

CEO Briefing



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

Well, what a month it's been! After keeping footy fans in suspense for an extra week, the AFL grand final rematch finally delivered an outcome, with Collingwood taking out the 2010 AFL Premiership. The two grand finals had considerable impact on the tourism and events industry and Victoria's economy overall, with significant additional spending on the delivery of events in and around the replay. The grand finals also had a broader impact on the tourism sector, with higher spending seen in pubs and bars, and on accommodation, airfares and catering. The outstanding capabilities of the state's events industry were on show yet again, as Victoria staged not only the AFL grand final rematch, but also a major international cycling event in the same week.

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On a different note, VEIC welcomes recent announcements from both Parks Victoria and Tourism Victoria regarding leadership positions. Parks Victoria has announced renowned international environmentalist Dr Bill Jackson as its Chief Executive. Mark Stone, former CEO of Parks Victoria, has been appointed Chief Executive of Tourism Victoria for six months, following the resignation of Gregory Hywood.

The Victorian Treasurer John Lenders has announced that an inquiry into the tourism industry is to be undertaken by the Victorian Competition and Efficiency Commission with a focus on regulatory burden affecting the sector. VEIC in partnership with VTIC will play a lead role in providing industry information and engagement for the commissioners.

VEIC is continuing to advocate for investment and changes to regulation on behalf of the events industry in the lead up to the November state poll. At a federal level, VEIC had engaged with Shadow Minister for Tourism Bob Baldwin and meetings have already been held with Senator Nick Sherry in his role as Minister Assisting on Tourism.

Regards,
Todd Blake
GM Tourism and Events

LOVE NEVER DIES

The continuing story of *The Phantom of the Opera*, will have its Australian premiere in Melbourne's Regent Theatre in May 2011. Andrew Lloyd Webber made the announcement in London on 12 October.

The production will have its own unique Australian stamp. Produced by Lloyd Webber's Asia Pacific representative Tim McFarlane, it will be directed by Melbourne's Simon Phillips and have a new design by Sydney-based Gabriela Tylesova.

The Phantom of the Opera is the most successful single entertainment enterprise of all time. Over two tours of Australia and New Zealand, in 1990 to 1998 and 2007 to 2009, it has been enjoyed by more than five million people. Those that saw *Phantom* and loved the show will be excited to see how the story continues and all those who appreciate music theatre will be thrilled by *Love Never Dies*.

Waitlisting has begun through Ticketmaster, and people can join the production's email registration list at www.loveneverdies.com.au.



UCI WORLD ROAD RACE – GEELONG

The recent UCI Road World Cycling Championships generated an economic benefit to Victoria in the tens of millions of dollars, along with massive exposure to a worldwide audience.

The five-day event brought more than 400 of the world's best male, female and junior cyclists to Melbourne to compete in Time Trial and Road Race events based in Geelong. In addition to the challenging courses set in Geelong for these competitors, for the first time in a World Championship, the Elite Men's Road Race began in one city and finished in another, with the cyclists riding from Federation Square in Melbourne to the Geelong circuit.

The cycling event brought around 1,300 athletes and officials from 50 countries to Victoria. The championships provided an estimated overall economic benefit of \$80 million, and about quarter of a million visitors lined the routes to watch the races. The event also generated high-quality international media coverage of Geelong, the Bellarine Peninsula, and the Great Ocean Road to an audience of more than 400 million viewers worldwide. [Click here](#) to view the full blog article.

HAVE YOUR SAY – VCEC INQUIRY INTO VICTORIA'S TOURISM INDUSTRY

The Victorian Competition and Efficiency Commission (VCEC) has launched an independent inquiry into Victoria's tourism industry, releasing an Issues Paper last week which describes the scope of the inquiry, the information that it is seeking, the process and the timetable for the inquiry. In releasing the Issues Paper, presiding Commissioner Ms Deborah Cope said that:

"Tourism is an important and growing sector of Victoria's economy. But it has not yet reached its potential. There is a risk that this potential will not be realised if regulation and the way government manages its assets gets in the way unnecessarily. This inquiry is a great opportunity for Victorian businesses to highlight the costs of regulation on the tourism industry and how changing the way government assets are managed could create new tourism opportunities."

In particular, the VCEC is inviting views and submissions on:

- 1) unnecessary regulation and 'red tape';
- 2) how state assets (for example, natural and built assets, public land) might be managed to better meet the needs of the tourism industry, without compromising their primary management objective; and
- 3) the impact of international and domestic aviation policy on the Victorian tourism industry.

The Issues Paper is available from www.vcec.vic.gov.au. To register your interest, please email your contact details to tourism@vcec.vic.gov.au. For more information please contact Ms Robbie Taylor (administrative matters) on 9092 5832 or Mr Jason Knight (other matters) 9092 5823.

VTIC will be preparing a submission on behalf of the industry. The type of information we are seeking includes, but is not limited to:

- Case study material about the operation of your lease from Parks Victoria;
- Material that could be used as evidence to demonstrate that there has been a measurable financial cost incurred due to the application of state or local government regulation (e.g. planning and zoning regulations), including holding costs due to delay; and
- Input with regard to how the current system or a completely remodel system could work better.

If you have relevant material that you would like to have considered as part of our submission, please contact Kristina Burke on email: kburke@vecci.org.au or phone 03 8662 5431.

TOURISM AUSTRALIA PARTNERS WITH YOUTUBE

In its latest push in the digital realm, Tourism Australia is partnering with YouTube to support the second YouTube Symphony Orchestra, which will travel to Australia in 2011. The announcement of the visit follows the successful YouTube Symphony Orchestra event in 2009 that saw 90 musicians from 30 countries play a sold-out performance at Carnegie Hall in New York, as well as attracting 25 million views from 226 countries to the [Symphony channel online](#). [Read the press release](#). Read the Minister's [release](#).

VICTORIA TOURISM PERFORMANCE AND OUTLOOK SURVEY – NOVEMBER 2010 QUARTER NOW OPEN

The VTIC Survey is an important source of up-to-date data specific to Victoria's tourism industry. The findings provide key evidence for VTIC when representing the interests of the industry to government. This is particularly important in the current economic environment.

Please [click here](#) to complete the survey. The deadline for submitting your response is **Friday 12 November 2010**. Alternatively please copy and paste the following link [http://fs16.formsite.com/vecci/VTIC Survey November 10/index.html](http://fs16.formsite.com/vecci/VTIC_Survey_November_10/index.html)

All respondents go in the draw to WIN 2 TICKETS to your choice of one the following VECCI events; VECCI Business Leaders Lunch, Women in Business, Fast Forward Speed Networking, or HR Breakfast (up to the value of \$260). Click [here](#) for more information

For further information about the survey please contact Senior Policy Adviser, Jodie Wickham, on phone: (03) 8662 5337 or email: jwickham@vecci.org.au.

DREAMS COME TRUE AS ACMI SNARES MAJOR DISNEY EXHIBITION FOR MELBOURNE

The Australian Centre for the Moving Image (ACMI) will be the exclusive Australian host city for *Dreams Come True: The Art of Disney's Classic Fairy Tales*, a major new exhibition celebrating more than 70 years of Disney animation.

The exhibition comes direct from the United States and will begin on 18 November 2010, featuring more than 600 original artworks, maquettes and animation cels from Disney's much-loved adaptations of traditional European fairy tales, including Cinderella and Sleeping Beauty.

ACMI will present an extensive program of film, education and public events as part of the exhibition, which ends on 26 April 2011. For further information, visit www.acmi.net.au.

TWO HUNDRED YEARS OF WEDDING FASHIONS

Bendigo Art Gallery has launched the world premiere of *The White Wedding Dress: Two Hundred Years of Wedding Fashions* from the Victoria and Albert (V&A) Museum in London.

Drawing on the V&A's outstanding collection of wedding gowns from the early 1800s to the present day, the exhibition explores the history of the wedding dress using individual garments and their histories to illuminate the ways in which society has responded to economic, cultural and technological change.

The exhibition encompasses gowns by couturiers and designers including John Galliano, Vivienne Westwood, Vera Wang and Christian Lacroix.

After its display at Bendigo Art Gallery, which finishes on 6 November 2011, the exhibition will tour internationally.

For further information, visit www.bendigoartgallery.com.au.

BLOCKBUSTER SEASON SHOWS GREAT ARTS APPETITE

Melbourne's two 2010 Winter Masterpieces exhibitions have closed their doors on a blockbuster season, having been enjoyed by more than 475,000 visitors between them.

Tim Burton: The Exhibition at the Australian Centre for the Moving Image (ACMI) proved a runaway success attracting 275,770 visitors, making it ACMI's most popular exhibition ever. The final day of the exhibition on 9 October saw Tim Burton smash ACMI's record for highest single daily attendance with 6,549 visitors.

European Masters: Städel Museum, 19th–20th Century at the National Gallery of Victoria also achieved its target, welcoming more than 200,000 people.

The popularity of the exhibitions and their associated programs reflects a great appetite in Victoria for a range of arts experiences, proving that the arts in Melbourne are a significant tourism drawcard.

AUSTRALIAN CONSUMER LAW UPDATE

The first edition of the Australian consumer law update is now available online. It is designed to keep industry associations and businesses across Australia up to date with the introduction of the Australian Consumer Law.

It is planned that there will be a number of updates across the coming months.

They are also keen to receive your comments, suggestions and feedback to help them improve this update. Please forward any questions or comments you may have to consumerlaw@services.nsw.gov.au. [Click here](#) to view full update.

NEW BUSINESS EVENTS FACT SHEETS AVAILABLE

Tourism Australia, in partnership with the Association of Australian Convention Bureaux (AACB), has developed a suite of 13 regional fact sheets to support the marketing of Australia as a business events destination. The fact sheets highlight the features, capacity and unique selling points of these 13 business events destinations. [Download here](#).

MEA AND BUSINESS EVENTS AUSTRALIA NSW MENTOR PROGRAM

Meetings & Events Australia (MEA) launched its third NSW Mentor Program in Sydney last week. The program's objective is to up-skill business events professionals and provides mentees a valuable opportunity to learn from experienced managers and leaders. Over the past two years over 60 MEA members from a range of industry sectors have benefitted from participation in the program. Business Events Australia is proud to sponsor the program for the third consecutive year. [More information](#).

VEIC WELCOMES NEW AUSTRALIAN TOURISM EXPORT COUNCIL (ATEC) MANAGING DIRECTOR

On 25 October Chairman of the Australian Tourism Export Council (ATEC), John King, announced that Tasmanian tourism industry leader, Felicia Mariani, will take over as Managing Director of ATEC early in 2011. For the past five years Ms. Mariani has been the CEO of Tourism Tasmania where she developed and led innovative, highly successful and results driven strategies. At ATEC she replaces one of the tourism industry's most experienced leaders, Matt Hingerty, who is leaving after six years in the position to pursue other interests. VEIC would like to thank Matt Hingerty for his valuable contribution to the industry over the last six years and is pleased to welcome Felicia and looks forward to working with her in her new role at ATEC.

VTIC PRE-ELECTION FORUM – VICTORIA'S NEXT STATE GOVERNMENT

The Victorian Tourism Industry Council (VTIC) in association with the City of Melbourne and Destination Melbourne, invite you to the VTIC quarterly tourism forum to be held on 15 November at the Melbourne Convention and Exhibition Centre from 10.30am.

Tourism is a key driver of employment, economic activity and export earnings for the state. Our November VTIC forum seeks to encourage discussion on the policy issues and regulatory setting of the major parties, one of which will shape our industry over the four years of the next government. To facilitate this we have invited the following Victorian Tourism Portfolio holders to present on this topic; **The Hon. Tim Holding MP**, Minister for Tourism and Major Events, **Louise Asher MP**, Shadow Minister for Small Business, Tourism and Major Events and **Sue Pennicuik MLC**, The Greens spokesperson for Tourism.

VTIC will also present its 2010 State Election Tourism & Events Industry Agenda, which has been developed through consultation with members and the wider tourism industry. In addition, VTIC will provide a background briefing on the recently released Tourism & Events Industry Strategy 2020. [Click here](#) for more information.

RACV VICTORIAN TOURISM AWARDS GALA TICKETS ON SALE

Victoria's tourism heroes will be revealed at the RACV Victorian Tourism Awards Gala and Presentation Ceremony on Monday 15 November at the Palladium at Crown.

The annual black tie gala event promises to be a spectacular affair, with the 2010 awards theme reflecting the heroic and extraordinary efforts by tourism operators to deliver memorable visitor experiences.

Tickets are available online at the [Gala booking page](#). Entries for this year's 27 business categories have all been submitted with 117 entrants in the running. To find out more go to victoriantourismawards.com

INVITATION TO ATTEND 12th MONASH TRU SEMINAR

The Monash University Tourism Research Unit (TRU) invites you to the 12th TRU seminar, which will showcase a diversity of projects being undertaken by tourism research staff, higher degree research students and invited guests.

The underlying theme of the seminar is "tourism and sustainability", and will include presentations from John Thwaites, Chair of the Monash Sustainability Institute and ClimateWorks Australia, and Terry DeLacy, Professor in Sustainable Tourism and Environmental Policy at Victoria University. They will be among six speakers who will be presenting projects at various stages of design and implementation in order to gain feedback and foster scholarly and industry debate.

The seminar will take place from 9.30 am to 3.00 pm on Tuesday 16 November 2010 in lecture theatre R3, Building 8 (The Rotunda) at the Clayton campus of Monash University. If you plan to attend, please email James.Curtis@monash.edu by 5 November 2010, including any dietary requirements. [Click here](#) to download the Campus Map.

INDUSTRY BRIEFINGS 2010

Tourism Australia is holding a series of Industry Briefings to deliver to industry the latest intelligence on tourism in Australia. The half day seminar is **free of charge** for industry members and will feature an overview of the Australian Tourism Directions Conference including analysis of the issues, trends and opportunities affecting international and domestic tourism. The Briefings will also include information on Tourism Australia's strategic direction and a campaign update. **A briefing will be held in Melbourne on Tuesday 30 November** at Crown Towers, 8 Whiteman Street, Southbank. [Click here](#) to register.

AUSTRALIAN TOURISM DIRECTIONS CONFERENCE 2010 - Monday 15 November 2010, Great Hall, Parliament House, Canberra

Registrations are now open for the 2010 Australian Tourism Directions Conference, presented by Tourism Australia and the Department of Resources, Energy and Tourism. The theme of the conference is defining a long-term vision for the Australian tourism industry.

Registration: \$195 per delegate

The Australian Tourism Directions Conference will deliver national and international research and insights on Australia's tourism performance and potential. [Click here](#) to find out more and register online.

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>.