



ANNUAL REPORT

2023-2024



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Background

The Backpacker & Youth Tourism Advisory Panel (BYTAP) has a history dating back over twenty years as an unincorporated entity, initially being founded under the auspices of the Australian Tourism Export Council (ATEC).

On 8 June 2022 the association was registered under the Associations Incorporation Act (2009), and this report has been prepared in accordance with that Act.

The 2nd BYTAP Annual General Meeting will take place on 7 November 2024 at The Island Gold Coast.

BYTAP is the peak national representative body for the Australian inbound Backpacker, Youth, Student and Adventure Tourism industry. The role of the association is to:

1. Act as the critical link between the youth travel industry, the states and territories and federal government in the interpretation of sector-specific issues
2. Represent the interests of the youth travel industry to other industry organisations, government and the community on a national level;
3. Facilitate an active and effective policy forum where key industry stakeholders present issues for development and action;
4. Raise the profile of the Australian youth travel industry;
5. Lead the way in the on-going development of growth strategies to maximise the contribution of the inbound youth market to Australia.

At the time of the AGM, BYTAP has seven members from all sectors of the industry including hostels/budget accommodation; adventure tours; transport, international education, and inbound program operators. This includes three representatives of the respective State-based youth tourism associations, who support BYTAP, being Adventure Queensland, Youth Tourism NSW and Youth Tourism Victoria.

This Annual Report presents the activities undertaken by BYTAP on behalf of its members from 1 July 2023 to 30 June 2024 (being the end of the association's financial year).

This report is also available for download on the BYTAP website, www.bytap.org

If you have any comments or questions about this report, please contact contact@bytap.org

Panel members

Members of BYTAP have a strong background in the industry, enthusiasm and a vision for backpacking and youth tourism in Australia. They come from various sectors of the industry to ensure broad representation.

Panel members volunteer their time in giving direction to the Association and dedicate their energy, skills and experience for the benefit of the industry across Australia.

BYTAP members at 7 November 2024 (AGM date)



Peta Zietsch
*Chairperson
& Treasurer*



Silke Kerwick
*Secretary &
Public Officer*



Wendi Aylward
Panel Member



Brendan McKenna
Panel Member



Andrew Cowan
Panel Member



Mark Baldwin
Panel Member



Alex Hill
Panel Member

Chairperson's Report

Wendi Aylward

I'm pleased to report that 2023-2024 was a successful year for BYTAP on many fronts. BYTAP continued with advocacy work, including making several submissions to relevant federal parliamentary inquiries and reviews, working closely with other aligned industry bodies.

BYTAP continues to connect the wider industry, through bringing together the various State-based youth tourism associations into a national forum to address the challenges facing this sector. BYTAP is pleased to have Memorandums of Understanding with Adventure Queensland, Youth Tourism NSW, and Youth Tourism Victoria to financially support the important work that BYTAP does. This also includes having a representative from each of these State-based associations on the Panel.

Close connections have also been solidified with aligned industry and related bodies, including Tourism Australia, the Australian Tourism Export Council (ATEC), and the National Farmers Federation (NFF).

A major project for the year was fostering future industry leaders with the launch of an inaugural youth-sector-focused development scholarship designed to develop the capability of a future leader in the sector and increase distribution engagement – with the Tourism Australia Youth Sector ELITE Scholarship in conjunction with BYTAP and ATEC - see <https://bytap.org/winner-announced-of-tourism-australia-youth-sector-elite-scholarship/> - with the winner having been announced as Chloe Williams of ULTIMATE Adventure Travel, based in NSW.

2024 has continued to see the return of Working Holiday Makers, with particular growth from the UK. Work opportunities, although softer, are still attracting these young travellers, with internationally competitive salaries, particularly in trades. In addition to the UK, France is tracking strongly, although some traditionally strong sending partner countries such as Germany have declined.

This year BYTAP's focus has continued to be industry engagement, along with federal and international advocacy work. Key achievements this year were:

- Government advocacy
- Appearing at the Federal Parliament's inquiry into Australia's tourism and international education sectors in early 2024
- Putting in a submission to the THRIVE 2030 strategy for growing Australia's visitor economy
- BYTAP representation at quarterly Tourism Visa Advisory Group (TVAG) meetings
- Representation at Tourism Australia industry roundtables

- International engagement – including monthly meetings with BYTAP’s New Zealand equivalent, BYATA
- Other international meetings also took place with various representatives from international youth sector associations, including the World Youth & Student Educational Travel Confederation (WYSE), the International Au Pair Association (IAPA), and US industry representatives planning to establish a US youth travel policy platform
- Bi-monthly meetings took place with the National Farmers Federation (NFF) and Australian Tourism Export Council (ATEC)
- Additionally, regular meetings took place with other key stakeholders including Harvest Trail, and consular representatives.

As I stand down from the BYTAP Chair role, I would like to thank the panel for their support, and in particular to thank Silke Kerwick for the wonderful job she has done, and continues to do as BYTAP’s Secretary.

I am also very pleased to be handling the position of Chairperson from 1 November 2024 to the very capable Peta Zietsch.

I look forward to supporting Peta in her new role and continuing as a BYTAP panel member.

Wendi Aylward

Wendi Aylward, **Chairperson**

Secretary's Report

Silke Kerwick

Memberships

At the end of the financial year ending 30 June 2024 the association had seven members.

One member, George Josevski, resigned towards the end of the 2023-24 financial year and was replaced with an alternative representative from Youth Tourism Victoria, President, Alex Hill.

Meetings

Attendance by the Panel members from 1 July 2023 to 30 June 2024 is laid out below:

Panel Member	Attended	Possible
Wendi Aylward (Chairperson)	4	4
Peta Zietsch (Treasurer)	4	4
Silke Kerwick (Secretary & Public Officer)	4	4
Mark Baldwin	3	4
Andrew Cowan	2	4
Brendan McKenna	3	4
George Josevski (resigned on 28 June 2024)	2	4
Alex Hill (appointed from 28 June 2024)	0	0

Silke Kerwick

Silke Kerwick, **Secretary & Public Officer**

Treasurer's Report

Peta Zietsch

For the financial year 2023-2024 (ending on 30 June 2024):

1. Annual membership fees of \$2.00 per member were payable (in addition to an initial joining fee of \$1.00 per new member).
2. Total income for the period was \$7,207.59.
3. Expenses totalled \$8,470.71, resulting in a net loss of \$1,263.12.
4. Notable income items included financial support from the State-based youth tourism associations of \$7,200.
5. Notable expenditure items included payment of secretariat costs under a Service Level Agreement of \$6,383.33.
6. The assets of BYTAP are entirely held as cash with \$17,104.71 being held in the association's account with ANZ Bank at 30 June 2024.
7. The Panel have considered a projected budget for 2024-25. These forecasts indicate that BYTAP is expected to continue to operate, based on an assessment of predicted forward income and expenditure, and existing cash levels, which were being conserved with minimal expenditure.

Peta Zietsch

Peta Zietsch, **Treasurer**

Acknowledgements

Thanks go to all BYTAP members. Without these volunteers, who invest a significant amount of their time for the greater good of the industry, our Association would not exist.

BYTAP would also like to express appreciation and extended our sincerest thanks to Tourism Australia for their support, along with Adventure Queensland, Youth Tourism NSW and Youth Tourism Victoria.

Finally, we would like to thank Allsopp Bunting Insurance for their support of BYTAP and the youth tourism industry.



The Backpacker & Youth Tourism Advisory Panel (BYTAP) Inc.

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