.

Alan was awarded the prestigious Frisch Medal of the Econometric Society in 2000 for a paper published in the world-leading journal, *Econometrica*. He completed a DPhil in Economics at the University of York, and has served on a number of senior advisory panels and boards for government and public sector organisations in the UK, Europe and Australia, advising on areas including tax policy, pensions, labour markets and household welfare. Alan has been invited to give evidence at Federal Senate Committee hearings, and was invited to participate in the 2011 Henry Review of the Australian tax system.



Christof Pforr

Associate Professor, Tourism Curtin University

Associate Professor Christof Pforr (PhD) is Course Coordinator for Tourism and Hospitality at the School of Marketing, Curtin University and Member of the Executive of the Curtin Business School Tourism Research Cluster.

His main research interests include destination governance with a specific focus on network management and network analysis, tourism policy and planning as well as sustainable (tourism) development.

Associate Professor Pforr has contributed to more than 100 publications and numerous international and national research projects and has been a Visiting Professor at a number of international universities.





Michael Volgger
Senior Research Fellow
European Academy Bolzano, Italy

Dr Michael Volgger, is currently a Senior Research Fellow at the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy.

In addition, in 2015 Michael Volgger has been a Visiting Researcher at the Curtin University's School of Marketing and is collaborating since then with Curtin's Tourism Research Cluster on a number of projects. He has extensive international research experience and has conducted several applied research projects in European tourism destinations but is also familiar with the specific Western Australian context. His main areas of expertise include tourism destination governance and regional development, product development and innovation in tourism as well as interorganisational cooperation.



Evan Hall
Chief Executive Officer
Tourism Council WA

Evan is an economist with extensive experience in federal and state advocacy. A recognised tourism industry leader, Evan joined Tourism Council WA in May 2011 following five years at the Tourism and Transport Forum as National Policy Director.

Evan was previously an elected official with the Community and Public Sector Union, directing federal advocacy campaigns on immigration, customs and quarantine issues and in the commercial broadcasting and telecommunications sectors.





Pip Close

**Chief Executive Officer
Margaret River Busselton Tourism Association**

Pip Close has extensive experience in tourism and hospitality. Her roles have encompassed numerous positions as General Manager of hotels in a number of regions around Australia as well as strategic roles including working in tourism bureaux both overseas and in other parts of Australia.

Pip has worked in marketing and undertaken roles with global brands including Marriott, Hyatt and Mirvac as well as speciality luxury lodges. She has extensive background in Destination Marketing having worked for organisations such as the Australian Tourism Commission in London and Sydney, Northern Territory Tourism Commission and Tourism Fraser Coast.

She is currently CEO of the Margaret River Busselton Tourism Association where together with her team and Board, she was responsible for the merging of two associations and for development of a new unified regional brand "Your Margaret River Region".



Bradley Woods

**CEO/Executive Director
Australian Hotels Association (WA)**

Bradley Woods is the CEO of the Australian Hotels Association (WA) and is recognised as one of Australia's leading hotel, tourism and hospitality industry leaders and advocates.

Bradley is a well-respected commentator on hotels, hospitality, tourism, food and beverage and has held senior positions in the sector at both National and State levels since 1993. He has extensive expertise in government relations, media, advocacy and commercial operations in Not for Profit organisations and has qualifications in economics, finance, politics, industrial relations and marketing.

He also serves on the Boards of a number of tourism, hospitality and training industry organisations. He is Chair of the National Tourism, Travel and Hospitality Industry Reference Committee which guides the Commonwealth and industries on the development of training products and national training packages and also Chairman of Hospitality Group Training. Bradley is also a board member of the Australia Day Council WA, FutureNow, Ronald McDonald House and Tourism Accommodation Australia the peak body for Australia's accommodation industry.





Hon. Alyssa Hayden MLC
Member for East Metropolitan Region
Liberal Party

Hon Alyssa Hayden MLC was initially elected to the Western Australian Government as a Member for the East Metropolitan Region in the Legislative Council on 6 September 2008 and is currently serving her second term in the West Australian Government.

With over 10 years' experience as a small business operator Alyssa enjoys the opportunity her role provides to represent the many small businesses throughout Western Australia.

The East Metropolitan Region is the area where Alyssa had grown up and worked for the majority of her life. Her strong connection to this unique and diverse district is what makes her passionate and determined to represent and deliver for this community.

In her role assisting the Premier in Tourism as his Parliamentary Secretary, the Premier has asked her to combine her passion for Tourism and the need to reduce red tape to encourage and enable growth within the industry.

Never shy to buy a round, Alyssa is always out and about listening to the needs of the Tourism sector.

Alyssa is a proud Western Australian eager to see future development, expansion and growth within Tourism and to promote Western Australia to attract international and interstate travelers; as well as improving our local way of life.



Kylie Coulson
Assistant Director
WA Department of Treasury

Dr Kylie Coulson is an Assistant Director at the Department of Treasury, and an Adjunct Professor at the Curtin Business School. Her professional experience has focused on public financial management and policy in Australian state and federal governments, and in the Pacific through work with AusAID and the World Bank.

In addition to public financial management, Kylie's research interests include public sector governance and accountability, international development, and the economic impact of the sharing economy, including Airbnb.



Attendees

Mr Terry Austen

General Manager
Crowne Plaza Perth

Mrs Helen Barrett

Owner
Como Bed and Breakfast

Mr Vikram Biala

Business Development Manager
St Catherine's on Park

Ms Pip Close

Chief Executive Officer
Margaret River Busselton
Tourism Association

Mrs Naomi Cordell

Administrative Officer
Bankwest Curtin Economics
Centre

Dr Kylie Coulson

Assistant Director
Department of Treasury

Professor Alan Duncan

Director
Bankwest Curtin Economics
Centre

Mr Mark Exeter

Tourism Manager
South West Development
Commission

Mr Evan Hall

CEO
Tourism Council WA

Mrs Kumesh Haripersad

Business Manager
Bankwest Curtin Economics
Centre, Curtin University

Mr Brad Hatfield

General Manager
Rydges Hotels

Hon Alyssa Hayden MLC

Member for East Metropolitan
Region
Liberal Party

Dr Kirsten Holmes

Associate Professor
Curtin University

Ms Katherine Jane

Owner
Lavendale Farmstay & Cottages

Dr Jong Kim

Senior Lecturer
Curtin University

Ms Peng Kong

Senior Accountant
Curtin University

Mr Peter Laing

Policy Research Officer
Department of Finance

Ms Sharon Lamb

Research Assistant
ECU

Dr David Lamb

Senior Lecturer
ECU

Ms See Chue Leong

Senior Accountant
Curtin University

Mr Puma Leong

Senior Accountant
Curtin University

Mrs Julie Macey

Economic Development Officer
City of Joondalup

Ms Allison Manners

Managing Director
Cottesloe Beach House Stays

Mr Stephen Morahan

Hotel General Manager
BCG Development – Aloft Perth

Miss Zoe Morgan

Marketing Manager
Australia's South West

Mr Peter Neville

General Manager
Country Comfort Intercity Hotel

as at Thursday 15 September 2016



@BankwestCurtin

#WATourism

#Airbnb

Attendees

Mr Tim Newson
General Manager
Pier 21 Apartment Hotel

Mr Michael Pasquale
Economic Development Officer
City of Stirling

**Associate Professor
Christof Pforr**
Associate Professor, Tourism
Curtin University

Ms Kelly Pohatu
Events and Communications
Officer
Bankwest Curtin Economics
Centre

Mr Christopher Pye
Chairman
Hospitality Pty Ltd

Ms Marie Redman
Business Development
Curtin Univeristy

Mr David Roberts
Development Manager
BGC Development

Ms Claire Savage
Project Manager,
Food and Wine Tourism
Tourism WA

Mrs Nyssa Searles
Business Development
& Research Officer
City of Wanneroo

Mr David Sharp
Member
Cottesloe Short Stay
Community

Mr Andrew Slomp
Managing Director
Quality Resort Sorrento Beach

Mrs Sue Stein
Owner
Trigg Retreat Bed And Breakfast

Mrs Clodagh Tolley
Owner
Sorrentobeachbb Beach Bed &
Breakfast

Dr Michael Volgger
Senior Research Fellow
Institute for Regional
Development and Location
Management, European
Academy Bozen/Bolzano

Ms Kay Watson
Owner
Como Waters Bed & Breakfast

Mr Justin Wiebrecht
Director
Matso's Broome Brewery

Ms Margaret Wilson
WA Branch Manager
Australian Tourism Export
Council (ATEC)

Mr Bradley Woods
CEO/Executive Director
Australian Hotels Association
(WA)

Mr Bin Yan
Accountant
Curtin University

as at Thursday 15 September 2016



@BankwestCurtin

#WATourism

#Airbnb

as at Thursday 15 September 2016



@BankwestCurtin

#WATourism

#Airbnb

Contact

Bankwest Curtin Economics Centre (BCEC)

Level 4, Building 408

Curtin University

GPO Box U1987

Perth WA 6845

Tel: +61 8 9266 2873

Email: bcec@curtin.edu.au

business.curtin.edu.au/bcec

© Curtin University of Technology 2016
Curtin University is a trademark of Curtin University of Technology
CRICOS Provider Code 00301J
ADV090923