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**Sent:** Thursday, 15 April 2021 3:39 PM  
**To:** tourism inquiry  
**Subject:** Please Support Our Recommendations to the Victorian Tourism and Events Inquiry  
**Attachments:** Save Vic Events Inquiry Final Recommendations small 3.pdf

[REDACTED]

[REDACTED]

Dear Tourism Inquiry,

I would like to add my support to the attached Save Vic Events recommendations for support for the events industry.

As a professional conference organiser we saw all of 2020 events cancelled, postponed or moved to a virtual platform. Many of the conferences I work on have multiple year lead times and are mainly international delegates attending so with international borders closed they have no choice but to cancel, postpone or move to virtual. During the Melbourne lockdown the confidence of 2021 clients disappeared and they have all cancelled, postponed or moved to a virtual platform. Due to issues with state borders even National clients are nervous to commit to holding a live event.

One example is a national association client who holds an annual conference attracting around 500 people from Australia and New Zealand. As a professional association they have to provide their members opportunities for professional development and they cancelled last years but were moving forward with the 2021 conference scheduled for September at the Melbourne Convention Centre, 4 day conference with 90% of anticipated audience coming from intrastate, interstate or New Zealand. The 5 day lockdown in February spooked them so they are moving to a completely virtual event. That is approx. 450 delegates x 4 nights x \$250 average accommodation spend = \$450,000 in potential accommodation spend, more on dinners in the CBD and the potential for delegates to extend their business trip into a leisure trip into the regions.

If there was an insurance scheme underwritten by Government then they could have been convinced to continue planning for in-person but the risk was too great for them. That is just one story out of thousands that are happening currently and the loss of economic activity to Melbourne and Victoria is huge.

Thank you for taking the time to consider my submission.

Kind regards,  
Kate

Kate Stevens | Director *Conferences* | [REDACTED]



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