

CEO Briefing



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

Progress towards the launch of a more unified tourism & events industry structure in Victoria is continuing, with the re-launch of VTIC as an independent entity representing the industry on track for 1 July 2011. Following stakeholder engagement, the process of constitutional development, brand development and membership packaging has been taking place over the last 18 months and we are now at a point where we have a membership kit that will be distributed to all members of VEIC in the next couple of weeks.

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VTIC continues to advocate on behalf of the industry and, through VECCI's Pre-Budget Submission, VTIC has repeated its calls for the State Government to:

- Commit funding for the completion of the Melbourne Exhibition Centre extension
- Secure more international direct flights to Melbourne Airport
- Secure international airport status for Avalon Airport
- Provide funding for an upgrade of the Geelong Convention and Exhibition Centre and assess the viability of additional facilities in other regions
- Develop a Tourism and Events Investment Development Profile that identifies the top 10 'investment ready' infrastructure projects across the State.

The Victorian Competition and Efficiency Commission's Draft Report, "Unlocking Victorian Tourism", was released in early March and made for interesting and encouraging reading. Following a recent roundtable consultation with the Commissioners and the industry, VTIC has prepared its response to the Draft Report, which is now available at www.vcec.vic.gov.au.

VTIC will also be involved in the recently announced Inquiry into Victoria's Taxi Industry. VTIC has been raising the issue of taxi quality for some time, including advocacy on the issue leading up to the 2010 State Election. VTIC welcomes the direction taken by Minister Mulder and will continue to work on the issue until meaningful improvements in the quality of taxi services become evident in Melbourne. In addition, VTIC will work with Tourism Victoria to make a submission to the State Government's Floods Review, with a view to achieving greater inclusion of the Visitor Information Centre network in the official emergency services information messaging system.

In other exciting news, planning for the inaugural Tourism & Events Excellence Conference is well underway, with a website to go live soon. The Conference, with the theme of "Defining Excellence", will bring international leaders to Melbourne to share their knowledge and experience of excellence to the tourism and events industry. I encourage you to register to our mailing database to hear the latest news and keep checking our website for new developments. The Conference will be held from 5 to 7 September as part of an exciting line up of events to be held during Victoria Tourism Week. Stay tuned for more information!

Regards,
Todd Blake
Chief Executive

GRAND PRIX ECONOMIC IMPACT ASSESSMENT

Ernst and Young will undertake a comprehensive economic impact assessment of the 2011 Australian Formula One Grand Prix.

Minister for Tourism and Major Events Louise Asher said the Australian Formula One Grand Prix provides significant benefits for Victoria, including the economic gains of attracting interstate and international visitors to the event, as well as encouraging future tourism and business investment by raising the profile of Melbourne and the state of Victoria.

The Brumby Labor Government re-negotiated the Grand Prix contract that was initially signed by the Kennett Government.

Melbourne is contracted to host the Australian Formula One Grand Prix until 2015.



NGV WINTER MASTERPIECE VIENNA: ART & DESIGN

The National Gallery of Victoria's (NGV) latest exhibition, *Vienna: Art & Design*, which runs from 18 June to 9 October, will explore the extraordinary period of artistic and intellectual genius of Vienna in the early 1900s.

The showcase will bring together more than 250 works of art, including paintings, drawings, graphic and decorative art, furniture, fashion, jewellery and photography, most of which has never been seen before in Australia.

Gustave Klimt, Egon Schiele, Josef Hoffmann and Adolf Loos were central to this artistic revolution, which transformed Vienna into a dynamic metropolis at the forefront of ground-breaking modernism.

Visitors will experience the inventiveness and brilliance of a unique generation who laid the foundations for life in the 20th century - a legacy still vividly alive today. For more information, visit www.ngv.vic.gov.au

VICTORIA TOURISM TO CASH IN ON TIGER WOODS

Victoria tourism is all set to cash in on Tiger Woods during the upcoming Presidents Cup, with Tiger's return seen as an opportunity for Victoria to attract more tourists.

Hotels and tour operators in Melbourne are already preparing for the Presidents Cup, set to take place at the Royal Melbourne Golf Club in November. Apart from Tiger Woods, several other top golfers from Australia and overseas, including Greg Norman and Fred Couples, will take part in the event.

However for Victorian tourism, the main attraction is again Tiger Woods. Even though his performance on the golf course has been affected by personal problems, Tiger is still more than capable of drawing tourists to Victoria

So far Tiger Woods has visited Melbourne three times, and on every occasion the hotel industry has greatly benefited. Hotel occupancy rates reached the maximum 100 per cent mark during his last visit for the Australian Masters in November last year.

A similar result is expected this year for the Presidents Cup. Organisers are expecting 25,000 fans at the Royal Melbourne Golf Club everyday during the event.

AUSTRALIA'S FIRST NATIONAL SYMBOL OF TOURISM QUALITY

A key vehicle for driving improvement in the quality of Australia's tourism product, the TQUAL (Tourism Quality) mark, was launched at ATE by the Minister for Tourism, Martin Ferguson. "Quality tourism businesses can sign up to use the TQUAL mark on a voluntary basis as a means to show consumers that they are committed to offering quality, reliability, professionalism and good customer service," Minister Ferguson said.

The initiative is part of the National Long Term Tourism Strategy and helps support excellence in Australia's \$34 billion tourism sector, which employs almost a million Australians directly and indirectly. [Learn more...](#)

LABOUR AND SKILLS SURVEY - REMINDER

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. [Click here](#) to complete the survey.

NOMINATIONS OPEN FOR VICTORIAN TOURISM AWARDS MENTOR PROGRAM

Experienced entrants

VTIC is pleased to advise that registrations are now open for the Mentor Program for experienced applicants. If you have entered the awards before and would like to seek assistance and guidance from a mentor, make sure you do so before **20 May 2011**. Go to www.victoriantourismawards.com.au for more information.

First time entrants

If you are a first time entrant and would also like to get an experienced eye to help guide you through the process, please contact your regional campaign committee/regional tourism board for more information.

Now in its 27th year, the RACV Victorian Tourism Awards continue to honour outstanding tourism businesses and individuals for their passion, innovation and service to Victorian tourism.

Preparatory workshops

Don't forget to register for one of the six workshops in Melbourne and regional Victoria to gain some helpful tips and examples for preparing your submission. A judge, a mentor and a previous winning entrant will be attending each of the workshops to answer any questions regarding preparing a submission. [Click here](#) to view the workshop schedule for 2011.

For more information, including key dates and the process for entering this year's awards, go to www.victoriantourismawards.com.au

The awards process will culminate in a presentation and gala ceremony, which will be held on **Monday 14 November 2011** at Crown Palladium. Make sure you mark this date in your diary!

2011 LYNETTE BERGIN TOURISM FELLOWSHIP - APPLICATIONS CLOSE 11 JULY 2011

The Lynette Bergin Tourism Fellowship is currently in its seventh round and has provided the previous six winners with amazing opportunities to expand their tourism knowledge and understanding, as well as their connections within the Victorian tourism industry.

The Fellowship is an industry funded annual award of up to \$8,000. The winner is able to apply the Fellowship funds to support an activity which provides both personal and business development benefits during the following year. In naming the fellowship in honour of Lynette Bergin, Victoria Tourism Industry Council seeks to perpetuate the skills and contribution Lynette made to the industry and celebrate the guiding hand Lynette offered too many of the industry's new recruits.

The Fellowship seeks to promote skills and excellence among young people and new entrants into the tourism industry; and contribute to the continued development and growth of tourism.

How do I find out more?

Copies of the application form can be downloaded [here](#) or by contacting Victoria Tourism Industry Council on 03 8662 5425.

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 – 15 June, 6 September & 15 November
- Tourism & Events Excellence Conference - 5 to 7 September
- Victoria Tourism Week – 5 to 9 September
- Victorian Tourism Awards Gala Dinner – 14 November
- Tourism & Events Industry Christmas Party – November (TBC)