

TH6/1993/13
Box TH6/00011

**THE FACILITATION OF ACCOMMODATION OF CONFERENCE
GROUPS AT THE STUDENT VILLAGE**



BY

JAMSHED ERUCH SURTI

SUBMITTED IN PART FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF BUSINESS IN TOURISM DEVELOPMENT

IN THE FACULTY OF BUSINESS,

VICTORIA UNIVERSITY OF TECHNOLOGY.

(FOOTSCRAY CAMPUS)

1993

STA ARCHIVE
30001001501891
Surti, Jamshed Eruch
The facilitation of
accommodation of conference
groups at the Student
Village

I, the undersigned, do hereby declare that this work has not been submitted at any time for the purpose of securing an academic qualification.

(Jamshed Eruch Surti)

TABLE OF CONTENTS

	PAGE
<i>Table of Contents</i>	... <i>i</i>
<i>List of Illustrations</i>	... <i>v</i>
<i>Acknowledgments</i>	... <i>vi</i>
<i>Abstract</i>	... <i>vii</i>

CHAPTER 1 INTRODUCTION

1.1	BACKGROUND	
1.1.1	History and background	... 1
1.1.2	Physical structure	... 1
1.1.3	Facilities	... 2
1.1.4	Current situation	... 3
1.2	NEED FOR THE STUDY	... 4
1.3	IMPORTANCE OF THE STUDY	... 5
1.4	DEFINITIONS	... 6
1.5	AIMS AND OBJECTIVES OF THE STUDY	... 7
1.6	SUMMARY	... 8

CHAPTER 2 REVIEW OF RELATED LITERATURE

2.1	INTRODUCTION	
2.1.1	Overview	... 9
2.1.2	The changing face of halls of residence	... 9
2.2	PLACE WITHIN THE ACCOMMODATION SECTOR	... 12
2.3	MARKET SEGMENTS	... 13
2.4	PAST RESEARCH: PERCEPTIONS OF FACILITIES	... 16
2.5	THE BRITISH SCENARIO	... 19
2.6	THE POTENTIAL OF THE SECTOR	... 21
2.7	SUMMARY	... 24

CHAPTER 3 METHODOLOGY

3.1	OVERVIEW	... 25
3.2	RESEARCH DESIGN	... 26
3.3	SECONDARY DATA COLLECTION	... 27
3.4	PRIMARY DATA COLLECTION	... 28
3.5	DEVELOPMENT OF QUESTIONNAIRE	... 30
3.5.1	Pilot test	... 31
3.6	SAMPLE AND SELECTION	... 32
3.7	PROCEDURE	... 33
3.8	INTERPRETATION OF DATA	... 34
3.9	LIMITATIONS	... 36
3.10	SUMMARY	... 36

CHAPTER 4 FINDINGS AND RESULTS

4.1	FACILITIES AT HALLS OF RESIDENCE	... 37
4.2	PROFILE OF CONFERENCE GROUPS	
4.2.1	Introduction	... 40
4.2.2	Type and number of groups	... 41
4.2.3	Visiting patterns of groups	... 42
4.2.4	Size of groups	... 43
4.2.5	Duration of stay	... 45
4.2.6	Spending patterns	... 46
4.3	PERCEPTIONS OF FACILITIES	
4.3.1	Overview	... 50
4.3.2	Introduction	... 50
4.3.3	The facilities	... 51

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

5.1	DISCUSSION	... 100
5.2	CONCLUSIONS	
5.2.1	Comparative Facilities	... 101
5.2.2	Group profiles	... 102
5.2.3	Importance of Facilities	... 105

5.3	RECOMMENDATIONS	
5.3.1	Group Database	... 108
5.3.2	Perceptions of Facilities	... 108
5.3.3	Changes to be made	
5.3.3.a	Transport	... 108
5.3.3.b	Entertainment	... 109
5.3.3.c	Services	... 110
5.3.3.d	Catering	... 111
5.3.3.e	Operations	... 112
5.3.3.f	Communications	... 114
5.3.4	General	... 115

BIBLIOGRAPHY	... 117
---------------------	---------

APPENDICES

Appendix A	Table 1 (Details of Groups)	... 119
Appendix B	Cover letter and questionnaire	... 120
Appendix C	Results of survey (supplemental)	... 122
Appendix D	Standardised literature	... 141

LIST OF ILLUSTRATIONS

	PAGE
TABLE:	
1. Details of Groups since January 1992.(Appendix A.1).	... 119
2. Summary of Groups since January 1992.	... 40
3. Spending by groups for the year 1992.	... 48
4. Spending by groups for the year 1993.	... 48
5. Ranking of Groups.	... 99
 FIGURES:	
1. The Accommodation Sector	... 11
2. Type and number of groups	... 41
3. Visitor numbers according to month of stay	... 43
4. Average size of groups	... 44
5. Room nights spent by visitors	... 45
6. Average spending per visitor	... 47
7. Spending by academic groups	... 49
8. Spending by sports groups	... 49

ACKNOWLEDGMENTS

The specific nature of this study has meant that I have had to draw on support from many people. Thanks to my Supervisor, Mr. Jeffrey Kidd for the guidance and support he has given to help complete this research.

To the Staff at The Student Village, a big thank you for the help and patience you have shown. Special recognition and thanks to Mrs. Eva Miletic, who played the dual role of Co-supervisor for the thesis as well as for the role of Conference Co-ordinator. Thanks are also due to the Staff of the Centre for Hospitality and Tourism Research for all their assistance. A special thanks to Ms. Elizabeth Hillary for guidance regarding the procedure for data entry and analysis.

Special thanks to Mr. Jens Hansen, acquaintance for a short time and friend for life, for the time and interest he shared. A debt of gratitude is owed to Mr and Mrs Daruwalla without whose financial and moral support this study would not have become a reality. Special gratitude to my Parents for having put up with me for the past 26 years and given me every opportunity in the world.

A final thank you to Sharmin, companion extraordinaire, for having been there for me.

ABSTRACT

The common thread that binds all ventures is the quest to be commercially viable. The very brightest of ideas flounder when financial pressure causes them to deviate from their chosen path. To achieve what it has set out to do, a venture could find it has to get off the beaten track and break new ground. New markets have to be explored and sometimes even created. Asset utilisation has to be maximised and needs have to be satisfied in an increasingly demand oriented world.

The Student Village is one such venture. In 1989 it set out to become the premier academic residence in Australia. Due to factors, all stemming back to the condition of the economy, it is faced with static student resident numbers and increasing pressure from its parent university to become a contributing member to the revenue base.

The predicament of The Student Village is eased in that it does not have to find new markets or step into uncharted territory. The diversification of its clientele base from individual students seeking accommodation to large groups that require short term accommodation, has been the result of circumstance rather than a planned endeavour. It is certainly not a new field, halls of residence have been providing groups with accommodation for many years now. The problem facing The Student Village lies in that all its facilities are geared to meet the requirements of individuals rather than large groups travelling together.

This research is directed at identifying and evaluating the facilities that are available to groups and setting up a system to handle large

numbers of short term visitors. By catering to the needs of this new segment and ensuring return clientele, The Student Village stands to gain a great deal financially. This financial windfall would speed it on its way to becoming the premier student residence, as well as continue to contribute to the revenue base of The Student Village in the long run.

The findings indicate that no major changes to the existing facilities need to be made. Minor adjustments to the operating system and staffing pattern would optimise asset utilisation.

The findings are of specific value to The Student Village, but can be generalised for all halls of residence that provide accommodation to large groups.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

1.1.1 History and location

The Student Village is a residential complex established in 1989 for students attending tertiary education courses in central Melbourne and the western metropolitan region. It is situated on twelve hectares of parkland in the suburb of Maribyrnong, nine kilometres from Melbourne City Centre, and provides accommodation for over 600 students in two and three bedroom units.

The Student Village is owned and operated by Victoria University of Technology and has been developed specifically for tertiary students. There had been no expansion in the field of accommodation for this sector in the past decade and the combination of a relatively inexpensive built-up site, readily available finance and a pressing need for this type of accommodation prompted The Student Village to be established in 1989.

1.1.2 Physical structure

The Student Village comprises seven residential colleges. The six colleges at the eastern end of the campus, Astley, Barton, Chifley, Dalton, Endeavour and Falcon, each compromise four or five two-storey residential "houses" set around a central courtyard, with each house having 20 rooms in

two and three bedroom study units. At the western end of the campus, Gilmore college is a large circular complex which opened its doors in March 1992 to the first 60 of an eventual 250 residents. Currently houses in Bass, Chifley, Dalton and Falcon Colleges have been put aside for conference accommodation, totalling 84 rooms (in 33 units) with a potential capacity of 200 persons.

Units comprise either two or three study bedrooms and a toilet/bathroom. The rooms have built-in wardrobes and drawers, and are furnished with a bed, two chairs, desk and bookcase or shelves, study lamp, waste-bin, and either gas or electric heating.

1.1.3 Facilities

Payphones are located within each college and in the Administration building. All residential houses have a telephone extension for receiving incoming calls and for making internal Village calls. Coin-operated laundries are located close to each college.

The main Village Bistro serves breakfast, lunch and dinner Monday to Friday, and brunch and dinner on weekends. Alternatively meals can be obtained from the Village Cafe or several other food outlets nearby off-campus.

Sports facilities include two tennis courts, volleyball courts (sand, grass and hard court), a floodlit basketball/netball court, and a modern gymnasium with multi-station machine, exercise bikes, etcetera. Within the

park-like grounds of the Village are large grassed areas for sports or quiet relaxation.

Indoor recreation areas provide badminton, table tennis and billiard facilities. In addition to T.V. and Common rooms within each college, there is a spacious Recreation Lounge with daily newspapers, television, video, and stereo system in the administration building. There are also several seminar rooms for academic or community activities.

The Village Cafe provides a social meeting place, as well as meals, takeaway food, video library, groceries, etcetera. Nearby Highpoint shopping centre contains over eighty shops, including department stores, clothing shops, banks, supermarkets, pharmacies, post office, restaurants and take-away outlets. A Hoyts 10 Cinema Complex at Highpoint provides a wide variety of movie entertainment.

The Student Village is well served by bus and tram connections to Footscray Railway Station and Moonee Ponds Junction. There are ample parking areas spread around the campus including one security car park.

The Student Village can be described as being a self contained community. There are a wide range of facilities already in place for student residents, which with a bare minimum of modification could cater to conference visitors.

1.1.4 Current situation

There are a number of factors contributing to the need for The

Student Village to access other sectors, while still working towards its primary objective which is to be a premier academic residence. In 1992 a reduction in first year intake levels by all the major Melbourne tertiary institutions led to a temporary down-turn in the number of students taking up their offers for residence at The Student Village. There was an increased number of inquiries regarding group accommodation in addition to the large number of groups (now called conference groups) staying at The Student Village. The largest single factor however is V.U.T's (Victoria University of Technology) indication that it's capacity to provide supplementary funding to maintain and support The Student Village over the next three to four years will be strictly limited (Jordan,1992 C:9).

The services offered at The Student Village are currently directed completely at student residents. Conference Visitors needs are only met if they coincide with the services on offer for the student residents. Despite having very good feedback in terms of satisfaction (displayed through repeat clientele) there is scope for a great deal of improvement in terms of services oriented towards the conference visitor. Conference visitors should get services and facilities that they want and need rather than getting by on whatever is available.

1.2 NEED FOR THE STUDY

The Student Village now faces change in that its client base is diversifying to include a number of large groups requiring accommodation

for short periods. This diversification is to be exploited¹ as a long term contributor to the revenue base. To do this optimally it has become necessary to develop a profile of the visitors and their needs, so that a system can be developed and put into place for handling the specific requirements of conference groups. In addition to the intra-organisational changes that are required, there is a need to assess its facilities *vis-a-vis* its "competition" ie. other local residential colleges which also provide accommodation to conference groups.

1.3 IMPORTANCE OF THE STUDY

There is an applied component to this pilot research, in that it will result in better asset utilisation and higher occupancy rates, all year around, of the 15% of units currently designated for group usage.

The Student Village will be able to ...

".... meet its responsibility to the University to maximise its revenue so that (i) the necessary developmental works can be undertaken within an acceptable time frame without further reliance on funding injections from the University and (ii) the Village is brought as soon as possible to the stage where it becomes feasible to make regular and significant reductions of the University's financial investment in the facility."

(Jordan, 1992)

The research on the study will expand and substantially contribute to

¹ The demand already exists, it is now a matter of trying to provide a quality based supply of accommodation specifically geared at meeting the needs of groups.

knowledge governing the needs and requirements of group visitors to academic halls of residence. Furthermore it will hopefully address a much larger strategic issue, the priority of the group market within the revenue generating sectors of the Student Village. Moreover, it will seek to add to the methodological development of literature concerning facilitation of group visitors at halls of residence.

This study will be of special interest to The Student Village as it opens a way to overcome its unique circumstances².

Other academic halls of residence may find the results of the study useful in streamlining their existing systems or setting up one for group visitors.

1.4 DEFINITION OF TERMS USED IN STUDY

The Student Village - A twenty acre property situated in Maribyrnong, owned and operated by the Victoria University of Technology, for the primary purpose of providing student accommodation with academic and social support structures.

Conference Group - a member or members, collectively termed, whose bookings have been made by a common source, and is/are utilising facilities available within The Student Village.

Return Client - refers to the booking office rather than the individual

²*In the face of static numbers of people applying for stay as student residents and the increasing pressure to become a contributor to the university revenue base, a unique opportunity presents itself in the form of conference groups.*

visitor. A group is considered to be a return client if its booking source has made prior bookings at The Student Village.

Conference Visitor - A member of a group, sporting or academic, who is staying at the Student Village for a minimum of a day, and is paying the rate denoted on the Schedule of Group Fees .

Student Resident - A full time student at a tertiary institute who undertakes residency for the minimum term of 35 weeks, during the academic year, at the Student Village.

1.5 AIMS AND OBJECTIVES OF THE STUDY

This research proposes to:-

1. Identify and evaluate the suitability of existing facilities within the Student Village to handle conference visitors as compared with other local Halls of Residence,
2. Develop a profile of conference groups and study the perceptions the conference visitors have of these facilities (or lack thereof) and
3. Make recommendations, based on these perceptions, about improvements which can be made to existing facilities and the development of new facilities.

The objective of the research could best be summed up in the words of Middleton (1988),

"... focus on exchange transactions, which yield satisfaction and value for money to one party and a profitable long-run return on assets employed to the other."

1.6 SUMMARY

This chapter has introduced The Student Village, it's present setting and changes it is facing. It also establishes the importance of being as well prepared as possible to make the most of the changes it is confronted with. The importance of such changes are examined further in the next chapter which reviews related literature on conference facilitation with special reference to halls of residence.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

2.1.1 Overview

This chapter reviews related literature to halls of residence with conference facilities. It examines the place of halls of residence in the accommodation sector and the market segments to which they cater. Due to a lack of case studies of this nature in Australia, the universities of Great Britain (on which a great deal has been documented), are looked into. Finally the chapter looks at the potential of conference visitors as revenue generators for halls of residence.

2.1.2 The changing face of halls of residence

"At times when universities and polytechnics are feeling the full brunt of education cutbacks, academic boards have had to look to other means of raising money. They utilise the facilities that would otherwise lie fallow out of term time, and harness existing conference halls to serve more than one purpose"(An Academic decision, January 1992).

Educational establishments are challenging traditional conference venues for business across the entire meetings spectrum - conferences, seminars, product launches and exhibitions. In the "1992 Business Plan for The Student Village", under the heading of "External Income Generation 1993-1996" there is an outline to earn the equivalent of 1.5% of residential income through the hire and rent of the extensive facilities at The Student Village.

This commercial approach is not reconciled with the universities'

academic purpose without some extremely sensitive balancing acts; to quote Wing Commander Cartmell, Bursar of University College, Durham:

"The dilemma is that in order to survive as scholastic institutions, universities must increasingly involve themselves in the cut and thrust of the commercial world. It is possible to combine these two, but it creates particular tensions which require an unusual degree of sensitive management."

Durham has been attracting the conference trade since the mid 1970's. It now pulls in £ 2.2 million of business a year, much of it generated by word of mouth and much of it repeat bookings (University Challenge, 1990:26)

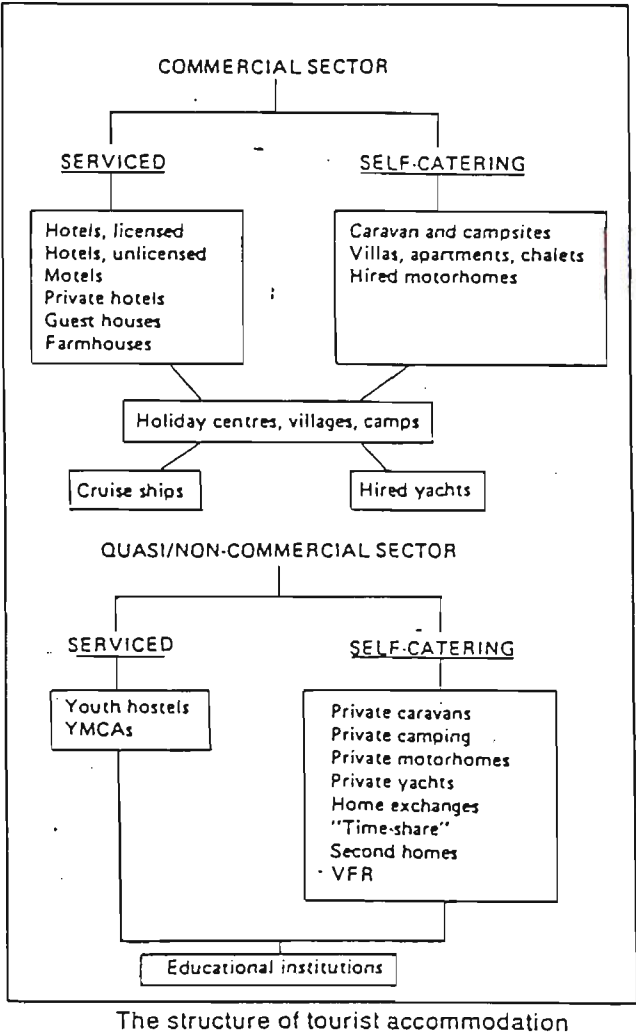
The business The Student Village is currently getting is also generated by word of mouth and is largely repeat bookings. The initial foray into conference accommodation was however a matter of circumstance rather than a planned endeavour. With the number and sizes of groups increasing it became apparent that there was a need for this type of accommodation and facilities which The Student Village was providing for conference groups. This need is reflected in the revised budget figures for 1993 where the figure has gone from an estimated 2.5% of residential income to 8.25% of expected residential income (1993-1996 Management Plan Draft). Business in this segment has got to a point where a formal structure and system is needed to cope with and improve upon existing services and facilities.

The Student Village is facing major changes in the realms of its policy towards conference groups. In keeping with its trend of filling an existing need within the accommodation marketplace, it now turns its attention to the Conference sector within its marketing mix. This attention is significantly directed at the income target of \$140,000 from the hire and rent

of facilities by 1996.

The term "conference sector" is used rather loosely to describe any group, of non-resident students, which is utilising facilities available within The Student Village. As pointed out by Mieczkowski, "A number of terms are used, in part synonymously: congress, convention, symposium, seminar, meeting, conference, workshop, session. Lack of uniform definition with respect to convention tourism is followed with inadequacy of statistical and research material" (Mieczkowski 1990:339). This lack of statistical and research material is further compounded because this one establishment, within the quasi/non-commercial sector of tourism accommodation is now partially branching out into the commercial sector (See attached diagram).

Figure 1
(Source: Middleton, 1988:37)



2.2 PLACE WITHIN THE ACCOMMODATION SECTOR

The ABS (Australian Bureau of Statistics) Survey of Tourist Accommodation, which is the key source of data and tourist accommodation capacity and usage levels, identifies four categories of establishment:

1. *Licensed hotels with facilities;*
2. *Motel, licensed or unlicensed, private hotel or guest house with facilities;*
3. *Caravan Parks;*
4. *Holiday flats, units and houses*

(Australian Tourism Outlook Forum:7)

There are certain difficulties in the partial transition from a fully academic hall of residence, which does not feature as a sector of tourist accommodation, to one which is now competing with some of the traditional tourism accommodation sectors like youth hostels and motels.

Trying to compete against sectors of the accommodation industry which have suffered massive downturns in business because of the economic climate is not as foolhardy as it may appear.

"A simplistic analysis of aggregate supply and demand could lead one to the misguided impression that there should be no further development of facilities for the foreseeable future. Such a conclusion would be flawed for the following reasons:

1. The accommodation stock contains capacity that will be traded out of the inventory in the normal course of changing property and tourism markets, eg. because of obsolescence, changing land uses and transformation from one accommodation type to another (eg. motel to youth hostel).

2. The accommodation stock is located in fast growing as well as stagnant or declining regions. It is certainly hard to sustain the argument that development should be curtailed until all

stock achieves some desirable industry average level of performance.

3. Some properties have been developed with the wrong concept or in the wrong location and have consequently failed. That is they are properties/products that would have failed irrespective of the recent difficult circumstances. Real product innovation can lead the way with exciting new markets and better satisfy existing markets."

(Australian Tourism Outlook Forum 1991:53)

2.3 MARKET SEGMENTS

Another difficulty faced by The Student Village is the question of its target market segments. Thousands of market segments exist within the travel industry, and there is no standard classification system for all of them. Instead segments are classified according to characteristics that are meaningful to a particular organisation or business within the Industry (Gee 1984:43).

For The Student Village to be able to improve its facilities for "conference visitors" it is necessary to get a basic profile of its clientele. This will assist in meeting the requirements at a personalised level rather than the one-size-fits-all approach. There are no demographics maintained of the individual visitor in terms of age, sex, education, so the classification is done on a group basis. Individual files on "groups" residing at The Student Village were maintained since the beginning of 1992, before which the groups came under the general category of "casual" residents.

The traditional classification, of travellers as domestic and international, fails to provide any meaningful breakdown of visitors at The

Student Village. Segmentation needs to be done according to characteristics which are meaningful to the purpose of this research. A review of files maintained on previous conference groups, since the start of 1992, reveals that "purpose of visit" is the most significant characteristic displayed and recorded. There are two broad categories of visitors based on purpose of their visit, sports and academic.

From the records available on groups it is possible to get further details on size, length of stay and spending patterns. These details have never been collated before, as an individual file had been maintained on each separate group.

Successful members of the travel industry recognise that it is impossible to be all things to all people. One of the biggest mistakes any member of the industry can make is to view the travel market as a homogenous one and therefore, try to satisfy all travellers with any single product or service (Gee 1984:43). Currently there is no system in place to handle conference groups who are treated as one regardless of their origins or interests.

Special interest tours must be approached and built from the ground up, carefully assessing the tastes, style and interest of the group not only in terms of what it wants to see and experience - but how it wants to do these things (Davidoff 1983:187). This would seem to indicate that The Student Village is in the unique position of having a ready made market to which it can adapt its facilities. Travel for study and religion, and to some extent health and sport, often carries with it a certain degree of obligation. Tourists making a trip for these reasons will treat their purchase as satisfying basic

needs (Bull 1991:13). The long term objective of facilitating group stays would be to provide more than just the basic accommodation needs.

One of the drawbacks noted by the Manager in his report was,

"The Village's location away from the University's main teaching facilities (and thus from easy access to lecture theatres, seminar rooms, etcetera.) reduces our capacity to attract conference business. We are able to cater for small seminars and training sessions, and we do a moderate but growing amount of business of this type. Promotion in this area has been by circular to Heads of Departments."

(Jordan 1992 b:4)

Already there is a positive response to The Village with repeat customers and Groups booking in for the following year. The Manager notes,

" It is pleasing to see the effort of Village Staff to provide high quality service to external clients repaid by repeat bookings."

(Jordan 1992 a:2)

The Managers sentiment is shared by Bull (1991), who writes,

"Repeat visiting has a significant effect on tourism marketing costs, that is the costs of developing, promoting and delivering tourism products. Suppliers in general attempt to maximise repeat visiting, as the costs of promoting and delivering tourism products to repeat visitors are far lower than is the case when products have to be introduced to first time buyers who cannot "sample before they buy"

(Bull 1991:21)

The Student Village is in the unique position to offer "sampling before purchasing" because the decision makers are invited to tour and stay at The Student Village.

2.4 PAST RESEARCH: PERCEPTIONS OF FACILITIES

There has been no research done at The Student Village with regard to conference visitors but the research conducted within the hotel industry reveals findings which the author feels will be very similar in nature. At this stage a reiteration must be made that the market segment The Student Village is pursuing is totally independent and in a different class to the ones which reside in purpose built conference centres which can afford to conduct surveys and research into perceptions of conference visitors.

Research shows that conference organisers felt that hoteliers should provide them with more structured information and better guidance on the various components of the conference package. In addition to this communication having to be clear the following points were noted:-

- 1. Conference organisers expect hoteliers to provide guidance on in-house planning and organisation.*
- 2. In-house conference package prices should be fully inclusive with no hidden extras.*
- 3. Conference organisers and delegates need space and facilities to think and work on business tasks.*
- 4. Conference organisers and Delegates have different expectations and requirements - staff training should recognise this.*
- 5. The majority of conference organisers claimed to rely on personal recommendations or past experience when selecting a hotel.*

(Alvn and Richards, 1992)

During 1991, the conference organiser almost became an "endangered species", says Peter Gee, managing director, Periquito Hotels.

"Now, however, volumes are increasing, although characteristics of the business have changed. We are not getting product launches and razzmatazz events, instead there is an emphasis on training and public sector is much more active than it used to be. We are also finding as activity increases, that the lead time for booking conferences is also increasing".

(Winds of Change for Conference Organisers, 1992:7)

The U.K. Conference Market Survey which was an exhaustive examination of the market indicated that despite the improvement in decor and style of a place, the fundamental problems remain. The Organisers felt that the venues could make the most improvements by:

- 1. Providing dedicated co-ordinators to handle the conference from cradle to grave,*
- 2. providing better trained, more flexible and friendlier staff,*
- 3. improving the quality of meeting rooms,*
- 4. offering better value for money, and*
- 5. being more flexible and paying more attention to detail.*

(Martin, 1991)

These sentiments by organisers have a very familiar ring to them. As mentioned earlier, even though The Student Village is not trying to compete with purpose built conference venues, the needs of conference visitors seem to be universal.

These needs are simple and can usually be met with the minimum of expenditure. To quote a respondent in the above mentioned survey, "By facilities we do not mean hi-tech equipment. If it is a bright cheerful room with natural light and of the necessary size with, say, an overhead projector, we don't need electronically moving walls and an all singing, all dancing

lighting system".

According to respondents of the U.K. Conference Survey, hoteliers should offer choice at meal times, perhaps a change of environment, such as a barbecue. Leisure facilities, such as swimming pool and squash/tennis courts were not generally mentioned as an influencing factor when booking conference venues. They sound like a good idea, say the organisers, but would many people use them. These and similar feelings are echoed throughout "Conferences - an organiser's view" which also outlines the following areas of responsibility for a place looking at providing conference accommodation. They are :-

- security
- legal arrangements
- communications
- transport
- liaison with caterers
- equipment hire
- liaison with house keeping
- recreation
- overall program development

The degree to which The Student Village will change to facilitate the accommodation of visitors need not be as extreme as the two examples pointed out by Mr.Foley, President of Hyatt Hotels Corporations.

"Specialisation has led to Hotels being built that consist entirely of suites, including kitchen facilities. There is a new hotel in Japan where rooms are simply 6 by 4 foot compartments, for lying down guests only, at a fraction of the cost of a regular accommodation".

(Davidoff 1983:192)

2.5 THE BRITISH SCENARIO

The potential of the concept of academic halls of residence providing alternative services can best be evaluated by looking at the example of the British Universities, where

"... a third contestant has entered the field to dispute the monopoly previously held by hotels and conference centres. The Universities with their purpose-built lecture theatres, excellent sports facilities and, ever improving accommodations and very acceptable standards of catering are now winning £60 million of business every year"

(Winds of Change for Conference Organisers, 1992:7).

British universities have become the conference and exhibition market leaders. The main reasons are not hard to find.

1. *They offer purpose built premises;*
2. *nationwide choice of locations;*
3. *a wide range and size of facilities;*
4. *unbeatable value for money.*

(An Academic Decision, January 1992)

Besides the above mentioned reasons which hold true for the Australian Universities, there are two national bodies set up specifically with the facilitation of accommodation as their primary objectives. The Higher Education Accommodation Council (H.E.A.C.) and the British Universities Accommodation Consortium (B.U.A.C.).

"The Higher Education Accommodation Council is funded by the higher education centres themselves, and members visit each College to make sure that the facilities are able to provide the standards necessary for conferences.

The British Universities Accommodation Consortium not only supplies conference venues, but residential and day exhibitions, study and activity holidays, bed and breakfast, self catering, summer schools and coach tours. H.E.A.C. organises residential conferences, training courses and one day membership meetings.

"The business of using centres of education as conference venues has been in existence for the past 20 years, but perversely it always enters a boom period when the economic climate forces associations to be more pragmatic in their selection of venues."

(Assembly and Association, 1991:20).

Despite the help from the economic climate the market had to be aggressively chased with some big financial outlays which have paid rich dividends as evidenced by the securing of a £60 million slice of the market.

"The spending in times of economic hardship shows the competitive nature of the market. University of Manchester £4.46 million pounds, Cardiff University £6 million development and Queen Mary's College £1.1 million just on catering facilities."

(An Academic Decision, January 1992).

The money created is indirectly put back into education in that it is put towards upgrading the halls, which the students also use. The majority of centres are commercially viable and this keeps down the amount of fees for students and pays for upgrading the facilities - the students will naturally benefit.

All over Britain the big names in Industry are flocking to the campuses. Asked why, Carol Formon, executive at B.U.A.C., insisted the answer was simple:

" We offer real value for money because our facilities

have been purpose built for communication. Price for price, our packages offer unbeatable value and come complete with the best equipped lecture theatres and syndicate room, plus first class recreational, sporting and social facilities. In many Universities, delegates can eat, sleep and meet in the same building."

2.6 THE POTENTIAL OF THE SECTOR

In examining the market potential of conference and holiday groups the following statistics provide credence to the theory that the market exists and could be a major revenue earner for the Student Village and other halls of residence:

1. Records from Administration offer the following statistics; a student resident pays \$12 per day of residency as compared to \$18 for a group visitor;
2. The general administrative expenses for group visitors is minimal due to economies of scale and the work being done by honorary staff members;
3. The maintenance and cleaning costs for group housing units are variable as against the fixed costs involved with student housing units;
4. The social and academic support structure maintained for student residents is not needed by the group visitor;
5. The marketing expenses for groups is non-existent at this stage because all the business that has been generated has been

word-of-mouth, whereas the student residents are targeted through an elaborate one-on-one basis within an existing marketing process.

According to Chow,

"increased asset utilisation ought to be the short term objective of The Village. Finding more and better ways of increasing the utilisation of assets will increase the revenue of the organisation; some of which can be then used for its marketing later. This approach is low-risk and does not incur much expenditure."

(Chow 1992:6)

The assets in question are given special mention by the Manager in his report,

"The Village is quite well equipped to provide a venue for seminars and camps held by sporting organisations. Since this type of business appears to be mainly gained by word-of-mouth recommendation, our efforts in this area have concentrated on providing high quality service to existing clients. Our bookings of sports groups continue to grow, and I expect this market segment to be very successful for us in the future."

(Jordan, 1992 b:4)

The increasing patronage of the Village as a viable provider of accommodation for large groups is noted by the Manager:

"We are having increasing success in attracting other residential business, such as sporting groups and other visitors, and this will at least partly offset any reduction in student accommodation."

(Jordan, 1992 a:1)

The commitment towards the "Conference market" shown in 1993 with the appointment of an honorary Conference Co-ordinator, means that

despite the student market picking up substantially, the conference market is seen as more than just a short term revenue raiser.

"Conferences are no longer just the icing on the cake for our universities, but an essential part of the mixture."

(University Challenge, 1990:26)

It is seen as vital to the revenue base, contributing so that

"The Student Village will be able to meet its responsibility to the University to maximise its revenue so that (i) the necessary developmental works can be undertaken within an acceptable time frame without further reliance on funding injections from the University and (ii) the Village is brought as soon as possible to the stage where it becomes feasible to make regular and significant reductions of the University's financial investment in the facility."

(Jordan, 1992 c:9)

The priority of this sector has become more evident when the two statements, from Business Plans for 1992 and 1993, regarding revenue from this source, are compared :-

1992- '... the 1992 budget shows estimated income from the hire/rent of these facilities of \$30,000 or 1.5% of residential income. The plan is to raise income from this source to 4% of residential income by 1996. A target figure of \$60,000 is set for 1993 and \$80,000 for 1994'

(Business Plan, 1992:11)

1993- '... the 1993 budget shows estimated income from the hire/rent of these facilities of \$100,000 or 8.5% of residential income. The plan is to raise income from this source to 10% of residential income by 1996. A target figure of \$100,000 is set for 1993 and \$117,000 for 1994'

(1993-1996 Management Plan)

The idea of diversifying into segments other than Student Residents is not a new one. Records show that in 1989 at a Student Village Management Committee meeting the issue of a Village brochure outlining the facilities available for conferences, meetings, workshops, visiting academics etc. was being prepared (Student Village Management Committee, 1989). This brochure however did not eventuate and instead a brochure of The Student Village and the accommodation it offers was produced by Technisearch (R.M.I.T.) for use in marketing their services overseas (28 August 1989, Managers correspondence with Registrar of University of Melbourne).

2.7 SUMMARY

This chapter examined the concept of academic halls playing host to conference visitors. It establishes the place of halls of residence within the tourism accommodation sector and the market segments that utilise them. The British universities are well established providers of this form of accommodation and are seen to have a highly organised network in place.

The next chapter examines the research methodology employed to facilitate the accommodation of conference visitors at The Student Village.

CHAPTER THREE

METHODOLOGY

*To behold is to look beyond the fact; to observe, to go beyond
the observation.*

Look at a world of men and women, and you are overwhelmed by what you see;

*Select from that mass of humanity a well chosen few, and these observe
with insight,*

And they will tell you more than all the multitudes together.

This is the way we must learn: by sampling judiciously,

By looking intently with the inward eye.

Then, from these few that you behold, tell us what you see to be the truth.

(Leedy, 1985:140)

3.1 OVERVIEW

The scope of this chapter extends to a description of the research design, the collection, processing and method of analysing all data, development and application of the survey instrument, the sample and its selection and the limitations of this research.

This study is descriptive research which will permit the management of academic halls of residence to optimise the relationship between the inputs of resources and output from assets by the facilitation of conference accommodation. It is aimed at the planning and execution stages of the management process. It will serve as an operational guide and assist in rationalising resource allocation and usage.

The following diary of events will clarify the evolution of accommodating conference visitors at The Student Village. It will also assist in understanding the rationale for the choice of processes adopted in the rest of this chapter.

1989	The Student Village opens its doors to student residents. A small amount of its capacity is utilised by the funding universities to accommodate staff members.
1990 - 1991	A very small number of people who would classify as conference visitors, according to the present system, utilised the accommodation facilities. They were recorded as 'casual' residents. This category covered any person who was not a student resident.

1992 January to June	A severe shortfall in the expected student resident numbers resulted in the closure of four houses for reasons of economy. Only 4 groups come to stay in the first six months. For the first time separate records started being kept of groups which were utilising the facilities available.
1992 July to December	These six months saw a comparative flood of enquiries, with 15 groups utilising the facilities on offer. There was no extra staffing and the large numbers of people placed a burden on the staff, who were not equipped or trained to handle large groups.
1993	The staffing problem is temporarily eased with the creation of a new honorary position, Conference Co-ordinator, to be held by a student resident. Five houses were designated as conference accommodation, and in March one was re-assigned for student residents as numbers this year surpassed the forecasted figures.

3.2 RESEARCH DESIGN

Due to the research being institution-specific a combination of observational and survey data collection processes have been used. The details of previous groups were assimilated from records maintained by the administration. The observational process was carried further since the researcher, in the course of being conference co-ordinator, spent time, and was in direct contact, with the conference groups before, during and after their stay at The Student Village. The survey process was conducted through a paper and pencil instrument developed by the author as no

research of this kind has been previously done for groups residing at The Student Village.

In terms of time coverage the research design was cross-sectional with the study being conducted at one time even though the data gathered is from group visitation periods 18 months prior. It is a statistical study with the variables ie.the various facilities, being subject to factor analysis. The cross tabulation of the two types of groups against the various variables will help identify the special needs of the respective groups and of conference visitors overall. The cross tabulation also infers relationships between the facilities available and those that are still required.

3.3 SECONDARY DATA COLLECTION

A literature review to locate previous research in the area of facilitation of group visitors to academic halls of residence was conducted at Victoria University of Technology's library at its Footscray campus. The Australian Business Index and Austrom, a bibliographic database system, were sourced in addition to various journals such as Conference and Incentive Travel, Assembly and Association, Sales and Marketing Management, Annals of Tourism Research, Journal of Travel Research and Tourism Management.

The administration office of The Student Village had maintained files in a chronological order of the conference groups with details like

arrival and departure dates, size and spending of the group. There was no database of the groups in existence and Table 1 (Appendix A.1), from which all other tables in this study are extracted, had to be constructed figure by figure from the administration files.

Internal documents were investigated for all references to Groups. These include the 1992 Business Plan, 1993-1996 Management Plan (Draft) and internal reports on the marketing of The Student Village as well as all available correspondence with the parent university.

3.4 PRIMARY DATA COLLECTION

The preliminary literature review of the existing data revealed that there was not enough information available to complete this study on facilitation of groups and that it was therefore essential to gather primary data.

Various methods of data collection were considered, including experimental, observational and survey methods. The first part of the study involved simple comparison of facilities and for this the observational method seemed most appropriate. The effectiveness of this choice of method was borne out, when the "competition" refused to divulge information when approached with the survey method which was being conducted with a comparative checklist. To ensure uniformity, the author posed as a group organiser and made enquires about facilities under the guise of a prospective client.

For the second part of the study which had two sections, a combination of secondary and primary data had to be collected. The data for the first section, which involved developing a profile of conference groups, was mainly from already existing but scattered records, maintained by the administration office of The Student Village. This involved searching through each individual group file and isolating the relevant data.

For the second section involving perceptions of facilities by group decision makers, a combination of observational and survey methods was used. This was necessary as the sample consisted of people present at the time of participating in the survey as well as those who had themselves stayed or organised stays at The Student Village as far back as January 1992. During the duration of this study, January to July 1993, the author held the honorary position of "Conference Co-ordinator" at The Student Village. This led to an extensive amount of contact with conference groups before, during and after their stays. A lot of first hand information was gathered as part of the job description involved liaising with the decision makers for the various conference groups and handling all enquires regarding facilities by potential clients.

The primary data for section 3 in the next chapter was collected through a questionnaire, the development of which is discussed in the following section. The questionnaire, along with the cover letter (Appendix B.1 and B.2) was mailed to all organisers for the groups that had resided at The Student Village before May 1993. The questionnaire was personally administered for the six groups that arrived in May 1993.

The questionnaire was followed up with a telephone call. 70% of the respondents preferred to answer the questionnaire over the telephone. Only four completed questionnaires were returned by mail. The reason for the respondents preferring to reply over the telephone was due to time constraints on their part, as made evident during the pre-testing of the survey instrument.

3.5 DEVELOPMENT OF QUESTIONNAIRE

The questionnaire was developed with the interests of this site-specific study in mind. Since no previous studies of the attitudes of conference visitors towards The Student Village had ever been conducted, it was necessary to base the questionnaire on the queries and suggestions of prior visitors. The author as conference co-ordinator had first hand knowledge about the most frequent and commonly asked questions about facilities.

A stock-take was done of the facilities, currently available, in the pipeline and those that had only been discussed as possibilities in the future. A total of 32 different variables was found after discussion with the administrative staff who had handled all enquiries in 1992.

The questionnaire was sub-divided into four parts to reflect the availability of facilities. Part A was a general classification of the type of group. Part B listed the facilities that were available at the time of posting

the questionnaire, Part C listed facilities which are still on the drawing board and yet to come on-line. The last part, Part D, gave the respondent a chance to list any facilities they felt were needed over and above the already listed ones.

Input, in the form of comments and criticism from the administrative staff, was also utilised as they had handled all enquiries during 1992. The questionnaire was then tested in a pilot study.

3.5.1 Pilot Test

The initial sample was to have been every individual visitor who resided at The Student Village during the duration of the study, between January and June 1993, as well as decision makers for all the groups that had visited during 1992.

This pilot test sample consisted of Group 20 and Group 21 (one academic and one sports group) as well as decision makers of 1992. The decision makers for the sports groups were the coaches and team managers who accompanied the teams, whereas the decision makers for academic groups were heads of departments who rarely accompanied the groups. The academic decision makers however did make it a point to send someone around or personally have a look at the facilities and campus.

The results showed that the individual visitors response was often

in direct contradiction to that of the decision maker in the group. eg. All 19 players of an Under-17 team thought that a licensed bar was essential, while the 3 accompanying coaches and manager felt that the presence of a licensed bar on the premises would be a negative factor.

Research indicated that the decision maker depended quite heavily on good references and personal experience when deciding on a place to organise group accommodation. The decision makers for sports groups were usually the accompanying coaches and team managers while decision makers in the academic sector were the heads of departments who rarely accompanied the groups. Since the decision maker was the one who decided on the choice of the site of accommodation their responses to the questionnaire were considered to be more valid. Thus the new sample was as follows.

3.6 SAMPLE

Although it was desirable that the survey be conducted at several different halls of residence, there was resistance in divulging names and contact addresses, by the other universities, which had halls of residence, as the author is the conference co-ordinator of The Student Village.

The target population for this research can be defined as the decision makers of groups that have resided at The Student Village. Where there was no clearly defined leader the "contact person" who was the spokesperson of the group was targeted. This spokesperson was often

the decision maker regarding choice of the place of accommodation.

The time span covered by this population ranges back to the beginning of 1992 when separate records of "groups" started to be maintained. There had been 33 groups that visited The Student Village since the month of January in 1992. Out of the 14 groups since the month of January, 1993, seven were repeat clients. At this stage a distinction needs to be made regarding the use of the term "repeat clients". The traditional phrase when taken in the hospitality context refers to the individual customer who returns; however in this research it is used to identify corporate clients ie. institutions or companies which utilise The Student Village more than once. So even though the actual individuals who were members of a conference group may not have been to The Student Village before, the group they were in is still classified as a "repeat client" as the decision makers and group leaders were the same individuals who made arrangements for the prior groups.

Taking repeat custom into account the maximum potential size of the sample was 18 group decision makers. Of these 18 potential participants there was a positive response from 15, making the response rate to this survey 83.33 %.

3.7 PROCEDURE

The data for the comparative part of the study was obtained through direct questioning of the person designated to handle conference

accommodation queries at halls of residence run by other universities. The author did not identify himself as a researcher or as a member of staff of The Student Village, but as a potential client. This was done in order to maintain uniformity and get a true picture undistorted by "professional competitive secrets". It was also made abundantly clear, by other halls of residence, that the names and contacts of groups was a closely guarded secret. This thought was echoed by the Management at The Student Village and thus all the groups in this study are listed in a numeric fashion. A key to this numeric code will be maintained separately for the management so that each group can be identified at a later stage.

For the second part of the study, a questionnaire and a cover letter (Appendix A.1 and A.2) was sent to the last known address of the participant. On following up the questionnaire with a telephone call it was found that 11 of the respondents preferred to answer the questionnaire over the telephone, with only 4 respondents actually returning their completed questionnaires.

3.8 INTERPRETATION OF DATA

The data relating to the first part of the research, the comparison of facilities with other halls of residence, was entered in a simple table which allows for easy comparisons to be made. There are no facilities which can be considered standard and this meant that the response to this particular

part of the study was scattered and varied over a wide range.

The secondary data collected for the second part of the research, the profile of groups, was entered into a spreadsheet program (Lotus 123) which allowed for the various breakdowns and analysis to be conducted from the master file which makes up Table 1 (Appendix A.1). All the other tables are extracts from this master file which is a collation of all the details from the individual group files maintained by the administration.

The primary data collected through the questionnaire for the third part of the research, perceptions of facilities, was entered into a database (dBase 3+). This database file was then imported into a statistical analysis program (Statistical Analysis System or SAS) which ran a frequency analysis for the variables and the respective responses to them. This frequency analysis created the tables which are shown in Appendix C.2 through Appendix C.7. The output of this analysis shows the perceptions the entire lot of respondents had of any one particular facility.

The frequency analysis was followed by cross tabulation of the types of groups, sports and academic, against each variable or facility. The results of this cross tabulation (Appendix C.8 though Appendix C.19) show the value that each type of group associates with any given variable or facility.

All data was entered and processed at the Centre of Hospitality and Tourism Research, Footscray Campus.

3.9 LIMITATIONS

The study will not attempt to forecast future levels of usage of the accommodation facilities set aside for conference visitors. The study is restricted to the present market segments and will not attempt to facilitate the stay of other potential segments.

The study is based on The Student Village, which at four years is an infant, albeit a very fast growing one, in the field of academic halls of residence. The competitive nature of the market meant that information from other halls of residence was extremely limited.

The respondents represented 83.33% of the maximum possible sample size. The sample was restricted to the decision makers within each group, as their views were representative of larger views of population.

The recommendations will be "site-specific" and will be of limited direct use to other halls of residence.

3.10 SUMMARY

The methodology for this descriptive research has been outlined in this chapter. It also examined the method of data collection, the sample from which it is to be collected and the procedure of collection. The development of the survey instrument, its pre-testing and the procedure applied in its application is also outlined. Finally the limitations to this research have been listed.

The following chapter examines the findings and the interpretation of the results.

CHAPTER FOUR

FINDINGS AND ANALYSIS

4.1 COMPARISON OF FACILITIES WITH OTHER HALLS OF RESIDENCE

The following table lists the general facilities available at all halls of residence approached for the comparison part of this study. It was found that due to differences, mainly in size and staffing patterns of the different halls of residence, a standard comparative platform was not possible.

ROOM CONFIGURATION	INFORMATION BOARD
COMMON ROOMS	INDOOR GAMES
SOCIAL ACTIVITIES	CAMPUS INFORMATION KIT
ON CAMPUS FOOD OUTLET	MAIL CENTRE
BEDDING	LICENSED BAR
GYMNASIUM	CHOICE OF SHARED OR SINGLE ROOMS
SPORTS FACILITIES	IRONING FACILITIES
TELEPHONES	VARIABLE MEAL TIMES
SECURITY	NEWSPAPER DELIVERY
PUBLIC TRANSPORT	CARPET OR MAT IN ROOM
PHOTOCOPIER	FIRST AID BOX
PARKING AREAS	TEA AND COFFEE MAKING FACILITY
LAUNDRY	PRE-ALLOCATED ROOMS
CONFERENCE ROOMS	PERSONAL IDENTIFICATION CARD
24 HOUR STAFF ASSISTANCE	SELF CATERING FACILITY
FOOD AND DRINK VENDING MACHINES	

The only advantage The Student Village has over the other halls of residence in terms of facilities was that The Student Village could accommodate 200 persons during the academic year. This capacity rises to 600 persons during the months December through to March. At best,

the closest any other hall of residence got to this figure was 200 persons, and this was only for 2 months of the year, during the summer break.

In terms of facilities that were being offered by other halls of residence but not by The Student Village the following were found:

(a) Social Activities - these included organised entertainment and outings.

(b) Information Boards - this includes a map of the campus and other information like transport and about the local surroundings.

(c) Transport - the halls of residence have their own mini-bus for use by conference groups.

(d) Licensed Bar - the facility which permits people to unwind at the end of the day and also acts as a meeting place where conference visitors get to meet student residents.

(e) Ironing facilities - this feature was integrated into the laundries.

(f) Carpet or mat in the room - some rooms had wall-to-wall carpeting, while the cheaper rooms were found to have rugs or mats.

(g) Tea and Coffee making facilities - this facility was usually in the form of a small pantry where conference visitors could make a cup of coffee or tea for themselves.

(h) Identity Cards - some sort of identification was given to each individual visitor to facilitate the use of various facilities and allow access to otherwise restricted areas.

There were various factors which made a direct comparison improbable. The one that stands out most is the guest to facility ratio. It was not possible to rank one establishment as better than another overall because one for example had a washing machine per 20 persons as compared with another which had one machine per 30 people.

Another factor which made comparison difficult was the terminology of "on campus". Facilities like laundries, food outlets and licensed bar were just across the road from some places while others had them within the premises. The physical distance of these facilities from the accommodation unit was often greater in the case of 'on campus' than when they were located across the street from the accommodation unit.

4.2 PROFILE OF CONFERENCE GROUPS

4.2.1 INTRODUCTION

The collection of similar details from individual files maintained on each group helped, for the first time, to build some sort of profile of conference groups to The Student Village. The information that came to light from the compilation of all the details is as shown in Table 1 (Appendix A.1.), which is the source for all graphs in this section.

The most distinguishing characteristic of all the groups that have stayed at The Student Village has been the purpose of their visit. The two broad categories that the groups fall into according to the purpose of their visit are as follows :-

1. **ACADEMIC PURPOSES** - the purpose of the visit is for studies. These studies may or may not be conducted on the premises of The Student Village.
2. **SPORTING PURPOSES** - the purpose of the visit is to take part in competitions conducted on grounds outside of The Student Village, or undergo training using facilities within The Student Village like the recreation hall or gymnasium.

The following table is a summary of the conference groups that have resided at, or utilised the facilities of The Student Village.

Table 2: "Summary of Groups since January 1992."

TYPE	NUMBER OF GROUPS	AVERAGE SIZE OF GROUP	BED NIGHTS PER VISITOR	%AGE OF TOTAL ROOM NIGHTS	SPENDING PER VISITOR	%age of total revenue
SPORTS	8	45.1 persons	3.48	33.00 %	\$ 97.21	38.51 %
ACADEMIC	25	20.6 persons	4.95	67.00 %	\$ 108.43	61.49 %
TOTAL	33	26.6 persons	4.34	100.00 %	\$ 104.03	100.00 %

Source - Extracted from Table 1:(Appendix A.1)

The purpose of group profiles is that these can be utilised in marketing processes. Knowing about clientele will ensure that their specific needs and wants can be met. Profiles will assist when making decisions regarding the most productive segments to target or decisions relating to expanding or decreasing this form of business in relation to student resident numbers.

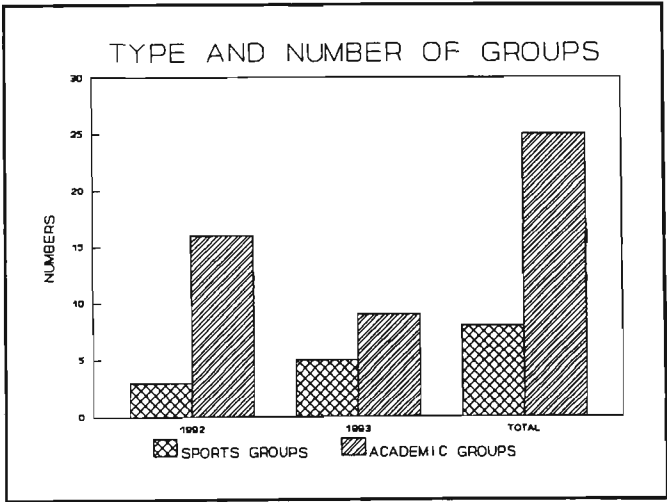
4.2.2 Type and number of groups

A total of 33 groups utilised the facilities at The Student Village between January 1992 and June 1993. As shown in the figure below eight of these, can be classified as sports groups, three of them in 1992 and five in 1993.

The remaining 25 groups come under the category of academic groups. Of these 25, nine were at The Student Village during the first five months of 1993 and the rest during 1992.

There had been 15 repeat clients since January 1992 with 13 of them being from the academic sector. 13 out of 25 groups returning for the academic sector as against two out of eight

Figure 2



for the sports sector. This statistic should belie the reasoning that the location away from the actual university campus serves as a deterrent to academic groups returning to stay at The Student Village. Another common misconception this statistic dispels is that sports groups form a large part of conference visitors. They tend to be in larger numbers and are thus more noticeable, but the figures, eight out of 33 groups (24%), indicate otherwise.

The lower numbers for the sports sector are due to external factors and are not a cause for concern for The Student Village. The national competitions, for example the Under-19 National Baseball Challenge, that the visiting interstate teams participate in, are played on a rotating basis. Thus it might be upwards of five years before the competition returns to Melbourne after doing the rounds of the other state capitals.

The increase in the numbers of groups utilising The Student Village is best evidenced by simple comparison of the numbers over the same period last year: four groups (till June in 1992) as compared with 14 for the first five months of 1993. These numbers have special significance for the following section.

4.2.3 Visiting patterns

Having only the past 18 months on record, the peak demand periods are not clearly identifiable yet. There seem to be two low demand months, June and December, with demand peaking in April-May and September-October. This cyclic trend is likely to continue according to the

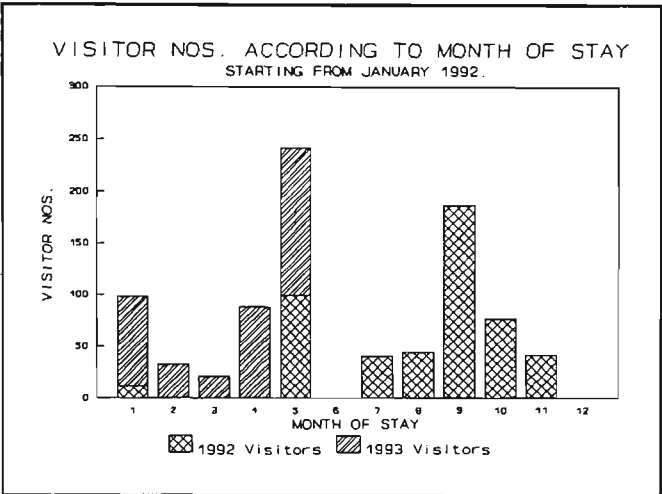
bookings made for the rest of 1993.

Since there is a section of The Student Village permanently allocated for conference accommodation, unlike other halls of residence, The Student Village can accommodate up to 200 visitors at any given time during the academic year.

The Student Village faces the unique situation, amongst halls of residence, in that it is looking to utilise capacity right through the year. The other halls of residence concentrate on capacity utilisation only

during breaks in the academic calendar when students vacate their rooms and they are lying empty. In due course, when the demand by resident students for accommodation outgrows the current supply, the importance of having established demand periods for group accommodation will come through in the form of better capacity utilisation.

Figure 3



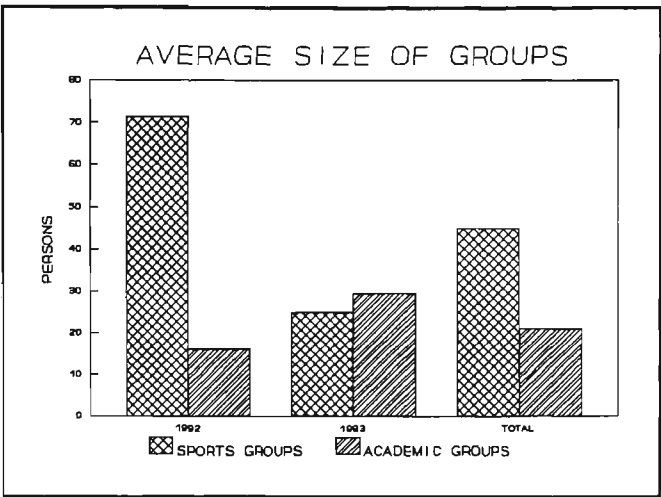
4.2.4 Size of groups

Overall the average size of the groups is 26.5 persons, with a total of 876 persons having utilised facilities at The Student Village during the

period starting January 1992 and finishing June 1993. The sports groups averaged 45.1 persons, with a total of 361 persons. Academic visitors numbered 515 persons averaging 20.6 persons over the same period of time.

As shown in the figure alongside, sports groups on average, reduced dramatically in size from 71.3 persons in 1992 to 29.4 persons in 1993. On the other hand academic groups, on average, increased from 18.1 persons in 1992 to 25 persons in 1993.

Figure 4



Each of the four houses currently designated for conference accommodation has a capacity of between 40 and 48 persons on a twin share basis. The organisers of sports groups stress the importance of being able to have "controlled" groups. The configuration of the houses are well suited for this purpose as access and entry for all rooms is through a central breezeway. At the same time academic groups have commented favourably on the desirability of the seclusion that this central entrance provides.

With the average sizes of the groups for both sectors expected to hover around the 30 person mark, the current sizes of the houses are ideal with a little leeway for expansion if necessary. An added bonus to having

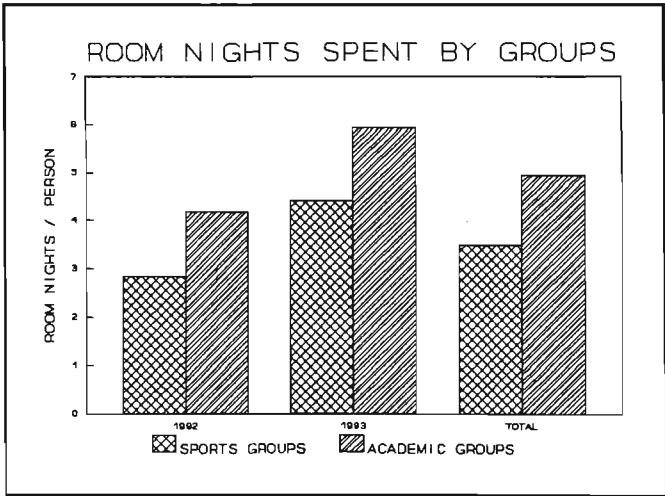
this average size of about 30 is that groups can be accommodated in different houses, out of the way of each other. This feature is specially useful for sporting teams, who are competing with each other and have often been found to have continued their rivalry and aggression off the playing field.

4.2.5 Duration of stay

There have been 876 conference visitors who cumulatively spent 3,806 nights, between January 1992 and June 1993. The overall average per person is 4.34 nights with 1992 visitors averaging 3.61 nights and conference visitors in 1993 staying longer averaging 5.34 nights.

Visitors in both sectors have increased the length of their stay in 1993, as shown in Figure 5. The sporting sectors average stay per visitor has increased from 2.84 nights to 4.41 nights as has the academic sector

Figure 5



from 4.18 nights to 5.95 nights. The average group utilises 115 room nights. This figure is on the increase with groups in 1992 averaging 96 nights and 1993 groups averaging 142 nights.

The average length of stay appears to be directly proportionate to the average length of academic courses and sporting events. Research carried out on conference schedules showed that leisure time was considered a luxury and was excluded from most schedules (during the past two years), sporting or academic. Historical trends suggest that the length of these events will increase with an improvement in the economy and the re-introduction of leisure time as a standard feature in any schedule.

4.2.6 Spending pattern of groups

The three areas of spending by a conference visitor were found to be:-

- a. *Accommodation* - this is the charge for the room. It varied according to the configuration (single or shared), and extra charges for bedding.
- b. *Catering* - this is the contracted rate which the visitor has agreed to pay prior to arrival for a pre-determined number of meals. This figure does not include the spending by at least 30% of visitors who do not pre-arrange meals but do utilise the Village Bistro and Village Cafe.
- c. *Extras* - most facilities within The Student Village, sporting and others, are free, but there are some charges for hiring teaching areas as well as equipment. This area of spending also includes all money received for loss and breakage of property.

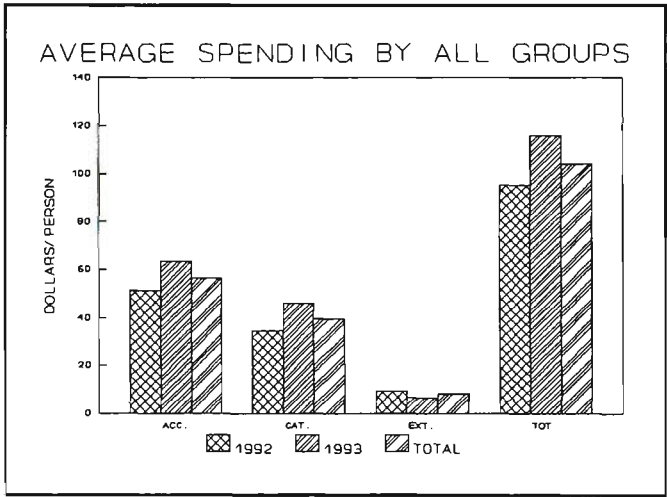
Figure 6, on the following page, shows average spending by

conference visitors since January of 1992.

Since catering is provided by contract caterers, the revenue from this is not considered as income by The Student Village. Thus revenue is the sum total which The Student Village invoices a group for. Income is only the total of the accommodation and extra charges as the rest is passed on to the contractor for the catering. The income was 63.55 % of revenue in 1992. The decrease to 60.37 % of revenue is explained by increased prices per meal in 1993.

The economic rationale behind groups staying at The Student Village could be in danger of being eroded if costs, in any of the three areas of spending, are allowed to "get away" or no longer provide value for

Figure 6



money. The only area of concern in this aspect is catering which is provided by a contractor. The price rise across the board of between 16 % and 25 % for all meals coupled with a decrease in quantity has led to dissatisfaction amongst returning groups. Surveys of these groups indicate that the expected improvement of quality has not matched the price rise. This could be very damaging for the long run in terms of securing repeat custom. The sporting sector is most vulnerable in this respect as one coach pointed out, "it is difficult enough to maintain team morale. Having

hungry and dissatisfied teenagers does not help".

The following tables show the breakdown of spending by visitors for the year 1992 and till June of 1993.

Table 3: "Spending by Groups for the year 1992."

AVERAGES (per person)	ACCOMMODATION	CATERING	EXTRAS	REVENUE PER PERSON	%AGE OF REVENUE
ACADEMIC GROUPS	\$63.30	\$32.25	\$13.57	\$109.12	56.53 %
SPORTS GROUPS	\$35.07	\$38.07	\$3.34	\$76.48	43.47 %
TOTAL GROUPS	\$51.31	\$34.72	\$9.22	\$95.26	100 %

Source - Extracted from Figure 1: "Details of Groups since January 1992."

Table 4: "Spending by Groups for the year 1993."

AVERAGES (per person)	ACCOMMODATION	CATERING	EXTRAS	REVENUE PER PERSON	%AGE OF REVENUE
ACADEMIC GROUPS	\$ 65.08	\$ 33.08	\$ 10.26	\$ 108.43	56.57 %
SPORTS GROUPS	\$ 61.30	\$ 65.62	\$ 0.48	\$ 127.39	43.42 %
TOTAL GROUPS	\$ 63.59	\$ 45.94	\$ 6.40	\$ 115.92	100 %

Source - Extracted from Figure 1:(Appendix A.1)

Overall, revenue has increased by almost 22% per person in 1993. A more in depth look at this increase reveals that there is not much cause for celebration. The income increase is only 15% with catering revenue rising by 32%. Taking into account that the average stay has increased by 41% there has actually been a decrease in the income per person per day by 27% from \$16.76 in 1992 to \$13.10 in the year 1993.

The sports groups would appear to be the defaulters since 50% of their spending is on catering as compared to only 30% by the academic groups. The sports groups only contribute 30% to income despite occupying 33% of total room nights. It is the academic groups which have contributed 70% of total income since January 1992 while only occupying 67% of room nights.

While the average size of the sports groups has less than halved (71.33 persons to 29.1 persons) the number of sports groups has almost

doubled (3 to 5) as has the income per person (\$38.41 to \$61.78). The academic sector has displayed more stability in terms of income. The contrast is clear, when comparing the adjoining bars for 1992 and 1993, in the following figures.

Figure 7

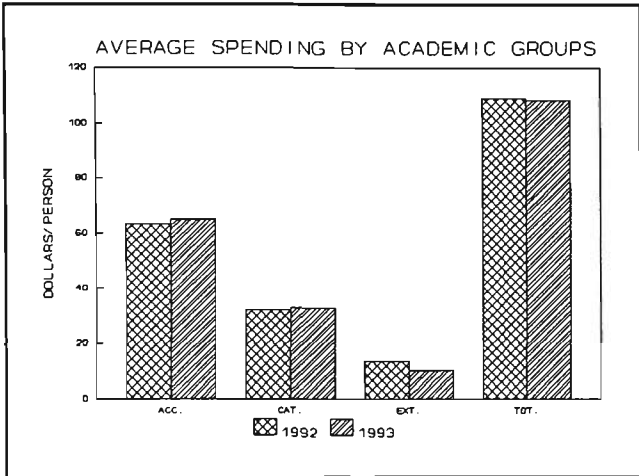
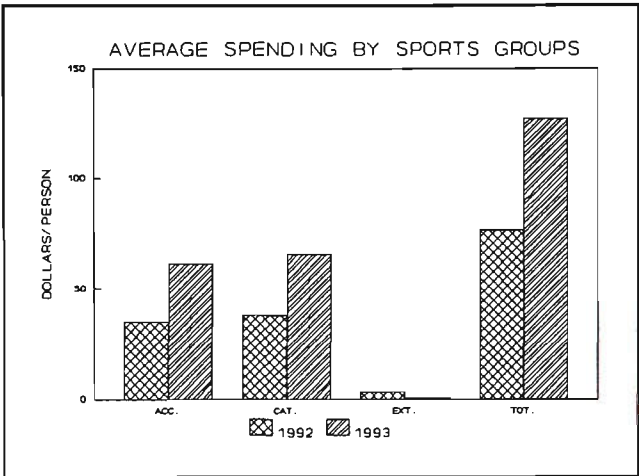


Figure 8



4.3 PERCEPTIONS OF FACILITIES

4.3.1 Overview

The key to satisfying the conference visitor is to know what they want and to provide for their needs. As mentioned earlier by Alvn 1992, " conference organisers and delegates have different expectations and requirements." The perceptions portrayed in this section are those of the conference organiser who makes the decision regarding choice of accommodation. There may be only 15 respondents to the questionnaire but they represent the thoughts of the hundreds of visitors who have passed through The Student Village. Many of the organisers were part of the groups and thus their perceptions are based on first hand knowledge.

4.3.2 Introduction

The results from the questionnaire were analysed using SAS (Statistical Analysis System) software which calculated frequency of the responses (results in Appendix C.1 to C.7) for the 35 different facilities/variables and then allowed the three types of groups to be cross tabulated (results in C.8 to C.19) against all 35 variables individually.

The analysis is in two parts for each of the variables. The tables from the cross tabulation of the type of group by each facility, available or needed, in addition to the frequency tables for the facilities reveal the perception of decision makers.

4.3.3 The Facilities

The facilitation of accommodation at The Student Village has been a dynamic process since January 1992. The basic facilities of a bed and a roof overhead were always there, but a lot more have been developed since then. For the purpose of the questionnaire, as the covering letter (Appendix B.1) explains, Part B consisted of facilities that existed as of January 1, 1993, Part C listed facilities that were or are in the process of being developed since January 1993 and Part D allows organisers a chance to ask for facilities they feel are still lacking.

A list of all the codes used for the purpose of database entries and SAS are as shown in Appendix C.1.

The extract from the SAS cross tabulation of variables by groups shows the particular emphasis that the two different groups (sports and academic) place on each facility. The second extract on each following page is from the SAS frequency table and shows the value of each facility as perceived by all the groups regardless of type. The findings are as summarised in Table 5 at the end of this section.

The facilities and the responses³ measured against them are as follows:-

³ Due to the output from the SAS program being in a form which does not allow for editing the following are the full versions of the headings that are abbreviated in the first table of each of the facilities on the following pages:

ESSENTIAL - Essential

IMPORTANT - Important

USEFUL BUT NOT IMPORTANT - Useful but not important

COULD DO WITHOUT - Could do without

NOT NEEDED - Not needed

Facility : Public transport

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_10							
A_01(SPORTS)		A_02(ACADEMIC)		B_10(PUBLIC TRANSPORT)			
Frequency	Percent	Frequency	Percent	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total
Row Pct	Col Pct	Row Pct	Col Pct				
A_02		2	13.33	3	20.00	3	10
		20.00	30.00	30.00	10.00	6.67	66.67
		100.00	100.00	42.86	100.00	50.00	
A_01		0	0.00	0	0.00	4	5
		0.00	0.00	80.00	0.00	6.67	33.33
		0.00	0.00	57.14	0.00	50.00	
Total		2	13.33	3	20.00	7	15
						6.67	100.00

50% of the respondents in the academic sector felt this facility was essential or important. These were the groups that were having seminars and lectures at the Footscray campus of the Victoria University of Technology, and did not have pre arranged transport. The sports sector has found no use for public transport as they travel together in a team bus.

Extract from SAS frequency table

PUBLIC TRANSPORT				
B_10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	2	13.3	2	13.3
IMPORTANT	3	20.0	5	33.3
USEFUL BUT NOT I	7	46.7	12	80.0
COULD DO WITHOUT	1	6.7	13	86.7
NOT NEEDED	2	13.3	15	100.0

Overall 33.3% of the respondents rated the presence of public transport as essential or important, 46.7% felt it was useful but not important and the remaining 20% felt it was not needed and could be done without.

The visitors whose stay exceeded 2 nights were found to be the major users of the public transport.

During the course of this study services by tram and bus have been severely curtailed. This has meant that The Student Village is no longer accessible by public transport after 2030 hours.

Facility : *Photocopier*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_11						
A_01(SPORTS)		A_02(ACADEMIC)		B_11(PHOTOCOPIER)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I
Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	5	3	1	1	0	10
	33.33	20.00	6.67	6.67	0.00	66.67
	50.00	30.00	10.00	10.00	0.00	
	83.33	100.00	50.00	33.33	0.00	
A_01	1	0	1	2	1	5
	6.67	0.00	6.67	13.33	6.67	33.33
	20.00	0.00	20.00	40.00	20.00	
	16.67	0.00	50.00	66.67	100.00	
Total	6	3	2	3	1	15
	40.00	20.00	13.33	20.00	6.67	100.00

50% of the respondents in the academic sector felt this facility was essential or important as did 20% within the sporting sector. Another factor that was considered essential by most respondents was that they had 24 hour access to the photocopying machine. This was because the conference visitors were usually off campus during normal office hours.

Extract from SAS frequency table

PHOTOCOPIER				
B_11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	6	40.0	6	40.0
IMPORTANT	3	20.0	9	60.0
USEFUL BUT NOT I	2	13.3	11	73.3
COULD DO WITHOUT	3	20.0	14	93.3
NOT NEEDED	1	6.7	15	100.0

Overall 60% of the respondents rated the presence of a photocopier as essential or important, 13.3% felt it was useful but not important and the remaining 26.7% felt it was not needed and could be done without.

The addition of a manned photocopier in the "After-hours Information Centre, means that visitors are less likely to be faced with an "out of order" sign as has often been the case in the past.

Facility : Parking areas

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_12						
A_01(SPORTS)		A_02(ACADEMIC)		B_12(PARKING AREAS)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I
Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED
A_02	3	2	2	1	2	10
20.00	13.33	13.33	6.67	13.33	66.67	66.67
30.00	20.00	20.00	10.00	20.00	100.00	100.00
42.86	100.00	66.67	100.00	100.00	100.00	100.00
A_01	4	0	1	0	0	5
26.67	0.00	6.67	0.00	0.00	0.00	33.33
80.00	0.00	20.00	0.00	0.00	0.00	33.33
57.14	0.00	33.33	0.00	0.00	0.00	33.33
Total	7	2	3	1	2	15
46.67	13.33	20.00	6.67	13.33	100.00	100.00

30% of the respondents in the academic sector felt this facility was essential as did 80% within the sporting sector. With the major mode of transport for sporting teams being a team bus, they consider the free and ample parking spaces an essential facility.

Extract from SAS frequency table

PARKING AREAS					
B_12	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
ESSENTIAL	7	46.7	7	46.7	
IMPORTANT	2	13.3	9	60.0	
USEFUL BUT NOT I	3	20.0	12	80.0	
COULD DO WITHOUT	1	6.7	13	86.7	
NOT NEEDED	2	13.3	15	100.0	

Overall 60% of the respondents rated the presence of parking areas as essential or important, 20% felt it was useful but not important and the remaining 20% felt it was not needed and could be done without.

Visitors whose stay was less than two nights and who were from country Victoria or inter-state were the major users of the parking facilities available. The longer staying visitors either had their arranged transport or depended on public transport to get them around.

Facility : 24 hour laundry

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_13						
A_01(SPORTS) A_02(ACADEMIC) B_13(24 HOUR LAUNDRY)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	1 6.67 10.00 33.33	2 13.33 20.00 66.67	5 33.33 50.00 100.00	0 0.00 0.00 0.00	2 13.33 20.00 66.67	10 66.67
A_01	2 13.33 40.00 66.67	1 6.67 20.00 33.33	0 0.00 0.00 0.00	1 6.67 20.00 100.00	1 6.67 20.00 33.33	5 33.33
Total	3 20.00	3 20.00	5 33.33	1 6.67	3 20.00	15 100.00

30% of the respondents in the academic sector felt this facility was essential or important as did 60% within the sporting sector. In the academic sector only groups who stayed longer than a week saw this facility as essential. With the sporting teams, uniforms have to be washed regularly no matter how short the stay.

Extract from SAS frequency table

24 HOUR LAUNDRY				
B_13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	3	20.0	3	20.0
IMPORTANT	3	20.0	6	40.0
USEFUL BUT NOT I	5	33.3	11	73.3
COULD DO WITHOUT	1	6.7	12	80.0
NOT NEEDED	3	20.0	15	100.0

Overall 40% of the respondents rated the presence of 24 hour laundry as essential or important, 33.3% felt it was useful but not important and the remaining 36.7% felt it was not needed and could be done without.

The machines, washers and dryers, can be used around the clock without noise problems, despite being next to the accommodation unit, as they are located in separate blocks.

Facility : Conference rooms

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_14						
A_01(SPORTS)		A_02(ACADEMIC)		B_14(CONFERENCE ROOMS)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I
Col Pct						
A_02	4	1	4	1	0	10
	26.67	6.67	26.67	6.67	0.00	66.67
	40.00	10.00	40.00	10.00	0.00	
	100.00	33.33	80.00	50.00	0.00	
A_01	0	2	1	1	1	5
	0.00	13.33	6.67	6.67	6.67	33.33
	0.00	40.00	20.00	20.00	20.00	
	0.00	66.67	20.00	50.00	100.00	
Total	4	3	5	2	1	15
	26.67	20.00	33.33	13.33	6.67	100.00

50% of the respondents in the academic sector felt this facility was essential or important as did 40% within the sporting sector.

Extract from SAS frequency table

CONFERENCE ROOMS				
B_14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	4	26.7	4	26.7
IMPORTANT	3	20.0	7	46.7
USEFUL BUT NOT I	5	33.3	12	80.0
COULD DO WITHOUT	2	13.3	14	93.3
NOT NEEDED	1	6.7	15	100.0

Overall 46.7% of the respondents rated the presence of conference rooms as essential or important, 46.6% felt it was useful but not

important and the remaining 6.7% felt it was not needed and could be done without.

The usage for this facility varied widely from holding structured sessions for academic groups to briefing and de-briefing sessions for the sports groups.

The blackboards, screen and overhead projector, heating and variable seating arrangements, currently available to visitors were considered adequate for the purposes of the groups.

Facility : *Village bus*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_03							
A_01(SPORTS)		A_02(ACADEMIC)		C_03(VILLAGE BUS)			
Frequency	Percent	Frequency	Percent	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT
Row Pct	Col Pct	Row Pct	Col Pct				NOT NEEDED
A_02				3 20.00 75.00	1 6.67 100.00	3 20.00 30.00 60.00	2 13.33 20.00 66.67
A_01				1 6.67 20.00 25.00	0 0.00 0.00 0.00	2 13.33 40.00 40.00	1 6.67 20.00 33.33
Total				4 26.67	1 6.67	5 33.33	3 20.00
							2 13.33
							15 100.00

20% of the respondents in the academic sector felt this facility was essential as did 6.67% within the sporting sector. The academic groups that were required to use public transport to get to where their sessions were being held, and sporting groups that could visit the city in the evening were the main supporters for this facility. With public transport having a very poor frequency after hours the need for this facility was felt.

Extract from SAS frequency table

VILLAGE BUS				
C_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	4	26.7	4	26.7
IMPORTANT	1	6.7	5	33.3
USEFUL BUT NOT I	5	33.3	10	66.7
COULD DO WITHOUT	3	20.0	13	86.7
NOT NEEDED	2	13.3	15	100.0

Overall 33.3% of the respondents rated the presence of a village bus as essential or important, 33.4% felt it was useful but not important and the remaining 33.3% felt it was not needed and could be done without.

This is one of the facilities which could be shared with the student residents, on a reciprocal basis. While not considered essential, it could raise further revenue as visitors would utilise this facility if available.

Facility : *Ironing facilities*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_08						
A_01(SPORTS)	A_02(ACADEMIC)		C_08(IRONING FACILITIES)			
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	3 20.00 30.00 60.00	1 6.67 10.00 50.00	2 13.33 20.00 50.00	2 13.33 20.00 100.00	2 13.33 20.00 100.00	10 66.67
A_01	2 13.33 40.00 40.00	1 6.67 20.00 50.00	2 13.33 40.00 50.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	5 33.33
Total	5 33.33	2 13.33	4 26.67	2 13.33	2 13.33	15 100.00

40% of the respondents in the academic sector felt this facility was essential or important as did 60% within the sporting sector. While there are a lot of laundries within the campus there are no ironing facilities. The long staying academic groups and sports groups that had uniforms would be the main users of this facility.

Extract from SAS frequency table

IRONING FACILITIES				
C_08	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	5	33.3	5	33.3
IMPORTANT	2	13.3	7	46.7
USEFUL BUT NOT I	4	26.7	11	73.3
COULD DO WITHOUT	2	13.3	13	86.7
NOT NEEDED	2	13.3	15	100.0

Overall 46.7% of the respondents rated the presence of ironing facilities as essential or important, 26.6% felt it was useful but not important and the remaining 26.6% felt it was not needed and could be done without.

An additional finding in this area was that the preferred location of the ironing facility was within the accommodation unit as opposed to being an integral part of the laundry.

Facility : *Variable meal times*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_09						
A_01(SPORTS)	A_02(ACADEMIC)		C_09(VARIABLE MEAL TIMES)			
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	3 20.00 30.00 60.00	2 13.33 20.00 66.67	3 20.00 30.00 60.00	1 6.67 10.00 100.00	1 6.67 10.00 100.00	10 66.67
A_01	2 13.33 40.00 40.00	1 6.67 20.00 33.33	2 13.33 40.00 40.00	0 0.00 0.00 0.00	0 0.00 0.00 0.00	5 33.33
Total	5 33.33	3 20.00	5 33.33	1 6.67	1 6.67	15 100.00

50% of the respondents in the academic sector felt this facility was essential or important as did 60% within the sporting sector. A need for greater flexibility with meal times was expressed by respondents from both the academic and sporting sectors. Pre-arranged meal times were of little use if lectures went overtime or if matches went into extra time. In the case of the Student Village the catering is done by a contract caterer, which means this facility is outside the control of administration.

Extract from SAS frequency table

VARIABLE MEAL TIMES				
C_09	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	5	33.3	5	33.3
IMPORTANT	3	20.0	8	53.3
USEFUL BUT NOT I	5	33.3	13	86.7
COULD DO WITHOUT	1	6.7	14	93.3
NOT NEEDED	1	6.7	15	100.0

Overall 53.3% of the respondents rated the presence of variable meal times as essential or important, 33.3% felt it was useful but not important and the remaining 6.7% felt it was not needed and could be done without.

With over 90% of the respondents having a positive response about this facility it needs to be reconsidered, specially since the drastic changes to opening and closing times of the food outlets since the time this study began. It also highlights the need for having two outlets, allowing for some choice for the visitor and some flexibility to the operators of the food outlets.

Facility : Academic tutoring

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_01			
A_01(SPORTS) A_02(ACADEMIC)			
B_01(ACADEMIC TUTORING)			
Frequency			
Percent			
Row Pct			
Col Pct			
	NOT NEED ED	Total	
A_02	10 66.67 100.00 66.67	10 66.67	
A_01	5 33.33 100.00 33.33	5 33.33	
Total	15 100.00	15 100.00	

Extract from SAS frequency table

ACADEMIC TUTORING				
B_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NOT NEEDED	15	100.0	15	100.0

There are no demands by conference visitors on this facility, the presence of which they consider unnecessary. This facility is essentially for student residents and involves residential tutors who are hired specifically for the job. It is perhaps the most expensive academic support structure maintained as a facility within The Student Village.

Facility : *Staff assistance*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_15				
A_01(SPORTS) A_02(ACADEMIC) B_15(24hr. STAFF ASSISTANCE)				
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	Total	
	L	T		
A_02	6 40.00 60.00 60.00	4 26.67 40.00 80.00	10 66.67	
A_01	4 26.67 80.00 40.00	1 6.67 20.00 20.00	5 33.33	
Total	10 66.67	5 33.33	15 100.00	

60% of the respondents in the academic sector felt this facility was essential as did 80% within the sporting sector.

Extract from SAS frequency table

24hr. STAFF ASSISTANCE				
B_15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	10	66.7	10	66.7
IMPORTANT	5	33.3	15	100.0

Overall 66.7% of the respondents rated the presence of staff assistance as essential and the remaining 33.3% felt it was important.

Facility : Microwave oven and refrigerator

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_17				
A_01(SPORTS) A_02(ACADEMIC)				
B_17(MICROWAVE AND REFRIGERATOR)				
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	Total	
A_02	4 26.67 40.00 57.14	6 40.00 60.00 75.00	10 66.67	
A_01	3 20.00 60.00 42.86	2 13.33 40.00 25.00	5 33.33	
Total	7 46.67	8 53.33	15 100.00	

40% of the respondents in the academic sector felt this facility was essential as did 60% within the sporting sector.

Extract from SAS frequency table

MICROWAVE OVEN AND REFRIGERATOR					
B_17	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
ESSENTIAL	7	46.7	7	46.7	
IMPORTANT	8	53.3	15	100.0	

Overall 46.7% of the respondents rated the presence of microwave oven and refrigerator as essential and the remaining 53.3% felt it was important.

Facility : *Village information kit*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_02				
A_01(SPORTS) A_02(ACADEMIC) C_02(VILLAGE INFORMATION KIT)				
Frequency Percent Row Pct Col Pct	IMPORANT	USEFUL BUT NOT I	Total	
A_02	9 60.00 90.00 64.29	1 6.67 10.00 100.00	10 66.67	
A_01	5 33.33 100.00 35.71	0 0.00 0.00 0.00	5 33.33	
Total	14 93.33	1 6.67	15 100.00	

90% of the respondents in the academic sector felt this facility was important as did 100% within the sporting sector.

Extract from SAS frequency table

VILLAGE INFORMATION KIT				
C_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORANT	14	93.3	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

Overall 93.3% of the respondents rated the presence of village information kit as important and the remaining 6.7% felt it was useful but not important.

Facility : Tea and coffee making facility

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_13				
A_01(SPORTS) A_02(ACADEMIC)				
C_13(T/COFFEE MAKING FACILITY)				
Frequency	ESSENTIAL		IMPORTANT	Total
Percent	L		T	
Row Pct				
Col Pct				
A_02	9	1	10	
	60.00	6.67	66.67	
	90.00	10.00		
	75.00	33.33		
A_01	3	2	5	
	20.00	13.33	33.33	
	60.00	40.00		
	25.00	66.67		
Total	12	3	15	
	80.00	20.00	100.00	

90% of the respondents in the academic sector felt this facility was essential as did 60% within the sporting sector.

Extract from SAS frequency table

TEA AND COFFEE MAKING FACILITY					
C_13	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
ESSENTIAL	12	80.0	12	80.0	
IMPORTANT	3	20.0	15	100.0	

Overall 80% of the respondents rated the presence of tea and coffee making facility as essential and the remaining 20% felt it was important.

The facilities alongside the conference rooms were the facilities referred to in this section. The findings suggest that they need to be supplemented with facilities in each of the houses.

Facility : *Pre-allocated rooms*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_14				
A_01(SPORTS) A_02(ACADEMIC)				
C_14(PRE-ALLOCATED ROOMS)				
Frequency Percent Row Pct Col Pct	ESSENTIAL	USEFUL BUT NOT I	Total	
A_02	9 60.00 90.00 64.29	1 6.67 10.00 100.00	10 66.67	
A_01	5 33.33 100.00 35.71	0 0.00 0.00 0.00	5 33.33	
Total	14 93.33	1 6.67	15 100.00	

90% of the respondents in the academic sector felt this facility was essential as did 100% within the sporting sector.

Extract from SAS frequency table

PRE-ALLOCATED ROOMS				
C_14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	14	93.3	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

Overall 93.3% of the respondents rated the presence of pre-allocated rooms as essential and the remaining 6.7% felt it was useful but not important.

Facility : Social activities

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_03					
A_01(SPORTS)		A_02(ACADEMIC)		B_03(SOCIAL ACTIVITIES)	
Row Col	Pct	Frequency Percent		Total	
		IMPORTAN T	USEFUL UT NOT I	NOT NEED ED	
A_02		4	3	3	10
		26.67	20.00	20.00	66.67
		40.00	30.00	30.00	
A_01		80.00	50.00	75.00	
		1	3	1	5
		6.67	20.00	6.67	33.33
Total		20.00	60.00	20.00	
		20.00	50.00	25.00	
		33.33	40.00	26.67	100.00

70% of the respondents in the academic sector felt this facility was important or useful as did 80% within the sporting sector.

Extract from SAS frequency table

SOCIAL ACTIVITIES				
B_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT	5	33.3	5	33.3
USEFUL BUT NOT I	6	40.0	11	73.3
NOT NEEDED	4	26.7	15	100.0

Overall 73.33% of the respondents rated the presence of social activities as important or useful; the remaining 26.67% felt it was not

needed.

The social activities at The Student Village are geared to make people mingle. The main demand from the conference visitor is not so much to mix and mingle but to have something to do in the evenings.

Facility : *Bistro and Cafe*

Extract from SAS cross tabulation of variables by groups

		A_01(SPORTS) A_02(ACADEMIC) B_04(BISTRO AND CAFE)			
Frequency	Percent	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	
Row Pct	Col Pct	L	T		
A_02		9	0	1	10
		60.00	0.00	6.67	66.67
		90.00	0.00	10.00	
		69.23	0.00	100.00	
A_01		4	1	0	5
		26.67	6.67	0.00	33.33
		80.00	20.00	0.00	
		30.77	100.00	0.00	
Total		13	1	1	15
		86.67	6.67	6.67	100.00

90% of the respondents in the academic sector felt this facility was essential or important as did 100% within the sporting sector.

Extract from SAS frequency table

BISTRO AND CAFE				
B_04	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	13	86.7	13	86.7
IMPORTANT	1	6.7	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

Overall 93.33% of the respondents rated the presence of Bistro and

Cafe as essential or important the remaining 6.67% felt it was useful but not important.

Since the start of this study there have been some major changes to this facility. The Cafe has been closed down and will re-open under new management. The Bistro has changed its operating hours to exclude Breakfast, easily the most popular and wanted meal by conference visitors. The current facility of supplying a packed continental breakfast the previous night to conference visitors was found to be unsatisfactory.

Facility : *Bedding*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_05						
A_01(SPORTS)		A_02(ACADEMIC)		B_05(BEDDING)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT
				L		NOT NEEDED
A_02	7	1	1	1	10	
	46.67	6.67	6.67	6.67	6.67	66.67
	70.00	10.00	10.00	10.00	10.00	
	70.00	100.00	50.00	50.00		
A_01	3	0	1	1	5	
	20.00	0.00	6.67	6.67	33.33	
	60.00	0.00	20.00	20.00		
	30.00	0.00	50.00	50.00		
Total	10	1	2	2	15	
	66.67	6.67	13.33	13.33	100.00	

80% of the respondents in the academic sector felt this facility was essential, important or useful as did 60% within the sporting sector.

Extract from SAS frequency table

BEDDING				
B_05	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	10	66.7	10	66.7
USEFUL BUT NOT I	1	6.7	11	73.3
COULD DO WITHOUT	2	13.3	13	86.7
NOT NEEDED	2	13.3	15	100.0

Overall 73.34% of the respondents rated the presence of bedding as essential, important or useful; the remaining 26.66% felt it was not needed and could be done without.

Facility : *Gymnasium*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_06					
A_01(SPORTS)		A_02(ACADEMIC)		B_06(GYMNASIUM)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
Col Pct	Row Pct	Col Pct	Row Pct	Col Pct	Row Pct
ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT	Total		
A_02	0	7	3	10	
	0.00	46.67	20.00	66.67	
	0.00	70.00	30.00		
	0.00	87.50	100.00		
A_01	4	1	0	5	
	26.67	6.67	0.00	33.33	
	80.00	20.00	0.00		
	100.00	12.50	0.00		
Total	4	8	3	15	
	26.67	53.33	20.00	100.00	

70% of the respondents in the academic sector felt this facility was essential or useful as did 100% within the sporting sector.

Extract from SAS frequency table

GYMNASIUM					
B_06	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
ESSENTIAL	4	26.7	4	26.7	
USEFUL BUT NOT I	8	53.3	12	80.0	
COULD DO WITHOUT	3	20.0	15	100.0	

Overall 80% of the respondents rated the presence of gymnasium as essential or useful; the remaining 20% felt it was not needed and could be done without.

Facility : *Sports facilities*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_07					
A_01(SPORTS)		A_02(ACADEMIC)		B_07(SPORTS FACILITIES)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	Total	
A_02	2	1	6	1	10
	13.33	6.67	40.00	6.67	66.67
	20.00	10.00	60.00	10.00	
	33.33	100.00	85.71	100.00	
A_01	4	0	1	0	5
	26.67	0.00	6.67	0.00	33.33
	80.00	0.00	20.00	0.00	
	66.67	0.00	14.29	0.00	
Total	6	1	7	1	15
	40.00	6.67	46.67	6.67	100.00

90% of the respondents in the academic sector felt this facility was essential, important or useful as did 100% within the sporting sector.

Extract from SAS frequency table

SPORTS FACILITIES				
B_07	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	6	40.0	6	40.0
IMPORTANT	1	6.7	7	46.7
USEFUL BUT NOT I	7	46.7	14	93.3
COULD DO WITHOUT	1	6.7	15	100.0

Overall 93.33% of the respondents rated the presence of sports facilities as essential, important or useful; the remaining 6.67% felt it could be done without.

Facility : *Security*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_09					
A_01(SPORTS)		A_02(ACADEMIC)		B_09(SEcurity)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total		
A_02	1	4	5	10	
	6.67	26.67	33.33	66.67	
	10.00	40.00	50.00		
	100.00	66.67	62.50		
A_01	0	2	3	5	
	0.00	13.33	20.00	33.33	
	0.00	40.00	60.00		
	0.00	33.33	37.50		
Total	1	6	8	15	
	6.67	40.00	53.33	100.00	

50% of the respondents in the academic sector felt this facility was essential, or important as did 40% within the sporting sector.

Extract from SAS frequency table

SECURITY				
B_09	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	1	6.7	1	6.7
IMPORTANT	6	40.0	7	46.7
USEFUL BUT NOT I	8	53.3	15	100.0

Overall 46.67% of the respondents rated the presence of security as essential or important; the remaining 53.33% felt it was useful but not important.

Facility : Food and drink vending machines

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_16					
A_01(SPORTS) A_02(ACADEMIC) B_16(FOOD/DK VENDING MACHINES)					
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total	
A_02	2 13.33 20.00 66.67	5 33.33 50.00 62.50	3 20.00 30.00 75.00	10 66.67	
A_01	1 6.67 20.00 33.33	3 20.00 60.00 37.50	1 6.67 20.00 25.00	5 33.33	
Total	3 20.00	8 53.33	4 26.67	15 100.00	

70% of the respondents in the academic sector felt this facility was essential or important as did 80% within the sporting sector.

Extract from SAS frequency table

FOOD AND DRINK VENDING MACHINES				
B_16	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	3	20.0	3	20.0
IMPORTANT	8	53.3	11	73.3
USEFUL BUT NOT I	4	26.7	15	100.0

Overall 73.33% of the respondents rated the presence of food and drink vending machines as essential or important; the remaining 26.67% felt it was useful but not important.

Facility : Information board

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_18					
A_01(SPORTS)		A_02(ACADEMIC)		B_18(INFORMATION BOARD)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
Col Pct	Row Pct	Col Pct	Row Pct	Col Pct	Row Pct
ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total		
A_02	1	8	1	10	
	6.67	53.33	6.67	66.67	
	10.00	80.00	10.00		
	100.00	61.54	100.00		
A_01	0	5	0	5	
	0.00	33.33	0.00	33.33	
	0.00	100.00	0.00		
	0.00	38.46	0.00		
Total	1	13	1	15	
	6.67	86.67	6.67	100.00	

90% of the respondents in the academic sector felt this facility was essential or important as did 100% within the sporting sector.

Extract from SAS frequency table

INFORMATION BOARD				
B_18	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	1	6.7	1	6.7
IMPORTANT	13	86.7	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

Overall 93.33% of the respondents rated the presence of an information board as essential or important; the remaining 6.67% felt it was not needed and could be done without.

Facility : *Indoor games*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_01					
A_01(SPORTS)		A_02(ACADEMIC)		C_01(INDOOR GAMES)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	Total	
A_02	3	3	3	1	10
	20.00	20.00	20.00	6.67	66.67
	30.00	30.00	30.00	10.00	
	75.00	60.00	60.00	100.00	
A_01	1	2	2	0	5
	6.67	13.33	13.33	0.00	33.33
	20.00	40.00	40.00	0.00	
	25.00	40.00	40.00	0.00	
Total	4	5	5	1	15
	26.67	33.33	33.33	6.67	100.00

90% of the respondents in the academic sector felt this facility was essential, important or useful as did 100% within the sporting sector.

Extract from SAS frequency table

INDOOR GAMES				
C_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	4	26.7	4	26.7
IMPORTANT	5	33.3	9	60.0
USEFUL BUT NOT I	5	33.3	14	93.3
COULD DO WITHOUT	1	6.7	15	100.0

Overall 93.33% of the respondents rated the presence of indoor games as essential, important or useful; the remaining 6.67% felt it was not needed and could be done without.

Facility : 24 hour food outlet

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_04					
A_01(SPORTS)		A_02(ACADEMIC)		C_04(24 HOUR FOOD OUTLET)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
Col Pct	Row Pct	Col Pct	Row Pct	Col Pct	Row Pct
IMPORANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total	
A_02	2 13.33 20.00 66.67	6 40.00 60.00 66.67	1 6.67 10.00 50.00	1 6.67 10.00 100.00	10 66.67
A_01	1 6.67 20.00 33.33	3 20.00 60.00 33.33	1 6.67 20.00 50.00	0 0.00 0.00 0.00	5 33.33
Total	3 20.00	9 60.00	2 13.33	1 6.67	15 100.00

80% of the respondents in the academic sector felt this facility was essential, important or useful as did 80% within the sporting sector.

Extract from SAS frequency table

24 HOUR FOOD OUTLET				
C_04	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT	3	20.0	3	20.0
USEFUL BUT NOT I	9	60.0	12	80.0
COULD DO WITHOUT	2	13.3	14	93.3
NOT NEEDED	1	6.7	15	100.0

Overall 80% of the respondents rated the presence of 24 hour food outlet as essential, important or useful; the remaining 20% felt it was not needed and could be done without.

Facility : 24 hour mail centre

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_05					
A_01(SPORTS)		A_02(ACADEMIC)		C_05(24 HOUR MAIL CENTRE)	
Frequency	Percent	Frequency	Percent	Frequency	Percent
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct
Col Pct	Row Pct	Col Pct	Row Pct	Col Pct	Row Pct
ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total	
A_02	2 13.33 20.00 100.00	0 0.00 0.00 0.00	3 20.00 30.00 100.00	5 33.33 50.00 55.56	10 66.67
A_01	0 0.00 0.00 0.00	1 6.67 20.00 100.00	0 0.00 0.00 0.00	4 26.67 80.00 44.44	5 33.33
Total	2 13.33	1 6.67	3 20.00	9 60.00	15 100.00

20% of the respondents in the academic sector felt this facility was essential, important or useful as did 20% within the sporting sector.

Extract from SAS frequency table

24 HOUR MAIL CENTRE				
C_05	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	2	13.3	2	13.3
USEFUL BUT NOT I	1	6.7	3	20.0
COULD DO WITHOUT	3	20.0	6	40.0
NOT NEEDED	9	60.0	15	100.0

Overall 20% of the respondents rated the presence of 24 hour mail centre as essential, important or useful; the remaining 80% felt it was not needed and could be done without.

Facility : *Licensed bar*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_06						
A_01(SPORTS)		A_02(ACADEMIC)		C_06(LICENSED BAR)		
Frequency	Percent	Frequency	Percent	Frequency	Percent	
Row Pct	Col Pct	Row Pct	Col Pct	Row Pct	Col Pct	
Col Pct	ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total	
A_02	1 6.67 10.00 100.00	6 40.00 60.00 85.71	1 6.67 10.00 50.00	2 13.33 20.00 40.00	10 66.67	
A_01	0 0.00 0.00 0.00	1 6.67 20.00 14.29	1 6.67 20.00 50.00	3 20.00 60.00 60.00	5 33.33	
Total	1 6.67	7 46.67	2 13.33	5 33.33	15 100.00	

70% of the respondents in the academic sector felt this facility was essential, important or useful as did 20% within the sporting sector.

Extract from SAS frequency table

LICENSED BAR				
C_06	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	1	6.7	1	6.7
USEFUL BUT NOT I	7	46.7	8	53.3
COULD DO WITHOUT	2	13.3	10	66.7
NOT NEEDED	5	33.3	15	100.0

Overall 53.34% of the respondents rated the presence of a licensed bar as essential, important or useful; the remaining 46.66% felt it was not needed and could be done without.

Facility : Choice of shared or single rooms

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_07					
A_1(SPORTS) A_02(ACADEMIC) C_07(SHARED OR SINGLE ROOMS)					
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total	
A_02	6 40.00 60.00 60.00	3 20.00 30.00 75.00	1 6.67 10.00 100.00	10 66.67	
A_01	4 26.67 80.00 40.00	1 6.67 20.00 25.00	0 0.00 0.00 0.00	5 33.33	
Total	10 66.67	4 26.67	1 6.67	15 100.00	

100% of the respondents in the academic sector felt this facility was essential, important or useful as did 100% within the sporting sector.

Extract from SAS frequency table

SHARED OR SINGLE ROOMS				
C_07	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	10	66.7	10	66.7
IMPORTANT	4	26.7	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

Overall 100% of the respondents rated the option of shared or single rooms as essential, important or useful.

Facility : Newspaper delivery

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_10						
A_01(SPORTS)		A_02(ACADEMIC)		C_10(NEWSPAPER DELIVERY)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT
						NOT NEEDED
A_02	1	3	2	4	Total	
	6.67	20.00	13.33	26.67	10	
	10.00	30.00	20.00	40.00	66.67	
	100.00	60.00	40.00	100.00		
A_01	0	2	3	0	5	
	0.00	13.33	20.00	0.00	33.33	
	0.00	40.00	60.00	0.00		
	0.00	40.00	60.00	0.00		
Total	1	5	5	4	15	
	6.67	33.33	33.33	26.67	100.00	

40% of the respondents in the academic sector felt this facility was essential, important or useful as did 40% within the sporting sector.

Extract from SAS frequency table

NEWSPAPER DELIVERY				
C_10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	1	6.7	1	6.7
USEFUL BUT NOT I	5	33.3	6	40.0
COULD DO WITHOUT	5	33.3	11	73.3
NOT NEEDED	4	26.7	15	100.0

Overall 40% of the respondents rated the presence of newspaper delivery as essential, important or useful; the remaining 60% felt it was not needed and could be done without.

Facility : *Carpet or rug in room*

Extract from SAS cross tabulation of variables by groups

		A_01(SPORTS)		A_02(ACADEMIC)		C_11(CARPET/MAT IN ROOM)	
Frequency	Percent	Row Pct	Col Pct	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED
A_02	4	5	1	0	10		
	26.67	33.33	6.67	0.00	66.67		
	40.00	50.00	10.00	0.00			
	100.00	62.50	50.00	0.00			
A_01	0	3	1	1	5		
	0.00	20.00	6.67	6.67	33.33		
	0.00	60.00	20.00	20.00			
	0.00	37.50	50.00	100.00			
Total	4	8	2	1	15		
	26.67	53.33	13.33	6.67	100.00		

90% of the respondents in the academic sector felt this facility was essential, important or useful as did 60% within the sporting sector.

Extract from SAS frequency table

CARPET/MAT IN ROOM				
C_11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT	4	26.7	4	26.7
USEFUL BUT NOT I	8	53.3	12	80.0
COULD DO WITHOUT	2	13.3	14	93.3
NOT NEEDED	1	6.7	15	100.0

Overall 80% of the respondents rated the presence of carpet or rug in room as essential, important or useful; the remaining 20% felt it was not needed and could be done without.

Facility : First-aid box

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY C_12					
A_01(SPORTS)		A_02(ACADEMIC)		C_12(FIRST AID BOX)	
Frequency	Percent				
Row Pct	Col Pct				
		ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total
A_02		1	0	9	10
	6.67	0.00	60.00	66.67	
	10.00	0.00	90.00		
	33.33	0.00	90.00		
A_01		2	2	1	5
	13.33	13.33	6.67	33.33	
	40.00	40.00	20.00		
	66.67	100.00	10.00		
Total		3	2	10	15
		20.00	13.33	66.67	100.00

100% of the respondents in the academic sector felt this facility was essential, important or useful as did 100% within the sporting sector.

Extract from SAS frequency table

FIRST AID BOX				
C_12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	3	20.0	3	20.0
IMPORTANT	2	13.3	5	33.3
USEFUL BUT NOT I	10	66.7	15	100.0

Overall 100% of the respondents rated the presence of a first-aid box as essential, important or useful.

Facility : Signs around the village

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY D_01					
A_01(SPORTS)		A_02(ACADEMIC)		D_01(SIGNS AROUND VILLAGE)	
Frequency	Percent	Row Pct	Col Pct		
	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I		Total
A_02	7 46.67 70.00 63.64	1 6.67 10.00 50.00	2 13.33 20.00 100.00		10 66.67
A_01	4 26.67 80.00 36.36	1 6.67 20.00 50.00	0 0.00 0.00 0.00		5 33.33
Total	11 73.33	2 13.33	2 13.33		15 100.00

100% of the respondents in the academic sector felt this facility was essential, important or useful as did 100% within the sporting sector.

Extract from SAS frequency table

SIGNS AROUND VILLAGE				
D_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	11	73.3	11	73.3
IMPORTANT	2	13.3	13	86.7
USEFUL BUT NOT I	2	13.3	15	100.0

Overall 100% of the respondents rated the presence of signs around the village as essential, important or useful.

Facility : *Common rooms*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_02				
A_01(SPORTS) A_02(ACADEMIC)				
B_02(COMMON ROOMS)				
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	Total	
	L	T		
A_02	9	1	10	
	60.00	6.67	66.67	
	90.00	10.00		
	69.23	50.00		
A_01	4	1	5	
	26.67	6.67	33.33	
	80.00	20.00		
	30.77	50.00		
Total	13	2	15	
	86.67	13.33	100.00	

100% of the respondents rated the presence of a common room within their house as essential or important. The main common room was considered 'too impersonal' and 'too far from the room'.

Extract from SAS frequency table

COMMON ROOMS				
B_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	13	86.7	13	86.7
IMPORTANT	2	13.3	15	100.0

Facility : *Self catering facility*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY D_03					
A_01(SPORTS)	A_02(ACADEMIC)		D_03(SELF CATERING FACILITY)		
Frequency Percent Row Pct Col Pct	ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	1 6.67 10.00 100.00	7 46.67 70.00 100.00	0 0.00 0.00 0.00	2 13.33 20.00 40.00	10 66.67
A_01	0 0.00 0.00 0.00	0 0.00 0.00 0.00	2 13.33 40.00 100.00	3 20.00 60.00 60.00	5 33.33
Total	1 6.67	7 46.67	2 13.33	5 33.33	15 100.00

80% of the respondents in the academic sector felt this facility was essential, important or useful.

Extract from SAS frequency table

SELF CATERING FACILITY				
D_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	1	6.7	1	6.7
USEFUL BUT NOT I	7	46.7	8	53.3
COULD DO WITHOUT	2	13.3	10	66.7
NOT NEEDED	5	33.3	15	100.0

Overall 53.34% of the respondents rated the presence of self catering facility as essential, important or useful; the remaining 46.66% felt it was not needed and could be done without.

Facility : *Personal identification card*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY D_02					
A_01(SPORTS)		A_02(ACADEMIC)		D_02(PERSONAL IDENTIFICATION CARD)	
Frequency	Percent	Row Pct	Col Pct		
				ESSENTIAL L	IMPORTANT T
				USEFUL BUT NOT I	COULD DO WITHOUT
A_02	3	1	4	2	10
	20.00	6.67	26.67	13.33	66.67
	30.00	10.00	40.00	20.00	
	75.00	25.00	100.00	66.67	
A_01	1	3	0	1	5
	6.67	20.00	0.00	6.67	33.33
	20.00	60.00	0.00	20.00	
	25.00	75.00	0.00	33.33	
Total	4	4	4	3	15
	26.67	26.67	26.67	20.00	100.00

80% of the respondents in the academic sector felt this facility was essential, important or useful as did 80% within the sporting sector.

Extract from SAS frequency table

PERSONAL IDENTIFICATION CARD				
D_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	4	26.7	4	26.7
IMPORTANT	4	26.7	8	53.3
USEFUL BUT NOT I	4	26.7	12	80.0
COULD DO WITHOUT	3	20.0	15	100.0

Overall 80% of the respondents rated the need for personal identification cards as essential, important or useful; the remaining 20% felt it was not needed and could be done without.

Facility : *Telephones*

Extract from SAS cross tabulation of variables by groups

TABLE OF A_01 BY B_08				
A_01(SPORTS) A_02(ACADEMIC) B_08(TELEPHONES)				
	Frequency			
	Percent			
	Row Pct			
Col Pct	ESSENTIAL		Total	
	L			
A_02	10		10	
	66.67		66.67	
	100.00			
	66.67			
A_01	5		5	
	33.33		33.33	
	100.00			
	33.33			
Total	15		15	
	100.00		100.00	

The telephone system in place allowing people to make calls as well as having a direct incoming line in the house was considered essential by 100% of respondents.

Extract from SAS frequency table

TELEPHONES				
B_08	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	15	100.0	15	100.0

The following table has been drawn up to summarise and rank the perceptions that the group organisers have of the facilities available at The Student Village. The perception choices were given the following numeric values. These numeric values will be referred to as points henceforth

Not needed at all	- 0
Could do without	- 1
Useful	- 2
Important	- 3
Essential	- 4

Each group perceived the facility according to the same criteria. The maximum any facility can score is 60 points with all 15 respondents rating it as essential. There is a break-up done for sports (maximum 20 points, five respondents) and academic (maximum 40 points, ten respondents) groups also. To make these figures comparable, the respective percentage value of each facilitys points was worked out in the adjoining columns. The higher the percentage value the more essential the facility. Working out percentiles also allows the facilities to be ranked. Ranking the facilities establishes the relative importance of each in relation to the others. In case there is a need to decide on resource allocation the ranking will help prioritise the facilities in order of importance. The separate columns for sporting and academic perceptions allow for each facility’s importance to the respective group to be shown. In the future should either one of the groups become the primary segment, the respective column in the following table will establish which facilities to concentrate on.

Table 5: "Ranking of Facilities."

NAME OF FACILITY	POINTS FROM THE RANKING			RESPECTIVE PERCENTAGE VALUES OF THE POINTS			RANKING
	TOTAL (UPON 60)	ACADEMIC (UPON 40)	SPORTS (UPON 20)	ACADEMIC	SPORTS	TOTAL	
ACADEMIC TUTORING	0	0	0	0	0	0	23
COMMON ROOMS	58	39	19	98	95	97	= 2
SOCIAL ACTIVITIES	31	18	9	45	45	52	18
BISTRO AND CAFE	57	38	19	95	95	95	= 4
BEDDING	44	31	13	78	65	73	= 8
GYMNASIUM	35	17	18	43	90	58	16
SPORTS FACILITIES	42	24	17	60	85	70	= 9
TELEPHONES	60	40	20	100	100	100	1
SECURITY	38	26	12	65	60	63	= 13
PUBLIC TRANSPORT	32	24	18	60	90	53	= 17
PHOTOCOPIER	40	32	8	80	40	67	11
PARKING AREAS	41	23	18	58	90	68	10
24 HOUR LAUNDRY	32	20	12	50	60	53	= 17
CONFERENCE ROOMS	37	28	9	70	45	62	14
24 HOUR STAFF ASSISTANCE	55	36	19	90	95	92	6
FOOD/DRINK VENDING MACHINES	44	29	15	73	75	73	= 8
MICROWAVE AND REFRIGERATOR	52	34	18	85	90	87	6
INFORMATION BOARD	45	30	15	75	75	75	= 7
INDOOR GAMES	42	28	14	70	70	70	= 9
VILLAGE INFORMATION KIT	44	29	15	73	75	73	= 8
VILLAGE BUS	32	23	9	58	45	53	17
24 HOUR FOOD OUTLET	29	19	10	48	50	48	= 19
24 HOUR MAIL CENTRE	13	11	2	28	10	22	22
LICENSED BAR	20	17	3	43	15	33	= 20
SHARED ROOMS	54	35	19	88	95	90	= 7
IRONING FACILITIES	36	21	15	53	75	60	15
VARIABLE MEAL TIMES	40	25	15	63	75	67	11
NEWSPAPER DELIVERY	19	12	7	30	35	32	21
CARPET IN ROOM	30	27	7	68	35	50	= 19
FIRST AID BOX	38	22	16	55	80	63	13
TEA/ COFFEE MAKING AREA	57	39	18	98	90	95	4
PRE-ALLOCATED ROOMS	58	39	20	98	100	97	= 2
SIGNS AROUND THE VILLAGE	54	35	19	88	95	90	= 7
IDENTIFICATION CARD	39	25	14	63	70	65	12
SELF CATERING FACILITY	20	18	2	45	10	33	= 20

Developed with above mentioned procedure, data from the frequency and cross tabulation tables (Appendix C.2-C.19)

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 DISCUSSION

This study has been very specific to The Student Village. This has in part been due to the resistance faced in accessing information from other halls of residence and in part because the author is the honorary conference co-ordinator for The Student Village. The validity of the findings however cannot be underplayed as the sample used as respondents for the purpose of this study were people whose experience with finding suitable accommodation for their groups extends far beyond bookings at The Student Village. They knew their groups likes and dislikes, wants and needs and chose accommodation that was most suitable for the purpose.

Certain difficulties regarding criteria had to be overcome during the course of this study. While there is a well established, if rather complex rating guide for hotels, motels and other such residences, in the form of star ratings, halls of residence usually are too varied in terms of size, staffing patterns and general operations to allow for classification. This meant that when comparing halls of residence to one another, each would have to be seen in a separate light. Rather than finding one place "better" than another it would be fairer to say one place is "better suited" to meet the needs for a particular group or type of group.

Due to the extremely limited literature available for this area in Australia, overseas halls of residence and their running were looked at.

With the university system in Australia having been derived from the British system, British universities and their halls of residence were felt to be the most appropriate choice for comparative purposes.

While the group organisers for the sports groups had first hand knowledge of the facilities, the organisers for academic groups usually had only their groups feedback after the stay to go on. Despite being shown The Student Village and all the facilities, academic group organisers did not stay at The Student Village and thus based their responses on the perceptions of the group visitor as relayed to them.

5.2 CONCLUSIONS

5.2.1 Comparative Facilities

The only distinct and clear cut advantage The Student Village had over any other hall of residence in Melbourne was its capacity to host 200 visitors during the academic year. The physical structure of its accommodation units and the layout of the campus in parkland settings, is the only other discernible advantage it had.

There were a variety of facilities which were unavailable to Conference visitors residing at The Student Village that were available at

other halls of residence. There is a need to develop some sort of entertainment or social activities. The lack of a transport vehicle for groups is compounded by the absence of public transport, after hours.

5.2.2 Group Profile

The categorisation by purpose of visit was found to be the most effective segmentation variable. The two broad categories that encompass all past groups were found to be:

(a) Sporting - This category consisted mostly of inter-state teams which required accommodation whilst participating at national competitions held at the various sporting venues in and around Melbourne. The rest of the teams were here for training and workshop sessions usually conducted within The Student Village campus.

(b) Academic - This category was found to be made up of groups which required accommodation while attending courses and seminars. Some of the courses and seminars were held at the nearby Footscray campus of the Victoria University of Technology while the rest were conducted in the classrooms within The Student Village.

Since there was only a year and a half of business concluded at the time that this study was done no definite conclusion can be drawn on the demand periods. However patterns of demand seem to indicate a peak

during the months of April/May and September/October. This justified the purpose of having permanently designated accommodation for conference visitors as both periods fall during the time when the demand for student resident accommodation is at its highest. The records seem to indicate that June and December are low demand times but this trend is likely to be upset as word gets around about the facilities and advantages available to conference visitors who stay at The Student Village.

The size of groups was found to be about 30 persons in the sports category and about 25 persons within the academic groups. This size of group has the highest potential for the future as the physical structure of the accommodation is ideally suited to this size. For the sports teams, mostly football, 30 persons is an average complement. For the academics, day conferences and sessions are usually conducted in groups of between 20 and 30 persons. The classroom facilities are best suited for this size, ideally seating between 20 and 30 people.

The duration of a groups visit is outside the control of The Student Village. The current economic climate has led to all academic conferences and sporting competitions being run on an intensive schedule. This has meant that groups spend only as much time as is absolutely necessary as a measure of economy. This trend will be reversed as the economic environment improves and leisure time returns as a standard feature in academic and sports schedules.

A distinction between revenue, the total amount received from a

group, and income, which comprises the earnings from accommodation and extras, was made to determine the relative productivity of the groups. This was necessary since the catering revenue goes directly to the contract caterer and is not built into budget estimates.

The income from sports groups was only 50% as compared to 70% by the academic groups of the revenue. While the income did not vary greatly as a percentage of revenue between 1992 and 1993, the variance in actual dollar value should be of concern. The income per visitor per day reduced from \$16.76 by 27% to only \$13.10.

The areas in which the groups spent money were found to be in the following broad categories:

1. Accommodation - the payments for the basic furnished room for one night were found to be \$13 per person on a twin share basis and \$18 per person for a single room. These charges represented excellent value for one night as with no check-in or check-out times specified a full days stay was effectively free. The charges increased by \$3 per night per person when linen had to be supplied to groups. This charge includes the cleaning of the rooms once a week. This area of spending by groups accounted for 54.3% of conference revenue since January 1992.

2. Catering - there had been a major change in the catering facilities at The Student Village at the end of 1992. A new caterer took over the

Village Bistro and the Village Cafe opened in June 1992. A price rise for all meals of between 16% and 25% was made with a promise of improved quality at The Village Bistro. Return groups were of the general impression that the promise had failed to be delivered. With almost 40% of a groups expenditure being in this category the dissatisfaction expressed should be a major cause of concern. There is an indication that utilisation of this facility is based on necessity rather than desire. The groups are captive audiences since there is no choice as far as a place to eat goes.

3. Extras - This area of spending by groups encompassed the hire and cleaning of any additional facilities within the The Student Village. The recreation hall and the classrooms are the only areas in which the above charges apply as all the other facilities like the gymnasium, sports courts and common rooms are free. This area accounted for about 7% of all revenue since January 1992.

5.2.3 Importance of the facilities

The facilities with the exception of academic tutoring were all seen as desirable, some more than others. No one facility amongst those discussed was considered of such vital importance that its absence would have led to group organisers looking elsewhere for accommodation for

their groups. Rather it is the blend of all the activities that makes The Student Village the place that organisers choose as accommodation.

Besides the facilities being given varying degrees of desirability, there were surprisingly few variances between the responses from the academic sector and the sporting sector. The sports groups felt strongly about the availability of sports facilities, parking facilities, the gymnasium and a first-aid kit relative to the academics responses. They in turn felt more strongly about the possible presence of a Village Bus and carpeting in the rooms, relative to the sports groups response to the same facilities.

The following list is of facilities in order of importance as perceived by all the groups that have stayed at or utilised the facilities of The Student Village between January 1992 and June 1993. This list should be used as a priority guide for reducing or increasing the level of facilities at The Student Village for conference visitors. Since they are based on percentages, some of the ranks are shared by more than one facility at a time.

Rank	Facility	Percentage
1.	Telephones	100%
2.	Common Rooms, Pre-allocation of rooms	97%
3.	Tea and Coffee making facility, Bistro and Cafe	95%
4.	24-hour Staff assistance	92%
5.	Option of shared or single rooms,	
	Signs around the Village	90%

6. Microwave and refrigerator	87%
7. Information board	75%
8. Village information Kit, Food and Drink vending machines, Bedding	73%
9. Sports facilities, Indoor games	70%
10. Parking areas	68%
11. Photocopier, Variable meal times	67%
12. Personal identification	65%
13. First-aid box, Security	63%
14. Conference rooms	62%
15. Ironing facilities	60%
16. Gymnasium	58%
17. Village Bus, 24-hour laundry, Public transport	53%
18. Social activities	52%
19. 24-hour food outlet, Carpet in room	48%
20. Licensed bar, Self catering facility	33%
21. Newspaper delivery	32%
22. 24-hour mail centre	22%

5.3 RECOMMENDATIONS

5.3.1 Group Database

While this research was conducted on an ad hoc basis with the primary objective of facilitation of accommodation of conference visitors, continuous information like the data covering conference group profiles, revenue and room nights should be integrated within a data base, to provide a source of information for management decisions in the future.

5.3.2 Perceptions of Facilities

The initial expenditure for setting up and upgrading the facilities should be made. The facilities that came up high on the list should at the very least be maintained and if possible improved upon. The high maintenance areas within some facilities should be given priority due to the short stay period of conference visitors.

5.3.3 Changes to be made

5.3.3.a Transport

The current arrangements which allow for ample and free parking should be maintained. A shuttle service for people participating in events

held outside The Student Village should be considered. This service can be run at a very low cost (as demonstrated by a trial run conducted for a group that are outside the scope of this study) and is seen as a very positive feature by conference organisers. The purchase of a mini-bus which could be utilised by student residents also should be considered.

This could be considered one of the priority areas since the public transport services have been cut severely during the course of this study.

5.3.3.b Entertainment

There are currently no social activities in which visitors may participate. There is a need to develop activities which will occupy evenings and provide an alternative to watching television. Organisers should be given the option of including a day trip to a destination of their choice, organised by The Student Village.

A variety of indoor games including badminton, snooker and board games should also be made available to visitors as an alternative way of spending an evening.

The main common room which is a facility available for use by everybody at The Student Village is considered too far from the accommodation units and lacking in atmosphere. The existing rooms within each unit designated as common rooms should be further developed. They require a high degree of maintenance and would form a focal point for most group activities.

5.3.3.c Services

The present system for photocopying can be further improved by providing a photocopying service where visitors can leave papers to be copied and return to collect them at their own convenience. The 24 hour access to the machines should be continued as this has been shown to be desirable by visitors.

The presence of the classrooms should be supplemented by the Board room as an option. The present teaching aids are the bare essentials with the more sophisticated and expensive aids available on request from Victoria University of Technology.

The supplying of linen which is presently an option for all visitors should become a standard feature for academic groups. Sports teams which travel in a team bus can and do bring their own sleeping bags, whereas academics flying in for a short conference would rather not. This facility should be further expanded to include a towel as standard issue. The supply of an ironing board and iron in the common room is preferable to most visitors, instead of having them as part of the laundry.

To counter the bare appearance of the room, a carpet or rug could be placed in each room. This could be supplemented by a calendar or picture.

Since the mail is currently not delivered to the door, it should be in a place which is accessible to visitors at all times. An internal mail box in each conference house would provide a place not only for visitors to

receive their mail but also a place where messages could be delivered and received, in the absence of a "message" board.

5.3.3.d Catering

The option of two outlets for food is essential. Visitors must also have the option of deciding which outlet they wish to patronise. The present contract between The Student Village and caterer should be revised. The main areas to be looked at should be operating times, quality and quantity of food and speed and efficiency of service. All these areas should be more under the control of The Student Village.

The visitor must be allowed more leeway than the current one hour given for meal times. The timing for meals should be a minimum of two hours. The present closing time of 8:00 p.m. is considered too early by most organisers.

While the current numbers may not justify the cost of keeping a food outlet open 24 hours of the day, for the future a new clause could be added in the contract with the caterer. This clause would stipulate that at times when conference visitor numbers exceed a certain level the caterer is obliged to provide food service around the clock.

The present tea and coffee making facilities provided alongside the conference rooms should be maintained. To further improve on this facility, Common Rooms of each of the facilities should have self service counters with the required equipment available for use by visitors.

A higher level of maintenance is required for food and drink vending machines. Student residents living here for months may find a period of a few days an acceptable period to wait for repairs, but to a conference visitor whose stay is less than five days this is only seen as an inconvenience.

Visitors have to travel a fair distance to get to a place where they can buy a drink. If one of the food outlets was a licensed one not only would they have a captive clientele as far as conference visitors go but also the entire student resident population.

5.3.3.e Operations

The present level of staff assistance can be improved by increasing the range of assistance that can be provided at short notice. The current level of visitors do not warrant a round-the-clock manned area but as numbers increase the option could be considered.

Seen as essential for a smooth welcome to The Student Village, the pre-allocation of rooms can be improved on by informing the organisers of the allocated rooms. This allows them to pass on information regarding telephone numbers and rooms at which visitors can be reached.

The security measures at present of an M.S.S. guard on patrol are sufficient. Internal security needs to be reviewed to find ways to avoid misuse of group facilities and areas by student residents.

Certain legal requirements have to be met by the providers of

accommodation. There are different rules governing the provision of a bed to a student resident and a conference visitor. The regulations and regulatory bodies governing conference visitors are different from those for students.

With over 450 people in The Student Village at any given time the conference visitor needs to be identifiable for various reasons. Whether getting a meal or being allowed to use the gymnasium, the visitor has to be accompanied by a staff member. A simple but different key chain for conference visitors would set them apart from the student residents.

The current choice given to organisers for type of room could be improved upon by including a further option of single unit. This option which would be the most expensive option would allow the visitor to have exclusive use of a single room and the attached shower and toilet. The demand for this form of accommodation was expressed by groups which are outside the scope of this study. Yet another option that should be explored for periods when student residents are not on campus is the hire of self-catering facilities.

There should be a first-aid box available in case of emergencies. It would need to be in an easily accessible place. The present system of taking the seriously injured party to hospital should be continued, though greater awareness of this facility is needed. It could be highlighted in the proposed "Village Directory", on information boards and near all telephones.

The literature (internal and external correspondence) developed specifically for groups by the author are as shown in Appendix D. The use of standardised literature is one of the steps in developing a system for handling conference groups.

5.3.3.f Communications

Facilities spread out over twelve hectares can be hard to find at the best of times. A map designed specifically for conference visitors, highlighting the areas they may utilise, supplemented with information regarding these areas is needed. All this and more could be presented in the form of a Village Directory, one of which should be placed in every visitors room.

There is a dire need for more general information which the visitor can access at their own convenience. Besides the details of internal matters covered by the proposed "Village Directory", information about external areas like local transport, shopping, banking and entertainment should also be provided. This information should be supplemented with maps and up-to-date timetables.

"Finding The Student Village was a minor problem in comparison to finding ones way within it", this comment by one of the visitors sums up the feelings of every other visitor. It defeats the purpose of having all the facilities if the guest will not leave their room because there is a very real fear that they will not be able to find their way back. It takes student

residents a couple of days before they can get their bearings, and conference visitors are no different. Maps are of no use if there are no signs to point the way.

Each house has an incoming line on which visitors can be contacted directly. In addition to being able to receive calls there is a payphone in each house also. Both telephones are located inside the common room of each house. An answering service should be considered for the incoming line as the visitors are out of the house for most of the day and have to move around The Student Village for their meals and other activities.

5.3.4 General

Australia is a country of vast spaces and long distances. Travelling comes naturally to the people, whatever the reason may be. There is a very big market specially within the sporting sector, which travels on a regular basis.

A centralised information and booking centre, along the lines of the Higher Education Accommodation Council (H.E.A.C.) and the British Universities Accommodation Consortium (B.U.A.C.) in Britain, forming a network for all Australian University residential colleges should be considered. The excellent communications facilities and mandatory computer centres that all universities seem to have could be used to form an electronic network. This network could relay all the information that an organiser requires about any particular place, as well as suggest

accommodation centres to groups, that best suit their needs.

There is a need to develop a rating criteria for academic halls of residence. While student residents rank halls of residence according to the status they bestow on their residents, group organisers tend to rank accommodation centres according to the facilities they have available.

A centralised information and booking centre would also allow for further research to be conducted into other potential market segments. Motivation for travel could also be further investigated to expand on the current classifications of " sports" and "academic".

BIBLIOGRAPHY

1993-1996 Management Plan, February 1993. The Student Village.

"An Academic Decision". Conference and Incentive Travel. January 1992.

Alvn W. and Richards T., 1992. The Client Perspective on Hotel Conference Organisation. Viewpoint.

"Conferences on Campus;Back to School". Assembly and Association, February 1991.

Australian Tourism Outlook Forum, Contributed papers, 1991.

Bull Adrian, 1991. The Economics of Travel and Tourism , Longman Cheshire Pty. Ltd., Melbourne.

Business Plan 1992. The Student Village. A paper presented to the Advisory Committee.

Chow Geoffrey, 1992. Marketing the Village. Unpublished Report.

Davidoff P.G. & Davidoff D.S.,1983. Sales and Marketing for Travel and Tourism, National Publishers, South Dakota.

Gee Y.C, Choy D.J.L. and Makens J.C.,1984. The Travel Industry. The AVI Publishing Company, Connecticut.

Jordan Damian, 1992 a. Report from the Manager, The Student Advisory Committee, October 1992.

Jordan Damian, 1992 b. Report from the Manager, The Student Advisory Committee, September 1992.

Jordan Damian, 1992 c. Marketing the Village,November 1992.

Leedy Paul, 1989. Practical Research: Planning and Design. Colliers MacMillan, New York.

Martin Lewis, 1991. Displeasing Half the People Half the Time.

Mieczkowski Zbigniew, 1990. World Trends in Tourism and Recreation, Peter Lang Publishing,Inc., New York.

Middleton V.T.C., 1988. Marketing in Travel and Tourism. Heinemann Professional Publishing. London.

"University Challenge", January 1990. Sales and Marketing Management.

Student Village Management Committee, Minutes of Meeting on 24th. April 1989

"Winds of change for Conference Organisers". September 1992. Hospitality

APPENDICES

<i>Appendix A</i>	<i>Table 1 (Details of Groups)</i>	<i>... 119</i>
<i>Appendix B</i>	<i>Cover letter and questionnaire</i>	<i>... 120</i>
<i>Appendix C</i>	<i>Results of survey (supplemental)</i>	<i>... 122</i>
<i>Appendix D</i>	<i>Standardised literature</i>	<i>... 141</i>

Table 1: "Details of Groups since January 1992."

NAME	PEOPLE	DAYS	BED NIGHTS	ACCOMMODATION	CATERING	EXTRAS	TOTAL	MONTH OF STAY
GROUP 1	12	37	444	\$7,992	\$5,616	\$3,673	\$17,281	1
GROUP 2	27	2	54	\$972	\$648	\$0	\$1,620	5
GROUP 3	27	1	27	\$486	\$162	\$0	\$648	5
GROUP 4	46	3	138	\$1,168	\$1,237	\$70	\$2,475	5
GROUP 5	27	6	162	\$2,916	\$3,172	\$480	\$6,568	7
GROUP 6	3	3	9	\$189	\$0	\$0	\$189	10
GROUP 7	19	3	57	\$912	\$0	\$0	\$912	10
GROUP 8	3	3	9	\$144	\$54	\$0	\$198	10
GROUP 9	1	3	3	\$63	\$0	\$0	\$63	10
GROUP 10	175	2	350	\$3,150	\$4,110	\$235	\$7,495	9
GROUP 11	45	1	0	\$0	\$0	\$100	\$100	8
GROUP 12	6	2	12	\$204	\$60	\$36	\$300	7
GROUP 13	8	1	8	\$136	\$40	\$24	\$200	7
GROUP 14	42	3	126	\$2,016	\$504	\$0	\$2,520	10
GROUP 15	7	3	21	\$441	\$84	\$0	\$525	10
GROUP 16	2	47	94	\$1,058	\$948	\$0	\$2,006	10
GROUP 17	23	5	115	\$1,410	\$0	\$0	\$1,410	11
GROUP 18	19	5	95	\$1,165	\$0	\$31	\$1,196	11
GROUP 19	12	8	96	\$1,440	\$864	\$0	\$2,304	9
1993								
GROUP 20	21	15	315	\$4,682	\$3,168	\$0	\$7,850	1
GROUP 21	33	1	33	\$429	\$0	\$0	\$429	3
GROUP 22	13	49	637	\$5,390	\$0	\$0	\$5,390	1
GROUP 23	6	37	222	\$3,330	\$3,455	\$1,959	\$8,744	1
GROUP 24	20	5	100	\$1,230	\$0	\$0	\$1,230	4
GROUP 25	1	1	1	\$13	\$0	\$0	\$13	1
GROUP 26	34	3	102	\$1,326	\$2,346	\$0	\$3,672	5
GROUP 27	26	3	78	\$1,014	\$1,352	\$50	\$2,416	5
GROUP 28	29	4	116	\$1,508	\$2,336	\$20	\$3,864	5
GROUP 29	9	1	9	\$120	\$24	\$0	\$144	5
GROUP 30	60	3	180	\$2,196	\$1,176	\$0	\$3,372	5
GROUP 31	73	2	146	\$1,776	\$2,202	\$50	\$4,028	5
GROUP 32	10	1	10	\$160	\$587	\$300	\$1,047	4
GROUP 33	37	1	37	\$481	\$444	\$0	\$925	2
TOTAL	876		3806	\$49,517	\$34,589	\$7,028	\$91,134	
AVERAGE PER VISITOR			4.34	\$56.53	\$39.49	\$8.02	\$104.03	

Source - Details compiled from individual files maintained by Administration (1992 - 1993).



1st. May, 1993.

Dear Group Organiser,

It has been a pleasure to have your group reside here at The Student Village. We trust everyone enjoyed their stay and had a successful visit to Melbourne.

In an effort to improve services here at The Student Village, research is being conducted into what facilities your group required during their stay. Your feedback, as the person responsible for having selected The Student Village, would be invaluable for the purpose of this study.

Please do spend a few moments of your valuable time in filling out the attached questionnaire. It is in four parts.

Part A - Was the purpose of your groups visit academic, sporting or something else.

Part B - The facilities within this group were available to you during your stay. Did your group find use for them, if so to what extent.

Part C - Depending on when your group resided at The Student Village, the facilities in this section may or may not have been available to them. Please do let us know what you think of these facilities which are being developed.

Part D - While we do try and cater for every need there is always something we miss out on. In this section you could let us know what that special something is.

The ranking at the beginning of Part B is to be used throughout the questionnaire except for part A which requires a simple mark in any one of the three choices.

Your co-operation in completing and returning this questionnaire is greatly appreciated. I believe it will be of great mutual benefit, as facilities for future visitors could be improved upon and developed.

Thanking you for the time you have taken, and looking forward to hosting many more groups from you.

Yours sincerely,

Jamshed Surti.
(Conference Co-ordinator)

A. Category: 1[] SPORTS 2[] ACADEMIC 3[] OTHER

Ranking:

- 1 - Essential
- 2 - Important
- 3 - Useful but not important
- 4 - Could do without
- 5 - Not needed at all

B. Rank the following facilities, on the above mentioned scale from 1 to five, which were available to you during your stay at The Student Village:

- | | |
|----------------------------------|------------------------------|
| 1[] Academic tutoring | 2[] Common rooms (T.V.) |
| 3[] Social activities | 4[] Bistro and Cafe |
| 5[] Bedding | 6[] Gymnasium |
| 7[] Sports facilities | 8[] Telephones |
| 9[] Security | 10[] Public Transport |
| 11[] Photocopier | 12[] Parking areas |
| 13[] 24 hour laundries | 14[] Conference Rooms |
| 15[] 24 hour staff assistance | 16[] Food and Drink vendors |
| 17[] Microwave and refrigerator | 18[] Information Board |

C. Which of the following facilities do you feel would further contribute to your stay ?

- | | |
|-----------------------------|------------------------------|
| 1[] Indoor games | 2[] Village information kit |
| 3[] Village bus | 4[] 24 hour food outlet |
| 5[] 24 hour mail centre | 6[] Licensed bar |
| 7[] Shared rooms | 8[] Ironing facilities |
| 9[] Variable meal times | 10[] Newspaper delivery |
| 11[] Carpet in room | 12[] First aid box |
| 13[] Tea/Coffee facilities | 14[] Pre-allocated rooms |

D. Are there any facilities you feel should be available ?

[] _____	[] _____
[] _____	[] _____

DATABASE LABEL**GROUP OR FACILITY NAME**

A_01	=	SPORTS GROUPS
A_02	=	ACADEMIC GROUPS
A_03	=	OTHER GROUPS
B_01	=	ACADEMIC TUTORING
B_02	=	COMMON ROOMS
B_03	=	SOCIAL ACTIVITIES
B_04	=	BISTRO AND CAFE
B_05	=	BEDDING
B_06	=	GYMNASIUM
B_07	=	SPORTS FACILITIES
B_08	=	TELEPHONES
B_09	=	SECURITY
B_10	=	PUBLIC TRANSPORT
B_11	=	PHOTOCOPIER
B_12	=	PARKING AREAS
B_13	=	24 HOUR LAUNDRY
B_14	=	CONFERENCE ROOMS
B_15	=	24 HOUR STAFF ASSISTANCE
B_16	=	FOOD AND DRINK VENDING MACHINES
B_17	=	MICROWAVE OVEN AND REFRIGERATOR
B_18	=	INFORMATION BOARD
C_01	=	INDOOR GAMES
C_02	=	VILLAGE INFORMATION KIT
C_03	=	VILLAGE BUS
C_04	=	24 HOUR FOOD OUTLET
C_05	=	24 HOUR MAIL CENTRE
C_06	=	LICENSED BAR
C_07	=	CHOICE OF SHARED OR SINGLE ROOMS
C_08	=	IRONING FACILITIES
C_09	=	VARIABLE MEAL TIMES
C_10	=	NEWSPAPER DELIVERY
C_11	=	CARPET OR MAT IN ROOM
C_12	=	FIRST AID BOX
C_13	=	TEA AND COFFEE MAKING FACILITY
C_14	=	PRE-ALLOCATED ROOMS
D_01	=	SIGNS AROUND VILLAGE
D_02	=	PERSONAL IDENTIFICATION CARD
D_03	=	SELF CATERING FACILITY

SAS Frequency Tables

SAS

13:52 Wednesday, June 23, 1993 1

SPORTS) A_02(ACADEMIC

A_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
A_02	10	66.7	10	66.7
A_01	5	33.3	15	100.0

ACADEMIC

A_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
A_02	5	33.3	5	33.3
A_01	10	66.7	15	100.0

OTHER

A_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
A_02	15	100.0	15	100.0

ACADEMIC TUTORING

B_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NOT NEEDED	15	100.0	15	100.0

COMMON ROOMS

B_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	13	86.7	13	86.7
IMPORTANT	2	13.3	15	100.0

SOCIAL ACTIVITIES

B_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT	5	33.3	5	33.3
USEFUL BUT NOT I	6	40.0	11	73.3
NOT NEEDED	4	26.7	15	100.0

BISTRO AND CAFE

B_04	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL	13	86.7	13	86.7
IMPORTANT	1	6.7	14	93.3
USEFUL BUT NOT I	1	6.7	15	100.0

BEDDING

	B_05	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		10	66.7	10	66.7
USEFUL BUT NOT I		1	6.7	11	73.3
COULD DO WITHOUT		2	13.3	13	86.7
NOT NEEDED		2	13.3	15	100.0

GYMNASIUM

	B_06	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		4	26.7	4	26.7
USEFUL BUT NOT I		8	53.3	12	80.0
COULD DO WITHOUT		3	20.0	15	100.0

SPORTS FACILITIES

	B_07	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		6	40.0	6	40.0
IMPORTANT		1	6.7	7	46.7
USEFUL BUT NOT I		7	46.7	14	93.3
COULD DO WITHOUT		1	6.7	15	100.0

TELEPHONES

	B_08	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		15	100.0	15	100.0

SECURITY

	B_09	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		1	6.7	1	6.7
IMPORTANT		6	40.0	7	46.7
USEFUL BUT NOT I		8	53.3	15	100.0

PUBLIC TRANSPORT

	B_10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		2	13.3	2	13.3
IMPORTANT		3	20.0	5	33.3
USEFUL BUT NOT I		7	46.7	12	80.0
COULD DO WITHOUT		1	6.7	13	86.7
NOT NEEDED		2	13.3	15	100.0

PHOTOCOPIER

	B_11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		6	40.0	6	40.0
IMPORTANT		3	20.0	9	60.0
USEFUL BUT NOT I		2	13.3	11	73.3
COULD DO WITHOUT		3	20.0	14	93.3
NOT NEEDED		1	6.7	15	100.0

PARKING AREAS

	B_12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		7	46.7	7	46.7
IMPORTANT		2	13.3	9	60.0
USEFUL BUT NOT I		3	20.0	12	80.0
COULD DO WITHOUT		1	6.7	13	86.7
NOT NEEDED		2	13.3	15	100.0

24 HOUR LAUNDRY

	B_13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		3	20.0	3	20.0
IMPORTANT		3	20.0	6	40.0
USEFUL BUT NOT I		5	33.3	11	73.3
COULD DO WITHOUT		1	6.7	12	80.0
NOT NEEDED		3	20.0	15	100.0

CONFERENCE ROOMS

	B_14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		4	26.7	4	26.7
IMPORTANT		3	20.0	7	46.7
USEFUL BUT NOT I		5	33.3	12	80.0
COULD DO WITHOUT		2	13.3	14	93.3
NOT NEEDED		1	6.7	15	100.0

24hr. STAFF ASSISTANCE

	B_15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		10	66.7	10	66.7
IMPORTANT		5	33.3	15	100.0

FOOD/DK VENDING MACHINES

	B_16	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		3	20.0	3	20.0
IMPORTANT		8	53.3	11	73.3
USEFUL BUT NOT I		4	26.7	15	100.0

M.WAVE AND REFRIGERATOR

	B_17	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		7	46.7	7	46.7
IMPORTANT		8	53.3	15	100.0

INFORMATION BOARD

	B_18	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		1	6.7	1	6.7
IMPORTANT		13	86.7	14	93.3
USEFUL BUT NOT I		1	6.7	15	100.0

INDOOR GAMES

	C_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		4	26.7	4	26.7
IMPORTANT		5	33.3	9	60.0
USEFUL BUT NOT I		5	33.3	14	93.3
COULD DO WITHOUT		1	6.7	15	100.0

VILLAGE INFORMATION KIT

	C_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT		14	93.3	14	93.3
USEFUL BUT NOT I		1	6.7	15	100.0

VILLAGE BUS

	C_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		4	26.7	4	26.7
IMPORTANT		1	6.7	5	33.3
USEFUL BUT NOT I		5	33.3	10	66.7
COULD DO WITHOUT		3	20.0	13	86.7
NOT NEEDED		2	13.3	15	100.0

24 HOUR FOOD OUTLET

	C_04	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT		3	20.0	3	20.0
USEFUL BUT NOT I		9	60.0	12	80.0
COULD DO WITHOUT		2	13.3	14	93.3
NOT NEEDED		1	6.7	15	100.0

24 HOUR MAIL CENTRE

	C_05	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		2	13.3	2	13.3
USEFUL BUT NOT I		1	6.7	3	20.0
COULD DO WITHOUT		3	20.0	6	40.0
NOT NEEDED		9	60.0	15	100.0

LICENSED BAR

	C_06	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		1	6.7	1	6.7
USEFUL BUT NOT I		7	46.7	8	53.3
COULD DO WITHOUT		2	13.3	10	66.7
NOT NEEDED		5	33.3	15	100.0

SHARED OR SINGLE ROOMS

	C_07	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		10	66.7	10	66.7
IMPORTANT		4	26.7	14	93.3
USEFUL BUT NOT I		1	6.7	15	100.0

IRONING FACILITIES

	C_08	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		5	33.3	5	33.3
IMPORTANT		2	13.3	7	46.7
USEFUL BUT NOT I		4	26.7	11	73.3
COULD DO WITHOUT		2	13.3	13	86.7
NOT NEEDED		2	13.3	15	100.0

VARIABLE MEAL TIMES

	C_09	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		5	33.3	5	33.3
IMPORTANT		3	20.0	8	53.3
USEFUL BUT NOT I		5	33.3	13	86.7
COULD DO WITHOUT		1	6.7	14	93.3
NOT NEEDED		1	6.7	15	100.0

NEWSPAPER DELIVERY

	C_10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		1	6.7	1	6.7
USEFUL BUT NOT I		5	33.3	6	40.0
COULD DO WITHOUT		5	33.3	11	73.3
NOT NEEDED		4	26.7	15	100.0

CARPET/MAT IN ROOM

	C_11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
IMPORTANT		4	26.7	4	26.7
USEFUL BUT NOT I		8	53.3	12	80.0
COULD DO WITHOUT		2	13.3	14	93.3
NOT NEEDED		1	6.7	15	100.0

FIRST AID BOX

	C_12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		3	20.0	3	20.0
IMPORTANT		2	13.3	5	33.3
USEFUL BUT NOT I		10	66.7	15	100.0

T/COFFEE MAKING FACILITY

	C_13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		12	80.0	12	80.0
IMPORTANT		3	20.0	15	100.0

PRE-ALLOCATED ROOMS

	C_14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		14	93.3	14	93.3
USEFUL BUT NOT I		1	6.7	15	100.0

SIGNS AROUND VILLAGE

	D_01	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		11	73.3	11	73.3
IMPORTANT		2	13.3	13	86.7
USEFUL BUT NOT I		2	13.3	15	100.0

PERSONAL IDENTIFICATION CARD

	D_02	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		4	26.7	4	26.7
IMPORTANT		4	26.7	8	53.3
USEFUL BUT NOT I		4	26.7	12	80.0
COULD DO WITHOUT		3	20.0	15	100.0

SELF CATERING FACILITY

	D_03	Frequency	Percent	Cumulative Frequency	Cumulative Percent
ESSENTIAL		1	6.7	1	6.7
USEFUL BUT NOT I		7	46.7	8	53.3
COULD DO WITHOUT		2	13.3	10	66.7
NOT NEEDED		5	33.3	15	100.0

CROSS TABULATION OF VARIABLES BY GROUP TYPES

SAS 13:52 Wednesday, June 23, 1993 7

TABLE OF A_01 BY B_01

A_01(SPORTS) A_02(ACADEMIC)		B_01(ACADEMIC TUTORING)		Total
Frequency	Percent	Row Pct	Col Pct	
			NOT NEED ED	
A_02	10	66.67	100.00	10
		66.67		66.67
A_01	5	33.33	100.00	5
		33.33		33.33
Total	15	100.00		15
			100.00	100.00

TABLE OF A_01 BY B_02

A_01(SPORTS)		A_02(ACADEMIC)		B_02(COMMON ROOMS)		
Frequency	Percent	Row Pct	Col Pct	ESSENTIA	IMPORTAN	Total
Row Pct	Col Pct			L	T	
A_02	9	60.00	90.00	1	10	66.67
		69.23	50.00			
A_01	4	26.67	80.00	1	5	33.33
		30.77	50.00			
Total	13	86.67		2	15	100.00
				13.33		

TABLE OF A_01 BY B_03

A_01(SPORTS)		A_02(ACADEMIC)		B_03(SOCIAL ACTIVITIES)			
Frequency	Percent	Row Pct	Col Pct	IMPORTANT	USEFUL BUT NOT	NOT NEEDED	Total
A_02	4	26.67	40.00	3	20.00	3	10
		80.00	50.00		30.00	75.00	66.67
A_01	1	6.67	20.00	3	60.00	1	5
		20.00	50.00		20.00	25.00	33.33
Total	5	33.33		6	40.00	4	15
						26.67	100.00

TABLE OF A_01 BY B_04

A_01(SPORTS) A_02(ACADEMIC) B_04(BISTRO AND CAFE)

Frequency Percent Row Pct Col Pct	ESSENTIAL L	IMPORTANT T	USEFUL BUT NOT I	Total
A_02	9 60.00 90.00 69.23	0 0.00 0.00 0.00	1 6.67 10.00 100.00	10 66.67
A_01	4 26.67 80.00 30.77	1 6.67 20.00 100.00	0 0.00 0.00 0.00	5 33.33
Total	13 86.67	1 6.67	1 6.67	15 100.00

TABLE OF A_01 BY B_05

A_01(SPORTS) A_02(ACADEMIC) B_05(BEDDING)

Frequency Percent Row Pct Col Pct	ESSENTIAL L	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	7 46.67 70.00 70.00	1 6.67 10.00 100.00	1 6.67 10.00 50.00	1 6.67 10.00 50.00	10 66.67
A_01	3 20.00 60.00 30.00	0 0.00 0.00 0.00	1 6.67 20.00 50.00	1 6.67 20.00 50.00	5 33.33
Total	10 66.67	1 6.67	2 13.33	2 13.33	15 100.00

TABLE OF A_01 BY B_06

A_01(SPORTS) A_02(ACADEMIC) B_06(GYMNASIUM)

Frequency Percent Row Pct Col Pct	ESSENTIAL L	USEFUL BUT NOT I	COULD DO WITHOUT	Total
A_02	0 0.00 0.00 0.00	7 46.67 70.00 87.50	3 20.00 30.00 100.00	10 66.67
A_01	4 26.67 80.00 100.00	1 6.67 20.00 12.50	0 0.00 0.00 0.00	5 33.33
Total	4 26.67	8 53.33	3 20.00	15 100.00

SAS

13:52 Wednesday, June 23, 1993 9

TABLE OF A_01 BY B_07

A_01(SPORTS) A_02(ACADEMIC) B_07(SPORTS FACILITIES)

Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	Total
A_02	2 13.33 20.00 33.33	1 6.67 10.00 100.00	6 40.00 60.00 85.71	1 6.67 10.00 100.00	10 66.67
A_01	4 26.67 80.00 66.67	0 0.00 0.00 0.00	1 6.67 20.00 14.29	0 0.00 0.00 0.00	5 33.33
Total	6 40.00	1 6.67	7 46.67	1 6.67	15 100.00

TABLE OF A_01 BY B_08

A_01(SPORTS) A_02(ACADEMIC)
B_08(TELEPHONES)

Frequency Percent Row Pct Col Pct	ESSENTIAL	Total
A_02	10 66.67 100.00 66.67	10 66.67
A_01	5 33.33 100.00 33.33	5 33.33
Total	15 100.00	15 100.00

TABLE OF A_01 BY B_09

A_01(SPORTS) A_02(ACADEMIC) B_09(SEcurity)

Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	Total
A_02	1 6.67 10.00 100.00	4 26.67 40.00 66.67	5 33.33 50.00 62.50	10 66.67
A_01	0 0.00 0.00 0.00	2 13.33 40.00 33.33	3 20.00 60.00 37.50	5 33.33
Total	1 6.67	6 40.00	8 53.33	15 100.00

TABLE OF A_01 BY B_10

A_01(SPORTS) A_02(ACADEMIC) B_10(PUBLIC TRANSPORT)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	2 13.33 20.00 100.00	3 20.00 30.00 100.00	3 20.00 30.00 42.86	1 6.67 10.00 100.00	1 6.67 10.00 50.00	10 66.67
A_01	0 0.00 0.00 0.00	0 0.00 0.00 0.00	4 26.67 80.00 57.14	0 0.00 0.00 0.00	1 6.67 20.00 50.00	5 33.33
Total	2 13.33	3 20.00	7 46.67	1 6.67	2 13.33	15 100.00

TABLE OF A_01 BY B_11

A_01(SPORTS) A_02(ACADEMIC) B_11(PHOTOCOPIER)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	5 33.33 50.00 83.33	3 20.00 30.00 100.00	1 6.67 10.00 50.00	1 6.67 10.00 33.33	0 0.00 0.00 0.00	10 66.67
A_01	1 6.67 20.00 16.67	0 0.00 0.00 0.00	1 6.67 20.00 50.00	2 13.33 40.00 66.67	1 6.67 20.00 100.00	5 33.33
Total	6 40.00	3 20.00	2 13.33	3 20.00	1 6.67	15 100.00

TABLE OF A_01 BY B_12

A_01(SPORTS) A_02(ACADEMIC) B_12(PARKING AREAS)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	3 20.00 30.00 42.86	2 13.33 20.00 100.00	2 13.33 20.00 66.67	1 6.67 10.00 100.00	2 13.33 20.00 100.00	10 66.67
A_01	4 26.67 80.00 57.14	0 0.00 0.00 0.00	1 6.67 20.00 33.33	0 0.00 0.00 0.00	0 0.00 0.00 0.00	5 33.33
Total	7 46.67	2 13.33	3 20.00	1 6.67	2 13.33	15 100.00

TABLE OF A_01 BY B_13

A_01(SPORTS) A_02(ACADEMIC) B_13(24 HOUR LAUNDRY)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	1 6.67 10.00 33.33	2 13.33 20.00 66.67	5 33.33 50.00 100.00	0 0.00 0.00 0.00	2 13.33 20.00 66.67	10 66.67
A_01	2 13.33 40.00 66.67	1 6.67 20.00 33.33	0 0.00 0.00 0.00	1 6.67 20.00 100.00	1 6.67 20.00 33.33	5 33.33
Total	3 20.00	3 20.00	5 33.33	1 6.67	3 20.00	15 100.00

TABLE OF A_01 BY B_14

A_01(SPORTS) A_02(ACADEMIC) B_14(CONFERENCE ROOMS)						
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	4 26.67 40.00 100.00	1 6.67 10.00 33.33	4 26.67 40.00 80.00	1 6.67 10.00 50.00	0 0.00 0.00 0.00	10 66.67
A_01	0 0.00 0.00 0.00	2 13.33 40.00 66.67	1 6.67 20.00 20.00	1 6.67 20.00 50.00	1 6.67 20.00 100.00	5 33.33
Total	4 26.67	3 20.00	5 33.33	2 13.33	1 6.67	15 100.00

TABLE OF A_01 BY B_15

A_01(SPORTS) A_02(ACADEMIC) B_15(24hr. STAFF ASSISTANCE)				
Frequency Percent Row Pct Col Pct	ESSENTIAL	IMPORTANT	Total	
A_02	6 40.00 60.00 60.00	4 26.67 40.00 80.00	10 66.67	
A_01	4 26.67 80.00 40.00	1 6.67 20.00 20.00	5 33.33	
Total	10 66.67	5 33.33	15 100.00	

SAS 13:52 Wednesday, June 23, 1993 12

TABLE OF A_01 BY B_16

A_01(SPORTS)		A_02(ACADEMIC)		B_16(FOOD/DK VENDING MACHINES)		
Frequency	Percent					
Row Pct	Col Pct					
Col Pct		ESSENTIAL	IMPORTANT	USEFUL BUT NOT I		Total
A_02	2	5	3	10		
	13.33	33.33	20.00	66.67		
	20.00	50.00	30.00			
	66.67	62.50	75.00			
A_01	1	3	1	5		
	6.67	20.00	6.67	33.33		
	20.00	60.00	20.00			
	33.33	37.50	25.00			
Total	3	8	4	15		
	20.00	53.33	26.67	100.00		

TABLE OF A_01 BY B_17

A_01(SPORTS)		A_02(ACADEMIC)		B_17(M.WAVE AND REFRIGERATOR)	
Frequency	Percent				
Row Pct	Col Pct				
Col Pct		ESSENTIAL	IMPORTANT		Total
A_02		4	6		10
		26.67	40.00		66.67
		40.00	60.00		
		57.14	75.00		
A_01		3	2		5
		20.00	13.33		33.33
		60.00	40.00		
		42.86	25.00		
Total		7	8		15
		46.67	53.33		100.00

TABLE OF A_01 BY B_18

A_01(SPORTS)		A_02(ACADEMIC)		B_18(INFORMATION BOARD)		
Frequency	Percent					
Row Pct						
Col Pct		ESSENTIAL	IMPORTANT	USEFUL BUT NOT	I	Total
A_02	1	8	1			10
	6.67	53.33	6.67			66.67
	10.00	80.00	10.00			
	100.00	61.54	100.00			
A_01	0	5	0			5
	0.00	33.33	0.00			33.33
	0.00	100.00	0.00			
	0.00	38.46	0.00			
Total	1	13	1			15
	6.67	86.67	6.67			100.00

SAS 14:33 Wednesday, June 23, 1993 7

TABLE OF A_01 BY C_01

A_01(SPORTS)		A_02(ACADEMIC)		C_01(INDOOR GAMES)											
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	Total							
A_02	3	20.00	30.00	75.00	3	20.00	30.00	60.00	1	6.67	10.00	100.00	10	66.67	
A_01	1	6.67	20.00	25.00	2	13.33	40.00	40.00	2	13.33	40.00	40.00	0	0.00	33.33
Total	4	26.67	5	33.33	5	33.33	1	6.67	15	100.00					

TABLE OF A_01 BY C_02

A_01(SPORTS)		A_02(ACADEMIC)		C_02(VILLAGE INFORMATION KIT)				
Frequency	Percent	Row Pct	Col Pct	IMPORTANT	USEFUL BUT NOT I	Total		
A_02	9	60.00	90.00	64.29	1	6.67	10	66.67
A_01	5	33.33	100.00	35.71	0	0.00	5	33.33
Total	14	93.33	1	6.67	15	100.00		

TABLE OF A_01 BY C_03

A_01(SPORTS)		A_02(ACADEMIC)		C_03(VILLAGE BUS)											
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total						
A_02	3	20.00	30.00	75.00	1	6.67	10.00	100.00	3	20.00	13.33	20.00	66.67	10	66.67
A_01	1	6.67	20.00	25.00	0	0.00	40.00	40.00	2	13.33	40.00	40.00	1	6.67	33.33
Total	4	26.67	1	6.67	5	33.33	3	20.00	2	13.33	15	100.00			

TABLE OF A_01 BY C_04

A_01(SPORTS) A_02(ACADEMIC) C_04(24 HOUR FOOD OUTLET)

Frequency Percent Row Pct Col Pct	IMPOR- TANT	USEFUL B UT NOT I	COULD DO WITHOUT	NOT NEED ED	Total
A_02	2 13.33 20.00 66.67	6 40.00 60.00 66.67	1 6.67 10.00 50.00	1 6.67 10.00 100.00	10 66.67
A_01	1 6.67 20.00 33.33	3 20.00 60.00 33.33	1 6.67 20.00 50.00	0 0.00 0.00 0.00	5 33.33
Total	3 20.00	9 60.00	2 13.33	1 6.67	15 100.00

TABLE OF A_01 BY C_05

A_01(SPORTS) A_02(ACADEMIC) C_05(24 HOUR MAIL CENTRE)

Frequency Percent Row Pct Col Pct	ESSENTIA L	USEFUL B UT NOT I	COULD DO WITHOUT	NOT NEED ED	Total
A_02	2 13.33 20.00 100.00	0 0.00 0.00 0.00	3 20.00 30.00 100.00	5 33.33 50.00 55.56	10 66.67
A_01	0 0.00 0.00 0.00	1 6.67 20.00 100.00	0 0.00 0.00 0.00	4 26.67 80.00 44.44	5 33.33
Total	2 13.33	1 6.67	3 20.00	9 60.00	15 100.00

TABLE OF A_01 BY C_06

A_01(SPORTS) A_02(ACADEMIC) C_06(LICENSED BAR)

Frequency Percent Row Pct Col Pct	ESSENTIA L	USEFUL B UT NOT I	COULD DO WITHOUT	NOT NEED ED	Total
A_02	1 6.67 10.00 100.00	6 40.00 60.00 85.71	1 6.67 10.00 50.00	2 13.33 20.00 40.00	10 66.67
A_01	0 0.00 0.00 0.00	1 6.67 20.00 14.29	1 6.67 20.00 50.00	3 20.00 60.00 60.00	5 33.33
Total	1 6.67	7 46.67	2 13.33	5 33.33	15 100.00

SAS 14:33 Wednesday, June 23, 1993 9

TABLE OF A_01 BY C_07

A_01(SPORTS)		A_02(ACADEMIC)			C_07(SHARED OR SINGLE ROOMS)		
Frequency	Percent	Row Pct	Col Pct				
				ESSENTIA L	IMPORTAN T	USEFUL B UT NOT I	Total
A_02	6	3	1				10
	40.00	20.00	6.67				66.67
	60.00	30.00	10.00				
	60.00	75.00	100.00				
A_01	4	1	0				5
	26.67	6.67	0.00				33.33
	80.00	20.00	0.00				
	40.00	25.00	0.00				
Total	10	4	1				15
	66.67	26.67	6.67				100.00

TABLE OF A_01 BY C_08

A_01(SPORTS)		A_02(ACADEMIC)		C_08(IRONING FACILITIES)					
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	3	1	2	2	2	2			10
	20.00	6.67	13.33	13.33	13.33	13.33			66.67
	30.00	10.00	20.00	20.00	20.00	20.00			
	60.00	50.00	50.00	50.00	100.00	100.00			
A_01	2	1	2	0	0	0			5
	13.33	6.67	13.33	0.00	0.00	0.00			33.33
	40.00	20.00	40.00	0.00	0.00	0.00			
	40.00	50.00	50.00	0.00	0.00	0.00			
Total	5	2	4	2	2	2			15
	33.33	13.33	26.67	13.33	13.33	13.33			100.00

TABLE OF A_01 BY C_09

A_01(SPORTS)		A_02(ACADEMIC)		C_09(VARIABLE MEAL TIMES)					
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	Total
A_02	3	2	3	1	1				10
	20.00	13.33	20.00	6.67	6.67				66.67
	30.00	20.00	30.00	10.00	10.00				
	60.00	66.67	60.00	100.00	100.00				
A_01	2	1	2	0	0				5
	13.33	6.67	13.33	0.00	0.00				33.33
	40.00	20.00	40.00	0.00	0.00				
	40.00	33.33	40.00	0.00	0.00				
Total	5	3	5	1	1				15
	33.33	20.00	33.33	6.67	6.67				100.00

SAS 14:33 Wednesday, June 23, 1993 10

TABLE OF A_01 BY C_10

A_01(SPORTS) A_02(ACADEMIC) C_10(NEWSPAPER DELIVERY)

Frequency Percent Row Pct Col Pct	C_10				Total
	ESSENTIAL	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	
A_02	1 6.67 10.00 100.00	3 20.00 30.00 60.00	2 13.33 20.00 40.00	4 26.67 40.00 100.00	10 66.67
A_01	0 0.00 0.00 0.00	2 13.33 40.00 40.00	3 20.00 60.00 60.00	0 0.00 0.00 0.00	5 33.33
Total	1 6.67	5 33.33	5 33.33	4 26.67	15 100.00

TABLE OF A_01 BY C_11

A_01(SPORTS) A_02(ACADEMIC) C_11(CARPET/MAT IN ROOM)

Frequency Percent Row Pct Col Pct	C_11				Total
	IMPORTANT	USEFUL BUT NOT I	COULD DO WITHOUT	NOT NEEDED	
A_02	4 26.67 40.00 100.00	5 33.33 50.00 62.50	1 6.67 10.00 50.00	0 0.00 0.00 0.00	10 66.67
A_01	0 0.00 0.00 0.00	3 20.00 60.00 37.50	1 6.67 20.00 50.00	1 6.67 20.00 100.00	5 33.33
Total	4 26.67	8 53.33	2 13.33	1 6.67	15 100.00

TABLE OF A_01 BY C_12

A_01(SPORTS) A_02(ACADEMIC) C_12(FIRST AID BOX)

Frequency Percent Row Pct Col Pct	C_12			Total
	ESSENTIAL	IMPORTANT	USEFUL BUT NOT I	
A_02	1 6.67 10.00 33.33	0 0.00 0.00 0.00	9 60.00 90.00 90.00	10 66.67
A_01	2 13.33 40.00 66.67	2 13.33 40.00 100.00	1 6.67 20.00 10.00	5 33.33
Total	3 20.00	2 13.33	10 66.67	15 100.00

SAS 14:33 Wednesday, June 23, 1993 11

TABLE OF A_01 BY C_13

A_01(SPORTS)		A_02(ACADEMIC)		C_13(T/COFFEE MAKING FACILITY)	
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	IMPORTANT
				L	T
A_02				9	1
	60.00			6.67	
	90.00			10.00	
	75.00			33.33	
A_01				3	2
	20.00			13.33	
	60.00			40.00	
	25.00			66.67	
Total				12	3
				80.00	20.00
					100.00

TABLE OF A_01 BY C_14

A_01(SPORTS)		A_02(ACADEMIC)		C_14(PRE-ALLOCATED ROOMS)	
Frequency	Percent	Row Pct	Col Pct	ESSENTIAL	USEFUL BUT NOT I
				L	
A_02				9	1
	60.00			6.67	
	90.00			10.00	
	64.29			100.00	
A_01				5	0
	33.33			0.00	
	100.00			0.00	
	35.71			0.00	
Total				14	1
				93.33	6.67
					100.00

SAS 13:52 Wednesday, June 23, 1993 18

TABLE OF A_01 BY D_01

A_01(SPORTS) A_02(ACADEMIC) D_01(SIGNS AROUND VILLAGE)

Frequency Percent Row Pct Col Pct				Total
	ESSENTIA	IMPORTAN	USEFUL B	
	L	T	UT NOT I	
A_02	7 46.67 70.00 63.64	1 6.67 10.00 50.00	2 13.33 20.00 100.00	10 66.67
A_01	4 26.67 80.00 36.36	1 6.67 20.00 50.00	0 0.00 0.00 0.00	5 33.33
Total	11 73.33	2 13.33	2 13.33	15 100.00

TABLE OF A_01 BY D_02

A_01(SPORTS) A_02(ACADEMIC) D_02(PERSONAL IDENTIFICATION CARD)

Frequency Percent Row Pct Col Pct					Total
	ESSENTIA	IMPORTAN	USEFUL B	COULD DO	
	L	T	UT NOT I	WITHOUT	
A_02	3 20.00 30.00 75.00	1 6.67 10.00 25.00	4 26.67 40.00 100.00	2 13.33 20.00 66.67	10 66.67
A_01	1 6.67 20.00 25.00	3 20.00 60.00 75.00	0 0.00 0.00 0.00	1 6.67 20.00 33.33	5 33.33
Total	4 26.67	4 26.67	4 26.67	3 20.00	15 100.00

TABLE OF A_01 BY D_03

A_01(SPORTS) A_02(ACADEMIC) D_03(SELF CATERING FACILITY)

Frequency Percent Row Pct Col Pct					Total
	ESSENTIA	USEFUL B	COULD DO	NOT NEED	
	L	UT NOT I	WITHOUT	ED	
A_02	1 6.67 10.00 100.00	7 46.67 70.00 100.00	0 0.00 0.00 0.00	2 13.33 20.00 40.00	10 66.67
A_01	0 0.00 0.00 0.00	0 0.00 0.00 0.00	2 13.33 40.00 100.00	3 20.00 60.00 60.00	5 33.33
Total	1 6.67	7 46.67	2 13.33	5 33.33	15 100.00



GENERAL INFORMATION

Situated on twelve hectares of parkland in the suburb of Maribyrnong, the Student Village is nine kilometres from the Melbourne CBD. It is a self contained community, with many facilities within its perimeter or only minutes away.

The accommodation units consist of two or three study bedrooms and a private bathroom/toilet. Twenty units compromise a "house" which also has a fully equipped kitchen or a common room, depending on whether self catered accommodation is sought.

The rooms have built-in wardrobes and drawers, and are furnished with a bed, desk, bookcase or shelves, desk lamp, two chairs and either gas or electric heating. The rooms are cleaned weekly by Village staff.

GROUP INFORMATION

During the Academic year, March to November, a maximum of 200 people can be accommodated on a twin sharing basis. The self catering units are available during the Summer vacations, December to February, when a maximum of 600 people can be accommodated.

The charges are the lowest for group accommodation, ranging from \$13 for a twin share to \$35 for a fully catered stay overnight.

FACILITIES:

- **CLASS ROOMS:** Three class rooms, seating between 20 and 50, are available. Audio visual equipment is available in addition to the normal facilities in the room. Tea and Coffee facilities are available in an adjoining room.
- **CATERING:** There are two food outlets in addition to the many vending machines on site. The Village Bistro caters to all requirements from morning tea to a silver service sit-down dinner.
- **LAUNDRY:** Located within a minutes walk from any unit, are coin operated laundries fully equipped with washers, dryers and sinks with running hot and cold water. Fresh bed linen can be supplied daily if required.

- **STAFF:** A staff member is available on-call 24 hours to meet any requests or answer any queries. Tourism and Hospitality students are available to act as local guides if required. The arrangements for any activities or tours can also be made through the Student Village.

- **COMMUNICATION:** There are a number of pay phones throughout the Village. Each house has a internal phone, with a direct external number on which people can be reached. A fax machine is available for receiving and sending messages. The Mail is sorted out daily, and is easily accessible.

- **SPORTS:** For the more active, there are sports facilities available free of charge. The Basketball / Netball and Beach Volleyball courts are floodlit for night use. In addition there are tennis courts, a soccer pitch, indoor badminton court and a mini gymnasium. A limited amount of equipment including board games are available free of charge.

- **ENTERTAINMENT:** There is a large common room with a television and Video player. In addition, each House common room has a television and lounge seating facilities. There is also a hi-fi system with tape deck, CD player and AM/FM radio. There are some video game machines in some of the Common rooms.

There is a Spa which can be booked at anytime. A large public swimming pool is situated a short distance away, which offers excellent discounts for casual group use.

A large Cinema complex is situated at Highpoint City Shopping Centre which is just a few hundred metres away.

- **TRANSPORT:** There is ample parking space available for buses and coaches. Arrangements can be made for hired transport at very competitive rates. There are PTC trams and buses going straight past the Village.

- **RATES:**

ACCOMMODATION / PERSON	RATE	WITH BEDDING	BED AND BREAKFAST
Shared	\$ 13.00	\$ 16.00	\$ 21.00
Single	\$ 18.00	\$ 21.00	\$ 26.00

Lunch and Dinner are available from \$ 7.00 onwards.

For further information contact the Conference Co-ordinator on (03)317 2300 or (03)317 2377. Facsimile (03) 318 5232.



The Student Village

Williamson Road, Maribyrnong, Victoria 3032, Australia
Facsimile: (03) 318 5232. Telephone: (03) 317 2300

Manager
Damian Jordan
Appendix D.3

Dear _____ ,

Further to our conversation, I am pleased to say a tentative booking has been made. The details are as follows:

Name : _____

Number : _____ persons

Arriving : _____ Time : _____

Departing : _____ Time : _____

Price : \$ _____ per person, twin share. This includes breakfast, lunch and Dinner. Bedding can be supplied at an additional charge of \$3.00 per night.

Final confirmation of your booking will be made on receipt of a refundable bond of \$150 and a 10% deposit of your bill (\$ _____ per person). The cheque should be made out to 'The Student Village'.

If there is any further information you require, please do not hesitate to contact me.

Yours sincerely,

Conference Co-ordinator

ROOMING LIST

Appendix D.4

FOR : _____

Your House is **DART House**
situated in **DART College**.

You can be contacted on: (03) 317 2348

(Please print to ensure legibility)

UNIT	ROOM	RESIDENT NAME:(Surname first)
A	1	1.
		2.
A	2	1.
		2.
A	3	1.
		2.
B	1	1.
		2.
B	2	1.
		2.
B	3	1.
		2.
C	1	1.
		2.
C	2	1.
		2.
C	3	1.
		2.
D	COMMON ROOM	Payphone, internal phone, Refrigerator, T.V., Microwave

UNIT	ROOM NUMBER	RESIDENT NAME:(Surname first)
E	1	1.
		2.
E	2	1.
		2.
E	3	1.
		2.
F	1	1.
		2.
F	2	1.
		2.
F	3	1.
		2.
G	1	1.
		2.
G	2	1.
		2.
G	3	1.
		2.
H	1	1.
		2.
H	2	1.
		2.

Memorandum

To : Village Bistro

From : Conference Coordinator

Subject : Catering for

Date : / /1993.

The above mentioned Group will be requiring the following catering:

MEAL	DATE	Number of Persons	TIME	CHARGE	LOCATION
Breakfast					
Morning Tea					
Lunch					
Afternoon Tea					
Dinner					

MEAL CARDS ISSUED - YES / NO

Other Details :

Memorandum

To :
From : Conference Coordinator
Subject : Group Visitors in house.
Date : / /1993.

Group Information:

Name:

Type:

Size:

Date of arrival:

Date of Departure:

Contact person :

Units being occupied:

Additional information: _____

Memorandum

To : Administration

From : Conference Coordinator

Subject : Maintenance of House _____

Date : ____ / ____ / 1993.

Could the following maintenance please be carried out for the above mentioned House(s), before the ____ / ____ / 1993.

____ : Cleaning

____ : Electricity, to be turned ON / OFF

____ : Hot Water, to be turned ON / OFF

____ : Keys to be cut for the following unit(s). _____

____ : Miscellaneous : _____

***WELCOME
TO THE
STUDENT
VILLAGE***

Welcome to the Student Village. The following information has been put together to make your stay at the Village as comfortable and enjoyable as possible. The areas covered are:

keys
food
laundry
transport and parking
shopping
mail
telephones
entertainment
and sporting facilities.

Please find a map of the Village attached.

Your contact at the Student Village is :

**Group Co-coordinator
Unit H Ada House
Astley College.**

Tel. 377 (internal phone)

If I am unavailable please leave a message on my answering service. If the matter is urgent please contact the Administrative Office on 300, or the Duty Tutor outside Office hours. The extension and location of the Duty Tutor may be found displayed in the Administrative Office window alongside the courtesy internal telephone.

Administrative Office hours are as follows:

Monday - Friday : 8 am till 4 pm.

Closed for lunch between 1 pm - 2 pm.

KEYS:

The following keys have been provided for your use during your stay at the Village.

* *Room Key* - this is for your room door and only you have access to this key.

* *Unit Key* - this is for the entrance door to your unit. All residents within your unit have one of these.

In addition to these keys, you will be provided keys for desks, common rooms and kitchens as applicable.

For security and the safety of your belongings it is best not to let your keys out of your sight. Locking all doors behind you would also help. On your departure, the keys are to be left in the lock of your room, lock the external common door.

In case of emergencies (locked yourself out, misplaced your keys or just can not find the keyhole) contact the Group Co-coordinator.

LAUNDRY:

There are coin operated washing machines and dryers located in a laundry close to you. For the closest one to your unit, check the Village map on Page 8. These Laundries are open 24 hours.

You need 20 cent coins (4 for the washer and 3 for the dryers) and your own detergent. There are plenty of sinks and running hot and cold water for anything you do not want to put in the machine.

SHOPPING:

Highpoint Shopping Centre is a mere 5 to 7 minute walk away. It is open till 5:00 pm. except on Friday when it stays open later. Direct bus from Hampstead Road for the lazy.

Footscray Market is a 15 minute bus ride away, from the bus stop across Hampstead road. Very cheap and a favourite with fresh fruit and vegetable fans.

Milk Bar and Ampol Stop Shop on Rosamond Road for the odd hour shopper and late night snack attack.

FOOD AND DRINK:

Within the Village:-(Village Map attached)

Snack and Drink vending machines: Located in the main Common Room and Gilmore College ground floor. Not all of the machines can handle \$2 coins so make sure you have the correct change.

Village Bistro: Hot breakfasts (\$5), Brunch on weekends and Dinner (\$7) everyday are served here. For meal times check notice board in the dinning hall. Closes during the Summer vacations.

Village Cafeteria: Open for all meals. Breakfasts cooked to order. Lunch and Dinner from a hot counter. Meals sized to suit your budget. Fresh bread, milk and lollies are just a few of the other things available in this rather general store.

Outside the Village:-

Highpoint City Food Courts: Situated at two levels of Highpoint city, there is a wide variety of international cuisine available. Open as per shopping centre hours.

MacDonld's: "Mackers" is just next to Highpoint City and stays open till 10:00 pm most days.

Take-away: There are a large number of pizza delivery shops around. Care has to be taken while giving directions as to where you will be waiting. Yellow pages are a good guide.

Alcohol: There are bottle shops at Highpoint City and Gordon Street. Photo ID is essential. Remember "No Glass" in any of the Village Common Areas.

MAIL:

The Village postal address is;

**The Student Village,
Cnr. Williamson and Hampstead Rd.
Maribyrnong VIC. 3032.**

The mail is distributed through the Mail Boxes in the Cafeteria. The sorting is done according to Surnames and is usually complete by about 11:30 am. The closest post office is at Highpoint City. For posting letters there is a Mail Box at the Mail Depot on Hampstead Rd.

TRANSPORT AND PARKING :

There are ample parking bays for cars and coaches. Public Transport to Footscray Railway Station and the city, in the form of busses and trams, run straight past the Village approximately every 15 minutes.

Bus route number 406 to Footscray Station has a stop opposite the phone booth located on Hampstead Road. The tram stop is located just past the corner of Hampstead and Williamsons Roads.

TELEPHONE SYSTEM AND ACCESS:

All phones are located in the common rooms. The small white phones are for use internally and for all incoming calls. External calls may be made from the Telecom Pay Phone.

Your phone numbers for incoming calls are :

Bass House	(03) 3172329	Walkway
Carlisle House	(03) 3172336	Unit A
Dart House	(03) 3172348	Unit D
Forest House	(03) 3172365	Unit D

SPORTING FACILITIES:

There are sports facilities available free of charge. The Basketball / Netball and Beach Volleyball courts are floodlit for night use. In addition there are tennis courts, a soccer pitch, indoor badminton court and a mini gymnasium. A limited amount of equipment including board games are available free of charge.

ENTERTAINMENT:

There is a large common room with a television and Video player. In addition, each House common room has a television and lounge seating facilities. There is also a hi-fi system with tape deck, CD player and AM/FM radio. There are some video game machines in some of the Common rooms.

There is a Spa which can be booked at anytime. A large public swimming pool is situated a short distance away, which offers excellent discounts for casual group use.

A large Cinema complex is situated at Highpoint City Shopping Centre which is just a few hundred metres away.