

CEO Briefing



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Welcome to the March 2011 edition of the VEIC CEO Member Update.

VEIC remains active on behalf of industry as the new Victorian State Government takes shape. In the draft report on the inquiry into the tourism industry released in early March by the Victorian Competition and Efficiency Commission a number of recommendations impacting on the events sector have been made, including changes to traffic management protocol for events, the development of clearer guidance material for the application of OHS during events and reform of the taxi industry which has a direct impact in the experience of delegates and event attendees when they are in Melbourne.

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Within the tight constraints of the state budget, VEIC is continuing to advocate for funding for events industry infrastructure, including the extension of the Melbourne Exhibition Centre and development of events facilities in Geelong.

I'm sure you will join me in VEIC's expression of sympathy for all of the people impacted by natural disasters across Australia, New Zealand and Japan. The impact of nature's fury is almost beyond belief, at a time when many events, particularly in and around Christchurch, were about to get underway or have had to be re-located due to extensive infrastructure damage.

VEIC celebrates the focus on Melbourne this month with an array of international and national events attracting significant exposure for Melbourne including the Melbourne Food & Wine Festival, L'Oreal Melbourne Fashion Festival, and the upcoming Formula One Grand Prix, the Melbourne International Comedy Festival, Melbourne International Flower and Garden Show and the commencement of the AFL premiership season. This is great news for intrastate and interstate tourism and a great boost for Melbourne's profile as the events capital of the world.

I wish you a brisk trading period as we move into autumn and hope that the myriad of events taking place over the weeks leading up to the school holiday/Easter period all yield strong levels of visitation.

Regards,
Todd Blake
Chief Executive

VICTORIA BECOMES THE STAGE FOR TOURISM & EVENTS EXCELLENCE

Melbourne is set to host Australasia's permanent leadership conference for the \$15.8 billion tourism and event industry. The Victoria Tourism Industry Council (VTIC) and national tourism organisation, Tony Charters and Associates (TCA), have signed a Joint Venture Agreement that will bring the *Tourism & Events Excellence* national conference to Melbourne from this September.

The conference will focus on innovation, leading practices and successful growth strategies for the tourism and events industry.

Tourism industry development leader and experienced conference convenor Tony Charters has joined forces with VTIC to run the cutting edge event.

The Conference will have all the players represented – leading operators, marketers, developers, investors, infrastructure providers, policymakers, regulators, educators and researchers. It is anticipated that the Conference will attract around 550 delegates from Australia and New Zealand in 2011 and build to 800-1000 international delegates over coming years.

The Conference will be held 5-7 September 2011 in Melbourne. Stay tuned for more information!

MELBOURNE TO HOST AMWAY INDIA

Melbourne Convention + Visitors Bureau (MCVB) has won a bid to host Amway India's Leadership Seminar for more than 4,000 delegates in Melbourne in 2012. It will be the first time the event has been held in Australia. [Read more...](#)



BENDIGO TO HOST SWIMMING CHAMPIONSHIPS

Bendigo will host one of the state's most prestigious swimming championships next year in an economic boon for the city.

The 2012 Country Long Course Swimming Championships will take place at the Bendigo Aquatic Centre in January and is expected to attract more than 3000 people over three days.

City of Greater Bendigo city futures director Stan Liacos said the event would bring more than \$2 million to the Bendigo economy. [Read more...](#)

MELBOURNE CUP DELIVERS \$730M ECONOMIC WIN

From hats to bets, from a day at the races to boozy backyard barbecues, last year's Melbourne Cup carnival delivered a \$730 million bonanza for Australia.

Cold and wet weather put a dampener on crowd numbers for the 2010 Cup carnival but it didn't hold anyone back when it came to splurging on the horses or a fancy outfit.

About 368,500 racegoers headed to Flemington Racecourse for the four-meeting carnival, but the number was down on 2009 mainly because of a massive dump of rain for the running of the Victoria Derby.

Victoria Racing Club (VRC) chief executive Dale Monteith said the weather kept about 30,000 people away on Derby Day alone. The 2010 carnival generated an estimated gross economic benefit of \$728 million nationally, a two per cent increase, a study released by the VRC found. [Read more...](#)

TOURISM AUSTRALIA'S QUARTERLY MARKET UPDATE NOW AVAILABLE

Tourism Australia's Quarterly Market Update provides important information to industry on the current state of international tourism for Australia, as well as Tourism Australia's major marketing activities. The report is a summary of a range of data and insights including the latest trends and activities in the markets.

Tourism Australia has recently changed the timing and scope of the Global Market Monitor and Market Updates reports in order to deliver more succinct instalments in this Quarterly Market Update. Tourism Australia will continue to undertake an annual Global Market Monitor with the next *all parties* survey of tourism industry partners scheduled for the second half of 2011. [Learn More...](#)

\$8,000 LYNETTE BERGIN TOURISM FELLOWSHIP - A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS

Is there a project that you have put on the backburner on account of insufficient funds and resources? The annual Lynette Bergin Tourism Fellowship could help bring that idea to fruition.

The Fellowship will offer up to **\$8,000** to the applicant and a further **\$1,000** to the applicant's employer to support a project which meets the selection criteria. The focus of the project is not limited to a specific market or area of expertise and we welcome suitable candidates to enter their submissions for the award.

The award is open to young people as well as new entrants to the tourism industry. In honour of Lynette Bergin, the award seeks to perpetuate the skills and contribution Lynette made to the industry and celebrate the support she offered many of the industry's new recruits.

Applications Close **Monday 11 July 2011**. For more information [click here](#), or contact Tamara Ristevski on 03 8662 5429 or email tristevski@vecci.org.au

2011 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS

Are you thinking of entering your business into the Victorian Tourism Awards this year, but are unsure of what is involved or where to start? Or have you entered before and are just looking for some handy tips and support on how to take your submission to the next level? If you answered yes to either of the above, then this workshop is for you!

Victoria Tourism Industry Council will be delivering on behalf of Tourism Victoria the 2011 Victorian Tourism Awards preparatory workshops. The workshops have been designed for all entrants to this year's Awards and will provide a valuable step-by-step guide to completing the submission, including templates, helpful tips and important dates.

A judge, a mentor and a previous winning entrant will attend the workshop to offer advice and to answer questions about submission writing and the application process. All entrants in this year's Awards are encouraged to attend.

Please note that attendance at a workshop is a requirement for those entrants wishing to participate in this year's Mentor Program. Registrations for the Mentor Program open early April at the Victorian Tourism Awards website www.victoriantourismawards.com.au.

[Click here](#) to view the workshop schedule for 2011. Please contact your regional representative to register for one of these upcoming workshops and stay tuned for any other opportunities get involved in this year's program.

HOW WILL AN OVERHAUL OF APPRENTICESHIP WAGES AND FUNDING AFFECT YOUR BUSINESS? HAVE YOUR SAY

The Australian Government is in the process of considering 14 recommendations made in the controversial '[Apprenticeships for the 21st Century Expert Panel Paper](#)', which seeks to make broad changes to our national apprenticeships system.

The Panel was asked to "examine apprenticeship training arrangements, including current incentives, and suggest principles and evidence to improve outcomes for both apprentices and industry."

According to the report, those industries and apprenticeships that are considered of high economic value will get priority, while those considered of lesser economic importance will receive less resources and support from the Australian Government's Apprenticeship Employer Incentive Scheme.

The recommendations would place greater administrative requirements on employers, particularly by requiring that they go through an accreditation process before they are able to recruit an apprentice or trainee.

VTIC believes that reform is needed to Australia's national training system. However, we are concerned that the Taskforce Paper will not meet its stated objectives if implemented.

It is important to ensure that the interests of businesses, particularly SMEs, are considered by the Australian Government as it prepares its response to the Paper.

To assist us in this process, we invite you to [click here](#) to answer three multiple choice questions regarding the potential impact these changes will have on your business.

VTIC SURVEY RESULTS – FEBRUARY QUARTER RESULTS

Results of the VTIC February quarterly survey confirmed the impacts of the flood events that took place at the start of the year. [Click here](#) to view survey results.

INTERNATIONAL VISITOR SURVEY RESULTS – DECEMBER QUARTER

The latest IVS results are a mixed bag for Victorian tourism, with regional Victoria coming off second best. The results also demonstrate that the Chinese market is living up to the hype, recording the highest expenditure of all visitors to Victoria and overtaking the United Kingdom to become the second largest market for international overnight visitors to Victoria, behind New Zealand.

[Click here to download the full report for the IVS Year Ending December 2010.](#)

NATIONAL VISITOR SURVEY RESULTS – DECEMBER QUARTER

The latest National Visitor Survey results are now available. Despite relatively flat growth in visitor numbers (+0.5 per cent to 15.8 million) domestic overnight expenditure increased by 2.7 per cent to \$8.6 billion for the year ending December 2010. Despite the decreasing visitation to regional Victoria from year ending December 2006 to 2010, regions closer to Melbourne have shown growth in interstate overnight visitation - Yarra Valley and Dandenong Ranges (+6.9 per cent per annum) and Mornington Peninsula (+3.9 per cent per annum).

[Click here to download the full report for the NVS Year Ending December 2010.](#)

LABOUR AND SKILLS SURVEY

The national survey (Australian Government Statistical Clearing House Approval Number **02145 – 01**), is designed to identify current levels of tourism and hospitality employment across regions in 2010. The survey is now available to respondents and will be open for a minimum of four weeks. Individual tourism and hospitality businesses are being invited to participate in the national survey about employment and jobs in our regions for the 2010 calendar year. The research will influence Government policy that will help businesses in the future.

From the survey results, five 'hot spots' will then be chosen to develop and implement regional labour and skills plans, which aim to address the critical needs in skill shortages and labour force issues.

See attached Fact Sheet for more information on the Survey. Or [click here](#) to complete the survey.

2011 CALENDAR OF EVENTS - SAVE THE DATE!

Make sure you save the dates below in your diary, to ensure you don't miss out on the following industry forums and events:

- VTIC Quarterly Forums – 22 June, 6 September & 15 November
- Tourism & Events Excellence Conference - 5 to 7 September
- Victoria Tourism Week – 5 to 9 September
- Tourism & Events Industry Christmas Party – November (TBC)