

Section 82 Notice – Financial Management Act 2006

Legislative Council Question without Notice 114

Pursuant to section 82 of the *Financial Management Act 2006*, I give notice to both houses that I am unable to provide an answer to Part (1) of Legislative Council Question without Notice 114.

Notice is also being provided to the Auditor General, as required under section 82 of the *Financial Management Act 2006*.

Please see attached Question without Notice 114 Part (1) for a description of the information requested.

With respect to the request for advice on the amount of State Government funding granted to Football Federation Australia trading as Football Australia, to host the Socceroos FIFA Cup Qualifier in Perth, I have not included in my answer the quantum provided by Tourism Western Australia (Tourism WA). I have considered the public interest in releasing this information, and while the public has a general right of access to information held by government agencies, this right has to be balanced against the need to protect the financial and commercial affairs of the State.

The standard industry practice worldwide is for financial and contractual information related to events to be kept strictly confidential. Tourism WA is unaware of any other Australian jurisdiction or competing overseas destination that releases this information. The enclosed article from the 4 December 2013 edition of *The Sydney Morning Herald*, titled "Melbourne's all-night White Night festival back in the swim with bigger footprint", provides an insight into the approach taken by the Victorian Government and states "*Funded by the state government through the Victorian Major Events Company, the budget for White Night is a closely guarded secret...*".

Also enclosed is an excerpt from the Victorian Parliament *Hansard* dated 19 March 2013, in which the Minister for Arts responded to Legislative Assembly Question on Notice 3622 on the White Night Melbourne festival as follows: "*like all agreements to bring major events to Melbourne, there are strict confidentiality conditions in place to ensure Victoria maintains its strategic advantage in a highly competitive environment. The amount of funding allocated to White Night Melbourne is therefore commercial-in-confidence*".

The information requested has not been provided for the following reasons:

Tourism WA competes to develop and secure events for Western Australia (WA) in both the highly competitive national and international markets. The public release of funding information compromises Tourism WA's ability to successfully negotiate with and develop world class events for WA and would provide other Australian States/Territories or competing overseas destinations with an unfair advantage. If funding information became public, an event or potential event may be lost to another Australian jurisdiction or competing overseas destination, and the funding required to secure an event may be increased substantially should another destination seek to attract the event and offer a larger amount to support the event activity or bid. This would significantly impact on Tourism WA's business, professional, commercial and financial affairs, as well as those of associated third parties, such as event holders.

The highly competitive events environment is demonstrated in the enclosed article from the 24 March 2010 edition of *The Australian*, "SA vows to fight move by the Victoria government" which details how the Victorian Government tried to poach a South Australian Government sponsored event. The reality of working in a highly competitive and commercial environment is that failure to keep commercially sensitive information out of the public domain could result in a popular event becoming increasingly vulnerable to the poaching activities of national and international entities.

A Socceroos FIFA World Cup Qualifier is a 'World Class' event and Tourism WA's relationship with Football Federation Australia and its ability to work with the organisation in the future might be compromised because the public release of financial information could impact on Tourism WA's ability to retain the event on similar financial terms. If this information was public, competing destinations would gain an understanding of the financial investment required to secure this event,

This Government takes very seriously its responsibility to grow visitor numbers and the State's event business by developing and implementing strategies including a diversified events calendar. As such, it safeguards information that may jeopardise the State's reputation and business relationship with event holders if made public.



Dr Kim Hames MLA
DEPUTY PREMIER
MINISTER FOR TOURISM

Attached

10 MAR 2015

SOCCEROOS — 2018 FIFA WORLD CUP

114. Hon LJILJANNA RAVLICH to the parliamentary secretary representing the Minister for Tourism:

I refer to the Minister for Tourism's joint media statement of 16 February 2015 about the proposed Socceroos game in Perth.

- (1) How much did the state government pay to attract this game to Perth?
- (2) Which organisation or organisations will receive the funding?
- (3) On what date did the state government approach Football Federation Australia about holding this game in Perth?

The Australian

SA vows to fight move by Victoria government

- by: *Michael Owen*
- From: *The Australian*
- March 24, 2011 10:42AM

THE Rann government says it is taking seriously the latest threat by Victoria to poach its premier motorsport event.

As reported in *The Australian* today, the Victorian government will consider poaching Adelaide's successful Clipsal 500 to replace the Australian Grand Prix if it loses the Formula One race.

South Australian Motor Sport Minister Kevin Foley said the threat should not be downplayed.

"We take any threat to the Clipsal 500 seriously - it is the single biggest event in the V8 supercar calendar," he said.

"But I am confident Clipsal will continue to be a great event in Adelaide."

Melbourne is contracted for the Grand Prix until 2015, the same year as Adelaide's contract for the V8 Supercar event is up for grabs.

The Kennett government poached the Grand Prix from Adelaide 15 years ago.

Related Coverage

- [Victoria eyes SA's V8 race *Adelaide Now*, 24 Mar 2011](#)

Victoria has lost more than \$250m since it secured the Grand Prix, while the Clipsal 500, which South Australia started 12 years ago as a replacement for Formula One, is currently the only V8 Supercar race to make a profit.

Victorian Major Events Minister Louise Asher said the Clipsal 500 could be a major event of benefit to Victoria.

"Victoria is the major events capital of Australia, we host outstanding major events and compete globally to secure major events," she said.

However, Ms Asher said the government would not discuss details of its "potential future bid".

Legendary international motorsport caller Murray Walker last week said the Adelaide event was "the greatest touring car event in the world, in my opinion", with more than 280,000 people at the Adelaide street circuit on the weekend.

South Australian opposition motor sport spokesman Martin Hamilton-Smith said the Baillieu government was eyeing off the Clipsal 500, after it ordered a comprehensive study to help it weigh up the cost of hosting the Grand Prix against the financial benefits.

"The Victorian government is looking at the success of the Clipsal 500 here and saying 'we could set up the same track, we could do the same theme each year'," he said.

"If they won the Clipsal 500 they could save themselves about \$45m a year and get the same crowd numbers in their capital city."

Melbourne's all-night White Night festival back in the swim with bigger footprint

Dewi Cooke

Published: December 5, 2013 - 6:39AM

Melbourne's White Night Festival will be back with a splash in 2014 – and organisers are betting on up to 500,000 people packing into the city's centre for the all-night arts and culture event.

A non-stop synchronised swimming performance at the Melbourne City Baths will add a new venue and extend the February 22 festival's footprint further along Swanston Street, as artistic director Andrew Walsh and his team look for ways to keep people moving between the festival's two key "hubs" and avoid some of the pedestrian gridlock that occurred at this year's inaugural White Night.

Funded by the state government through the Victorian Major Events Company, the budget for White Night is a closely guarded secret, although this year it also received some financial and in-kind support from the City of Melbourne. Government expectations are high that the 2014 event will build on this year's success, with Premier Denis Napthine saying it will "reinforce Melbourne as one of the great arts and culture cities of the world".

Conservative estimates pegged attendance at about 300,000 people this year. "We were very happy with the numbers but we anticipate that the numbers will only grow, so ... we feel we need to expand the precinct," Walsh said.

The festival will have two main hubs – one to the north of the city around the State Library, RMIT and Melbourne City Baths, and the other at the southern end of Swanston Street including Flinders Street, Federation Square and StKilda Road to the National Gallery of Victoria.

In between will be two music stages – "Northern Lights", curated by the Cat Empire's Felix Riebl and "J+RnB", the renamed jazz and blues stage that will move from narrow Degraeves Street on to the Bourke Street Mall.

The popular "Wonderland" precinct returns with projections by The Electric Canvas illuminating city buildings.

The city's key cultural institutions, including Melbourne Museum, the NGV, ACMI, Arts Centre Melbourne and the State Library will again be open, or partially open, from dusk until dawn, as will the RMIT gallery. Swimmers from Victorian Synchronised Swimmers Incorporated will take over the City Baths, a building Walsh described as one of the city's treasures.

City of Melbourne pedestrian data shows crowd numbers peaked between 8pm and midnight during this year's event, particularly around Birrarung Marr, Princes Bridge and Flinders Street station.

This intersection proved difficult for many to cross later in the night as crowd numbers exploded, something organisers want to avoid in 2014. "What I've tried to do is create works, especially in the public domain, that are capable of handling large amounts of people," Walsh said. "If people turn up at three o'clock in the morning, I don't want them to have to stand in a queue for half the night."

Further program details, including the music line-up, will be released early next year.

whitenightmelbourne.com.au

This story was found at: <http://www.smh.com.au/entertainment/art-and-design/melbournes-allnight-white-night-festival-back-in-the-swim-with-bigger-footprint-20131204-2ypnt.html>

QUESTIONS ON NOTICE

*Answers to the following questions on notice were circulated on the date shown.
Questions have been incorporated from the notice paper of the Legislative Assembly.
Answers have been incorporated in the form supplied by the departments on behalf of the appropriate ministers.*

The portfolio of the minister answering the question on notice starts each heading.

Tuesday, 19 March 2013

Arts: White Night Melbourne—funding

3622. Mr FOLEY to ask the Minister for the Arts—With reference to the 2013 White Night Melbourne event to be held on Saturday 23 February 2013:

- (1) What funding has the government made available for the event.
- (2) What budget arrangements have been made for payment or support to:
 - (a) artists;
 - (b) arts organisations;
 - (c) venues;
 - (d) other participating organisations as part of the event.

ANSWER:

- (1) Like all agreements to bring major events to Melbourne, there are strict confidentiality conditions in place to ensure Victoria maintains its strategic advantage in a highly competitive environment. The amount of funding allocated to White Night Melbourne is therefore commercial-in-confidence.
- (2) The Victorian government commits an annual amount to our major events strategy through the Victorian Major Events Company, and support for all events is managed within that total budget.

The budget allocated for White Night Melbourne 2013 will cover artists' fees, organisation and venue costs, and other event outlays such as safety, security and transport.