

# CEO Briefing



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Welcome to the August 2010 edition of the VEIC CEO Member Update.

Whether Liberal or Labor emerges triumphant over the next few days, the main priority is for the incoming Federal Government to be relatively unencumbered in implementing its agenda as both major parties have made announcements about the events sector.

The Shadow Minister for Tourism, Steven Ciobo, outlined the Coalition's plan to bring business events marketing capacity in line with international competitors. The planned funding included a new industry partnership Business Events - Bid and Boost Fund worth \$17.5 million. The Coalition also planned to provide a 50 per cent increase in funding to Tourism Australia, worth \$10.5 million, to assist in the marketing of Business Events Australia.

Labor had underlined its pre campaign announcement of a \$2 million program of initiatives delivered by Tourism Australia, with industry partners to stimulate domestic business events travel.

VEIC is ultimately seeking a strong, stable government with a clear mandate from the community to govern as this will be the foundation of VEIC's work with both the industry and whichever party forms Government in the coming days.

Attached is a post election summary from Government Relations Australia, which you may find informative.

**Todd Blake**  
Chief Executive

## MELBOURNE REMAINS ON TOP AS BEST SPORTS CITY FOR THIRD TIME

Melbourne remains the best location in the world to hold a sports event. The state capital of Victoria, destination for many annual world class events and Commonwealth Games host in 2006, came out top in SportBusiness' industry analysis of sports cities globally to win the 'Ultimate Sports City' award for the third time in a row. [Read more...](#)

## DEVELOPMENT PLANS FOR SKILLED STADIUM RELEASED

Rugby League, A-League soccer and national Twenty20 cricket are on the radar beside AFL at Skilled Stadium as Geelong Football Club seeks Federal Government backing for \$75 million stage three development plans. Cats chiefs have released images of a proposed reconstruction of the northern end of the stadium which would add 5,000 seating capacity and increase its community use and appeal across codes. It is predicted that stage three construction would mean \$34.9 million direct new expenditure in Geelong, with the equivalent of 94 full time jobs. Ongoing use of the stadium would mean \$251.6 million extra new spending in the city between 2011 and 2020. The Victorian Government has already committed \$25 million to the plan.

## EASTERNATS CAR EVENT TO FUEL \$8M TOURISM INJECTION

The head of the Winton Motor Raceway is expecting the Easternats car event to generate about \$8 million in tourism revenue. The event is being moved from the Sandown Raceway in Melbourne to Winton, under a 10 year agreement. It is expected that the event will benefit the whole region and is worth approximately eight million dollars a year to the City of Greater Dandenong in tourism revenue, so they are expecting somewhere between seven-and-a-half and eight million dollars a year for the next 10 years in north-east Victoria, proving to be a fantastic win for the local economy.

## GENERAL MANAGER BUSINESS EVENTS AUSTRALIA

Penny Lion has been appointed to the position of General Manager, [Business Events Australia](#). Penny comes to the role with extensive knowledge and experience in the business events industry, having held a variety of senior management positions, most recently as General Manager, UK/Europe for CiEvents. Commencing in the role in mid-October, Penny will be responsible for leading the development of Tourism Australia's global business events strategy and the delivery of business-to-business programs that promote Australia as a destination for business events.

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### **ART EXHIBITIONS YET TO DELIVER PROFITS FOR TOURISM**

The article below was published in the 9am - General Manager Daily News Report on 12 August. VEIC has responded to the editor of this publication pointing out the broader economic impact to Melbourne and Victoria when staging these types of exhibitions. For example the Melbourne Winter Masterpieces exhibitions have attracted over 2 million attendances with over 100,000 of visitors from interstate and overseas since 2004. The flow-on effect from these visitors to our accommodation, retail and restaurants are enormous. It has always been a challenge for industry associations such as VEIC to educate stakeholders on the benefits of attracting events and we will continue to do so.

*Art exhibitions promoted by Victoria's leading museums are tourism industry loss-leaders that deliver a small profit at best, Freedom of Information documents reveal. The Tim Burton retrospective at the Australian Centre for the Moving Image and the Gustav Klimt show, planned for next year by the National Gallery of Victoria (NGV) are just two of a burgeoning series branded as Melbourne Winter Masterpieces, which receive secret funding from the Victorian Major Events Company. NGV's Guggenheim collection in 2007 lost \$1 million. It cost \$4.3 million, but box office and sponsorship revenue amounted to just \$3.3 million. Last year's Salvador Dali: Liquid Desire turned a profit of \$900,000 from an investment of \$4.5 million.*

### **'FRIENDS OF TOURISM' BREAKFAST GOES FROM STRENGTH TO STRENGTH**

Victoria's tourism industry and State Government politicians joined forces in a show of support for Victoria's tourism industry at the Park Hyatt, Melbourne. At Tourism Alliance Victoria's Pre State Election 'Friends of Tourism' Breakfast held on 11 August, 17 Government 'Friends of Tourism' group members including the Minister for Tourism and Major Events the Hon. Tim Holding MP joined over 130 representatives from Victoria's tourism industry to discuss the future of the sector.

In his address Minister Holding highlighted some of Victoria's key achievements including an integrated events strategy for both major and business events, increases in air services in and out of Melbourne Airport, increased investment in hotels in Melbourne and regional Victoria and Victoria's brand campaigns. The forum also provided an opportunity for members to network and meet their local Members of Parliament prior to the State Election this November.

### **DON'T MISS THE OPPORTUNITY TO SEE THE AFL'S ANDREW DEMETRIOU AND THE VRC'S DALE MONTEITH PRESENT AT THIS SEPTEMBER'S VTIC FORUM – Wednesday 8 September**

As part of the inaugural Victoria Tourism Week, the MCG will play host to a Forum on Sports Tourism. Special guest speakers, **AFL CEO Andrew Demetriou**, **VRC CEO Dale Monteith** and **Bicycle Victoria's Garry Brennan**, will showcase the importance and value of sports tourism to our City and State, through their respective sports. An interactive Q & A session will follow before networking canapés and wine tastings, from some of Victoria's finest wineries. Delegates will also enjoy complimentary entry into the National Sports Museum from 3pm prior to the Forum.

Everyone who registers will have the opportunity to win a 30 minute scenic flight with mild aerobatics in a Tiger Moth plane, thanks to Vintage Tiger Moth Joyflights or the opportunity for two to swim with the dolphins and seals in Port Phillip Marine Park, courtesy of the Crew at Sea All Dolphin Swims. For further information on this event and to register please visit [www.victoriatourismweek.com.au](http://www.victoriatourismweek.com.au).

### **AUSTRALIANS STILL ON THE MOVE - OVERSEAS**

The gap between Australians travelling overseas and international visitors to Australia has broken the one million mark in a 12-month period for the first time. Latest figures for June show arrivals for the 2009-10 financial year up 2.7 per cent compared to a 15.9 per cent jump in international travel by Australians. [Read more...](#)

### **NEW SNAPSHOTS RELEASED BY TOURISM RESEARCH AUSTRALIA**

Tourism Research Australia has released new snapshots on [Backpackers](#), [Caravan and Camping](#), [Culture and Heritage](#), [Food and Wine](#), [Indigenous](#), [Internet](#) and [Nature](#). The reports are now available for free download.

### **NEW ABS ARRIVALS FIGURES RELEASED**

There were 5.7 million visitor arrivals during the year ended June 2010, an increase of 3 per cent relative to the previous year. There were 2.75 million visitor arrivals to Australia in the six months to June 2010, an increase of 4 per cent relative to the same period of the previous year. [More...](#)

### **ATO SMALL BUSINESS BENCHMARKING TOOLS**

The ATO has produced a series of small business benchmarks that are designed to help business assess their own business' performance and assist in meeting their tax obligations. There are 'performance' and 'input' benchmarks available.

Current benchmarks of possible interest to the tourism and events industry include: [Liquor retailing, pubs, taverns and bars, restaurants, catering services, coffee shops, craft shops, florists, gift stores, sports, camping and fishing retailing, bakeries and hot bread shops, cake shops and patisseries, beauty services, and taxi drivers and operators.](#)

**If you would like to recommend that the ATO creates a benchmark for an industry not already included** please send your suggestion to VECCI Senior Policy Adviser, Jodie Wickham, on email [jwickham@vecci.org.au](mailto:jwickham@vecci.org.au). For more information on the benchmarks and to compare your own business, see [www.ato.gov.au](http://www.ato.gov.au)

### ***Other important dates for 2010:***

- [Victoria Tourism Week](#) – 6-11 September
- [VTIC Forum](#) – 8 September, 15 November
- VEIC Members Meeting – 10 October
- The pARTnerships Conference – 14-15 October
- Victorian Tourism Awards Gala Dinner – 15 November