

## Question on Notice

Portfolio:	Tourism, Sport, and Major Events
Witness:	Brendan McClements, CEO, Visit Victoria
Committee Member:	Danny O'Brien
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### Relevant text:

**Danny O'BRIEN:** Secretary, can I just ask, or maybe Mr McClements: Victoria's tourism industry employs about 21,000 workers. Do you expect the number to increase or decrease in coming years and by how much?

**Brendan McCLEMENTS:** I am enthusiastic about the advice that Tourism Research Australia has given us for Victoria –

**Danny O'BRIEN:** Is that advice public, Mr McClements?

**Brendan McCLEMENTS:** Yes, it is. It is a forecast on the size of the Victorian visitor economy that will take place over the next four years. It suggests there is a \$16 billion opportunity for Victoria. Obviously that focuses in on industry and jobs. If we are able to pursue that, I would expect it to grow.

**Danny O'BRIEN:** The question is about the jobs. Does it give a number of jobs?

**Brendan McCLEMENTS:** The jobs number in the tourism industry is an extrapolation of overall size of the visitor economy. It follows that if the visitor economy gets bigger, the jobs will grow in size. I have not got the details; I could provide those to you.

**Danny O'BRIEN:** If you could provide that to us, that would be great.

### Answer:

Tourism Research Australia (TRA) estimates the number of jobs generated by the tourism industry. In 2022-2023, tourism generated 257,500 filled jobs in Victoria (directly and indirectly), accounting for 6.5% of total filled jobs in the state.<sup>1</sup>

While TRA does not produce forecasts for tourism jobs, it projects a positive growth outlook for national tourism expenditure of 7.1% in 2024-25.<sup>2</sup>

Historical data broadly shows a correlation between the growth of tourism and direct employment in tourism-related businesses such as hotels, restaurants and tourist attractions. This increase extends to indirect employment in related sectors such as transport, retail and construction.

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<sup>1</sup> These figures are based on the latest State Tourism Satellite Account 2022-23, published by Tourism Research Australia in April 2024

<sup>2</sup> Tourism Forecasts for Australia 2023 to 2028, released in November 2023

## Question on Notice

Portfolio:	Tourism, Sport, and Major Events
Witness:	Steve Dimopoulos MP, Minister for Tourism, Sport and Major Events
Committee Member:	Aiv Puglielli
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### Relevant text:

**Aiv PUGLIELLI:** St Kilda Festival, I understand, takes the claim of being Australia’s largest community festival. It brings together the community and provides a platform for local artists, performers and businesses to showcase their talents. Could you just provide an assurance to this committee that they are going to receive ongoing state funding?

**Steve DIMOPOULOS:** Thanks, Mr Puglielli. Obviously there is a process by which they have to apply for funding, and depending on the funding source, it may be that part of it is the Minister for Creative Industries’ portfolio. I will have to come back to you on exactly – can I just say I have been, I reckon, half a dozen times, and it is an amazing festival, first and foremost. It is incredible, but I do not know that I can make such a guarantee. It is subject to an application process.

**Aiv PUGLIELLI:** That is okay. Is there any aspect that you can maybe provide on notice for further clarity? Is that possible?

**Steve DIMOPOULOS:** I will have a think about what possible funding sources are available for the St Kilda Festival. If they relate to my portfolio, I will definitely come back to you on them.

### Answer:

I thank the Member for North-Eastern Metropolitan Region for his question regarding the St Kilda Festival.

The St Kilda Festival is undoubtedly one of Melbourne’s key festivals, and the Victorian Government is proud to have supported the event in recent years.

To successfully restart the festival in 2023, in October 2022, the City of Port Philip was provided \$650,000 in through Creative Victoria’s *Live Music Restart – Events* fund. That fund has now ended. The funding supported the festival to re-emerge with a new two-day format, with First Peoples First on the first day and Big Festival Sunday on the second.

For the 2024 event, the City of Port Phillip received \$40,000 from Creative Victoria for the St Kilda’s First Peoples First Festival held on Saturday 17 February 2024.

I encourage the organisers of St Kilda Festival to liaise with Creative Victoria on potential future funding sources and to monitor the Victorian Government Grants and Programs website (<https://www.vic.gov.au/grants-and-programs>) for new grant opportunities that may become available to support the event.