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Minister for Tourism, Sport and Major Events

Tourism, Sport and Major Events Portfolio

Public Accounts and Estimates Committee

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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 self-determined 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



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.

Budget Initiatives – Sport

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.