

**2009 STAKEHOLDER REPORT**



*The peak policy council for the Victorian tourism industry*



## Message from the Chair



**Jeremy Johnson**  
VTIC Chair, appointed  
February 2006

The past year has further reinforced the pivotal role that the Victoria Tourism Industry Council (VTIC) undertakes as the peak industry body for the tourism sector in Victoria – providing leadership, knowledge and expertise to support its sustainable future.

Currently, this industry contributes some \$15.8 billion to the state economy and provides for the employment of 185,000 Victorians. The wealth and economic opportunity created from tourism are dispersed across Melbourne and into regional Victoria. In turn, the assets of the tourism and events industry contribute to the health of Victoria's brand and its global reputation for excellence.

VTIC recognises the important role of the private sector in ensuring the sustainability of the industry in the face of a challenging future. Not least among the challenges ahead are the ongoing skill shortages and the need for the industry to adapt to a carbon-constrained economy. Ultimately, VTIC recognises that it will be the private sector that will overcome these and other hurdles, driving new business opportunities into new and existing markets. However, VTIC also advocates on behalf of the industry to governments, reinforcing the role that all levels have to play in providing an environment that promotes confidence and certainty in business decision making.

In March 2008, VTIC launched the Tourism and Events Strategy 2016. Following a broadly conducted consultative process, the strategy recommends a collaborative approach that brings private and public interests together towards a single industry vision.

This year, VTIC has worked consistently towards this vision of a sustainable and economically viable future and has strongly advocated on behalf of the industry, representing its interests to government on issues of policy and industry development.

On reflection, the results of VTIC's efforts have been many this year. In forecast, we look forward to continuing our efforts in facing the many challenges ahead.

A handwritten signature in black ink, appearing to read 'Jeremy Johnson', written over a horizontal line.

**Jeremy Johnson**  
Chairman, Victoria Tourism Industry Council

# Supporting the sustained growth of the Victorian tourism and events sector

In 2007-08 the Victorian tourism and events industry contributed \$15.8 billion to the economy and employed 185,000 Victorians. This equates to 5.9 per cent of total Gross State Product and 7 per cent of total state employment.

The direct contribution of tourism to Gross State Product has remained consistent for Victoria with the figure at 3.2 per cent for 2007-08. This has only

dropped 0.1 of a per cent from 2003-04, when compared to the national average which has seen a decrease of 0.5 per cent.

The direct contribution of tourism in Victoria remained unchanged between 2003-04 and 2007-08, contributing 4 per cent to the total share of tourism in employment.

\* Source: Sustainable Tourism Cooperative Research Centre (STCRC), Victorian Tourism Satellite Account 2007/08, (Published November 2009). Figures include both direct and indirect contributions.

## VTIC – The Peak Tourism Industry Council for Victoria

The Victoria Tourism Industry Council (VTIC) is the peak policy council for the Victorian tourism industry, which represents key industry associations, operators and government agencies, providing a united industry voice. The role of VTIC is to provide policy, strategy and leadership for Victorian's tourism industry.

### VISION

Victoria's tourism industry will be recognised by the Victorian Government and community as a vital growth industry, delivering economic, social and environmental benefits. An industry driven by the private sector in partnership with government to deliver growth in:

- Visitor numbers
- Visitor length of stay
- Visitor expenditure
- Visitor dispersal (seasonal and–geographic)
- Visitor satisfaction
- Destination brand equity

Victoria's tourism industry will be recognised nationally for its delivery of visitor experience excellence, industry cohesion and continuous industry development improvement.

### MISSION

To provide industry leadership, advocacy, representation and industry development delivered with professionalism, credibility, cohesion and respect.

### ROLES

#### Knowledge

The authoritative source of industry information on the structure, scale, performance, future directions and trends of Victoria's tourism industry.

#### Advocacy and Representation

To provide the primary advocacy role on industry policy and issues of state-wide significance and represent the interests of Victoria's tourism industry to:

- State government and opposition parties
- Federal government and opposition parties
- Local government the majority of Victorian local governments are VECCI members)
- Government departments and agencies
- MediaNational industry sector organisations including National Tourism Alliance
- Other sector organisations
- VECCI and ACCI
- other industries
- general public

#### Industry Development

Engage in strategic planning and policy development for Victoria's tourism industry and to provide leadership on development initiatives of state-wide significance.

#### Policy Development

To maintain an active agenda of policies addressing industry issues.

#### Communication

To provide communication channels to and from the industry and raise community, government and media awareness of the value of tourism.

#### Governance

Provide communication channels to raise community, government and media awareness

# Tourism and Events Strategy 2016... developed by the industry, for the industry

The Tourism and Events Strategy 2016 was developed by the Victoria Tourism Industry Council (VTIC) in partnership with the Victoria Events Industry Council (VEIC).

The Strategy complements and supports the Victorian Government's 10-year Tourism and Events Industry Strategy, and follows on from the 2002-2006 Victoria Tourism Industry Strategic Plan developed by Tourism Victoria.

The Strategy demonstrates the commitment of Victoria's tourism industry to further sustainable growth and development through a focus on strategic, state-wide issues. It presents a fresh approach to developing and maintaining positive partnerships between industry and government, and within the tourism industry itself.

This plan is a dynamic document, consistently implemented and reviewed by VTIC, to ensure consideration of changing trends, challenges, targets and opportunities.

This vision and the strategies to achieve the plan were developed following the widespread release of a discussion paper and industry consultation, which revealed several key challenges and opportunities for the tourism and events industry.

2009 was a successful year for lobbying and industry collaboration, with advances on many of the goals and initiatives set out in the strategy. The Tourism Excellence program has developed 10 completed training programs for roll out into the industry by experienced facilitators. Once again

the VTIC forums held in 2009 were well attended with some hot topics up for discussion, with professional networking sessions also popular with industry. The events industry was once again a success for Victoria with major events a huge success generating media and visitation to the state.

The Masters Golf attracted record numbers, World Cycling event for Geelong scheduled for 2010 also forecasting fantastic numbers and interest, as well as other major events fairing well in the global financial crisis, with positive strategies for moving forward in 2010. Victoria Tourism Industry Council (VTIC) in partnership with the Victoria Events Industry Council (VEIC) will continue to work towards the goals set for the strategy and work collaboratively with industry and government.

## Tourism and Events Strategy 2016

The industry's vision is clear: in 2016 Victoria's tourism industry will be recognised for its sustainable practices, be valued at \$18 billion and be employing 225,000 Victorians

Growth in sustainability and nature-based tourism	Improved aviation access and transport networks	Support new infrastructure and attract investment	Attract and retain events	Demonstrated industry leadership and participation	Foster business and service excellence
Environmental sustainability is core business	Liberalisation of international air access	Alignment of tourism policy and planning schemes	Ensuring widespread recognition of the value of events	Double government resources for tourism and events	Delivery of Tourism Excellence Program
Map the carbon profile of the industry	Alignment of aviation and tourism policies	Regional tourism and development investment strategies	Expansion of event infrastructure	Industry and business organisations collaborate to provide a unified voice	Deinstitutionalised industry training
Implementation of the Nature-Based Tourism Strategy	Industry packaged fly-drive holidays	New and improved boating infrastructure	Cross government and industry collaboration on event calendar management	Leadership is recognised and nurtured	Nationally consistent recognition of industry competencies
Government establishment of recognised carbon offset schemes and sustainability programs	Increased road funding	Appropriate high yield regional development	Attraction and growth of authentic events	Ongoing education and awareness of differentiated organisational roles	Formation of business clusters to share skills
	Improved regional air access	Improved visitor services in National Parks	Focus on repeat events		Improve industry profitability
			Package and share event knowledge		Continuous up-skilling of existing workers

# VTIC Policy Statements and Submissions

In 2009, VTIC established a priority list of policies to support the sustained and continued growth of the tourism and events sector across all of Victoria.

## POLICY STATEMENTS

### Product Development

- VTIC supports industry investment in product development and experience delivery in order to meet its tourism industry growth targets.
- VTIC encourages investment by Government in publicly owned tourism assets.
- VTIC encourages Government support and promotion for product development in close collaboration with industry.
- VTIC supports the generation of research to identify visitor expectations and preferences.
- VTIC believes product development must complement marketing campaigns and align with industry strategic plans.
- VTIC supports product development across the range of tourism products and services, including growth areas such as nature-based tourism, spa and wellness tourism and grey nomads.

### Investment Attraction

- VTIC supports a reduction in red and green tape, particularly in areas where it is a hindrance to investment.
- VTIC believes investment must complement industry strategies and future growth targets.
- VTIC supports the use of assessment tools and performance measures, to ensure investment projects contribute to industry long-term growth and sustainability.
- VTIC supports investment across a

range of areas including infrastructure, products and services.

- VTIC encourages investment in existing industry activity areas, as well as new or emerging growth areas (e.g. nature-based tourism, eco-tourism and spa and wellness tourism.)
- VTIC believes that while the private sector has a major role to play in underpinning new investment, public sector investment in strategic assets and their maintenance also has an important role to play in facilitating industry growth and competitiveness.
- VTIC believes further attention should be given to the attraction of investment in the tourism industry, including promotion of investment opportunities, and assistance in complying with regulatory requirements.
- VTIC encourages integrated strategic planning to develop destinations.

### Industry Structure and Participation

- VTIC will continue to be an active participant in the Victorian and national tourism industry and will encourage operators to be active participants within their relevant tourism associations and industry sector bodies.
- VTIC will endeavour to take on a larger and more influential role at the national level. In particular, VTIC will seek to play an active role in the National Tourism Alliance, and develop collaborative relationships with national organisations such as the Tourism and Transport Forum (TTF) and the Australian Tourism Export Council (ATEC). At the international level, VTIC has successfully sought affiliate membership of the United Nations World Tourism Organisation.
- VTIC is the peak policy council for Victoria's tourism industry. As the key vehicle to advocate on behalf of the Victorian tourism industry, VTIC will continue to provide leadership and be actively involved in the development of relevant industry strategies and plans.
- VTIC supports ongoing industry collaboration and integration.

## VTIC currently has established policy positions on the following issues:

- Aviation
- Skills and Training
- Tourism Assets – Infrastructure, Investment and Natural Assets
- Environmental Sustainability
- The Significance of Tourism
- Victoria's Position Nationally
- Government Resourcing and Support
- Industry Regulation
- Tourism Excellence – experience delivery
- Tourism Industry Communication
- Industry Structure and Participation
- Investment Attraction
- Product Development
- Natural Disasters and Other Significant Events

# VTIC Policy Statements and Submissions continued...

## Natural Disasters and Other Significant Events

- VTIC supports the use of a collaborative communication and educational strategy to assist businesses and visitors prepare for and recover from a natural disaster. VTIC supports improved contingency planning by the tourism industry to minimise the risk and potential economic loss that may be associated with unforeseen natural disaster or other serious events.
- VTIC supports the provision of timely and accurate information which seeks to ensure the safety of all concerned, while not causing unnecessary disruption to travel and normal business operations in otherwise safe regions.
- VTIC supports the use of targeted communications following a natural disaster or other serious event to ensure that destination reputation is restored and visitors return.
- VTIC believes that in the rebuilding phase following a natural disaster, consideration must be given to the original and/or natural attractions of the affected area, as these play an important role in attracting visitors, and in turn, supporting the local community.
- VTIC believes that in the recovery phase there should be, where possible, a timely and sustainable resumption in “Business as Usual” trading conditions, to avoid any unintended negative consequences for local traders.
- VTIC supports the VECCI Business Relief Fund and recognises that there is currently a lack of support for businesses who are indirectly affected by natural disasters and other significant events.

## SUBMISSIONS

### Liquor Control Reform Regulations

VECCI, 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 Recommendations

- 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.
- Acknowledgement is given for good behaviour and proactive initiatives through the use of a credit system.
- The 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 0 – 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.
- We 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.

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](http://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.

# Representing the Victorian Tourism Industry to Government

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

**The Hon. Martin Ferguson AM MP**

Federal Minister for Tourism, Minister for Resources and Energy

**The Hon. Tim Holding MP**

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

**The Hon. Jacinta Allan MP**

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

**The Hon. Lynne Kosky MP**

Minister for Public Transport and the Arts

**The Hon. John Lenders MLC**

Treasurer of Victoria, Minister for Financial Services

**The Hon. Bob Cameron MP**

Minister for Police and Emergency Service

**The Hon. Louise Asher MP**

Shadow Minister for Tourism and Major Events

**Mr Martin Dixon MP**

Shadow Minister for Education, State Member for Nepean

**Mr Darren Cheeseman MP**

Federal Member for Corangamite

**The Hon. Gavin Jennings MLC**

Minister for Environment and Climate Change, Minister for Innovation,

**Mr Hong Lim MP**

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**

Minister for Roads and Ports

\*Titles and portfolios may have changed since meetings were held

# VTIC State Budget Submission

VTIC has represented the interests of the tourism industry through the annual VECCI state-budget submission process. 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.

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:

## 2009-10 State Budget Outcomes

**\$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, VTIC together with VEIC 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 pursue the recommendations on behalf of members.



## Tourism Industry Networks

### VTIC Quarterly Industry Forums

Can't get no satisfaction?

19 MARCH 2009

The Victoria Tourism Industry Council (VTIC) in association with Tourism Victoria and the Melbourne Convention and Exhibition Centre (MCEC) hosted a panel of experts who discussed key components of customer service and staff training that can be applied to any business.

*Speakers and special guests*

**Anthony McIntosh**  
VECCI

**Roger Grant**  
Geelong Otway Tourism

**Jeremy Johnson**  
Sovereign Hill

**Wayne Kayler Thomson**  
VECCI

Being culturally savvy - meeting the needs of culturally diverse customers

10 JUNE 2009

In association with Tourism Victoria and the Melbourne Convention and Exhibition Centre (MCEC), this VTIC forum presented a panel of experts to present and discuss how to meet the needs of culturally diverse customers and apply these principles to your business.

*Speakers and special guests*

**Eddie Zhao**  
VECCI

**Helen Hardwick**  
City of Melbourne

**Lindsay Goding**  
Tourism Victoria

**Mark Manteit**  
Phillip Island Nature Park

International students - can Victoria repair its tarnished reputation?

30 SEPTEMBER 2009

In association with Tourism Victoria, this VTIC forum provided a panel of experts to present and debate the past, current and future issues confronting Victoria's lucrative educational tourism sector, and the broader implications on tourism for this State.

*Speakers and special guests*

**Kuldeep Jaladi & Robbie Singh**  
City of Darebin

**Nicholas Hunt**  
William Angliss Institute

**Andrew Trounson**  
The Australian

"Beyond the GFC - what does 2010 have in store for Victorian tourism?"

9 DECEMBER 2009

Industry House played host to the final VTIC Quarterly Forum for 2009, "Beyond the GFC - what does 2010 have in store for Victorian tourism?"

The three guest speakers, provided delegates with very different views and personal experiences on how the industry has fared over the last 12 months and the challenges facing Victoria's Tourism industry into the future.

VTIC would like to take this opportunity to thank the speakers:

- Michael Emerson - Director of EMDA
- Natalie Pickett - Tourism Consultant
- Kiff Saunders - Director of Global Ballooning

Thank you to our sponsors for this event; Tourism Victoria and Mitchelton Wines.



## VTIC Luncheon with the Minister

A luncheon of VTIC members with Minister Martin Ferguson

As part of its industry development activity, VTIC hosted a luncheon and forum with The Federal Minister for Tourism, The Hon. Martin Ferguson. This forum provided VTIC members with the unique opportunity to openly discuss policies and issues within the Victorian Tourism Sector. Minister Ferguson responded to questions directly, taking messages from VTIC members back to Canberra for consideration.

## 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 when representing the interests of the industry to government.

Thank you to everyone who has contributed to the survey over the past year. We appreciate the time taken to provide this vital information. Respondent rates have increased over 2009 and we look forward to achieving wider coverage over 2010.

Previous survey results can be viewed online at [www.vtic.com.au](http://www.vtic.com.au)

# NEWS... NEWS...NEWS...

## Media

### Profiling the value of tourism to the Victorian Community

VTIC is one of the leading tourism industry commentators in the Victorian media. With steadily increasing each year, the issues commented on range from the value of tourism to the economy, to calls for greater public investment in tourism marketing, infrastructure and skills, and the importance of Victoria's reputation in future tourism growth.

Over the course of 2009, VTIC secured over 330 media mentions. Some of the highlights include:

#### **VTIC calls for reduction in business taxes**

- 'States' ramp up fees and charges', Australian Financial Review, 1 July 2009.
- VTIC advocates for needs of tourism businesses impacted by bushfires
- 'Tourism's mercy dash', Herald Sun, 12 February 2009.
- 'Burnt-out businesses to get \$51million', Australian Financial Review, 19 February 2009.
- 'Fire areas feeling the pinch', Geelong Advertiser, 24 March 2009.
- 'Tough times for tourism', Weekly Times, 25 March 2009.

#### **VTIC comments on impact of shocks on industry**

- 'Experts warn of swine flu parties: deliberate exposure to virus risky', The Age, 5 June 2009.
- ABC regional radio, 5 June 2009.
- 'Pig flu clamp bugs brumby', Herald Sun, 5 June 2009.
- States at odds over flu tactics', The Australian, 5 June 2009.
- Channel 7 News, 6 June 2009.
- 'Victoria on swine flu alarm list', The Age, 6 June 2009.
- Channel 7 Weekend Sunrise, 7 June 2009.
- 'Fires, flu turn off tourists', Herald Sun, 11 June 2009.
- ABC 774 Melbourne, 13 June 2009.
- Radio National, 17 June 2009.
- 'Murderous not marvellous', Australian Financial Review, 20 June 2009.
- SBS National Australia TV, 'Insight' program, 14 July 2009.
- 'State suffering swine flu effects', The Age, 16 June 2009.
- 'Victoria: diseased one day, deserted the next', The Age, 26 July 2009.

#### **VTIC welcomes positive domestic tourism numbers**

- Channel 9 late news, 16 September 2009.
- 'Vic dirty weekends beat attractions of the big pineapple', Cairns Post, 17 September 2009.
- 'States vie for tourism numbers', Courier Mail, 17 September 2009.

#### **VTIC lobbies for investment in regional tourism assets and marketing**

- 'A natural fit', Geelong Advertiser, 10 August 2009.
- 'Time to upgrade tourist route', Warrnambool Standard, 21 October 2009.
- 'Marketing campaign to help Victoria at a tough time', Phillip Island and San Remo Advertiser, 24 June 2009.

#### **VTIC advocates for fairer liquor licensing costs**

- 'Licensing: horses for courses', Ballarat Courier, 30 September 2009.
- 'Licensing changes could hurt tourism' North Central Review, 13 October 2009.
- 'One size fits all, not ideal' Bendigo Advertiser, 14 October 2009.

#### **VTIC advocates for greater tourism infrastructure investments**

- 'Push to revive Chairlift', Herald Sun, 30 July 2009.
- 'Gamble on casino will pay off for tourism', Sunraysia Daily, 17 October 2009.
- ABC regional radio, 21 October 2009.

## VTIC MEMBERSHIP STRUCTURE

The Victoria Tourism Industry Council (VTIC) is the peak policy council for the Victorian tourism industry, which represents key industry associations, operators and government agencies, providing one united industry voice. The role of VTIC is to provide policy, strategy and leadership for Victoria's tourism industry.

### IN PARTNERSHIP WITH VECCI

#### **Victorian Employers' Chamber of Commerce and Industry**

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

**All VTIC members receive VECCI business support services at member rates**

For information contact:  
VTIC  
486 Albert Street  
East Melbourne VIC 3002  
Ph: 03 8662 5170  
Fax: 03 8662 5462  
Email: [info@vtic.com.au](mailto:info@vtic.com.au)