

Questions taken on notice and further information agreed to be supplied at the hearings

Portfolio:	Tourism, Sport and Major Events
Witness:	N/A
Committee member:	Mr R Riordan
Page/s of transcript:	N/A

Relevant text:

BALLARAT STADIUM (BP3 PG 75)

1. With the last AFL game in May attracting only just over 9000 people, what is the return on investment for the Governments funding of Ballarat Stadium?
2. Minister can you confirm how much longer the Bulldogs will continue to play in Ballarat?

Answer:

1. The first match at Mars Stadium (formerly Eureka Stadium) in August 2017 between the Western Bulldogs and Port Adelaide attracted a crowd of 10,087. It is estimated this match injected \$2.2 million in economic benefits into the local economy. Economic data for the 2019 AFL match against the Brisbane Lions is not yet available.

The venue has hosted four AFL premiership season matches in total, in addition to AFL pre-season, AFLW pre-season, Super Rugby pre-season matches and a range of City of Ballarat community events, which also boost tourism and add to the liveability of Ballarat and Western Victoria.

The Victorian Government's investment goes beyond AFL matches at Mars Stadium and the economic uplift to regional Victoria. As a result of the Western Bulldogs presence in Ballarat, the club delivers its important suite of community programs and activities to the area, including training and workshops for the community.

2. The Western Bulldogs have an agreement with the Victorian Government to play nine matches at Mars Stadium from 2017-2021.

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LOCAL CLUB FUNDING SHORTFALL (BP3 PG 75)

- 10 October 2018 that \$325,000 in funding will be given for the redevelopment of the Cheong Park change rooms to upgrade and reconfigure to current standards whilst making them female friendly. The funding for this is not in the budget. When can Cheong Park expect the funding so they can commence the upgrade of their facilities?

Answer:

The Cheong Park Changerooms Refurbishment project received \$325,000 from the 2018-2019 Female Friendly Facilities Fund, which was announced as part of the 2018-19 Victorian State Budget.

A funding agreement between Maroondah City Council and the State Government was executed on 25 October 2018 and the first project milestone was completed and paid in December 2018. Council is currently redesigning the pavilion, including the changerooms.

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COMMUNITY SPORTS INFRASTRUCTURE FUND (BP3 PG 68)

4. Funding has been cut for the Community Sports Infrastructure Fund which runs out 30/6/19. Why have you cut this fund?

5. If a sporting club wanted to apply to Government for funding to upgrade clubrooms/ change rooms where would they apply?

Answer:

4. & 5.

There has not been a funding cut to the Community Sports Infrastructure Fund. The 2015/16 Budget provided \$100 million over four years for the Community Sports Infrastructure Fund. A further \$60 million was provided in the 2018/19 Budget to boost the Fund for that year. That allocation has now been exhausted.

As I indicated at the PAEC hearing on 11 June 2019, through the funding allocated to Local Sports Grants in the 2019-20 Budget, there will be a round of grants for local sporting infrastructure during 2019-20 which will help local sport clubs access inclusive and fit for purpose facilities.

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6. Why were there again no specific new initiatives for Major Events in this 2019/20 budget?
7. What money has been allocated in the budget for new initiatives for Major Events in this budget?
8. What is the Government doing to fill the winter gap in the Major Events calendar?
9. If someone/organisation wanted to kick off a new major event in Victoria- where would they apply to for funding?

Answer:

6. The 2016-17 State Budget provided an additional \$20 million a year ongoing for the Major Events Fund, to ensure that we can continue to secure events for Melbourne and Victoria. This brings the total amount available to \$62 million per annum. Additionally, the 2018-19 State Budget provided a one-off boost of \$4.5 million to Victoria's Major Events Fund, to attract more of the world's biggest and best cultural and sporting events.
7. The budget for the Major Events Fund in 2019-20 is \$62 million.
8. On 16 May 2019, the Government announced White Night and the Melbourne International Arts Festival (MIAF) will combine to form a new festival to take place annually in winter from 2020. The new festival will be delivered by a strengthened MIAF organisation. The new festival will be a major event pillar for Victoria and a major boost to tourism. It will cement Melbourne's reputation as an ambitious and creative world city, drive interstate and international visitation, support local industry and creatives and engage with broad and diverse audiences.

White Night will be staged in Melbourne over three nights in winter and Regional White Nights will take place in Ballarat in 2019, Bendigo in 2020 and Geelong in 2021.
9. Visit Victoria, as Victoria's tourism marketing and events company responsible for marketing the State and securing new business, cultural and sporting events and are the key contact point of contact for major events in Victoria.

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Witness:	N/A
Committee member:	Mr Sam Hibbins MP
Page/s of transcript:	N/A

Relevant text:

1. Will an actual count conducted of the F1 Grand Prix attendance rather than an estimate which has previously occurred?
2. What has been the revenue from attendance generated from the F1 Grand Prix. Has it increased/decreased?
3. What is the projected Return on Investment (RoI) from supporting the F1 going forward?
4. Does it fit within the Major event RoI range 5:1-15:1?

Answer:

1. The Australian Grand Prix uses a range of measures to determine the accuracy of attendance across the three days of the events. Calculations are based on actual tickets sold across each category including corporate, hospitality, grandstand and general admission.

Additionally, scanning technology has been used at a number of entry gates and is being progressively rolled out where the technology can be supported by available infrastructure.

2. Attendance and sales revenue are published in the Australian Grand Prix Corporation Annual Report.

Hosting the Grand Prix brings broad benefits to the State by promoting Melbourne to the world, driving tourism, attracting investment as well as contributing to the vibrancy and liveability of Victoria.

The Grand Prix is broadcast live to some of the State's key trading partners such as China, India and Japan. This exposure is associated with longer term benefits for Victoria such as induced tourism, business linkages, industry development and inward investment.

3. The projected Return on Investment is commercial-in-confidence.
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