

## **POLICY STATEMENT**

### **Industry Structure, Connectivity and Participation**

#### **Background**

- The events industry in Victoria is diverse and vibrant. Industry participants include associations, corporates and government agencies representing event organisers, venues, suppliers and service providers for Melbourne and regional Victoria.
- In order to strengthen the voice of the industry, increase its political and economic influence and maximise future growth, it is important that there is a high level of industry participation and connectivity, and that the structure of the industry is such that it provides support to individual establishments to achieve their strategic and operational goals.
- Melbourne has built a reputation as a world leading destination for major events and business events. Regional Victoria has also developed a vibrant annual, special and business events program. In 2006 Victoria attracted over 324,000 international visitors to major events, generating over \$1.2 billion in economic activity.

#### **Key Issues**

- Industry and business organisations must continue to work together to provide a unified voice for the events industry in Victoria. While acknowledging the unique role that individual industry and business organisations play, all parties need to work together on issues of common interest, to further the outcomes for the industry as a whole. In addition, Government needs to recognise and support the important role of industry and business associations in delivering a range of services to the events industry in Victoria.
- It is important that information is available outlining how different organisations, including Government bodies, fit into the industry and what role they play. Such information can help boost knowledge, connectivity and participation.
- Ongoing collaboration within the industry, together with collaboration with the wider tourism industry, is important. The recent consolidation of resources between the Victorian Employers' Chamber of Commerce and Industry (VECCI) and Tourism Alliance Victoria (TAV) is an example of this. This integration brings together the Victoria Events Industry Council (VEIC), the Victoria Tourism Industry Council (VTIC); the Hotel, Motel, Accommodation Association, Victoria (HMAAV); the Backpacker Operators Alliance of Victoria (BOAV) and TAV into a single business unit within VECCI, and provides an opportunity to enhance industry leadership and increase the engagement of members in the industry's future.
- There are strong interrelationships between the events industry and the broader tourism industry. As such there are many strategic and operational benefits to be gained from effective coordination and collaboration, including the coordinated provision of tourist activities and accommodation, and the maximisation of visitor yield and length of stay.
- Industry and business organisations must be active not only in State wide forums, but also at the national and international level, either directly or through appropriate and effective channels. This is important to ensuring that the voice of Victoria's events industry is well represented beyond the State level and has a stronger influence on the national and international agenda.
- VEIC is the key vehicle to advocate on behalf of the industry. It must be an active participant within the industry and encourage industry operators to be active participants in relevant industry associations and sector bodies. VEIC must work with other industry participants to ensure effective and targeted lobbying of State and Federal Tourism Ministers, departments and agencies. VEIC must also provide leadership and should be actively involved in the development of relevant industry strategies and plans such as Victoria's Tourism and Events Strategy, the State Government 10 Year Tourism and Events Plan and the Federal Government Long Term Tourism Strategy.



## **Policy Position**

- VEIC will continue to provide active leadership for Victoria's events industry and will encourage operators to be active participants within their relevant industry associations and sector bodies.
- VEIC will seek to provide an influential role at the State and national level.
- VEIC is the peak policy council for Victoria's events industry. As the key vehicle to advocate on behalf of the Victorian events industry, VEIC will continue to provide policy, advocacy and representation leadership and be actively involved in the development of relevant industry strategies and plans.
- VEIC supports ongoing industry collaboration and integration.
- VEIC will continue to seek opportunities to further enhance communication and collaboration with the wider tourism industry, at a State and national level to ensure that strategic and operational benefits are realised.

**Prepared: August 2009**