

CEO Briefing

Welcome to the June 2010 edition of the VEIC CEO Member Update. The recent period has seen some significant announcements for the Victorian events industry. The headline announcements in relation to Tiger Woods and Victoria securing the Phillip Island GP may have received significant media attention, however the various programs funded in the recent State Budget and Regional Blueprint will help the sector to secure its future beyond the scope of major events. Without a vibrant and commercially sustainable events industry, underpinned by more modest local or international events, the sector would not have the capacity to deliver Victoria's major events calendar.

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VEIC has focused on the future of our events industry over recent months. The development of a ten year events industry strategy will result from this process. This document remains in draft form, but is moving toward release in coming weeks. A copy of the draft strategy is attached for your highly valued comments or feedback.

Some of the key themes of the strategy are identifying and promoting the value of events, developing the business events sector, packaging of events into more rounded tourism products, event scheduling and attendee or delegate transport, among others.

It's clear that the future is bright for the events sector in Victoria, with strong industry engagement, community and government support for investment and a maturing industry. Having spent more than a decade working at the coal face of the events industry, I'm looking forward to working with the sector at a strategic level.

Todd Blake
Chief Executive

\$1 MILLION DOLLARS TO ATTRACT MORE CONFERENCES TO REGIONAL VICTORIA

VEIC welcomes the announcement of the \$1 million package for a Regional Business Events Program, as part of the \$36 million tourism package announced by Premier John Brumby on Sunday 13 June. The package will aim to attract more conferences and conference delegates to Regional Victoria. [Read more...](#)

VEIC WELCOMES TIGER'S RETURN

The announcement that the world's No. 1 golfing champion, Tiger Woods, is returning to Victoria to compete in the 2010 JB Were Australian Masters is welcomed by VEIC. More than 100,000 tickets were sold at last year's Masters, and 35 per cent of attendees were from interstate, providing valuable tourism dollars for Victorian businesses. The economic impact of the 2009 Masters has been estimated at \$34 million for Victoria, and more than justifies the reported \$3 million investment from the Masters organisers and VMEC to secure Mr Woods visit.

AUSTRALIAN INTERNATIONAL AIRSHOW STAYS AT AVALON AIRPORT

As part of a new agreement between the Victoria Government, Aerospace Australia and Avalon Airport, the airport will continue to host the airshow through until 2015. [Read more...](#)

MOTORSPORTS POTENTIAL IN VICTORIAN TOWNS PROBED

The Victorian Government will fund half the cost of a feasibility study to look at developing Mildura and Swan Hill as elite centres for motorsports. The study will look at nationally accredited motorsports facilities, including a car and motorbike bitumen circuit at Mildura.

AWARD WINNING MELBOURNE CONVENTION CENTRE TURNS ONE!

On 22 June the Melbourne Convention Centre celebrated its one year anniversary since the Centre was declared officially open for business. Since its opening the '6 Star Green Star' environmentally rated centre has been presented with some of the industry's highest and most important global accolades and awards for its exceptional environmental and design features. Over the past 12 months the venue has hosted 851,211 delegates from 850 events.

ISES AUSTRALASIA CONFERENCE

VEIC is pleased to be a supporter of this year's ISES Australasia Conference to be held on 12-13 August at the Hilton on the Park. Guest speakers for the two day conference include Todd Blake, VECCI; Paul Davison, Sydney Convention & Exhibition Centre; and Brian Harris, CEO of Melbourne and Olympic Parks Trust. [More information.](#)

5TH ANNUAL FRIENDS OF TOURISM BREAKFAST - SAVE THE DATE!

Tourism Alliance will again host the annual State Government 'Friends of Tourism Breakfast' in Melbourne on **Wednesday 11 August 2010** at the Park Hyatt. The Breakfast provides the industry with an excellent opportunity to talk and network with the Government Friends of Tourism group, as well as industry colleagues. More information will be provided shortly.

Other important dates for 2010:

- [2010 Australian Regional Tourism Convention](#) – 16-20 August
- [Victoria Tourism Week](#) – 6-11 September
- VTIC Forums – 9 September, 24 November
- VEIC Members Meeting – 10 October