



veic

VICTORIA EVENTS INDUSTRY COUNCIL

2009 STAKEHOLDER REPORT

Providing leadership to the Victorian events industry through advocacy and representation, and industry and business development.

vecci
INVIGORATING BUSINESS



Message from the Chair



Peter Jones
Peter Jones Special Events
Appointed May 2008

It has been an honour and a pleasure to serve as Chair of the Victoria Events Industry Council – the peak policy council representing Victoria’s \$15.1 billion tourism and events industry, including \$2.4 billion from major and business events. It was particularly pleasing this year that after many years of hard work and commitment, Melbourne was voted as the best sports city in the world in 2009.

2009 has also been a successful year for VEIC, as we further established its credentials as an industry leader – providing advocacy, representation, business and industry development on behalf of the state’s events sector. Having been involved in this dynamic industry as an event producer for over 25

years, I believe that VEIC clearly fits into a previously missing strategic space and plays a pivotal role in harnessing the collective voice of the industry.

The role that VEIC undertakes ensures that the events sector will be recognised well into the future, by government and the community, as a viable industry contributing to the state’s economy. 2009 was a fantastic year for events in Victoria, with highlights such as the Winter Masterpieces, Jersey Boys, the Rugby State of Origin and of course, golfing superstar Tiger Woods at the Masters.

Victoria is now regarded as the place to beat in terms of the impact of the events industry.

A review of VEIC’s activities and strategies during 2009 provided an opportunity to reflect on a year that posed many challenges and revealed as many opportunities for this prosperous industry to continue its sustained growth and influence across metropolitan and regional Victoria.

We must work together with government and industry and the state to continue to develop and look forward, and not become complacent.

All of us involved at VEIC look forward to the next twelve months with the challenges and highlight it will contain.



Peter Jones
Chair

VEIC – The Peak Events Industry Council for Victoria

The Victoria Events Industry Council (VEIC) is a peak industry council of associations, corporates and government agencies representing event organisers, venues, suppliers and service providers for Melbourne and regional Victoria.

VEIC ROLE

The role of VEIC is to provide policy, strategy and leadership for Victoria’s events industry.

VEIC MISSION

VEIC will provide leadership through:

- advocacy and representation.
- industry development.
- business development for Victoria’s events industry.

A VISION FOR EVENTS IN VICTORIA

- Victoria will be recognised as the world’s leading event destination, delivering excellence in event infrastructure, organisation and services and recognised as a major economic and social contributor to Victoria’s community.
- By 2016, Melbourne will have enhanced its competitiveness and achieved international recognition for its capacity to host world-class major events, sustainable regional high quality flagship events, and will have grown its business tourism market share and yield.

VEIC Policy Statements

Policy statements provide a summary of VEIC's policy positions on key issues.

In addition to those that were previously produced, the following policy statements were established over 2009.

Government Resourcing and Support

- VEIC believes Government resourcing and support, together with strong industry involvement, is vital to the ongoing strength and prosperity of the Victorian events industry.
- VEIC supports a unified representative voice for the events industry at a State level.
- VEIC supports continued open and regular dialogue and consultation with all levels of Government on key advocacy and related programs impacting on the industry.
- VEIC supports the progression and implementation of long-term strategic directions and performance measures, in order to encourage appropriate private sector investment.

Industry Structure, Connectivity and Participation

- 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.

VEIC Policy Planning Workshop, October 2009

Building on the discussion at the June Board meeting, the policy planning workshop held during the October 2009 Board meeting outlined policies ideas and directions for the coming year.

Topics discussed included:

- The need to further promote the value of events to Victoria, and further opportunities to promote destinations through events.
- Challenges and opportunities surrounding the seasonal, casual and volunteer workforce in the events industry.
- Issues surrounding public transport to and from events, together with opportunities for a wider focus on sustainable and integrated transportation.
- Maintaining Victoria's competitiveness.
- The use of local goods and services.
- Risk management and public safety.

VEIC currently has established policy positions on the following issues

- The Value of Events.
- Government Resourcing and Support.
- Standards and Excellence.
- Infrastructure and Support Services.
- Industry Structure, Connectivity and Participation.
- The Extension of the Melbourne Exhibition Centre.
- Event Calendar Management.

(The full statements can be accessed at www.veic.com.au).

Submissions

Liquor Control Reform Regulations

VECCI, VEIC, VTIC and HMAA made a submission on behalf of all tourism and events members in response to the proposed changes to the liquor licensing fee structure (Liquor Control Reform Regulations 2009 Regulatory Impact Statement). The submission was complemented by a variety of media releases and other communications.

Key Comments

- We urge caution, to ensure that any proposed changes resulting from this review only enhance, and not diminish, the vibrancy and culture of Melbourne and Victoria which currently attracts visitors and residents alike.
- We support efforts to reduce alcohol related harm at events and broadly support the creation of a new major event licence.
- Major events are extremely important for tourism in Victoria. It is very important that we maintain Melbourne's reputation as the home of sport and entertainment. As such it is vital that conditions on promoters and event organisers do not in any way discourage the running of such events in Victoria, by making conditions less favourable than other states.
- The new administration of event licences must be consistent, fair and timely, giving consideration to the complex nature of organising major events, including the need to determine costs and staffing levels well in advance. Where appropriate, consideration should be given to the specific needs and requirements of individual major events.

Key Recommendations

- Acknowledgement be given for good behaviour and proactive initiatives through the use of a credit system.
- Weighting given to venues with opening hours between 11pm and 1am is reduced to reflect a low to medium level of risk.

- A risk factor is applied to packaged licence outlets to reflect their size and compare more equitably with other operators assessed on venue capacity.
- The initial band width of the venue multiplier is increased to zero – 200 to more accurately reflect normal operating practices.
- An exemption, or other consideration, is given where an operator hosts private functions, which is not their primary business, to reflect the lower level of risk.
- Consideration is given to the specific needs and requirements of individual major events in Victoria.
- The regulation is subject to ongoing review.

As a result of community and industry consultation, the government has now refined the fee structure so that large late-night venues will continue to pay the highest fees whilst smaller, earlier closing venues will pay relatively less.

National Long Term Tourism Strategy

VTIC and VECCI provided strategic input into the long term tourism strategy, highlighting a number of key issues including the need for:

- greater public-private collaboration;
- creating and converting visitor demand;
- increased funding for marketing, research, industry development, investment facilitation and infrastructure development and;
- increased focus on skills and standards.

Provincial Victoria; Directions for the Next Decade (VECCI)

Key comments and recommendations include:

- VECCI supports the proposed focus on productivity, sustainability and liveability and recognises that all three are vital for a healthy and prosperous future in provincial Victoria, as well as across the wider state.
- VECCI strongly supports the ongoing efforts by the Victorian Government to reduce the regulatory burden on business.
- VEIC/VTIC acknowledge the recognition of the tourism industry throughout the discussion paper, and appreciate the vital role that tourism can and does play in supporting industry development and employment opportunities in provincial Victoria. However, we encourage the Government to also recognise the value of regional events and their role in boosting direct and indirect employment, and attracting visitors and residents to the regions.
- We recognise the importance of developing vibrant and sustainable tourism and events related products, services and infrastructure to encourage greater visitation and expenditure by international, interstate and intrastate visitors to regional and rural Victoria.
- We recommend recognising and accelerating support for the valuable role nature-based tourism (and regional tourism generally) will play in realising new competitive advantages in response to climate change, based on business and service excellence and the provision of high quality and high yield products and visitor experiences.

2009 Victorian Bushfires Royal Commission

VECCI, VTIC and TAV responded to the 2009 Victorian Bushfires Royal Commission, on behalf of all tourism and events members.

Key comments and recommendations include:

- We acknowledge the many individuals and businesses that have played a vital role in the emergency response and recovery effort. Individuals and businesses alike have been extremely generous with their time, money and resources. Their contributions will undoubtedly assist in the recovery and rebuilding process.
- Businesses are a vital part of any community, providing employment and a wide range of products and services to locals and visitors, in addition to their broader customer base. Tourism and tourism-related businesses, in particular, make a significant contribution to many of the regions affected by the bushfires, providing a range of products and services.
- When coordinating relief, consideration and assistance should also be given to those businesses that have been indirectly impacted by bushfires or other natural disaster, including the loss of customers and associated revenue streams - particularly where no alternative income source is available.
- To date there are no forms of financial assistance for indirectly affected businesses other than that which VECCI is providing through the VBRF. The failure of public policy (and related support programs) in acknowledging and addressing this dimension of bushfire and natural disaster affected businesses must be addressed as a priority.
- A balance needs to be struck between providing bushfire relief support and the need to ensure, where possible, a timely and sustainable resumption in "Business as Usual" trading conditions. While we recognise the need, value and benefit of bushfire relief for many

directly and indirectly affected parties, there can be unintended consequences for some, particularly local traders, if significant and enduring relief and related support continues, notably in instances where these businesses would normally provide such products and services.

- In the rebuilding process, there must be a balance between the need to establish 'safe' structures and the importance of re-establishing the original and/or natural attractions of the affected area.
- Information regarding bushfire danger must be provided in a timely, accurate and specific manner in order to ensure safety while not causing unnecessarily disruption to travel and normal business operations in otherwise safe regions.

Other advocacy activities, in collaboration with VECCI

Victoria Business Relief Fund and Tourism Attractions Bushfire Appeal Day

- VECCI effectively advocated for much needed promotional funding to encourage tourists to visit regions affected by the February bushfires, and established a fund to provide targeted assistance to businesses indirectly impacted by the bushfires who have not been able to access other funds (the VECCI Business Relief Fund).
- VECCI together with the tourism and events industry coordinated the 'Tourism Attractions Bushfire Appeal Day' initiative, in which 29 of Victoria's premier tourism attractions donated their Labour Day takings to the bushfire relief effort, raising in excess of \$108,000.

VECCI Victoria Summit 2009

- VECCI made a number of recommendations to assist in strengthening the tourism and events industry including;
- a realignment of Government policy and program settings to more accurately reflect the increasing contribution of the service sector,

- funding for new bay and maritime infrastructure initiatives,
- improved nature-based tourism facilities,
- State Government tourism programs to further promote and expand the uptake of business excellence practices, and
- the extension of the Melbourne Exhibition Centre.

The full Summit recommendations can be found at www.vecci.org.au (VECCI Victoria Summit 2009).

- Over 2009, VECCI advocated for policy outcomes of the VECCI Victoria Summit 2007 to be taken up by government including increases in the maximum lease term available for major projects on Crown land from 21 to 65 years.

Street Violence

- VECCI together with its tourism and events members continue to lobby government for realistic solution to street violence problems that focus on offenders rather than bureaucratic solutions that will damage the vibrancy of the state.

Supporting Tourism and Events Growth

- VECCI together with its tourism and events members advocated for renewed strategies and whole-of-government support to growth the economic return from our tourism and events industry which is facing serious challenges

Regional Business Events

- VECCI, with VEIC and VTIC delivered a submission to Regional Development Victoria seeking further assistance to regional business event development in the form of funding required for a Business Development Manager.

VECCI Blog

- This new form of communication tool from VECCI, allows issues to be discussed and ideas passed forward.

Representing the Victorian Tourism Industry to Government

Among the key meetings and discussion that VEIC held were those with:

The Hon. Martin Ferguson AM MP

Federal Minister for Tourism, Minister for Resources and Energy

The Hon. Tim Holding MP

State Minister for Tourism and Major Events, State Minister for Finance, Minister for Water

The Hon. Jacinta Allan MP

State Minister for Regional and Rural Development; State Minister for Skills and Workforce Participation

The Hon. Lynne Kosky MP

State Minister for Public Transport and The Arts

The Hon. John Lenders MLC

Treasurer of Victoria, State Minister for Financial Services

The Hon. Bob Cameron MP

State Minister for Police and Emergency Service

The Hon. Louise Asher MP

Shadow Minister for Tourism and Major Events

Mr Martin Dixon MP

Shadow State Minister for Education

Mr Darren Cheeseman MP

Federal Member for Corangamite

The Hon. Gavin Jennings MLC

State Minister for Environment and Climate Change

Mr Hong Lim MP

State Member for Clayton, Co-Chair Government Friends of Tourism

Mr Ben Hardman MP

State Member for Seymour, Co-Chair Government Friends of Tourism

The Hon. Tim Pallas MP

State Minister for Roads and Ports

*Titles and portfolio's may have changed since meetings were held

VEIC State Budget Submission

Each year VEIC, together with VTIC and VECCI, prepares a State Budget submission and engages in discussions with the Treasurer and other Government Ministers to progress our key recommendations on behalf of members.

In addition to sections on taxation, infrastructure, skills, sustainability and regional Victoria, the 2009-10 submission also contained a focused section outlining the needs of the tourism and events industry.

Key messages contained in the joint VTIC and VEIC 2009-10 submission included:

- The maintenance of core funding for Tourism Victoria and tourism specific funding for other relevant agencies.
- A special cooperative marketing funding allocation to encourage Victorian and interstate workers to take their leave in Victoria.
- Ongoing support for the attraction and retention of major sporting, cultural and business events, as well as significant regional events.
- The implementation of the Nature-Based Tourism Strategy including ongoing commitment to infrastructure projects and promotion of Victoria as a destination rich in nature-based experiences.
- Support for the marketing of Victoria's tourism assets and major events to international growth markets to maximise returns on industry investment and ensure a sustainable future for the sector.
- The expansion of the Melbourne Exhibition Centre to support increased opportunities for business events, as well as support for the development of business events facilities outside the metropolitan area.
- The upgrade of significant attractions and venue infrastructure, including Melbourne and Olympic Park, in order to retain the world-class reputation such facilities currently hold, and continue to ensure the success of high-profile events such as the Australian Open.
- The development of a State-wide awareness program to prepare tourism businesses for a national emissions trading scheme.
- Increased funding for tourism and events related training. This must include a focus on meeting the needs of international growth markets (including improved language and cultural skills), as well as support for the Tourism Excellence program, facilitated by Tourism Victoria.

2009-10 State Budget Submission

As a result of the economic downturn, constrained Government finances and other Government commitments, there was limited funding provided to the tourism and events sector in the 2009-10 State Budget. However some achievements made include:

\$10 million tourism package to encourage tourists to visit regions economically affected by the bushfires.

The tourism and events industry also stands to benefit from a range of other initiatives including:

\$38.5 million over four years to establish four new National Parks on the Murray River.

\$14 million over four years to transform the former Port Nepean defence site into a nationally significant heritage park.

\$6 million over four years to improve facilities, trails and recreation opportunities in urban parks.

\$4 million over two years to improve piers, jetties and other facilities around Port Phillip and Westernport Bays.

\$5 million to continue planning the redevelopment of the Melbourne and Olympic Park Precinct.

\$69 million to support Victoria's arts sector.

No funding for the MEC expansion was announced.

The tourism and events industry also has the opportunity to benefit from the infrastructure, industry development, education and training initiatives.

State Budget Submission 2010-11

In late 2009 to early 2010, VEIC together with VTIC and VECCI will prepare a submission for the 2010-11 State Budget, which will seek to reinforce issues of significance to the tourism and events industry, including, but not limited to:

- Investment in strategic marketing for international, interstate and intrastate markets.
- Support for product development.
- Priority commitment to facilitate and build natural icons infrastructure projects and promotion of Victoria as a destination rich in nature-based experiences.
- Extension of the Melbourne Exhibition Centre.
- Increased support for the attraction and retention of major sporting, cultural and business events, as well as significant regional events.
- Ongoing funding for State Government tourism programs to further promote and expand the uptake of business excellence practices.

VECCI will meet with the Treasurer and other Government Ministers in early 2010 to discuss and peruse the recommendations on behalf of members.

VTIC Survey of tourism performance and outlook

Each quarter the VTIC Survey compiles a snapshot of tourism industry performance and its expectations for the future.

The VTIC Survey is an important source of up-to-date data specific to Victoria's tourism industry. The findings receive wide media coverage and provide key evidence for VTIC and VEIC when representing the interests of the industry to government.

Previous survey results can be viewed at www.vtic.com.au

VEIC Events industry networks

VEIC CEO's Luncheon with Minister
19 JUNE 2009

A luncheon of VEIC members with Minister Tim Holding

As part of its industry development activity, VEIC hosted a luncheon and forum with The State Minister for Tourism, The Hon. Tim Holding. This forum provided VEIC members with the unique opportunity to openly discuss policies and issues within the Victorian Tourism and Events Sector. Minister Holding responded to questions directly, taking messages from VEIC members back to office for consideration.



Pre-Grand Final Luncheon
FRIDAY 25 SEPTEMBER

On the eve of the 2009 AFL Grand Final, VECCI along with VTIC and VEIC hosted industry guests, sporting celebrities and AFL greats to celebrate Victoria's footy

fever at the VECCI Pitcher Partners Pre-Grand Final Luncheon.

AFL commentator and former Collingwood and Richmond star Brian Taylor delighted the crowds as Master of Ceremonies at this highly regarded networking luncheon. Throughout the day Brian was accompanied by AFL champions Matthew Lloyd (Essendon), Nathan Brown (Richmond), Leith Mulligan (Fox Sports) and other football personalities! It was a fantastic event all round, and all proceeds went to VECCI's charity of choice, HeartKids Victoria.

Tourism and Events Industry Christmas Party

30 NOVEMBER 2009

On Monday 30th 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 Minister for Tourism and Major Events, the Hon. Tim Holding MP.

We would like to thank all of our sponsors for their support of this event:

Major Sponsor:

- City of Melbourne

Supporting Sponsors:

- Service Skills Victoria
- Australian Tourism Accreditation Program
- William Angliss Institute
- Mitchelton

Partners:

- Backpacker Operators Alliance of Victoria
- Hotel, Motel and Accommodation Association of Victoria
- Victorian Events Industry Council
- Victorian Tourism Industry Council



Profiling the Value of Events to the Victorian Community

VEIC comments in the media to highlight the value of the events sector to Victoria as well as current issues impacting on the wider industry including the reputation of Victoria, industry shocks and expanding the regional events calendar.

Some of the media coverage VEIC recorded throughout the year included:

VEIC calls for action on Melbourne's street violence

- 'Violence could impact Melbourne appeal', Travel Today, 11 August 2009.

VEIC welcomes Tiger Woods visit

- 'Tiger in tank: hole in one for golf tourism', Sun Herald, 8 November 2009.
- 'Out of the woods: state's tourism links to golf's El Dorado', Sunday Age, 8 November 2009.

VEIC advocates for more regional major events

- 'Geelong has a key role to play in major events schedule: Get on Board', Geelong Advertiser, 12 October 2009.

VEIC Membership Structure

VEIC membership is available to:

- industry sector associations
- corporates
- government agencies

It is currently made up of major industry players including event organisers, venues, suppliers and service providers.

IN PARTNERSHIP WITH VECCI

Victorian Employers' Chamber of Commerce and Industry

VEIC member services are supported and delivered through policy, governance and management resources provided by the Victorian Employers' Chamber of Commerce and Industry (VECCI), Victoria's largest and most influential multi-industry representative business organisation.

In addition to the Victoria Events Industry Council, VECCI supports the Victoria Tourism Industry Council (VTIC), the Hotel Motel and Accommodation Association (HMAA), and the Backpacker Operators Alliance of Victoria (BOAV).

All VEIC members receive VECCI business support services at member rates

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