

**The Hon Martin Pakula MP**

Minister for Tourism, Sport and Major Events

Public Accounts and Estimates Committee

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# STATE OF THE SECTOR

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



**\$32.5 billion**

visitor spend in 2019



**263,000 jobs**

jobs in tourism in 2018-19



**#1**

sport, theatre and cultural event city in Australia



**\$2.5 billion**

contributed by Victoria's world class major events

## State of the sector

*Much of the tourism, sport and major events industry has been on pause as Victoria responds to the COVID-19 health crisis.*

### Tourism

- The estimated impact on visitor expenditure in Victoria for 2020 is \$21.7 billion.
- Visitor spend is not expected to reach its pre COVID-19 level until 2023-24.

### Sport

- COVID-19 restrictions on mass gatherings have resulted in the absence or significant reduction of crowd attendance at sporting events. This has significantly reduced revenue sources for the professional sports sector.

### Major events

- More than 30 major events have been cancelled or postponed in 2020, including flagship events such as the Formula One Australian Grand Prix.

## **Our achievements**

### ***Supporting immediate survival and recovery***

#### **Bushfire recovery**

- \$850,000 for Regional Tourism Boards in fire-affected regions
- Grants of up to \$20,000 for events in fire-affected areas
- \$8.54 million to support projects in fire-affected regions
- The Stay Close, Go Further campaign has been launched with an initial focus on fire-affected regions

## **Our achievements**

### ***Supporting immediate survival and recovery***

#### **COVID-19 industry support**

- \$150 million Experience Economy Survival Package, including:
  - \$11 million for Victoria's tourism industry
  - \$16 million for national sporting organisations
- \$40 million Regional Tourism Accommodation Support Program

# THIS BUDGET – KEY INITIATIVES

## *Tourism*

The 2020/21 Budget is helping tourism bounce back from the devastating impacts of bushfires and COVID-19

- The \$465 million Victorian Tourism Recovery Package will help the sector recover and grow
  - \$120.6 million for visitor products and experiences (and a further \$28.4m from DELWP)
  - \$150 million Regional Tourism Investment Fund
  - \$106.5 million in tourism industry support
  - \$28 million for regional travel vouchers to help more people travel within the state

# THIS BUDGET – KEY INITIATIVES

## *Sport*

The 2020/21 Budget is supporting the recovery and continued growth of our sports industry. We are working with event organisers and other Departments and agencies to support the safe return of crowds.

- \$40.2 million additional for the Kardinia Park Stadium – Stage 5 Redevelopment
- \$36.6 million for the Whitten Oval Master Plan Stage 2
- \$22 million for the State Basketball Centre
- \$15.5 million for the Richmond Football Club Punt Road Oval Redevelopment
- \$7.3 million for the North Melbourne Football Club Redevelopment Stage 2
- \$7.3 million for the Danny Frawley Centre for Health and Wellbeing at Moorabbin Reserve
- \$6.3 million for the Essendon Football Club Community, Education and Events Centre
- \$7 million to support professional sport recovery, including grants for Victoria-based professional sport teams

# THIS BUDGET – KEY INITIATIVES

## *Major Events*

The 2020/21 Budget is supporting the return of major events to Victoria and defending our reputation as the events capital of Australia. Victoria needs to be in the best position to attract and acquire the best global events, so we're investing

- \$152 million additional Major Events funding
- \$9.7 million for the 2020-21 Business Events Program
- \$20 million for the continuation of the Regional Events Fund