



VICTORIA – WORLD CLASS EVENTS DESTINATION

Melbourne was recently declared 'the best location to hold a sporting event in the world'. With unparalleled public support, world class facilities, supporting cultural programs, safety and sustainability, Victoria is a leading event destination.

Events are a key contributor to the Victorian economy. In 2006, Victoria attracted over 324,000 international visitors to major events, who stayed a total of 12.4 million nights generating an estimated \$3.3 million in expenditure across the State each day. Major events also employ a workforce of 3,350 Victorians, representing \$1.6 billion in assets under management. Business events, including exhibitions, meetings and conferences contribute \$1.2 billion in economic activity and attract 5.4 million delegates and support 22,600 jobs each year.

EVENTS INDUSTRY- UNITED VOICE

The Victoria Events Industry Council (VEIC) was established in December 2006 to provide leadership and a united voice for the \$1.2 billion Event Industry. VEIC is a peak industry policy council of associations, corporate businesses and government agencies representing event organisers, venues, suppliers and service providers for Melbourne and regional Victoria.

"Victoria is our nation's events hub, largely as a thanks to a vibrant and cohesive industry that attracts worldwide interest and sets international standards. The success of our industry is underpinned by both the science and art of collaboration and stakeholder engagement. It is through the supportive setting created by VEIC that networking, up skilling and leveraging is catalysed and sustained and statewide purpose and direction can be meaningfully informed and influenced. If you are serious about best practice and maximizing outcomes and impact with your events in Victoria, VEIC participation is important."

Jane Sydenham-Clarke Manager, Marketing and Program Fed Square

VEIC STRATEGIC ALLIANCES

VEIC member services are supported and delivered through management resources provided by the Victorian Employers' Chamber of Commerce and Industry (VECCI), Australia's largest and most influential representative multi-industry Chamber of Commerce. In addition to the Events Industry Council, VECCI supports the Victoria Tourism Industry Council (VTIC), the Hotel Motel Accommodation Association of Victoria (HMAA), Backpacker Operators Alliance Victoria (BOAV) and is a member of the National Tourism Alliance.

VEIC POLICY AGENDA

VEIC has agreed on the following policy priorities:

- the value of events
- government resourcing and support
- standards and excellence
- infrastructure and support services
- industry structure, connectivity and participation
- export development

FULL MEMBER BENEFITS AND SERVICES

VEIC is committed to assisting its members with their 'bottom line' through policy development, specific advocacy and representation, industry development and business development. VEIC members also benefit from exclusive networking opportunities including CEO's Functions and Board Room Lunches, Policy Task Groups, priority sponsorship opportunities, Industry Forums, scheduled briefings and forums and VECCI business support services at member rates.

AFFILIATE MEMBER BENEFITS AND SERVICES

Association and affiliate membership is available and entitles members to receive relevant and timely communications plus additional benefits limited to participation at VEIC forums.

MEMBERSHIP FEES

Membership to VEIC is by invitation. Please contact VEIC on the numbers below to discuss your eligibility to be involved.

"VMEC's role is to secure world class major events for Melbourne and Victoria. In a highly competitive market, one of our strengths is our network of relationships throughout the events industry. VEIC membership keeps us connected with key industry players and up-to-date with industry trends and issues".

Brendan McClements Chief Executive Officer, Victorian Major Events Company

"In an ever-developing events industry, it's important that we have one voice that is able to speak on our behalf to the decision makers at the highest level. Now we have that voice, so if you're serious about your business and our industry then being part of VEIC is important."

Peter Jones, Special Events

National Meetings and Events Industry Award Special Event Organiser 2003 - 2005

Special Event Management Hall of Fame - 2005-2008

NAME: (PLEASE PRINT)

POSITION:

SIGNATURE:

DATE:

Name of company:

ABN:

ACN:

Registered Business Trading Name:

Postal address:

State: Postcode:

Business street address:

State: Postcode:

Tel: Fax:

Email:

Website:

Contacts in your organisation

Most Senior Executive:

Full name:

Position:

Direct tel:

Mobile:

If you would like to nominate an alternative VEIC contact in your organisation please provide details

Key contact:

Full name:

Position:

Direct tel:

Mobile:



Victoria Events Industry Council, 486 Albert Street, East Melbourne, Victoria 3002 ACN 37650959904

I/we seek admission as a member of the Victoria Events Industry Council.

1. Type of business: (e.g industry body, visitors bureau, attraction, accommodation)

2. Main products/services: (e.g equipment hire, information)

Current employment: (FTE)

Average yearly turnover:

\$ Value of assets under management/ownership:

Value of taxes and charges paid each year:

Number of local suppliers used each year:

Annual expenditure on new product/service development:

Please tell us about your interests

- Free VEIC news and information Policy, advocacy and delivery service representation
- Free business directory listing Networking
- Business events, training and seminars

Other (please list)

Please indicate any specific issues relating to policy and advocacy that you would like to see addressed by VEIC

Annual membership fee \$ (including GST)

One off application fee \$ 550.00

Total \$

Enclosed is a cheque or money order made out to Victorian Employers' Chamber Of Commerce and Industry.
Cheque number:

I have made an EFT payment
VECCI Imprest account, ANZ Royal Branch,
293 Collins Street, Melbourne.
BSB Number: 013 128 Account Number: 3041 13004

Please debit my credit card:

Visa Mastercard Amex

Card no:

Expiry:

Cardholders name:

Cardholder's signature: