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VICTORIA TOURISM INDUSTRY COUNCIL

TOURISM AND EVENTS INDUSTRY

POLICY AGENDA 2016-17



The Victoria Tourism Industry Council (VTIC) is the peak body and leading advocate for Victoria's tourism and events industry.

The visitor economy in Victoria:

- > Is a significant economic driver for Victoria, worth over \$20 billion in 2013-2014, or 5.9 per cent of Gross State Product, increasing from \$14.7 billion in 2006-2007
- > Employs around 206,000 people, over 200,000 of them Victorians and contributes 7.2 per cent of employment in tourism and other industries

Our vision for Victorian tourism and events

With a globally competitive visitor economy, Victoria will be the leading destination for domestic and international visitors, with must-see attractions, must-do experiences, and an unrivalled calendar of major events.

Our mission

VTIC works to develop and support a professional, sustainable and globally competitive visitor economy. By improving the business environment, we make it easier for our industry to deliver high quality experiences, products and services to all visitors to Victoria.

Our priorities to achieve our vision



Victoria will be a great place to do business and to invest in the visitor economy.

- > Efficient investor facilitation processes
- > Sensible planning frameworks
- > A well-trained, flexible workforce
- > An industrial relations regime that reflects the 24/7, year-round nature of the visitor economy
- > A visa regime that welcomes and supports international visitors from all market segments
- > A tax framework that minimises taxes and charges on international visitors
- > Streamlined licensing process for tour operators across the state to ease the burden of doing business across multiple land management areas
- > Readily available research on which to build informed businesses cases
- > Innovative, industry-led support tools and programs



Visitability, connectivity, accessibility – it will be easy to get here and easy to get around Victoria.

- > Maintain curfew free status of Melbourne Airport and support Melbourne Airport Masterplan, including third runway.
- > A Mass Transit System between Melbourne Airport and Southern Cross Station.
- > Faster broadband and reliable phone connections in regional areas, including Wi-Fi on regional trains
- > Free Wi-Fi in the Melbourne CBD
- > Short-term and single-use Myki cards
- > Better connectivity for visitors travelling to and around regional Victoria, across all transport modes



- > Is a growth sector. In the year ending March 2016, international overnight visitor expenditure in Victoria grew by 23.7 per cent year-on-year to \$6.7 billion.
- > Although international visitors will contribute strongly to future growth, the latest forecasts indicate that domestic tourism, will contribute 52 per cent of overall growth in overnight visitor expenditure in the next decade.
- > Contributes to Victoria's economic, social, cultural and environmental wellbeing; diversifies local economies and provides new infrastructure for locals and visitors in regional Victoria



Capitalise on Melbourne's liveability to enhance its reputation as a vibrant visitor destination

- > Develop and implement a growth strategy for the whole of Melbourne
- > Continued investment (private and public) in visitor attractions, facilities and services
- > Extended Free Tram Zone in the CBD
- > Destination Melbourne is recognised and resourced as the industry board for greater Melbourne
- > Ongoing funding commitment for Melbourne marketing campaigns



Victoria will be the leading destination for international visitors to Australia and for business events.

- > Coordinated international engagement with the other key sectors of the Victorian economy
- > Improved visa conditions for visitors from key markets and business travellers
- > Tourist Shopping Reform to streamline the GST refund process for international travellers
- > Timely completion of the expansion of the Melbourne Convention and Exhibition Centre

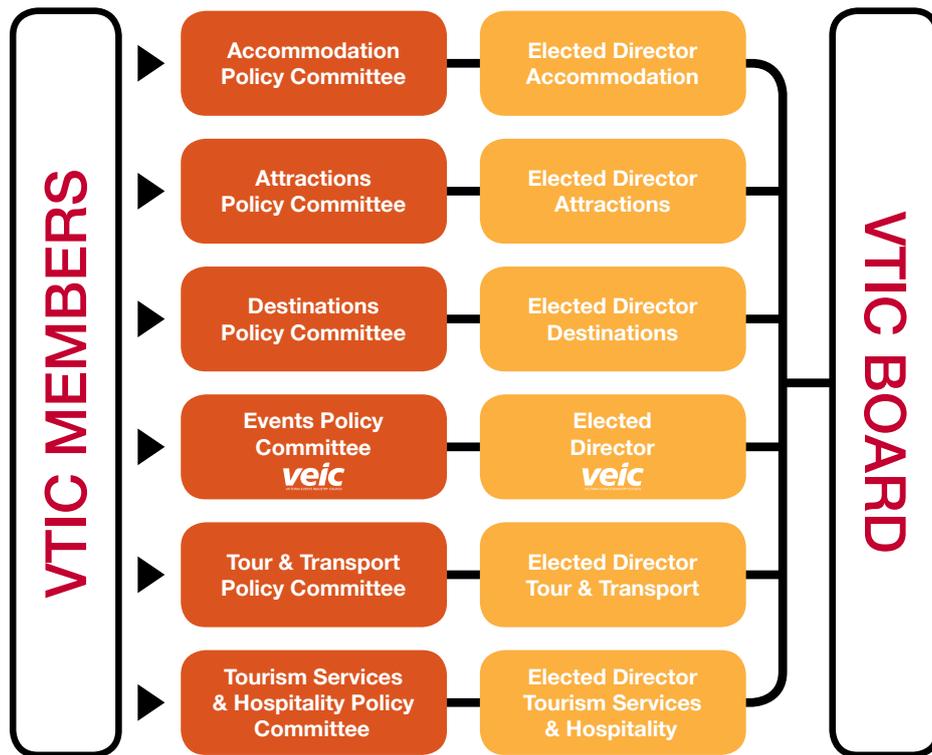


Regional Victoria will have a compelling tourism and events offering that attracts more visitors to stay longer and travel further.

- > Ongoing commitment to the Regional Tourism Infrastructure Fund and Regional Events Fund
- > Implementation of the Shipwreck Coast Masterplan
- > Finalisation of the Point Nepean National Park Masterplan
- > Well-resourced Regional Tourism Boards

Front cover images: Top: Arbory Launch by Simon Schiff, courtesy of Arbory Bar & Eatery
Bottom: Courtesy of Murray River Tourism Board

Inside L – R: Images courtesy of Crown College; V-Line; White Night, courtesy of Mark Higgins;
Melbourne Convention and Exhibition Centre; Great Ocean Road Regional Tourism
Banner image: Cape Kitchen, New Haven



How can members engage with VTIC’s Policy Committees, and how do they work?

VTIC’s advocacy agenda is informed by industry input. We work on the challenges that are most pressing for our members, and pursue outcomes that have a positive effect on business and our industry.

VTIC has six Policy Committees which feed through member issues and suggestions for policy direction, via their Committee Chair to the VTIC Board for consideration. VTIC Essentials and VTIC Complete members can nominate to sit on the Policy Committee most relevant to their business. Premium members automatically have a seat on their chosen Policy Committee as part of their membership package.

Each Policy Committee then elects a Committee Member to be the Elected Director for that Committee on the VTIC Board. In addition to the six Elected Directors, the VTIC Board comprises a Chair and Deputy Chair appointed by the Victorian Chamber of Commerce and Industry. Through our close working relationship with the Victorian Chamber, VTIC is able to share and draw on policy information and expertise, as well as extend to our members a range of member benefits and business services, including the workplace relations advice line, professional development courses and business networking events.

The importance of speaking with One Voice

VTIC engages broadly with industry, holding meetings, forums and events in Melbourne and regional centres, and regularly surveying our members, to ensure our advocacy efforts are targeted and reflective of member concerns. These are great opportunities to gauge industry sentiment and business conditions on the ground.

We believe that tourism is everyone’s business, so it is important that the economic significance and potential of the tourism and events industry is clearly understood by policymakers at all levels of government. Policy decisions across a wide range of portfolios will affect our industry, be they policies addressing planning regulations, land management, visa requirements, taxation of travellers, tour operator licences, public transport, or even public holidays.

Given the diverse nature of the tourism and events industry, it is important that we advocate with one voice and take a unified approach to increasing awareness of the importance of our industry and the value of visitors to our community and our economy.