

POLICY STATEMENT

Event Calendar Management

Background

- The tourism and events industry plays a significant role in the Victorian economy, contributing \$11 billion annually to investment, output, export earnings and jobs.
- A key component of competitive success is the industry's ability to seamlessly and strategically coordinate event calendar activities – particularly, but not exclusively, those activities relating to major events.
- A number of benefits can be expected to flow from improved event calendar management. These include:
 - An improvement in stakeholder awareness of events *in toto*, will improve the industry's capacity to plan and hold multi-dimensional events that are more effectively integrated with the activities of other stakeholders at local, State, national and even international levels (e.g., hospitality, accommodation, conference and exhibition industry, transport, policing, media).
 - Relatedly, an improvement in knowledge-transfer between events organisers, helping better preserve existing events and attract new ones on the basis of improved service standards, coordination, long term planning and information dissemination. The bidding process for future major events should therefore be enhanced.
 - A better understanding of event linkages and their respective 'spin-offs' can assist in helping more accurately assess the true economic and strategic value of events, in terms of cost-benefit analysis.
 - Better alignment of industry logistical capabilities (supply) with known or anticipated event demand or patronage levels. This includes an improved capacity to plan for new infrastructure.
 - Improved coordination and alignment between metropolitan and regional events and attractions, where relevant.
 - Increased visitor numbers and expenditure, as well as scale economy gains in sponsorship and cross-promotion (yield).
 - Improved social and transport amenity and an enhanced 'visitor experience' for patrons, whether local, interstate or international.
 - Through improved efficiencies in scale, timing and operation (including marketing and promotion), a reduction in both public and private sector costs associated with running events.
 - Through advance notice of coming events, an improved recognition of the planning and coordination needed to generate shared success. Industry networking, collaboration and representation can be strengthened.

Key Issues

- A number of challenges are associated with improving the management of the industry's events calendar. These include:
 - The absence of reliable data on the overall quantum of annual events and difficulties forecasting the nature, frequency and duration of 'one-off' events.
 - Logistical difficulties tracking and managing a significant volume of different event activities taking place concurrently in a multitude of physical locations.
 - An absence of information sharing and planning where events are seen to be competing with one another.
 - The subjective nature of what constitutes a 'major' event.

Policy Position

- VEIC provides in principle support to construct a single, online central events calendar registry where all significant events (subject to pre-determined criteria) can be logged in terms of date, nature, duration, location, objectives, target market and size.
- Initially, this calendar/registry will be developed based on the input of VEIC members and will draw on the information contained in their existing, published events calendars.
- In developing such a calendar, VEIC will explore the range of considerations associated with determining the nature of material to be included, such as whether the information contained in the calendar should be confined to 'primary' event details or also include operational information (for example, information on allied areas of interest such as related tenders, permits, training, ticketing/visitor information, transport etc).
- Linkages with events/event calendars covering interstate and/or international events will be explored, including possible ways in which VECC's association with the International Chamber of Commerce (ICC) can be used to capture relevant information on the international events calendar.
- Upon the creation of the calendar, VEIC will consider how the information should be used to assist strategic event planning and coordination, as well as issues associated with access to and use of the calendar by other stakeholders.

Prepared: June 2008