

# CEO Briefing



Telephone: 03 8662 5186  
Facsimile: 03 8662 5462  
info@veic.com.au  
www.veic.com.au

## Welcome to the February 2011 edition of the VEIC CEO Member Update.

As the new Victorian State Government settles in VEIC has remained active in support of the industry, including via our work with the Victorian Competition and Efficiency Commission inquiry into Tourism. This submission contained some 60 recommendations across a broad range of issues, from investment facilitation to aviation access, skills and public lands management. To date the new Government has made some pleasing reforms in the area of liquor licensing; this appears to be the beginning of a new phase of regulation in this area. VEIC is directly engaged in this reform agenda via the Liquor Control Advisory Council, among other direct engagements with Government that influence this vital area of regulation.

ABN 37 650 959 904  
486 Albert Street  
East Melbourne  
Victoria 3002 Australia  
GPO Box 4352  
Melbourne  
Victoria 3001 Australia

February kicked off with strong media coverage of tourism industry issues, including a range of new infrastructure projects such as the 12 Apostles Interpretive Centre, Federation Square East and the Geelong Convention Centre projects, in addition to flood recovery priorities such as upgrades to the Great Ocean Road and the vital reconstruction of the road network in and around the Grampians.

March will be a very busy month in terms of events with the first round of SUIT seminars taking place; the 2011 Student Summit, which is co-located with the National Employment Expo; and the first VTIC Quarterly Forum for 2011 taking place. In addition, preparation for the 2011 Victorian Tourism Awards have kicked off with nominations open from 21 March and a program of preparatory workshops being held in metro and regional Victoria during May.

I wish all a strong trading period as business travel gets back into full swing and for those in the leisure tourism sector as we move toward the Labour Day and Easter long weekends.

Regards,  
Todd Blake  
Chief Executive

## VICTORIA TO HOST AFC ASIAN CUP IN 2015

Victoria is likely to host the opening match of the Asian Football Confederation (AFC) Asian Cup in January 2015.

The 2015 AFC Asian Cup will attract up to half a million spectators, 45,000 international guests and 4,700 media visitors.

The economic benefits to Australia are expected to be significant, with a PriceWaterhouseCoopers economic impact report estimating that up to 1,000 jobs will be created nationally.

## FREE WI-FI FOR ALL AT THE MCEC

Visitors to the Melbourne Convention and Exhibition Centre (MCEC) will have access to free wireless internet from 1 February 2011, a first for any centre in the country.

Delegates, event attendees and the general public will be able to stay connected to the web, Facebook, Twitter and check emails while out of the office.

Offering free Wi-Fi further establishes the venue as an industry leader, as no other centre in Australia provides visitors with this technology. Internet coverage will extend throughout the venue, including meeting rooms, exhibition bays, the plenary and all other public spaces.

Event planners will have the option of upgrading to a platinum Wi-Fi service that can be designed specifically for their delegates and offers unrestricted internet access, including Skype.



### **MCVB LAUNCHES MARKETING E-KIT**

The Melbourne Convention + Visitors Bureau (MCVB) unveiled its latest product offering, the Melbourne Business Events Marketing e-Kit

MCVB and IE Media have created a suite of five 'white label' online products that any conference or business event coming to Melbourne and/or regional Victoria can rebrand with their own logo and content.

These include:

- Smartphone App – user-friendly application containing convention information specific to each conference.
- Tablet App – designed to be the interactive element at the conference or Business Event for the delegate.
- Personalised 'My Melbourne' online delegate boosting tool – presents delegates with a series of unique city and regional Victorian experiences to choose from.
- Melbourne Widget – ready-made content about Melbourne and Regional Victoria which can be inserted into any conference, association or event website.
- EDM – an integrated email system with a series of ready-made electronic templates designed to be a primary communications channel for promoting each of the e-tools and to assist Professional Conference Organisers (PCOs) in streamlining convention communication.

The Marketing e-Kit will be fully functioning online in March. [Read more...](#)

### **REMINDER: VTIC SURVEY OF TOURISM PERFORMANCE AND OUTLOOK CLOSING FRIDAY 25 FEBRUARY 2011**

This quarter the survey contains special questions on the Impact of the Flood Events in Victoria. Your feedback on this issue will support our ongoing advocacy efforts in this area.

Please [click here](#) to complete the survey. Alternatively please copy and paste the following link [http://fs16.formsite.com/vecci/VTIC\\_Survey\\_February\\_11/index.html](http://fs16.formsite.com/vecci/VTIC_Survey_February_11/index.html).

The results of the survey will be presented and discussed at the next Quarterly VTIC Forum on Wednesday 9 March at the Melbourne Convention & Exhibition Centre. Alternatively, respondents who provide details at the end of the survey will receive notification of the survey results upon publication on the VTIC website.

For further information about the survey please contact Todd Blake, General Manager – Tourism & Events Services on 03 8662 5425. If you have any questions regarding VTIC, please email the VECCI Tourism and Events team at [info@vtic.com.au](mailto:info@vtic.com.au).

### **SURVEY OF TOURIST ACCOMMODATION (STA) SEPTEMBER 2010 QUARTER RELEASE**

Victoria had stronger increases than New South Wales, Queensland and the national average for rooms available, room nights occupied, occupancy rates, takings and employment.

Compared to the September quarter 2009, Victorian hotels, motels and serviced apartments with 15 rooms or more experienced growth in supply, i.e. rooms available (up 951 to 41,140), however a decline in establishments (down 8 to 811). Note however, that the increase in rooms can be attributed to the opening of Crown Metropol in 2010.

For the demand-side indicators, increases were recorded for room nights occupied (up 9.9 per cent to 2.4 million), occupancy rates (up 4.2 percentage points to 63.3 per cent) and takings (up 12.3 per cent to \$380 million) in the September 2010 quarter.

Melbourne experienced growth across most indicators: rooms available (up 1,051 to 25,520), room nights occupied (up 13.8 per cent to 1.8 million), occupancy rates (up 6.2 percentage points to 74.6 per cent), takings (up 15.2 per cent to \$292.5 million) and employment (up four per cent to 15,647). Regional Victoria experienced growth in room nights occupied (up 0.5 per cent to 644,200), occupancy rates (up 0.5 percentage points to 44.8 per cent) and takings (up 3.5 per cent to \$87.5 million). For full details [click here](#).

### **ABS ARRIVALS FIGURES RELEASED**

There were 5.9 million visitor arrivals during the year ended November 2010, an increase of six per cent relative to the previous year. There were 5.2 million visitor arrivals to Australia in the 11 months to November 2010, an increase of six per cent relative to the same period of the previous year. [More..](#)

### **STARTING UP IN TOURISM SEMINARS**

VECCI Tourism & Events, together with government and industry partners, have combined their expertise and resources to develop this introduction to the tourism industry for new and potential businesses. The aim is to provide a strategic insight across a range of essential business practices and improve overall business acumen and planning.

#### **Topics covered**

The following topics will be covered in the four-hour workshop:

##### **Setting up a Tourism Business**

- Licenses and insurance.
- Health and safety.
- Risk management.
- Business and marketing planning.

##### **Tourism Industry Overview**

- Tourism industry structure.
- Research.
- Networks and resources available to help you.

#### **Dates**

- Thursday 3 March, 5pm-9pm at VECCI (Level 5, Room 5.3).
- Tuesday 19 April, 9am-1pm at VECCI (Level 5, Room 5.3).

Further information and downloadable registration form, visit [www.vtic.com.au](http://www.vtic.com.au).

### **NEW TEAM MEMBER**

We are pleased to welcome Lochlan McLachlan as the new Membership and Advertising Sales Executive for the Tourism & Events Unit. Lochlan joins VECCI with considerable experience working within the Tourism industry. Lochlan has been involved in providing sales and marketing expertise to the hospitality industry for a number of years and has worked in a variety of prestigious hotels in Australia and overseas.

### **APPLICATIONS OPEN FOR NEW QUALITY TOURISM PROJECTS – APPLICATIONS CLOSE 15 APRIL 2011**

Applications opened on 7 February 2011 for a fresh round of Australian Government funding for tourism projects that will nurture quality tourism experiences and support Australia's marketing campaigns.

*This delivers on the Government's election commitment to provide \$40 million over four years to the TQUAL Grants program. Applications for funding under the TQUAL Grants – Tourism Quality Projects are for Australian Government support of up to \$100,000 for smaller-scale projects to stimulate private sector investment in the community.*

For further information on TQUAL Grants, visit [www.ret.gov.au/tourism](http://www.ret.gov.au/tourism). Tourism Quality Project applications and program guides are available at [www.ret.gov.au](http://www.ret.gov.au) or by calling 13 28 46.

#### **VCEC INQUIRY INTO TOURISM UPDATE**

The first stage of the VCEC Inquiry into tourism in Victoria is complete with initial [submissions now available online](#). Together with Tourism Alliance Victoria, the Victoria Tourism Industry Council produced a comprehensive submission.

The timeline for the remainder of the inquiry is as follows:

- Draft report released for further consultation February 2011.
- Draft report submissions due April 2011.
- Further consultation on the draft report April-May 2011.
- Final report to government June 2011.

More information will be provided as the inquiry continues.

#### **VTIC FORUM 9 MARCH, 2011 - SAVE THE DATE!**

A VTIC forum focusing on liquor licensing is coming up shortly. Stay tuned for more information but don't forget to save the date **9 March 2011**.

To register your interest contact: Mariella Mejia on [mmejia@vecci.org.au](mailto:mmejia@vecci.org.au).

#### **CULTURAL AWARENESS WORKSHOP, 9 MARCH 2011 - SAVE THE DATE!**

Stay tuned for a workshop focused on intercultural communication between the Asian and Indian cultures. Save the date, **9 March 2011**.

To register your interest contact: Mariella Mejia on [mmejia@vecci.org.au](mailto:mmejia@vecci.org.au).