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Our Ref: EMRC-126410
Your Ref:

24 March 2011

Committee Clerk
Standing Committee on Estimates and Financial Matters
Legislative Council
Parliament House
GPO Box A11
Perth WA 6847

To Whom It May Concern:

RE: INQUIRY INTO WESTERN AUSTRALIAN TOURISM COMMISSION'S INVOLVEMENT IN MAJOR TOURISM EVENTS

I am writing on behalf of the Eastern Metropolitan Regional Council (EMRC) to make a submission to the Inquiry into Western Australian Tourism Commission's Involvement in Major Tourism Events.

The Eastern Metropolitan Regional Council is a regional local government authority that works on behalf of six member Councils to achieve outcomes for Perth's Eastern Region. The member Councils cover around one third of the Perth metropolitan area and include the Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring and City of Swan.

The EMRC has supported member Councils and industry stakeholders to achieve tourism outcomes since 1998. Tourism is identified as a priority area in EMRC's Strategic Plan for the Future 2010/11 to 2013/14, and the EMRC's Regional Tourism Strategy directs tourism development initiatives for the period 2010 to 2015.

The EMRC supports the involvement of the Western Australian Tourism Commission (and its subsidiaries including Eventscorp) in major tourism events, including the provision of funding by Eventscorp for major, regional, and arts and culture events.

The One Movement for Music Festival is part of a longer term strategic plan by the State Government to foster international events that are anchored and owned in the State. The uniqueness of the festival and inclusion of international delegates, speakers and artists assists in building WA's destination brand and is fantastic publicity for WA with national and international publicity in almost 300 media items.

The festival provides many new and emerging artists with access to the international stage, while also reinforcing Perth's reputation as a major music hub and breeding ground for upcoming bands. The multi-faceted international event comprises of the MUSEXPO Asia Pacific Music, Media and Technology Conference; Industry Showcases, the two-day music festival, and the free Fringe Festival showcasing over 60 local talent. In 2010 in the festival's second year, attendees included over 800 delegates and speakers, 600 artists from over 15 countries, over 12,000 music festival attendees, and 50,000 attending the fringe festival.

The festival is a new and developing event that delivers a range of benefits not comparable to other events that receive Eventscorp sponsorship, for example raising the arts and cultural profile of Perth and WA, and enriching the inner-city entertainment atmosphere.

Advancing Perth's Eastern Region

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Member Councils: Town of Bassendean, City of Bayswater, City of Belmont, Shire of Kalamunda, Shire of Mundaring, City of Swan

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As a developing event, the EMRC recognises the opportunity for the festival to expand in future years, and for WA to leverage from the growing success of the existing event.

The festival offers the potential to promote other areas of Perth outside of the CBD. The festival could capitalise on the unique concert venues and landscapes that Perth has to offer, and host parts of the festival in other regions of Perth. Exposure to areas outside the Perth CBD would assist in showcasing the diversity of Perth and surrounds to delegates, performers and festival attendees alike.

Perth's Eastern Region has a number of venues that could be utilised for festival events, including the newly constructed Red Hill Auditorium overlooking the Perth skyline in the Perth Hills, and Belvoir Amphitheatre located amidst the surrounds of the vineyards in the Swan Valley. The venues have capacity of 4,500 and 5,000 respectively and can boast performances by Neil Finn, Paul Kelly, and the Breakfast Festival.

Should you require further information regarding this submission please do not hesitate to contact Ms Samantha Robshaw, Strategic Project Coordinator (Tourism and Community), by Phone: (08) 9424 2262, or Email: samantha.robshaw@emrc.org.au.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter B. Schneider', with a long horizontal flourish extending to the right.

PETER B. SCHNEIDER
Chief Executive Officer