

# Victorian Government sport and events infrastructure and programs investment Fact Sheet



Visit Victoria has welcomed the Victorian Government's latest commitment in metropolitan and regional sporting venues and events, reinforcing the State's position as Australia's sporting capital.

Sport and events are Victoria's passion. For international codes and rights holders, a partnership here means accessing the world's best venues and fan base. For Victoria to maintain its status as Australia's events capital, continued investment to improve venue infrastructure and event programs is essential to maintaining Victoria's brand and increasing visitation growth. The Victorian Government's significant investment will improve the visitor experience and inspire repeat visitation.

## *Overview of Victorian Government investment*

### Melbourne

- The **\$225 million** investment includes a redevelopment of the **Etihad Stadium Sports and Entertainment Precinct**, which will deliver upgrades for all sports including rectangular sports, improve women's change facilities, guarantee access for other codes and major events, and ensures Etihad Stadium will remain a part of our sporting landscape for the next 30 years.
- The investment will also secure the **AFL Grand Final** to stay in Melbourne for the next **40 years** and paves the way for major redevelopments of Etihad Stadium and the MCG.
- The investment provides long-term security that will enable the **Melbourne Cricket Club** to **plan for the redevelopment of the Great Southern Stand** – keeping the MCG in its rightful place as the best stadium in the country.
- **Brownlow Medal Ceremony** has been secured in Victoria for the next decade.
- **\$64.6 million** to redevelop the **State Netball and Hockey Centre in Parkville**, cementing the venue as the premier home for netball and hockey in Australia.
- **\$20 million** to redevelop **Ikon Park** into the home of women's football subject to Commonwealth funding.
- **\$13 million** for Stage 2 of the **Moorabbin Oval** redevelopment, to build a range of facilities and deliver upgrades that will enable the Saints AFLW to play there from 2020.
- **\$10 million** to improve playing conditions at **Casey Fields** and **Whitten Oval** for AFLW competition.
- **\$2 million** for infrastructure upgrades for AFLW at **Victoria Park**.

### Regional Victoria

- The investment also guarantees **at least eight Geelong Cats games per season at Kardinia Park for the next 30 years**, securing the stadium's financial future.
- The investment has secured **two Western Bulldogs AFL Games in Ballarat** per year for the next decade.

- **Melbourne Victory** will play an A-League game at **Simmonds Stadium Geelong** in 2019, 2020 and 2021.
- **Vic Open** secured at Thirteenth Beach Golf Links in **Barwon Heads** for the next years (2019-2022) and elevating equal prize money to beyond \$1 million.
- **\$17.7 million** for the **Significant Sporting Events Program** which will fund more than 75 national and international sporting events every year – **more than half of them in regional Victoria.**

### *Why this is great news for the visitor economy*

- Victoria continues to maintain and build on its enviable world-class events calendar generating significant economic benefits of around \$1.8 billion to the State's economy.
- It opens new event acquisition opportunities with existing and new international and national sporting codes through re-developed product offerings.
- New infrastructure ensures the State maintains its reputable status as a world-class events destination amongst increasingly competitive interstate counterparts.
- Major events provide an opportunity for metropolitan and regional profiling which inspires intrastate, interstate and international visitation.
- More events, result in greater employment growth, industry development, and community outcomes.
- AFL regional events inspire intrastate travel providing valuable economic return to local communities.

### *Sport Lives in Melbourne*

- Melbourne was voted No.1 Sports City of the Decade, Best Large Sports City, Best Sports Venues (2016 Sport Business Ultimate Sport Cities Awards).
- Melbourne has six international standard sporting venues on the fringe of the city.
- Over nine million event attendees annually deliver record breaking events.
- Melbourne is the only city host both a Grand Prix and Grand Slam tennis tournament.
- No other city in the world has staged an Olympic Games, Commonwealth Games and FINA World Championships.

### *Multiple International Sporting Venues*

- 1) Flemington Racecourse – 120,000
- 2) Melbourne Cricket Ground – 100,000
- 3) Etihad Stadium (retractable roof) – 55,000
- 4) Kardinia Park, Geelong- 36,000
- 5) AAMI Park (rectangular stadium) – 30,050 \*Melbourne Olympic Park
- 6) Rod Laver Arena – 15,000 \*Melbourne Olympic Park
- 7) Lakeside Stadium (IAAF standard athletes facility) – 11,000
- 8) Hisense Arena – 10,500 (Velodrome – 4,500) \*Melbourne Olympic Park
- 9) State Netball & Hockey Centre – 8,000
- 10) Margaret Court Arena – 7,500 \*Melbourne Olympic Park
- 11) Melbourne Sports & Aquatic Centre – 3,200
- 12) National Ice Sports Centre – 1,500

## ***Victorian tourism is growing faster than ever before***

Tourism's contribution to Victoria's economy continues to rise, with visitor expenditure reaching \$26.4 billion in the year ending December 2017 and employment numbers growing to new heights.

The 2016/17 State Tourism Satellite Accounts (STSA) show that tourism is a job creator for Victoria. More than 15,000 jobs have been created since 2015/16 in Victoria with the latest STSA statistics showing that the industry employs 214,500 people employed, making up 6.9 per cent of the state's total employment.

The growth of our tourism industry is also reflected in the latest National (NVS) and International Visitor Survey (IVS) results for the year ending December 2017. The December NVS results showed strong growth for Victoria in spend, visitors and nights, above key competitors and national averages.

Double-digit growth of 11.7 per cent was recorded in domestic overnight expenditure to reach \$13.6 billion. Total domestic overnight visitors to and within Victoria also performed strongly with a double-digit increase of 11.5 per cent to 24.5 million.

The strong growth for Victoria was a result of increases in both the intrastate market (+12.1 per cent to 16.8 million visitors) and interstate (+10.3 per cent to 7.6 million visitors) markets.

Interstate overnight visitors to Melbourne accounted for \$4.4 billion in expenditure, 5.8 million visitors and 18.6 million nights. Regional Victoria recorded a 15 per cent increase in spend to \$5.9 billion, a 14.4 per cent increase in visitors to 16.0 million, and 12.7 per cent increase in nights to 45.0 million.

The positive State Tourism Satellite Accounts and NVS data have followed on from the mid-March IVS year ending December 2017 data release. The IVS data showed that Victoria experienced double digit growth on visitor expenditure to reach a record high of \$7.7 billion and 66.2 million international visitor nights.

From *Wander Victoria*, which encouraged Melbournians to get out into the regions, to *A Twist At Every Turn*, Victoria's major interstate campaign and the recently launched China campaign with Li Xian, Visit Victoria is marketing the state like never before.

The growth of Victoria's visitor economy is a testament to the hard-working industry and tourism and events operators who ensure that this state offers some of the best accommodation, food and lifestyle experiences in the country.

### ***More Information***

Victorian Government's Major Stadia Strategy, 'Home Ground Advantage', please visit: <http://sport.vic.gov.au/news-media/news/home-ground-advantage-victorias-major-stadia-strategy>