Steve Dimopoulos Minister for Tourism, Sport and Major Events

Tourism, Sport and Major Events Portfolio

Public Accounts and Estimates Committee

27 May 2024



Jobs, Skills, Industry and Regions



State of the Portfolio

Sport generates significant benefits to Victoria's economy and is integral to Melbourne's identity

- The sport and active recreation sector provides \$9.2 billion in Gross Value Add to Victoria's economy annually.
- Over 71,000 jobs are created annually through the sport and active recreation sector.
- Victoria is home to 54 professional sports teams and 32 national sports organisations.



State of the Portfolio

Despite economic challenges, Victoria's tourism sector has shown resilient growth

- Victoria's tourism sector hit a new high in visitor spend of \$37.8
 billion in the year ending December 2023.
- Total visitors to and within Victoria were up **7%** year on year.
- International tourism spend picked up pace and was back to 73% of pre-pandemic spend at \$6.4 billion.
- Domestic overnight spend grew year-on-year in both Melbourne (22%) and regional Victoria (4%).
- Research commissioned by Visit Victoria in 2023 values Victoria's major events calendar at \$3.3 billion per annum.



Our Achievements – Sport



- **\$225 million** investment in Marvel Stadium delivering the new Stadium Square and City Edge plazas, providing improved connectivity between Melbourne CBD and Docklands and activating the precinct 7-days a week.
- **\$142 million** investment into Kardinia Park Stadium is now complete, the venue has secured its status as Australia's best regional stadium.
- **\$132 million** upgrade of the State Basketball Centre has created Australia's leading basketball and gymnastic facilities at the local and elite levels.
- The MCG recorded its highest-ever attendance over an entire AFL season in the stadium's history, welcoming more than **3 million** fans in 2023.
 - The Melbourne & Olympic Parks precinct generated more than **\$740 million** in visitor spend across more than **3 million** visitors in the 22-23 financial year.

Our Achievements – Tourism and Major Events



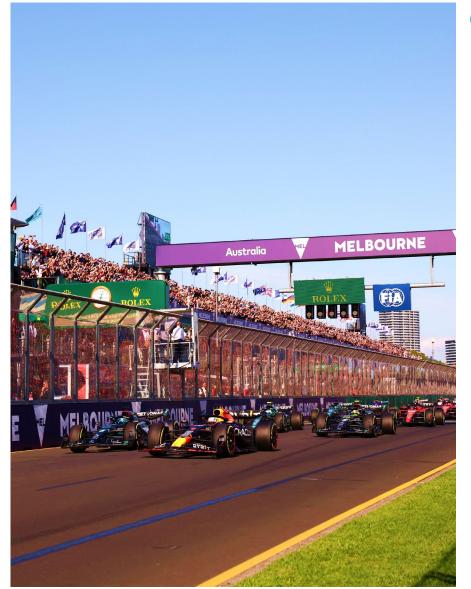
Delivered initiatives under the Visitor Economy Recovery and Reform Plan & Experience Victoria 2033

- Reached the goal of **\$35 billion** in Victoria's annual visitor expenditure more than a year ahead of schedule.
- Established **7** Visitor Economy Partnerships as a key deliverable of the reform of the regional tourism network.
- Delivered a Visitor Servicing Fund to encourage people to stay longer and spend more across Victoria, through industry initiatives.
- Community engagement was conducted to inform the development of a selfdetermined First Peoples Tourism Plan.
 - Supported infrastructure projects across metropolitan and regional Victoria through the **\$310 million** Tourism Infrastructure Program.

Launched Visit Victoria's new global tourism campaign, *Every bit different* in January 2024.

Our Achievements – Tourism and Major Events

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Continued to support a world class events calendar

- Melbourne is the only city in the world hosting a **Grand Prix and Tennis Grand Slam**.
 - A record **452,055** visitors attended the 2024 Formula 1 Australian Grand Prix, beating the previous record set in the 2023 event by well over **7,000** people.
 - The 2024 Australian Open broke its 2-week attendance record, welcoming **1,020,763** visitors through the gates during the main draw, compared with the previous record of **839,192** set in 2023. An additional **89,894** fans attended during AO Opening Week, bringing the 3-week total to **1,110,657** people.
 - **31** major events to be held in 2023-24 with a number supported from the Major Events Fund.
 - Supported **50** individual events through the Regional Events Fund in 2023-24.
 - **19** international business events were secured through the Business Events Fund in 2023-24.
 - Supported the removal of more than **30,000** tickets from secondary ticket selling websites and issued **156** penalty infringement notices for breaches of the *Major Events Act* since 1 June 2018.

The 2024-25 State Budget helps to maintain Victoria's reputation as the home of Australian sport.

- \$32.9 million over 4 years to support the Victorian Institute of Sport and Combat Sports Sector.
- \$1.5 million in 2024-25 to support Victorian Olympians and Paralympians at Paris 2024.
- \$20.1 million over 3 years capital funding to support asset maintenance and \$57.7 million over 2 years operational funding for the State Sport Centres Trust, the Kardinia Park Stadium Trust and the Melbourne Convention and Exhibition Trust.



Budget Initiatives – Tourism and Major Events



The 2024-25 State budget allocates the following for the Tourism and Major Events portfolio

- **\$32.5 million** over 4 years for destination marketing.
- **\$9.4 million** over 4 years to support Victorian events.
- **\$3.3 million** in 2024-25 for Visitor Economy Partnerships.