

## Inquiry into the Impact of the COVID-19 Pandemic on the Tourism and Events Sectors

██████████  
**Organisation Name:**Leading Voice

**Your position or role:** ██████████

### YOUR SUBMISSION

**Submission:**

Leading Voice is one of only 2 professional speaker management companies in Australia. We supply professional speakers and MC's to business events (conferences etc) in Australia and overseas.

Myself and my business partner ██████████ established the company 5 years ago and we were on track (prior to COVID) to have our best year since we began operation.

On Friday 13th March 2020 (when the Grand Prix was cancelled) clients started to calling to cancel bookings we had in place for our speakers for 2020 and 2021. Within a 2 week period we had lost over \$500,000 in gross sales.

Our company has not qualified for any Federal or State Grants and have only been eligible for one job keeper payment. Despite our industry being in hibernation for 2020 and our company essentially not making any income at all, we had zero financial support other than job keeper.

Never before has a Government deliberately ruined perfectly viable businesses on this scale and yet provided no support as compensation.

As Save Victorian Events have been advocating for many months to the Andrews Government, what is needed is:

- Real financial support
- Proper guidelines for business events
- A communications campaign to let the broader market know that Victoria is now open for business (and other types of) events
- A timeline for the remaining types of event to be allowed to happen
- Workable approval times for the Public Event Framework

The needed financial support can be summarised as:

- Helping businesses keep their key staff - with an extension or directly replacement for JobKeeper.
- Helping businesses survive until things pick up later in the year - through direct financial support to event industry businesses including suppliers.
- Enabling events to happen again - through underwriting or insuring Covid cancellation risks.

Finally it's vitally import for the event Industry to be properly recognised and understood as an industry.

- For events, and the Event Industry, to be valued for the very broad and important contributions that they may make to Victoria in so many different ways.
- For the government to actively work with the Event Industry on restrictions and policies.

- For the government to provide urgent support to people and businesses in the event industry to help them to get through to when events start picking up again - including direct financial support to event industry businesses and Covid cancel insurance or underwriting.

- A long term strategy to develop and promote Victoria's Event Industry.

In short the lack of action, engagement, support and respect for our \$10 billion industry by the Andrews Government has been breath taking to say the least!

Now it's time for this inquiry to step up and take some action, action that should have happened many months ago!

[REDACTED]  
[REDACTED]

Leading Voice Pty Ltd

### **FILE ATTACHMENTS**

**File1:**

**File2:**

**File3:**

[REDACTED]  
[REDACTED]  
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