

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events

Tourism, Sport and Major Events Portfolio

Public Accounts and Estimates Committee

7 June 2023



Jobs, Skills,
Industry
and Regions

Tourism, sport and major events outcomes

- Revival and growth of Victoria's tourism industry and world-class events calendar.
- Deliver tourism infrastructure programs and tourism investment facilitation support.
- A diverse calendar of nationally and internationally recognised events that encourage attendance, partnerships and investment to build Victoria's sport economy.
- Achievement at the highest level and in professional competitions.
- A suite of major stadia and state facilities enabling Victoria to remain the premier state for sport and major events.



State of the portfolio – Tourism, Sport and Major Events

TOURISM

- **\$31.5 billion visitor spend** (YE Dec 2022)
- **83.1 million visitors** (YE Dec 2022)
- Employed **171,100 people** in 2021-22
- Over **111,400 businesses** (as at June 2022)
- Tourism spend is recovering strongly. Domestic spend has exceeded the pre-COVID December 2019 level (+19%)

MAJOR EVENTS

- Major events generate **\$2.5 billion annually**
- The major events industry supports **21,000 jobs.**
- Pre-COVID, business events contributed **\$12.6 billion to the economy** and provided over 84,000 jobs
- In 2022, more than **4.5 million attendees** enjoyed Victorian major events

SPORT

- **\$9.2 billion** in GVA annually (2017)
- Over **71,000 jobs** created annually (sport and active recreation)
- Victoria is home to
 - 55 professional sports teams
 - 1/3 of national sports organisations
 - 2/3 of sports technology companies

Our achievements: Tourism

- Released **Experience Victoria 2033**
- Launched **\$3 million Visitor Servicing Program**
- Continued to deliver Visitor Economy Partnership reform
- Support for Regional Tourism Boards to develop regional workforce plans and implement workforce solutions
- Highlighted our unique offerings and major events through Visit Victoria's popular **Get Set** and **Stay close, go further** campaigns
- Support for 145 large and small tourism infrastructure projects, including Metung Hot Springs and Chelsea Australian Gardens Olinda
- Provided targeted support following **2022 floods**, including reactivation of Click for Vic and support for events



Chelsea Australian Gardens Olinda

Our achievements: Events

- Record attendance of 839,000 at the **2023 Australian Open tennis** with the event locked away until 2046.
- Secured the **Formula 1 Australian Grand Prix** for Melbourne until 2037, with a record 2023 crowd of over 440,000.
- Supported the attraction of **major events including** upcoming Rising Festival and the Bledisloe Cup
- Supported numerous **business events** such as SpineWeek 2023 and International Congress of Genetics 2023
- In total, **349 events** were held at MCEC in 2021-22
- Supported **137 regional events** since 2020-21, including Kings of Leon concert in Mildura and Lost Trades Fair in Bendigo



International Comedy Festival

Our achievements: Sport

- **Record attendances:** 2022 AFL Grand Final and 2023 Anzac Day match between Collingwood and Essendon.
- Record **95 events of regional, state or national significance** are scheduled in 2022-23 through the *Significant Sporting Events Program*.
- **Regional events** include Rip Curl Pro Bells Beach, Australian Motorcycle Grand Prix at Phillip Island and Cadel Evans Great Ocean Road Race, and the historic Melbourne to Warrnambool Cycling Festival and Stawell Gift.
 - These events support more athletes to compete in Victoria's diverse sporting competitions, closer to home whilst supporting the regional economy.
- Continuing delivery of infrastructure to support women's participation in professional sport



Melbourne Sport Precinct

Key initiatives in the 2023-24 Budget

- \$32.5 million in 2023-24 for Visit Victoria destination marketing activities
- \$23 million boost to the Major Events Fund in 2024-25
- \$7.5 million in 2023-24 for Sporting Trusts Solvency support
- \$1.6 million in 2023-24 to support the work of the Professional Boxing and Combat Sports Board
- \$1.7 million over the next four years to support the Stawell Gift