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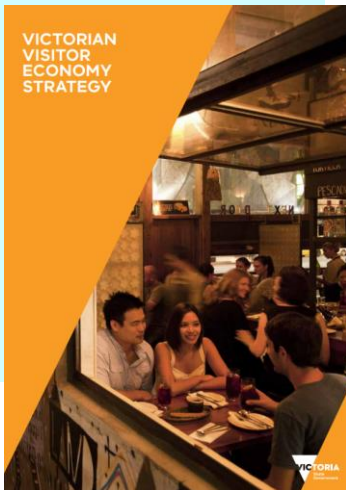
Minister for Tourism and Major Events

May 2018



Economic Development,  
Jobs, Transport  
and Resources

# Victoria's Visitor Economy Strategy



## 2025 Strategy Goals

**\$36.5**  
billion spend

**320,700**  
jobs

# Victoria's Visitor Economy Performance



**\$26.4** ▲ 29.1%  
growth from 2014  
**billion**

**total tourism spend**



**78.1** ▲ 19.5%  
growth from 2014  
**million**

**total visitors**



**\$24.8** ▲ 17.3%  
growth from  
2014/15  
**billion**

**tourism GSP**

Target to increase



**214,500** ▲ 11.6%  
growth from  
2014/15  
**jobs**

**tourism employment**

# Budget 2018-19 Outcomes

**\$51.1 million**

- **Secure more major events, business events and regional events.**
- **Attract more visitors to Victoria**



# Budget 2018-19 Outcomes



**\$21.8 million** over two years to bring more of the world's biggest conferences to the state:

- \$13 million for the Business Events Fund (BEF)
- \$800,000 for Business Events Victoria (BEV)



**\$4.5 million** to boost Victoria's Major Events Fund to attract more of the world's biggest and best cultural and sporting events.

**\$4 million** to introduce new authorised ticketing officers.

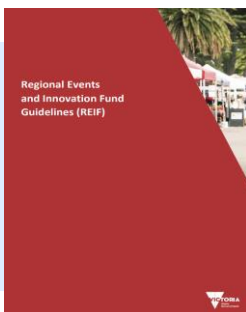


**\$5.8 million** to undertake strategic planning at Port Melbourne's Station Pier.

# Budget 2018-19 Outcomes – Regional Victoria



**\$153 million** for Victoria's share of the Geelong City Deal, funding major visitor initiatives such as the Shipwreck Coast Masterplan and development of the Geelong Convention and Exhibition Centre.



**\$2 million** to help Regional Tourism Boards grow their local economies and local jobs through the Regional Events and Innovation Fund.



**\$2 million** for the Falls to Hotham iconic trail.

**\$500,000** for a Grampians Cycling Plan.

**\$500,000** towards the Murray River Adventure Trail.

**\$300,000** towards silo arts in the Mallee

# Other Key Investments

**\$225 million** for the Victorian Major Stadia Funding Program

**\$70.6 million** to Parks Victoria which will secure the benefits of parks for all Victorians

**\$50 million** for Geelong Fast Rail with Airport Rail planning

**\$31.6 million** for the Australian Centre for the Moving Image redevelopment

**Almost \$1 billion** to upgrade and repair Victoria's regional roads

**Reduce regional payroll tax rate to 2.45%** estimated to benefit around 4000 businesses

**Free TAFE for Priority Courses** including Certificate III in Hospitality

# Key Achievements

Since July 1 2016, Visit Victoria has successfully facilitated:

- more than 60 major events
- more than 330 business events
- more than 160 regional events
- Regional marketing campaign
- Interstate marketing campaign
- China Campaign

Intrastate campaign



Interstate campaign



China campaign





# Key Achievements

## Major Events

- Won 'Best Major Events Strategy' at Ultimate Sports City Awards 2018

## Major Events Act

- Bill passed by Parliament on 8 May 2018

## Recently secured

- USA Dreamteam vs Australian Boomers
- T20 Cricket World Cup
- Harry Potter and the Cursed Child
- Come From Away

## Business Events

- Lions Club International Conference
- 2021 Global Public Transport Summit
- International Society for Stem Cell Research Annual Meeting 2018
- International Dragon Awards Meeting 2017

## MCEC Expansion

- \$205 million provided in 2015-16 State Budget
- Adding nearly 20,000 square metres of flexible, multi-purpose event space
- 347 room Novotel South Wharf hotel

# Regional Victoria

## Tourism is helping to grow economies in Regional Victoria



# Regional Achievements

## REGIONAL EVENTS

- ICC World T20 Cricket 2020 in Geelong
- 2018 White Night - Ballarat, Geelong and Bendigo
- Western Bulldogs in Ballarat
- Riverboats Music Festival

## REGIONAL TOURISM INFRASTRUCTURE

- Stage 1 of the Shipwreck Coast
- Phillip Island Nature Park Visitor Centre
- Indigenous, creative and sport infrastructure



# Investment

## AVIATION

- 34 direct international airlines from Melbourne Airport
- New international flights from at Avalon Airport



## ACCOMMODATION

- In 2017/18:

9  
hotel  
developments

1,100  
rooms

2,550  
rooms under  
construction



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