

The Hon Martin Pakula MP
Minister for Tourism, Sport and Major Events

**TOURISM, SPORT AND MAJOR EVENTS
PORTFOLIO**

Public Accounts and Estimates Committee

29 June 2021



State of the sector

Tourism, sport and major events underpin Victoria's identity – and are being supported by Government to bounce back



\$13 billion

visitor spend in 2020
(↓ 60% from 2019)



232,000

jobs in tourism in 2019-20
(↓ 12% from 2018-19)



\$2.5 billion

contributed by Victoria's world class major events

Our achievements

Supporting tourism industry survival and recovery

- Released the Visitor Economy Recovery and Reform Plan which sets out the Government's total investment of **\$633 million** over four years
- Allocated 160,000 Regional and 40,000 Metropolitan travel vouchers to encourage Victorians to explore their state as part of the Travel Voucher scheme
- Announced **\$149 million** for flagship projects to be delivered across Victoria
- Announced 30 smaller shovel ready projects to be delivered as part of a **\$46 million** stimulus round of the Regional Tourism Investment Fund
- Launched the *Visit Melbourne* campaign to remind Australians about the depth and breadth of experiences on offer in Melbourne and beyond, alongside the *Stay Close, Go Further* campaign targeted at intra-state travel

Our achievements

Supporting tourism industry survival and recovery

- Implemented the **\$32.2 million** Regional Tourism Support Package which includes support for eligible tourism and alpine businesses and a new round of regional travel vouchers to stimulate travel following the May/June circuit breaker restrictions
- Supported our events industry through the **\$20 million** Victorian Events Support Package, dedicated to supporting operators who have incurred losses due to the circuit breaker restrictions in May/June
- Supported our accommodation sector under the **\$16.2 million** Victorian Accommodation Support Program as part of the Circuit Breaker Support Package in February

Our achievements

Delivering a COVIDSafe return to events

- Supported the safe resumption of public events, through the roll-out of the Public Events Framework in November 2020
- Melbourne hosted a COVIDSafe Australian Open in February 2021
- Supported the state's business events industry through the National Business Events Program - offering grants of up to \$25,000 for event organisers
- Victorian business events on the path to recovery with the 2021 Victorian Tourism Conference, held at the Melbourne Convention and Exhibition Centre
- Visit Victoria supported the live music industry through the Sounds Better Together and Music From the Home Front events

Our achievements

Delivering a COVIDSafe return to sport

- Strengthened Victoria's reputation as the Home of Basketball by hosting the inaugural NBL Cup
- The MCG hosted a world-record crowd since the start of the COVID-19 pandemic at the AFL ANZAC Day match between Collingwood and Essendon
- Work is progressing on major stadia redevelopments including at Marvel Stadium, Melbourne Park, State Basketball Centre and the Australian Golf Centre.

This budget – key initiatives

The 2021-22 Budget will help the **tourism and events industry** bounce back, and position it for long term growth.

- **\$55 million** towards Visit Victoria, to attract tourism back to Victoria and build on the Visitor Economy Recovery and Reform Plan
- **\$42.9 million** for the Business Events Program to acquire new opportunities
- **\$8.9 million** towards Visitor Economy Partnerships
- **\$11.2 million** for the Emerald Tourist Railway

This budget – key initiatives

The 2021-22 Budget is investing in facilities and programs to maintain Victoria's status as the home of Australian sport

- **\$101.1 million** to deliver the Home of Matildas and State Rugby Centre at La Trobe University
- **An additional \$24.5 million** for the Victorian Institute of Sport to support our high performing athletes and staff to excel on the national and international stage
- **\$250,000** to celebrate our female sporting icons in our famous sporting precincts