



VICTORIA EVENTS INDUSTRY COUNCIL MEMBER UPDATE

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VTIC QUARTERLY FORUM – INTEGRATED VISITOR TRANSPORT, THE NEED FOR A COORDINATED APPROACH

The Victoria Tourism Industry Council (VTIC), in association with the City of Melbourne and Destination Melbourne, invites you to the quarterly tourism industry forum.



It is the transport and tourism industry's intention to improve the choice, accessibility and integration of transport services whilst also balancing environmental, social and economic considerations.

Effective and integrated transport services help to further elevate Melbourne and Victoria as an attractive, accessible and sustainable destination both nationally and internationally. Without this, our reputation as a global visitor destination is at risk.

The investment by industry in developing new products and services contributes enormously to the social and economic well being of Victoria's residents and visitors.

Government also plays an important role in supporting visitor services and destination management activities. However it is an opportune time to question the traditional roles both industry and Government play, and consider whether improvements can be made.

A transport strategy provides a strategic framework to address transport issues into the future. Ideally the perfect strategy would identify objectives and outcomes that contribute to an integrated, safe, accessible, and efficient transport system that meets the needs of our communities, tourism operators and all visitors to and within our State.

All major transport modes are crucial for visitors to Victoria and must be considered in a coordinated manner, including roads, sea, air, rail, public passenger transport, walking paths and bicycles.

The upcoming VTIC Forum seeks to encourage further discussion on this important topic – Integrated Visitor Transport. To facilitate this, there will be three expert speakers who will provide an insight into

regional and metropolitan travel and transport, including the challenges and issues faced, the impact of transport on regional and metropolitan events, and the important role transport plays when bidding for new major events.

For more information on this forum, visit <http://www.vecci.org.au/VTIC>.

2010/11 STATE BUDGET WELCOMED BY TOURISM AND EVENTS INDUSTRY

VECCI, together with its tourism and events associations, has welcomed the release of the 2010/11 State Budget.

The Budget contains initiatives to cut business costs, strengthen infrastructure investment and support jobs growth. It also contains important measures to strengthen the State's investment in law and order, transport, tourism and events, and SMEs.

Many of the Budget outcomes were consistent with the recommendations advocated by VECCI in its pre-Budget submission and consultations, on behalf of all members.

There were a number of outcomes and initiatives announced as part of the 2010/11 State Budget that impact directly on the tourism and events industry. These include:

- **\$27 million** package over five years to boost Victoria's tourism industry, by encouraging visitors from other Australian States to visit Melbourne.
- **\$17.7 million** for the preparation for the expansion of the Melbourne Exhibition Centre.
- **\$363 million** for the first stage of the Melbourne Park redevelopment.

A more detailed overview of the outcomes can be found [here](#).

FEDERAL BUDGET 2010-11

The tourism industry stands to gain from two particular initiatives outlined in the recent Federal Budget:

- **\$5.5 million** over four years to implement and operate the National Tourism Accreditation Framework (NTAF) to strengthen Australia's tourism industry. The NTAF will offer tourism accreditation program providers the opportunity to co-brand with the NTAF and benefit from being associated with a nationally and internationally recognised mark. The NTAF will provide an incentive for tourism businesses to examine and improve the quality of their products and services, and it will also improve consumers' capacity to identify quality tourism products and services. [Further information can be found in the 'Launch of the National Long-Term Tourism Strategy' speech delivered by the Minister for Tourism on 15 December 2009.]
- A further **\$4.1 million** over four years to continue the Approved Destination Status (ADS) tourism arrangement between China and Australia. This funding will allow continued monitoring of existing ADS tourism operators, vetting and monitoring of new ADS applications, and provide training for operators on the ADS arrangements. The ADS scheme is a bilateral tourism arrangement between the Chinese and Australian Governments. It enables Chinese tourists to travel to Australia as part of organised tour groups while maintaining a quality control program for Chinese leisure in Australia. The ADS also permits the Australian Government, through Tourism Australia, to promote Australia as a leisure travel destination in China.

For more information on the Federal Budget and an overview of industry and business related initiatives please [click here](#).

NATIONAL TOURISM ALLIANCE WINS TQUAL FUNDING TO PROMOTE JOBS IN TOURISM

The Minister for Tourism, Martin Ferguson AM MP, today launched the *Discover Tourism* careers program.

The National Tourism Alliance received \$133,380 from the Australian Government's *TQUAL Grants* program toward the \$170,105 project which will help promote careers in tourism. The project will help the National Tourism Alliance to develop a careers website, produce a CD ROM, and market and promote careers in tourism.

To view the full media release, [click here](#).

GLOBAL MARKET MONITOR

Tourism Australia has recently released its latest Global Market Monitor, providing an update on the current state of Australian tourism for the quarter to March 2010. The report includes an assessment of current challenges, as well as the outlook of individual sectors and markets.

For more information [click here](#).

SYDNEY PUT BACK IN ITS BOX AS REGIONAL VICTORIA SECURES MOTOGP UNTIL 2016

Sydney has been put in its box, with Victoria securing the Australian Motorcycle Grand Prix at Phillip Island until at least 2016.

"Despite the noise made by the New South Wales Government about stealing events such as the Motorcycle Grand Prix, Sydney has once again been left empty handed after Victoria secured the long-term deal," says Victoria Events Industry Council (VEIC) Chairman, Mr Peter Jones.

"Sydney should focus on creating their own events if they want to boost visitor numbers and economic activity, rather simply trying to steal ours," says Mr Jones.

Last year, the Australian Motorcycle Grand Prix attracted more than 105,000 people, making it one of Australia's largest sporting events in a regional location.

To view full Media Release [click here](#).

VICTORIA TOURISM WEEK

The Victoria Tourism Industry Council (VTIC) in conjunction with VEIC and Destination Melbourne is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010. Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community. This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry.



An extensive range of activities are being planned for the week including the Tourism Industry *Amazing Race* across Melbourne and a VTIC/VEIC Forum on Sports Tourism. Victoria Tourism Week is an opportunity to run your own events and participate in industry-wide activities, for example running a BBQ at your Visitor Information Centre, hosting a Tourism Excellence workshop or planning your own local event.

If your organisation is interested in building an event that will support Victoria Tourism Week or supporting planned events, please call or email Anita Donnelly at VTIC/VEIC on 03 8662 5170, adonnelly@vecci.org.au.

TOURISM ACCREDITATION SCHEME IS JUST THE TICKET

The Federal Government's Budget announcement of a \$5.5million commitment into a new National Tourism Accreditation Framework (NTAF), helping maintain Australia's position as one of the most desirable tourism destinations in the world.

The four-year funding plan for the NTAF would help put quality control front and centre on the national tourism agenda, a move that ATEC, the peak industry body representing the \$26billion Australian inbound tourism industry, has been advocating for years.

To view the full media release, [click here](#).

GREEN LIGHT ON RACV 2010 VICTORIAN TOURISM AWARDS

Tourism operators are encouraged to enter the RACV 2010 Victorian Tourism Awards, which was launched on 12 April 2010.

Now in its 26th year, the Victorian Tourism Awards continue to honour outstanding tourism businesses and individuals for their passion, innovation and service to Victorian tourism.

Tourism Victoria Chief Executive Gregory Hywood said all tourism operators in Melbourne and regional Victoria should consider entering one of the 27 business and three individual awards categories ranging from accommodation to tourism marketing, ecotourism and training.

For information on the RACV 2010 Victorian Tourism Awards entrants' assistance program, marketing opportunities, and key program and workshop dates, visit victoriantourismawards.com.

2010 VICTORIAN TOURISM CONFERENCE

On 19-20 May, Tourism Alliance Victoria, in association with VTIC, VEIC, HMAA and BOAV, hosted the annual Victorian Tourism Conference at the Melbourne Convention and Exhibition Centre. The theme of this year's conference was "Progress is Impossible Without Change". A total of 225 delegates heard from a range of speakers including:

- Minister for Tourism and Major Events, Tim Holding, who officially opened the conference;
- Vivek Wagle, Head of Editorial at Lonely Planet Digital;
- Ellen Sandell, 2009 Young Environmentalist of the Year;
- Tom Smith, Strategic Advisor for Regional Tourism, Tourism Victoria;
- Professor Ian Yeoman of Victoria University of Wellington, NZ;
- Bruce Esplin, Emergency Services Commissioner;
- Jennifer Trethewey, director of the JT Group and VEIC Board member;
- Dianne Smith, Manager Tourism Partnerships, Parks Victoria; and
- Wayne Kayler-Thomson, CEO VECCI.

In addition to the plenary speakers, delegates were able to participate in smaller workshops on specific topics featuring a panel of experts in that field. Topics included Marketing, Working with the Media, Web 3.0, Engaging New Cultures and Engaging Your Community. And on Day Two, the Chairs of the five industry associations were assembled to provide their views on the challenges and opportunities facing their particular tourism sector.

The Conference Gala Dinner was held on the Wednesday night at the RACV Club, the highlight of which was the cooking demonstration by Executive Chef Mark Normoyle.

BUSINESS SUPPORT AND EVENTS

New social media streams for VEIC members

At VECCI and VEIC, we see social media as a means to open up channels of communication with those we represent.

The VECCI Blog – your policy and advocacy forum

On the policy and advocacy front stands [The VECCI Blog](#), a resource fuelled by the unique voices and perspectives of our expert advisors. Updated regularly, the blog will cover issues that affect Victorian business and industry in a variety of ways and aims to be an interactive hub for interested parties to have their say and be heard.

Events@VECCI – your Facebook connection

We've established a presence on Facebook – the most extensive networking site on the web. [Events@VECCI](#) is designed as an online hub of interaction and networking for past and potential attendees of VECCI's suite of events.

We encourage you to explore these resources and fully utilise them as avenues that help us continually improve the quality of our services for Victorian business.

2010 AUSTRALIAN REGIONAL TOURISM CONVENTION - 16 – 20 AUGUST

This years Convention will be held 16-20 August in the Yarra Valley and Dandenongs region of Victoria. The theme of the Convention is 'Australia's Regions – Ready, Resilient and Robust' and will attract delegates from all states and territories and all sectors of the industry.

Registration information can be found online at www.regionaltourism.com.au or by phoning 02 6620 3785.

Other important dates for 2010:

- VTIC Forums – 16 June, 9 September, 24 November
- VEIC Minister's Lunch – 29 June
- Tourism & Events Industry Christmas Party – 29 November (TBC)