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NOTE FROM THE CEO

Welcome to the December edition of the VEIC newsletter.

The past few weeks may long be remembered for the significant gains made by the Victorian events industry, which included: an extraordinarily successful 50-day long Spring Racing Carnival; a fifteenth rugby licence granted to Melbourne; Melbourne anointed as the 'World's Best Sporting City'... and then there was Tiger.

One of VEIC's core policy positions is to promote the value of events to our political masters and the broader community. The phenomenal media and public interest generated by Tiger Wood's appearance at the Australian Masters Golf Tournament – particularly the very positive public debate regarding the benefits of the \$3.3million investment in Tiger's appearance fee, to Victoria – exceeded expectations. Notwithstanding comments made about Tiger's possible return next year, the challenge to our industry will be to maintain momentum by promoting the message that 'events are a worthwhile investment for Victoria' for other events on our calendar in the coming twelve months and beyond. I'd expect the industry to relish the challenge.

Lastly, the Melbourne Airport Victorian Tourism Awards are over for another year, which awarded and showcased some of Victoria's best products to over 1,000 tourism industry professionals from around the state.

Wishing all a happy and safe festive season!

Anthony McIntosh
Chief Executive Officer

VECCI VICTORIA SUMMIT WRAP

VECCI's premier policy development vehicle, the VECCI Victoria Summit was held on Tuesday 17 November at Parliament House.

The Summit included presentations from the Hon. David White, Hawker Britton; the Hon. Tim Pallas MP, Minister for Roads & Ports; the Hon. Martin Pakula MLC, Minister for Industry & Trade; and addresses from the Hon. John Brumby MP, Premier of Victoria, and Mr Ted Baillieu MP, Leader of the Opposition, to name a few.

Erik Peterson, from the Centre for Strategic & International Studies was a keynote speaker at the Summit. He spoke about the "7 Revolutions: Scanning the World out to 2025 and Beyond". The 7 Revolutions included Population, Resource Revolution, Technology, Knowledge Revolution, Integration Revolution, Conflict Revolution and Governance Revolution. You can find out more by visiting www.7revs.csis.org

The Summit focussed on four streams: Workplace futures, Sustainability, Infrastructure and Innovation.

Under the Infrastructure Priorities the Melbourne Exhibition Centre Extension was highlighted as one of the short term projects (2009-2011). Given that the Centre is already at capacity during peak times and it provides a relatively modest capital investment, it will return economic benefits within a very short timeframe. An extension should be announced in the May 2010 State budget, if not beforehand.

For more information on the outcomes of the Summit or to download presentations [click here](#).

MELBOURNE AIRPORT VICTORIAN TOURISM AWARDS

The Melbourne Airport Victorian Tourism Awards Gala Dinner was held on Monday 16 November, 2009 at The Palladium at the Crown Casino.

The event was managed by Peter Jones Special Events and dazzled over 1,000 key tourism stakeholders from across the state with fantastic entertainment including an amazing performance from Daylesford's The Hot Springs and an inspirational poem by Rupert McCall called 'Victoria - A Day in the Life'. The poem highlighted not only some of Victoria's best attractions and events but also the strength of the communities affected by the Black Saturday bushfires reminding us how proud we should be of the people in the industry.

VEIC would like to congratulate the following winners and finalists who were successful in the Events and Meetings categories at the Awards:

Major Festivals & Events

Winner: Melbourne Food & Wine Festival

Finalist: Victoria Racing Club (2008 Melbourne Cup)

Festivals & Events

Winner: RACV Energy Breakthrough

Meetings & Business Tourism

Winner: Melbourne Convention & Visitors Bureau

Finalist: Atlantic Group

To all the winners, good luck for the National Tourism Awards in February 2010.

NEW SUPER 15 RUGBY UNION TEAM ENHANCES MELBOURNE'S REPUTATION AS SPORTING EVENT CAPITAL – VEIC Media Release

Melbourne's sporting fans have a reason to celebrate with the announcement that Melbourne will be home to the new Super 15 rugby union team from 2011. This will add another big sporting team to Melbourne's stable of national AFL, rugby league, soccer, netball and basketball teams; and is another indication of Melbourne's reputation as one of the sporting capitals of the world.

It is anticipated that the new Super 15 team in Melbourne will inject funds into the local economy and provide additional labour-intensive jobs in ticketing, hospitality, security and transport when it kicks off in 2011.

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

THE WORLD'S SPORTING CAPITAL IS....MELBOURNE! – Media Release

Melbourne has been named the best sporting city in the world!

Melbourne was awarded the title ahead of Berlin and Doha at the Sport Business Sports Events Management Awards held in London.

This award proves it is even now more essential to progress the major events strategy and attract new and exciting events to Melbourne and Victoria.

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

WORLD CLASS HOCKEY SHOWDOWN ATTRACTS THOUSANDS

Melbourne's State Hockey Centre hosted hockey teams and fans from around the world when the ABN AMRO Hockey Champions Trophy hit town on the 28 November to 6 December.

The nine-day tournament saw the top six internationally-ranked men's hockey teams battle it out for the prestigious trophy and world ranking points. The teams that competed were Germany, Spain, England, Korea, the Netherlands and Australia.

As the premier event on the 2009 international hockey calendar, the tournament was the biggest hockey event Australia has ever hosted outside of the Olympic and Commonwealth Games.

MELBOURNE CUP CELEBRATES 150 YEARS

The VRC has announced it would partner with the Victorian State Government to ensure the 150th running of the 'race that stops a nation' is appropriately recognised with a range of events and activities planned both nationally and overseas.

To mark the 150th running of the Melbourne Cup, the VRC plans to highlight the rich history of the race and celebration the role it played in the lives of all Australians, since its first running in 1861. To commemorate the 150th running of the Melbourne Cup, it has also been announced that the 2010 Emirates Melbourne Cup would receive a substantial boost in prize money to \$6 million.

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

TIGER WOODS – AN ECONOMIC AND MARKETING BONANZA FOR VICTORIA

Tiger Woods' playing at the Australian Masters has provided Victoria with economic benefits and global brand awareness.

It has been estimated that more than 380 million people were watching the event across the world due to Tiger Woods' popularity. This boost to Melbourne's global reputation could potentially be worth millions in future business and tourism opportunities.

This is in addition to the estimated \$19 million economic benefit that Melbourne experiences, which includes everything from hotel rooms for interstate guests, transport, hospitality and catering, sales of golf clothing and equipment and more. In fact, 30 to 35 per cent of tickets were sold to interstate and overseas visitors, increasing the yield of new money entering the Victorian economy.

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

NEW COMMISSIONERS FOR VICTORIA TO HELP BOOST VICTORIAN ECONOMY

Congratulations to former Melbourne Airport executive and tourism and events industry supporter Geoffrey Conaghan on the announcement of his appointment to the role of Commissioner for Victoria in Bangalore. Other appointees include Sally Capp – Victoria's new Agent-General in London, and Patrick Stringer – Commissioner for Victoria in Shanghai.

According to Geoffrey, his Hindi vocabulary requires polishing up but otherwise, he's raring to go! The new appointees will take up their positions before the end of this year.

To read the full media release, visit www.premier.vic.gov.au.

ISAF SAILING WORLD CUP COMES TO PORT PHILLIP BAY

Melbourne is ready to welcome one of the world's most prestigious Olympic sailing events: the ISAF Sailing World Cup. From 14 to 19 December, a host of world champions and Olympic medallists from across the globe will descend on Sandringham Yacht Club for 'Sail Melbourne' – the first leg of the Cup.

Olympic gold medallist, Malcolm Page and his new 470 skipper Mathew Belcher; 49er world champions, Nathan Outteridge/Iain Jensen; and Olympic RS:X boardsailor, Jessica Crisp, are just a few of the sailing elite taking part on their quest for world glory. The stunning, new Sandringham Yacht Club will play host to six days of action.

Known as the 'Grand Slam of Olympic Sailing', the Cup gets underway in Melbourne and then moves to six other venues around the world, including: Miami, Spain, France, the Netherlands, Germany and Great Britain. At each event, competitors vie for valuable ranking points which determine the overall ISAF Sailing World Cup champions.

For more information, visit www.sailmelbourne.com.au

INTERNATIONAL SUMMIT ON TOURISM, SPORTS & MEGA EVENTS

The world's first international Tourism, Sport and Mega-events Summit will be held in Sandton, South Africa from 24-26 February 2010.

The Summit will provide a forum to consider the impact of mega events including economic, social and environmental consequences for host nations.

For further information visit <http://summit.ersvp.co.za/pages/default.asp>

2010 WORLD GRAND PRIX HYDROPLANE CHAMPIONSHIP ON LAKE MULWALA VICTORIA

In a major coup for Australia – and, most importantly, for the rural tourist destination towns of Yarrowonga and Mulwala – a World Championship boating event has been confirmed.

Grand Prix Hydroplanes are the Worlds Fastest Automotive circuit race boats in the world and reach speeds up to 180mph (270Kkph) on inland waterways. Entrants from USA, Canada, New Zealand and Australia are expected to attend.

The event will be held over the consecutive weekends of 20-21 and 27-28 November 2010.

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

LIQUOR LICENCE NEW RISK BASED FEE STRUCTURE

Liquor licensees will shortly receive their 2010 annual renewal that will be calculated on the new risk-based fee structure.

General and on-premises licences authorised to trade past 1am will be subject to the 'venue capacity multiplier'. Those licensees wanting to reduce trading hours or patron numbers or wanting to exclude accommodation or function room numbers from 2010 fee calculations must lodge the relevant form with Responsible Alcohol Victoria by 31 December 2009. Forms received by this date will result in the 2010 fees being re-calculated to reflect licence changes. Applications received on or after 1 January will not impact the 2010 fees.

Restaurant and cafe licensees wanting to remain as an on-premises licence must also lodge relevant forms by 31 December 2009.

Non-profit organisations and small businesses wanting to apply to the Director of Liquor Licensing to reduce or waive renewal fees on the grounds of 'serious financial hardship' are also required to submit an application form and the required supporting documentation by 31 December 2009.

Note: a small business is one which employs the equivalent of five or less full-time employees.

For more information about the new risk-based fee structure or to download the appropriate forms, visit the 'What's New' section at www.justice.vic.gov.au/alcohol. For enquiries email liquor@justice.vic.gov.au.

2010 TEAM AUSTRALIA BUSINESS EVENTS EDUCATIONAL (TABEE) – DESTINATION BEIJING

Tourism Australia has today announced that the annual Team Australia Business Events Educational (TABEE) will take place at The Westin Beijing Chaoyang in Beijing, China, from 14–17 March 2010.

TABEE 2010 will include three full days of activities and events designed to motivate and inspire buyers to make Australia a priority for their clients. To read the full media release, [click here](#).

TOURISM AUSTRALIA SURVEY REVEALS TRUE VALUE OF EVENTS

Independent research conducted by Tourism Australia (TA) has revealed the true value that international incentive visitors bring to the country.

The report, released last month at TA's incentive travel showcase Dreamtime 2009, showed that 1.6 million visitors participated in an incentive programme in Australia in 2008.

While only 11% of these were international visitors, they contributed 51 per cent (US\$625 million) of total spending by incentive travellers during the year.

Dreamtime 2009 brought together 80 qualified buyers from 15 of Australia's key markets.

WICKED BOOST TO STATE ECONOMY

"Wicked" is one of the most successful musicals ever staged in Melbourne, pulling in \$126 million for Victoria.

During its 13-month run between July 2008 and August 2009, 610,000 people attended the show. About 180,000 people (approximately 30 per cent) were from interstate or overseas.

Wicked, which told the story of the witches from the classic *The Wizard of Oz*, became the longest-running theatre production ever staged at the Regent Theatre.

PUBLIC LIABILITY INSURANCE FOR EVENTS

Tourism Alliance Victoria have received feedback about event organisers having difficulties in securing public liability insurance for outdoor events in regional Victoria, due to potential threat of bushfires.

Have you had similar problems? Post your thoughts on [The VECCI Blog](#) or send your comments to kristina@tourismalliance.com.au

MEMBER PROFILE

Melbourne Food & Wine Festival

The Melbourne Food and Wine Festival is a fortnight-long celebration of food and wine across Victoria. Held annually since 1993, the Festival has grown to become one of the largest annual food and wine festivals in the world. In 2009 the Festival attracted more than 300,000 people and was listed by Forbes Traveller as one of the Top 10 International Food and Wine Festivals in the world.



Tell us about the organisation

The Melbourne Food and Wine Festival commenced in 1993 with a simple program of events. Since its inception it has grown annually with the 2010 Festival employing 11 full-time staff and more than 350 volunteers for a fortnight-long program, encompassing more than 250 events across the State.

What can we expect from the 2010 Food & Wine Festival?

The 2010 program features more than 250 diverse events across Melbourne and regional Victoria. The Festival welcomes 25 of the globe's trailblazing chefs and wine personalities, including New York's David Chang, who will join our local talent for Langham Melbourne MasterClass.

Melbourne's City Square will transform into the Festival's centrepiece in the guise of The Edible Garden, the ultimate food-producing urban garden lovingly tended by The Digger's Club. Also new for 2010 is Hotshot & Teapot - an exploration of the obsessive, creative and complex world of specialty coffee, boutique teas and cocoa.

Back by popular demand, Hawkers' Market returns with Melbourne's best Asian chefs, noodle pullers and dumpling makers, and Chinatown welcomes the World's Longest Lunch to Little Bourke Street for the first time.

How is the organisation travelling post-Tourism Awards win?

The Festival was honoured to receive this highest of accolades for the second year running, and shares the success with the broader food and wine industry. With our full program of events going on sale on Tuesday 8 December, the Festival team is as busy as ever (to book tickets visit www.melbournefoodandwine.com.au).

Any other significant changes or news?

CEO, Natalie O'Brien, has recently welcomed a gorgeous new addition to her family, Sophie Lila. Sara Quon, our Marketing Director, is currently acting in Natalie's role. We are also pleased to welcome three new members to the Festival team: Anna Hendriksen, our new PR Coordinator; Dana Nikanpour, our new Marketing Coordinator; and most recently, Jaime Owen, our Events Operation Assistant.

TOURISM & EVENTS CHRISTMAS PARTY WRAP

On Monday 30 November, the Tourism and Events Industry came together to celebrate at their annual Christmas Party, which for the first time was co-hosted by BOAV, HMAA, VEIC and VTIC. Held at the Balinese-inspired Alumbra at Central Pier, guests were greeted by the boys from Wacky Entertainment disguised as a Christmas tree and pudding! They enjoyed canapés and an endless supply of wine provided by our sponsors, Mitchelton Wines. Later in the evening they danced the night away to a great mix of music from our resident DJ.

Guests had the opportunity to hear from Tourism Alliance Chairman, Roger Grant; VECCI CEO, Wayne Kayler-Thomson; and the Honourable Minister for Tourism and Major Events, Tim Holding.

To view some pictures from the party, [click here](#).

BUSINESS SUPPORT AND EVENTS

New social media streams for VEIC members

At VECCI, 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, 2010

The 2010 Australian Regional Tourism Convention will be held Monday 16 August to Friday 20 August in the gorgeous Yarra Valley and the Dandenongs region of Victoria.

The Australian Regional Tourism Network (ARTN), producers of the Convention and the peak national body representing regional tourism practitioners, are excited and proud of the program which is already well into development.

As ever, the ARTN is seeking to include its members and the industry its activities and so is inviting suggestions and contributions to the Convention program by way of a 'Call for Papers'.

The attached document provides further details on the Convention and guidelines for the submission of abstracts. The deadline for submissions is Friday 5 February 2010.

Stay tuned for further announcements regarding Convention registration which will commence early in 2010.

For more information, [click here](#).