

## VICTORIAN BUDGET 2018-19 - VISITOR ECONOMY

The Victorian Government is committed to growing the state's visitor economy, to create more jobs and provide new opportunities for local businesses.

The *Victorian Budget 2018-19* includes a range of funding commitments to support and grow our state's tourism and major events sector.

These funding commitments follow the pre-budget announcement of \$225 million to redevelop Etihad Stadium's Sports and Entertainment Precinct, guaranteeing the AFL Grand Final will be held at the MCG until 2057, and more AFL content for Geelong's Kardinia Park and Ballarat's Eureka Stadium.

### Victorian Budget 2018-19 - Tourism and Major Events commitments

- \$51.1 million to attract thousands more visitors from interstate and overseas, as part of Visit Victoria's work to grow visitor spending to \$36.5 billion every year by 2025 and create thousands of local jobs.
- \$21.8 million over two years to bring more of the world's biggest conferences to the state.
- \$4.5 million will boost Victoria's Major Events Fund to attract more of the world's biggest and best cultural and sporting events.
- \$5.8 million to undertake strategic planning and works at Port Melbourne's Station Pier. This investment will help grow both domestic ferry and cruise ship operations in Victoria.
- \$4 million to introduce new authorised ticketing officers who will be able to fine scalpers who target declared major events.
- \$2 million to help Regional Tourism Boards and Councils grow their local economies and local jobs, by attracting new visitors and new events through the Regional Events and Innovation Fund.
- \$153 million for Victoria's share of the Geelong City Deal, funding major visitor and tourism attraction initiatives, such as the Shipwreck Coast Masterplan and development of the Geelong Convention and Exhibition Centre.
- \$2 million for the Falls to Hotham iconic trail.

### Getting on with growing 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.
- The latest combined tourism survey results show that total tourism spend in Victoria has experienced growth of 29.1 per cent since 2014, adding an additional \$6 billion in tourism expenditure across the state.
- As at December 2017, the total number of visitors (including domestic daytrip, domestic and international overnight) to Victoria was 78.1 million, an increase of 19.5 per cent since 2014.
- Tourism employment has grown by 17.3 per cent since 2013-2014 to 214,500 jobs, equating to an additional 31,600 jobs in the tourism sector for Victorians in the period.

## Visitor Economy - Victoria's future jobs solution

- The *State Budget 2018-19* provides \$51.1 million to attract thousands more visitors from interstate and overseas, as part of Visit Victoria's work to grow visitor spending to \$36.5 billion every year by 2025, and create thousands of local jobs.
- This includes \$21.8 million over two years to bring more of the world's biggest conferences to the state. This includes:
  - \$8 million over 2 years for MCB Operations
  - \$13 million for the Business Events Fund (BEF) over 2 years
  - \$800,000 for Business Events Victoria (BEV) over 2 years
- \$4.5 million to boost Victoria's Major Events Fund to attract more of the world's biggest and best cultural and sporting events.
- \$2 million for an expanded Regional Events and Innovation Fund (REIF) which will assist Regional Tourism Boards (RTBs) and regional councils to plan, develop and identify new events and initiatives across regional Victoria to grow regional visitor economies.
- The Victorian Government works closely with Visit Victoria to deliver on the Visitor Economy Strategy released in 2016, with the aim to increase visitor spending to \$36.5 billion and create more than 320,000 jobs by 2025.
- Victoria is well on track to achieving these ambitious targets with results showing that since 2014 total visitor expenditure has increased by 29.1 per cent to \$26.4 billion in the year ending December 2017. More than 31,600 new jobs in the tourism sector have been created since 2013-2014, an increase of 17.3 per cent to 214,500 jobs.
- Since 2015, more than 500 business events, 60 major events and more than 135 regional events have been added to Victoria's event calendar. In addition, Visit Victoria has delivered a dedicated regional marketing campaign, significantly expanded our international presence and delivered the first interstate and international marketing campaigns in six years.

## Planning for domestic ferry and cruise ship operations in Victoria

- The *State Budget 2018-19* will provide \$5.8 million for Port Melbourne's Station Pier to enable strategic planning and works to support the vision for both domestic ferry and cruise ship operations in Victoria, which will enable necessary upgrades for our growing cruise ship industry.
- The cruise ship sector is a rapidly growing tourism market for Victoria, with the number of cruise ships visiting Victoria tripling from 33 in 2002-03 to 111 in 2017-18.
- Cruise related expenditure in Victoria in 2016-17 was estimated at \$196.5 million.
- The cruise sector is also seeing the introduction of progressively larger ships, which can pose a challenge for existing facilities.
- The Victorian Government is investigating options to address cruise ship access issues at Station Pier.

## Prevention of ticket scalping

- The *State Budget 2018-19* will provide \$4 million to introduce new authorised ticketing officers who will be able to fine scalpers who target declared major events.
- The Victorian Government is introducing legislation to better protect fans from ticket scalpers.
- Consumers are fed up with the practice of ticket scalping preventing them from attending major events by pricing them out of the market, or causing them to pay exorbitant prices to attend shows.
- The *Major Events Legislation Amendment (Ticket Scalping and Other Matters) Bill 2017* aims to regulate the secondary ticket market to ensure it operates in the interests of fans by providing for increased accessibility and transparency, and supports the long-term development of the live events and creative industries, in particular music and theatre.

## Growing Victoria's regional visitor economies

- The *State Budget 2018-19* will provide \$2 million for an expanded Regional Events and Innovation Fund (REIF) which will assist Regional Tourism Boards (RTBs) and regional councils to plan, develop and identify new events and initiatives across regional Victoria to grow regional visitor economies.
- The \$21.8 million investment to attract more business events to Victoria will include \$800,000 over 2 years to Business Events Victoria to bring more conferences to regional Victoria.
- Funding will be also provided to improve the enjoyment of Victoria's tourism railway infrastructure. This initiative will increase accessibility and improve the visitor experience at Puffing Billy.
- \$2 million is provided for the Falls to Hotham iconic trail to develop a detailed business case to model potential revenue opportunities, marketing and costs associated with implementing trail infrastructure and high-yield accommodation outlined in the Falls to Hotham Alpine Crossing Master Plan.
- \$760,000 to establish the Cross Border Commission, to streamline regulatory and licencing requirements and reduce barriers to service Victoria's border communities.
- \$153.2 million towards our share of the Geelong City Deal to:
  - build a Convention Centre;
  - stage 2 of the Shipwreck Coast Masterplan and;
  - revitalise central Geelong.
- The Geelong Convention and Exhibition Centre will have as a minimum, a 1,000-seat plenary hall and 3,700 square metres of multipurpose space configured to incorporate an exhibition hall, breakout rooms and banquet room.
- Shipwreck Coast - an international icon and a key tourism asset to Australia, attracting well over two million travellers each year. That's why the Government will deliver the next stage of the Shipwreck Coast Masterplan which includes a Glenample Visitor Experience Centre, a shuttle service between Glenample to Loch Ard, a new beach stairs experience at Gibson Steps, delivery of a key section of the 12 Apostles Trail and a new visitor infrastructure in Port Campbell and Princetown.

- \$500,000 for business cases for the Grampians Cycling Plan - funding will be provided to develop business cases for priority projects identified in the 10-year strategy for cycling infrastructure across the Grampians region.
- \$500 000 to develop the Murray River Adventure Trail - funding will be provided to develop a business case to create a multi-sport adventure trail that extends along the length of the Murray River. The trail will incorporate walking, cycling, kayaking, canoeing and other forms of water transport.
- \$300 000 for a business case to link silo arts installations in the Mallee and Wimmera regions - funding will be provided to develop a business case for the development of an Arts Trail, through an extension and regional rebranding of existing silo-based arts installations, including illuminations, community cinema and other artistic interpretations of these iconic Mallee features. The scoping for the Arts Trail will also consider other installations and explore opportunities to celebrate the region's cultural heritage.
- 30 years of AFL Games and 3 years of Melbourne Victory games at Kardinia Park, Geelong
- 10 years of AFL Games for Eureka Stadium, Ballarat.
- \$11 million to build extra telecommunications infrastructure and improve mobile coverage in blackspot areas across regional Victoria.
- Since 2014, the Victorian Government has supported over 135 regional events through the \$20 million Regional Events Fund that have brought a steady stream of visitors and boosted the regional economy in Victoria.
- The latest National Visitor Survey shows regional Victoria experienced strong year-on-year growth in domestic spend, visitors and nights, with spend up by 15.0 per cent to \$5.9 billion, visitors up by 14.4 per cent to 16.0 million and nights up by 12.7 per cent to 45.0 million, all well ahead of the national regional average growth rates.
- Victoria's regions also experienced strong year-on-year growth in international spend, overnight stays and visitation, with over 530,000 international visitors spending \$531 million in the year ending December 2017 - an increase of 9.8 per cent in international spend in our regional tourism hotspots since December last year.

## **Other State Budget 2018-19 commitments to benefit Victoria's visitor economy**

### **Payroll Tax reform**

- The Andrews Government will reduce the regional payroll tax rate to 2.425%, half of the metropolitan rate
- This builds on the 25% cut contained in last year's Budget and it means that regional Victoria has the lowest payroll tax rate in the nation.
- This initiative is estimated to benefit around 4000 businesses in regional Victoria- including tourism businesses.

## Creative Industries

- \$34.8 million will be provided to improve the sustainability of operations at Museum Victoria and the Geelong Performing Arts Centre. This will ensure the State's collections are maintained for the public to view and provide a platform for cultural activity that enhances Victoria's reputation as a creative place.
- \$2.9 million provided for Victoria to host the Australian Performing Arts Market from 2019 to 2024. This will build on the State's profile as an international cultural capital, and promote Melbourne's cultural facilities and events. It will also benefit the State's performing arts companies and artists by developing links with international presenters and increasing touring and export opportunities.
- \$31.6 million for the Australian Centre for the Moving Image redevelopment, including a new permanent exhibition, technology-enhanced whole-of-museum visitor interaction experience and a new learning centre.
- The Labor Government is also supporting our local screen industry with a \$8.4 million investment in film and television production to secure jobs for more than 11,000 Victorians working in the industry, and build on the strength of our growing games sector.

## Public Transport

- \$50 million for Geelong Fast Rail with Airport Rail planning. Detailed planning and technical investigations will identify the preferred option for integrating an Airport Rail Link in the rail network, and unlocking rail capacity in Melbourne's west to deliver fast rail to Geelong and other regional centres. This will include detailed investigations and options analysis of fast rail infrastructure upgrades, costs, and rolling stock, ahead of the selection of a preferred option and full business case development.
- \$313 million to deliver upgrades that will allow modern VLocity trains to operate to and from Shepparton for the first time.
- \$130 million for regional rail infrastructure upgrades from Maryborough to Ararat and Ballarat, an essential requirement for any future return of passenger services to Dunolly.
- \$22.2 million for extra regional bus services and infrastructure works across the regional bus networks.

## Nature-based tourism

### Parks Victoria

- \$70.6 million to Parks Victoria which will secure the benefits of parks for all Victorians.
- \$13 million for Shrine to Sea concept, which links the Domain Gardens and Port Phillip Bay, featuring a 'boulevard' amenity through enhanced tree planting and walking and cycling reconfiguration through the precinct.
- \$2.1 million for Improving the Olinda Precinct which will transform the former Olinda Golf Course into 34 hectares of community parklands including; a nature-based play space, sports oval, walking trails, picnic facilities upgraded entry and car park.

## Department of Environment, Land, Water and Planning

- \$3 million for the National Sports Centre and Melbourne Cable Park infrastructure upgrades.
- \$2 million for new trails for suburban Melbourne. This will include the construction of priority trails from the Northern Regional Trails Strategy and implementation of projects from the soon-to-be-released Eastern Regional Trails Strategy.
- \$1.6 million to improve Parks Victoria's booking system and increase discounts to shoulder and off-peak camping to seniors, students and concession card holders.
- \$1 million to develop a business case for a Werribee Open Range Zoo expansion.

## Road, Jetty and Pier Investments

- Almost \$1 billion to upgrade and repair Victoria's regional roads including:
  - upgrades to major highways including the Calder Highway, Princes Hwy West, which lead into key tourism regions. There is also funding for Mount Dandenong Tourist Road upgrades.

## Better recreational facilities for Victorian waterways

- \$5.2 million will be provided for new and upgraded jetties, piers, pontoons, boat ramps, as well as future masterplans, to improve access to waterways for Victorians. As the popularity of boating and fishing continues to rise this funding will ensure that Victoria's facilities are able to meet demand.
- The funding, in addition to the current Boating Safety Facilities Program, will go to existing facilities requiring critical repairs to damaged infrastructure as well as new projects and planning for new infrastructure.
- Our jetties and piers play a major role across our state's visitor economies, particularly the regions.

## Skills and Education

- From January 1, 2019, students who are eligible for Victorian Government subsidised training will not pay course tuition fees in 30 priority courses, and 18 apprenticeship pathway courses when completed at TAFE.
- Included in the 30-priority course list is the Certificate III in Hospitality.
- Free TAFE for Priority Courses will reduce the financial barrier for students wanting to train in courses that lead to the occupations that are needed most by employers in the Victorian Economy.
- \$304 million to create thousands of new TAFE and training places so more Victorians can access training.
- \$120 million to upgrade three TAFE facilities and provide better facilities for students in Bendigo, Morewell and Sale.