

The Hon Martin Pakula MP

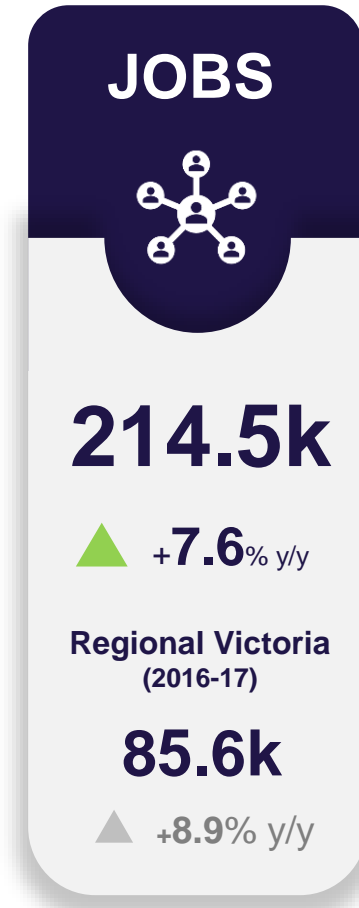
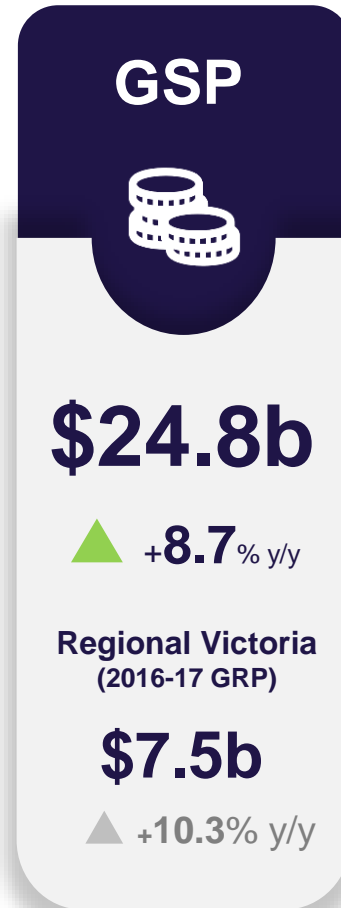
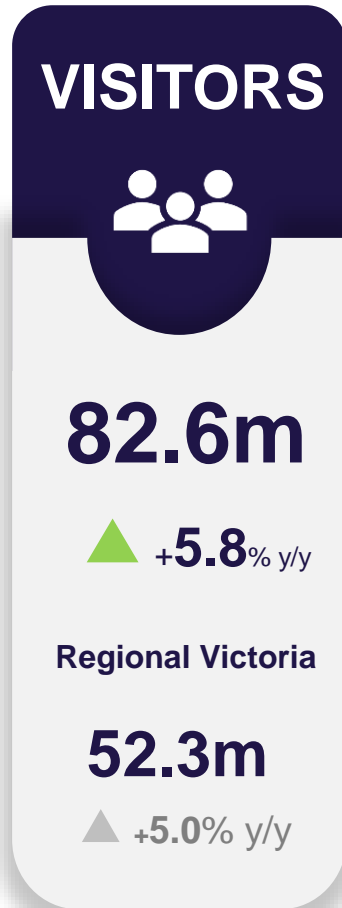
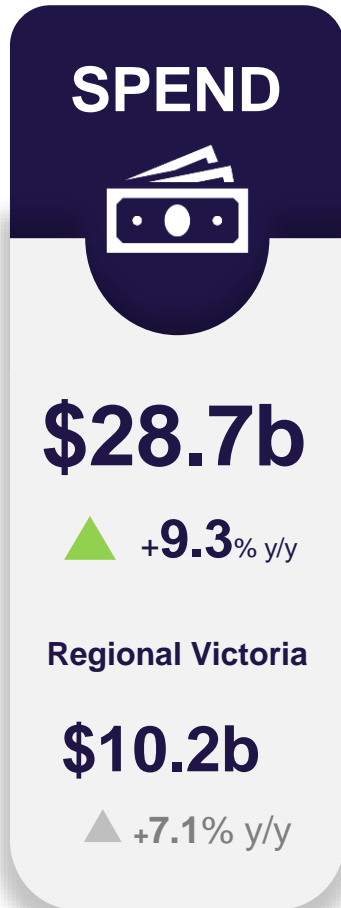
Minister for Tourism, Sport and Major Events

2019 - 20 Public Accounts and Estimates Committee

11 June 2019

State of the tourism sector

Tourism is a significant contributor to the Victorian economy



Key achievements

The Tourism and Major Events sector in Victoria has had a record-breaking year.



Marketing campaigns

Successfully activated consumer campaigns including My Happy Space, Twist at Every Turn, Gippsland and China.



Grand Prix

2019 event attracted 324,100 attendees – the largest four day attendance figures since 2005.



Visitor Economy Strategy

Progress report publicly released to industry in July 2018. Tracking well to achieve spend target.



Airline capacity

36 international airlines flying directly in and out of Melbourne and Avalon airports.



MCEC

\$205 million expansion officially opened in July 2018. New events won include Rotary (2023) and Lions Club (2024) International Conventions.



Regional Tourism Review

Underway to determine strategies to grow the sector for Victoria's regional economies.



Events

Visit Victoria facilitated more than 890 events including +100 major events, +590 business events and +200 regional events.



Puffing Billy

Received over 510,100 visitors in 2017-18 - growth of 90% since 2011-12.



Federation Square

Review underway

2019-20 Budget initiatives

The 2019-20 Budget provides total funding of **\$36 million** for three Tourism and Major Events initiatives



\$32 million

for Visit Victoria to attract more visitors to Victoria



\$3.9 million

to complete the final stage of the Yarra Valley Railway.



\$0.2 million

towards the creation of festivals and events in Daylesford and the Macedon Ranges.

State of the sport and recreation sector

Sport and recreation play a key role in delivering outcomes in health, the economy, social cohesion and enhancing liveability in Victoria



\$9.2 billion annual gross value-add



30 professional teams



Major sporting events that add over \$1.8 billion per year to the State's economy



16,000 community sporting clubs



10,000 community facilities



71,000 equivalent full time jobs



580,000 volunteers



44 state facilities

2019-20 Budget

\$363.9 million will secure the future of sport across Victoria – from grassroots clubs to the state’s largest venues



\$175 million Local Sports Grants program




\$101 million to secure Victoria as the Basketball capital of Australia




\$13.5 million for a community cricket program



\$11.8 million towards a bigger, better Eureka sport precinct for Ballarat



\$8 million for Community Sports Infrastructure Loans Scheme, which will unlock \$100 million to upgrade local facilities



\$2.3 million for initial planning of Kardinia Park Stage 5 redevelopment



\$20.6 million grassroots boost for the world game

This budget – Community sport and recreation

Making sport accessible for all Victorians through community programs and high quality community infrastructure.



- Local Sports Grants
- Racing into a new era for motor sport
- Sport initiative (Cricket Program)
- Local Sports Infrastructure Fund
- Better netball facilities
- Grassroots Boost for the World Game
- Community Sports Infrastructure Loans Scheme
- Ballarat Sports and Events Centre

This budget – Major infrastructure

Supporting Victoria's competitive advantage in high-profile sporting events and high performance programs and infrastructure to support tourism and jobs, generate new economic activity and create opportunities for trade and sport diplomacy



Victoria: The Basketball Capital of Australia - State Basketball Centre & Melbourne Arena Upgrade

Bringing the Best Sports and Entertainment to Geelong (Kardinia Park Stage 5)

State Sports Centres Trust operating and capital funding

A Bigger, Better Eureka Sports Precinct for Ballarat - Mars Stadium

Whitten Oval Preliminary Design

This budget – High performance

Maintaining Victoria's competitive advantage by contributing to a thriving and dynamic high performing sports culture in Victoria, enhancing liveability by providing inspiration, entertainment and pride to the community.



Victoria: The Basketball Capital of Australia

Bringing the Best Sports and Entertainment to Geelong (Kardinia Park Stage 5)

A Bigger, Better Eureka Sports Precinct for Ballarat

Ballarat Sport and Events Centre

Golf Package