

2017 VTIC VISITOR ECONOMY FORUM AND TOURISM AUSTRALIA BRIEFING

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VICTORIA TOURISM INDUSTRY COUNCIL

TOURISM AUSTRALIA 

AGENDA

Time:	Description:	Presenter/s:
1:00	Welcome and housekeeping	Adrian Byrt VTIC
1:05	VTIC Update and 2017 Agenda	Brad Ostermeyer Chief Executive, VTIC Kristina Burke Policy Manager Tourism, VTIC
1:30	New Visitor Economy – Visit Victoria	Peter Bingeman Chief Executive Officer, Visit Victoria
1:50	Melbourne Convention and Exhibition Centre Redevelopment – Update	Peter King Chief Executive Officer, Melbourne Convention and Exhibition Centre
2:05	Panel Discussion “Keeping Victoria’s visitor economy moving”	Moderator: Wayne Kayler-Thomson <ul style="list-style-type: none">• Gillian Miles - Lead Deputy Secretary, Department of Transport• John Merritt - CEO VicRoads• Jeroen Weimar - CEO Public Transport Victoria
3:05	VTIC Upcoming Events and Final Thanks	Adrian Byrt VTIC



BRAD OSTERMEYER

Chief Executive

Victoria Tourism Industry Council



Grampians Peaks Trail



Ballarat Station Redevelopment



Mildura Riverfront



Marysville Hotel and Conference Centre

VTIC in 2017

- ➔ Current state of play
- ➔ Opportunities
- ➔ VTIC's offering



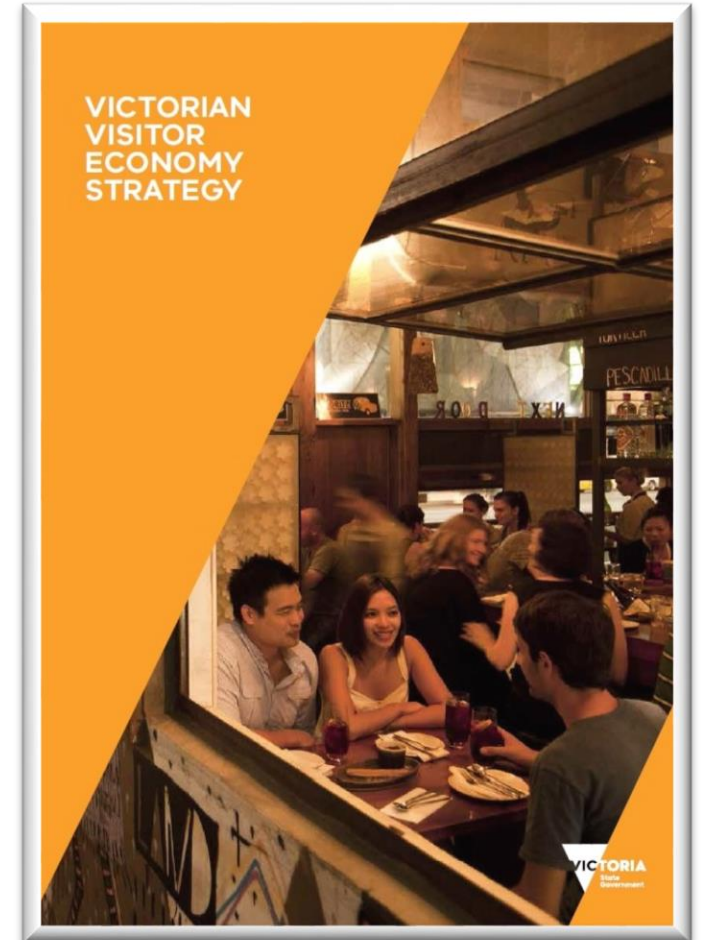
CURRENT STATE OF PLAY

A thriving industry

- ➔ Tourism (\$47b), rural exports (\$42b), and coal (\$41b)
- ➔ In Victoria, expenditure from overnight visitation = \$19 billion
International (36%), Interstate (32%) and intrastate (32%)

Visitor Economy Strategy

- ➔ \$36.5 billion of visitor expenditure to support 320,700 jobs by 2025 (currently \$23.1 billion supporting 210,000 jobs)
- ➔ Current growth rates will not achieve these targets



Victoria has benefited from



A very successful major events strategy



Investment in key infrastructure

Changing landscape

- ➔ Competition is fierce (interstate and overseas)
- ➔ Victoria's performance in attracting interstate visitors has been poor
- ➔ 3 successive quarters of negative interstate expenditure growth.

	Total (\$m)	% change 15/16
Y/E March '16	4871	-5.50%
Y/E Jun '16	5034	-0.80%
Y/E Sep '16	5033	-3.70%

Business environment

- ➔ Cost of doing business is high
- ➔ Consumer preferences change – digital age
- ➔ Difficulty of recruiting and retaining skilled staff
- ➔ Skill development.

OPPORTUNITIES

Greater visitation

- ➔ Growth potential of international markets
- ➔ Record number of Chinese visitors to Australia but still only a very small proportion of Chinese holiday makers, despite Australia being the highest ranked wish list destination
- ➔ Importance of interstate and intra-state markets.



Yield and dispersal

- ➔ Greater yield required from the visitation
- ➔ Dispersal of visitors to regional areas
- ➔ Address SUPPLY and DEMAND.



VTIC'S WORK PROGRAM FOR 2017

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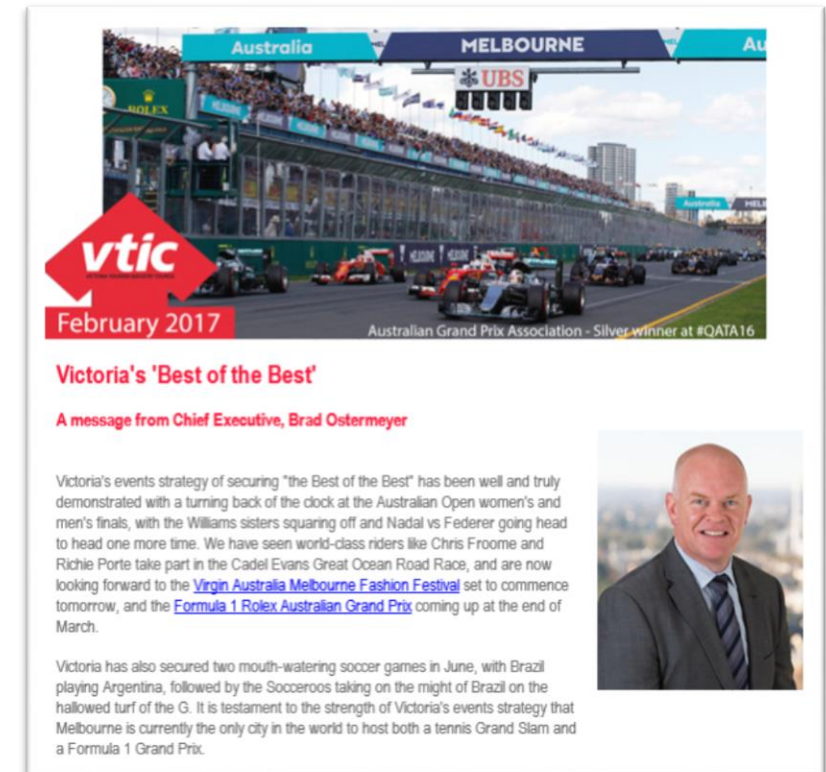
The Voice of Industry

- ➔ Federal Budget
- ➔ State Budget
- ➔ Key Policy Issues- Advocacy
- ➔ Information sharing



Business Support Services

- ➔ Training
- ➔ Advice on Workplace Relations/HR issues
- ➔ Provision of industry information




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February 2017
Australian Grand Prix Association - Silver winner at #QATA16

Victoria's 'Best of the Best'

A message from Chief Executive, Brad Ostermeyer

Victoria's events strategy of securing "the Best of the Best" has been well and truly demonstrated with a turning back of the clock at the Australian Open women's and men's finals, with the Williams sisters squaring off and Nadal vs Federer going head to head one more time. We have seen world-class riders like Chris Froome and Richie Porte take part in the Cadel Evans Great Ocean Road Race, and are now looking forward to the [Virgin Australia Melbourne Fashion Festival](#) set to commence tomorrow, and the [Formula 1 Rolex Australian Grand Prix](#) coming up at the end of March.



Victoria has also secured two mouth-watering soccer games in June, with Brazil playing Argentina, followed by the Socceroos taking on the might of Brazil on the hallowed turf of the G. It is testament to the strength of Victoria's events strategy that Melbourne is currently the only city in the world to host both a tennis Grand Slam and a Formula 1 Grand Prix.

Industry Development

- ➔ Industry events – Victorian Tourism Conference
- ➔ RACV Victorian Tourism Awards
- ➔ Australian Tourism Accreditation Program
- ➔ Business Events Victoria



VTIC's role

The peak industry body for the tourism and events industry.

Vision

A globally competitive visitor economy, where Victoria is the leading destination for domestic and international visitors, with must-see attractions, must-do experiences, and an unrivalled calendar of events.



Victorian
Chamber of Commerce
and Industry



CITY OF MELBOURNE

ADROIT
INSURANCE GROUP

PUBLIC
TRANSPORT
VICTORIA **PT** >


Parks
VICTORIA

Healthy Parks
Healthy People®



VIC Parks

VICTORIAN CARAVAN PARKS ASSOCIATION



MUSEUMS
VICTORIA

ATIC
AUSTRALIAN
TOURISM
INDUSTRY
COUNCIL

TTF 
AUSTRALIA
Tourism & Transport Forum

ATEC 
Australian Tourism Export Council



BUSINESS EVENTS
VICTORIA

www.businessandtourism.vic.gov.au

**DESTINATION
MELBOURNE**

PRIME 7

OUR PRIORITIES TO ACHIEVE OUR VISION



Victoria will be a great place to do business and to invest in the visitor economy.

**Visitability, connectivity,
accessibility- it will be
easy to get around
Victoria.**





Capitalise on Melbourne's liveability to enhance its reputation as a vibrant visitor destination.

Victoria will be the leading destination for international visitors to Australia and for business events.





Regional Victoria will have a compelling tourism and events offering that attracts more visitors to stay longer and travel further.

VTIC Policy Committee Chairs



JOHN FORMAN
Attractions



ELIZABETH WHITE
Accommodation



NOEL DEMPSEY
Destinations



FIONA SWEETMAN
Tour & Transport



JOHN HART
Tourism Services &
Hospitality



LISA PATRONI
Events

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PETER KING

Chief Executive

Melbourne Convention and Exhibition Centre

36

FOOD AND
WINE EVENTS



980

EVENTS



849,677

TOTAL ATTENDEES

78

EXHIBITIONS



86

NATIONAL AND
INTERNATIONAL
CONVENTIONS



637

MEETINGS AND
EVENTS



41

CONCERTS AND
ENTERTAINMENT





MELBOURNE CONVENTION AND EXHIBITION CENTRE



EXPANSION COMPLETED IN MID-2018



MELBOURNE CONVENTION AND EXHIBITION CENTRE

UPCOMING EVENTS

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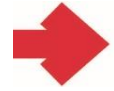
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Free Monthly Webinars to Help Your Business



15 MARCH – ‘Facebook for Business’

Presented by Webfirm



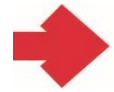
12 APRIL – ‘Cyber Security’

Presented by Adroit Insurance Group



17 MAY – ‘Branding Yourself, NOT Your Product’

Presented by Jo Grist



14 JUNE – ‘Understanding Google Analytics’

Presented by Webfirm

VIC TOURISM CONFERENCE

Flemington Event Centre

24 – 25 July 2017



Holly Ransom

Opening Keynote

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2017 Victorian Visitor Information Centre Summit

Silverwater Resort, San Remo
23 – 25 August 2017

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RACV Victorian Tourism Awards

Gala Ceremony, 23 November
Palladium at Crown



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 QANTAS
Australian
Tourism Awards

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