

CEO Briefing



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

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

Tourism and events are front and centre during the 2010 Victorian State Election campaign. Earlier this month the Victoria Events Industry Council and the Victorian Tourism Industry Council asked that all three parties competing in the State Election sign on to its comprehensive agenda for the sector.

VEIC and VTIC invited Tourism and Major Events Minister Tim Holding, Shadow Tourism Minister Louise Asher and Greens tourism spokesperson Sue Pennicuk to a pre-election forum on 15 November at the Melbourne Convention and Exhibition Centre.

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

The forum explored a broad suite of issues that VEIC has raised via its election agenda.

VEIC and VTIC want the next State Government to:

- support key tourism and events infrastructure projects
- support enhanced private sector investment
- address current barriers to private sector investment
- enhance international, interstate and intrastate marketing
- provide dedicated event industry assistance
- support service excellence and industry development
- improve communication around natural disasters and provide greater support for businesses indirectly affected
- support initiatives to enhance public safety, maintaining the vibrancy of Victoria.

A range of commitments have been made by the major parties during the election campaign including the Australian Labor Party's commitment, if re-elected, to the extension of the Melbourne Convention and Exhibition Centre, a new business events facility for Marysville and funding via Business Events Victoria to attract more business events to the regions. The Coalitions commitment, if elected, is to investigate a rail link to Melbourne Airport and to scrap the Easter Sunday trading ban, which will allow businesses to choose whether to open or not during this peak tourism period.

At the time of writing, both major parties have made specific announcements that relate to events but neither has released a comprehensive policy to grow the sector. It is vital that an industry worth \$2.4 billion per annum to Victoria is managed, nurtured and developed and is simply not acceptable that the sector is viewed by governments as the economic 'poor cousin' given its capacity to drive jobs and create wealth across the state.

On another note I am pleased to congratulate VEIC member Melbourne Convention Visitors Bureau who were winners in the category of Meetings & Business Tourism and a special congratulations to Melbourne Food and Wine Festival who were also inducted into the Hall of Fame at the Victorian Tourism Awards held on Monday 15 November.

Regards,
Todd Blake
GM Tourism and Events

PRE-ELECTION COMMITMENTS AND POLICY POSITIONS

The Victoria Events Industry Council in partnership with the Victoria Tourism Industry Council has been actively advocating on behalf of the industry during the lead up to this weekend's Victorian State Election. Having launched a Tourism & Events Industry Agenda some months ago we have been working with all major parties to secure commitments on the delivery of specific initiatives for our industry.



The state election is the culmination of more than four years of work to secure commitments from the incoming government that will provide an environment where tourism and events businesses can become more profitable, innovative and sustainable during the life of the next parliament. More than 60 news items have been published over the last four weeks focusing on various issues and party commitments that relate to the tourism or events industry in Victoria.

As these have been taking place, the VEIC team have been keeping a tally of the Australian Labor Party, Coalition and Greens policy announcements that relate to the tourism or events sector. As this weekend's poll is almost upon us, please find attached our analysis of the pre-election commitments and policy positions announced by the major parties.

I think it is safe to say the tourism and events industry have enjoyed a high profile during the campaign with a significant number of detailed commitments made by each party.

We look forward to working with, whomever forms government over the next four years.

See attached table for policy announcements.

COUP FOR MELBOURNE MUSEUM AS KING TUT BRINGS A BIT OF SHOWBIZ AND MUMMY TO TOWN

The treasures of King Tutankhamun's tomb are coming to Australia for the first time next year when the Melbourne Museum hosts the controversial blockbuster exhibition *Tutankhamun and The Golden Age of the Pharaohs*.

Featuring 130 artefacts from the tombs of Tut and his ancestors, the exhibition is so expensive that several museums, including the Metropolitan in New York, the British Museum in London and the Australian Museum in Sydney have refused to host it.

In a coup for Victoria, the Melbourne Museum has teamed up with sports and entertainment group IMG and Victorian Major Events Company to underwrite the \$10 million cost of bringing the boy king's latest show exclusively to Melbourne from April 8 as part of the Winter Masterpieces program. [Read more...](#)

KLIMT AND NAPOLEON HEADING TO MELBOURNE

Famous Viennese and French artworks rarely seen outside Europe are coming to Melbourne with the next two instalments of the highly successful Melbourne Winter Masterpieces Series.

Vienna: Art & Design, which will be part of the NGV's 150th anniversary celebrations in 2011, will showcase an outstanding collection of some 240 works by the greatest Viennese artists, designers and architects of the 19th and 20th Century.

Napoléon: Revolution to Empire will bring more than 200 works from late 18th and early 19th Century France, including paintings, watercolours and drawings, engravings, sculpture, furniture, textiles, porcelain, glass, gold and silver, fashion, jewellery and armour.

Victoria has developed an enviable track record of delivering highly popular major international exhibitions including The Impressionists: Masterpieces from the Musée d'Orsay and Salvador Dalí: Liquid Desire. To date, the Melbourne Winter Masterpieces series has been enjoyed by more than 2.4 million people over the traditionally quieter winter months.

Vienna: Art & Design, Klimt, Schiele, Hoffmann will be on display at NGV International from 18 June to 9 October 2011. Napoléon: Revolution to Empire will follow in winter 2012.

PENNY LION JOINS BUSINESS EVENTS AUSTRALIA

Australia would like to welcome Penny Lion as 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.

Penny will be responsible for leading the development of Tourism Australia's global business events strategy and the delivery of trade marketing programs to promote Australia as a destination for business events.

FLEMINGTON RACECOURSE UNVEILS NEW TOURISM ATTRACTION

Australia's premier sporting, cultural and event venue, Flemington Racecourse, has launched a new Flemington Heritage Centre and Heritage Trail – the latest in a line of celebratory events and initiatives to commemorate the milestone 150th running of the Melbourne Cup.

For the first time in the 150 year history of the Melbourne Cup, visitors to the world-famous racetrack can go behind the scenes of this the National Heritage listed site on a guided tour.

The Flemington Heritage Centre features priceless artefacts from the VRC's archives, along with dynamic and emotional multimedia, that brings to life the excitement of Flemington. It also includes a gift shop and the Vinery Café, the perfect place to enjoy morning tea, coffee or a light lunch. Open 9am to 4.30pm on Wednesday to Sunday, with tours departing 10.30am and 2.00pm each day, when the centre is open.

The new attraction provides year-round access for visitors to experience the heritage, heroes and events that have made the Melbourne Cup, The Race That Stops a Nation™.

For more information, please visit www.flemington.com.au or call 1300 727 575.

MELBOURNE AIRPORT EXCEEDS 27 MILLION ANNUAL PASSENGERS FOR THE FIRST TIME

Continued passenger growth at Melbourne Airport has produced the highest international and domestic passenger totals on record for the month of October, with the airport exceeding 2.5 million passengers in a calendar month and 27 million annual passengers for the first time.

International passengers for October 2010 increased by 14.3 per cent over October 2009 to reach 532,046 passengers – an additional 66,514 international passengers through Melbourne Airport.

The strong international passenger performance was driven primarily by growth to and from Asia out of Melbourne. Malaysian passport holders were up 42.7 per cent, Thailand up 41.9 per cent, Taiwan up 27.3 per cent, India up 14.6 per cent and China up 14.5 per cent.

Traditional markets also experienced growth, with passport holders from New Zealand up 8.3 per cent, United Kingdom up 8.3 per cent and United States up 3.9 per cent.

International travel by Australian passport holders continued to increase, up by 16 per cent from October last year, as Australians continued to take advantage of low fares, a strong Australian dollar and solid economic conditions.

Domestic passengers increased by 9.6 per cent, or an additional 172,092 passengers, over the same period to reach 1,968,009 passengers. [Read more...](#)

NEW ABS ARRIVALS FIGURES RELEASED

There were 5.8 million visitor arrivals during the year ended September 2010, an increase of 6 per cent relative to the previous year. There were 4.2 million visitor arrivals to Australia in the nine months to September 2010, an increase of 6 per cent relative to the same period of the previous year. [More...](#)

[Read the Minister's press release.](#)

STATE OF THE INDUSTRY REPORT NOW AVAILABLE

The first ever [State of the Industry](#) report outlining how Australian tourism is currently performing, the challenges it will face and how the industry needs to respond was released yesterday. The publication, developed by Tourism Research Australia, is available for free [download](#). [Read Senator Sherry's press release.](#)

MELBOURNE IS TOURISM JEWEL: POLL

The latest research commissioned by the Victorian government has revealed Melbourne as the most popular domestic tourist destination.

The Roy Morgan 2010 Brand Health Survey of between 1,200 and 1,400 people across the country has found Melbourne is considered the best Australian city for sporting and cultural events, food, bars and shopping.

Fifty two per cent of people surveyed said Melbourne was the best city for cafes, bars and nightclubs compared with 25 per cent for Sydney. [Read more...](#)

LATEST BLOGS

To read more articles about tourism and other topics affecting the wider business community, visit The VECCI Blog at <http://blog.vecci.org.au>.