

Section 82 Notice – Financial Management Act 2006
Standing Committee on Estimates and Financial Operations – Supplementary
Question No. C3

Pursuant to section 82 of the *Financial Management Act 2006*, I give notice to both houses that an answer to Supplementary Question C3 was not provided.

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

Please see attached Supplementary Question/Information C3 for a description of the information requested.

With respect to the request for the amount of funding provided to the Margaret River Gourmet Escape in 2017, I am not prepared to provide the sponsorship funding provided by Tourism Western Australia (Tourism WA).

In making this decision I have considered the public interest 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 information requested has not been provided for the following reasons:

Tourism WA competes to develop and secure events for Western Australia in the highly competitive national and international markets. The Margaret River Gourmet Escape, which is owned by IMG Culinary, is considered attractive to other destinations and the event could potentially be poached if sponsorship funding information was released. Consequently, the event could become more expensive to secure and retain if event holders knew how much the State Government was prepared to pay.

The public release of funding information compromises Tourism WA's ability to successfully negotiate with event holders to secure world class events for the State. It would provide other Australian States/Territories or overseas destinations with an unfair advantage, whereby knowledge of sponsorship paid could be used to outbid Western Australia for an event.

In addition, if event holders became aware of how much the State Government is prepared to pay to secure and retain events, the overall cost of events to the State could increase.

The release of sponsorship information would significantly impact Tourism WA's business, professional, commercial and financial affairs, as well as those of associated third parties, such as event holders, in relation to their negotiations with other States/Territories where an event is held in multiple jurisdictions.

The highly competitive events environment is demonstrated in the following enclosed articles:

- 17 June 2015 edition *The Age* titled "Victoria vows to fight for every major event" reports on the Hon Daniel Andrews MP, Premier of Victoria's, intended speech to the Melbourne Press Club "I issue this warning to every other state: if you have a major event worth taking, we're coming for it" (**Attachment 1**).
- 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 (**Attachment 2**

- On May 30 2017 the Herald Sun news article titled “Victoria pushes for 10-year State of Origin deal” reports that Melbourne sports chiefs “want to steal NSW and Queensland’s thunder by signing a long-term deal to regularly bring State of Origin Rugby leave to Victoria” (**Attachment 3**).
- On 15 April 2016, the ABC news article titled “Victoria makes audacious bid to snatch NRL grand final” reports that Victoria’s Sports and Major Events Minister John Eren said “upgrades planned for Sydney stadiums gave Melbourne the perfect opportunity to poach Sydney’s event” and “What we want to do now is poach this iconic game from Sydney” (**Attachment 4**).

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.

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...” (**Attachment 5**).

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 362 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” (**Attachment 6**).

The Government takes its responsibility to grow visitor numbers by securing and retaining an attractive and diversified events calendar very seriously. A key strategy is to safeguard information that may jeopardise the State’s business relationships, reputation and ability to negotiate successfully with event holders if made public.

Should you have any queries relating to this matter, please contact Tourism WA Executive Director Corporate and Business Services, Mr David Lowe, by email to david.lowe@westernaustralia.com or by telephone on 9262 1852.

Yours sincerely



**HON PAUL PAPALIA CSC MLA
MINISTER FOR TOURISM**

8 NOV 2017

Enclosed

THE  AGE
Victoria

Victoria vows to fight for every major event "worth taking"

Josh Gordon, State Political Editor
Published: June 17 2015 – 12:15AM

Victoria will fight other states for every major sporting and cultural event "worth taking" as part of an aggressive strategy to kickstart the state economy.

Premier Daniel Andrews will use a speech to the Melbourne Press Club on Wednesday to warn the rest of Australia that Victoria will be relentless in pursuing big events, big projects and big investments.

"I issue this warning to every other state: if you have a major event worthy taking, we're coming for it," he said.

"Victoria has been asleep for the past four years, but our state is now waking up."

Victoria's hit list for the next few months includes Major League Baseball, NBA, College Football and major film and state productions.

Mr Andrews will highlight Wednesday's sold out rugby league State of Origin clash between Queensland and NSW at the MCG – which will be attended by NSW premier Mike Baird – as an example for Victoria's success hosting major sporting events.

But he will warn the state cannot live on past glories, flagging a significant shake-up of the state's major events strategy, which is now more than 20 years old.

He will also announce the appointment of media buyer Harold Mitchell to chair a new jobs and investment panel providing advice on boosting future jobs, investment and business activity.

It follows concerns about the looming loss of tens of thousands of automotive sector jobs, as well the long-term structural decline of traditional manufacturing.

Victoria's unemployment rate has crept up from 5 per cent at the start of 2010, peaking at 6.9 per cent in July 2014, before falling to 6 per cent in May this year. Business investment has also been anaemic, with \$6.8 billion spent last year, compared to \$6.6 billion in 2013 and \$8 billion in 2012.

In what has been touted as a significant economic statement, Mr Andrews will also announce new overseas business offices in Singapore, Turkey and South America charged with wooing overseas investors.

The economic statement follows anxiety from the business sector about what some see as a lack of major infrastructure projects in the short and medium term following the decision to cancel the contract to build the East West Link.

In March the State Government announced a review of the state's major events calendar to be headed by Major Events Company chairman Sir Rod Eddington and auditing firm KPMG. The review follows concern Victoria is being left behind by other states, particularly NSW, which has added 110 sporting, cultural and lifestyle events since 2011.

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."

Victoria pushes for 10-year State of Origin deal

Peter Rolfe. Herald Sun
May 30, 2017 8:22pm
Subscriber only

MELBOURNE sports chiefs want to steal NSW and Queensland's thunder by signing a long-term deal to regularly bring State of Origin rugby league to Victoria.

NSW BLUES MITCHELL PEARCE READY TO RULE QUEENSLAND

MELBOURNE TO HOST 2018 NRL STATE OF ORIGIN BLOCKBUSTER

Melbourne would host one of three Origin matches for up to 10 years as part of a move to lock more "best of the best" fixtures into Victoria's major events calendar for longer.

NSW fans pack the MCG during the 2015 State of Origin. Picture: Gregg Porteous
NSW and Queensland will kick off their annual Origin series at Suncorp Stadium in Brisbane tonight.

The second match will be in Sydney next month and a return leg in Brisbane in July.

Melbourne will host an Origin match next year, with negotiations ongoing about which of the three fixtures will be played at the MCG. Picture: Wayne Ludbey

But, with a record Origin crowd of 91,513 packing the MCG in 2015, including tens of thousands from interstate, there is a push to lure sporting tourists back from northern states more often.

Visit Victoria major events general manager Damien de Bohun said the prospect of plane loads of interstate visitors regularly arriving in Melbourne for Origin clashes had obvious appeal.

"There is no doubt that is part of our future plans to keep working with them," he said.

Melbourne will host an Origin match next year, with negotiations ongoing about which of the three fixtures will be played at the MCG.

Visit Victoria major events general manager Damien de Bohun. Picture: Mark Wilson

But Mr de Bohun said a more lasting Melbourne agreement was wanted.

“We’ve got a really clear mandate that where we can we want to back the right best-of-best products and lock them in for longer periods,” he said.

“So that we’re not sitting down renegotiating after three years, we’re actually talking about how we build the plans ... lock in a deal and say ‘right — let’s get on with it and really build it together’.”

With a record Origin crowd of 91,513 packing the MCG in 2015, including tens of thousands from interstate, there is a push to lure sporting tourists back from northern states more often.

Picture: Wayne Ludbey

Asked if a 10-year Origin contract was desirable, he said “absolutely”.

“State of Origin rugby league is unique globally, it is state versus state, region versus region,” he said.

“I know we used to have State of Origin in AFL but it’s not the same as this. I think in reality the NRL are in the fortunate situation where they have kind of four grand finals a year — their grand final and three State of Origin matches.”

Perth is also bidding for future Origin matches.

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ABC NEWS

Victoria makes audacious bid to snatch NRL grand final

Updated Fri 15 Apr 2016, 5:48am

Victoria is making an audacious bid to try to snatch the NRL grand final from Sydney, with the state's Sport Minister set to meet with National Rugby League officials today.

The Victorian Government said both Victoria and the NRL would profit from staging future NRL grand finals at the MCG.

Victoria's Sport and Major Events Minister John Eren said upgrades planned for Sydney's sports stadiums gave Melbourne the perfect opportunity to poach Sydney's event.

Mr Eren said New South Wales Premier Mike Baird should be concerned.

"We can have the NRL grand final right here in Melbourne tomorrow afternoon. All we need are the goal posts," he said.

"He'd be worried. I'd be worried if I was him too and I think that would be almost the end of the Baird Government if they were to lose the NRL grand final, so there's a lot at stake."

The NRL yesterday left the door open for Brisbane to host a grand final when Sydney's Olympic stadium undergoes a makeover.

Mr Eren said Mr Baird tried and failed to seize Melbourne's Formula 1 Grand Prix, and Victoria was now striking back.

"What we want to do now is poach his iconic game from Sydney," he said.

"You've got to be audacious. There's a lot at stake and they know it."

"The sporting capital of the world is very serious about getting the NRL grand final right here in Melbourne."

Mr Eren will be holding talks with the NRL later today.

The NRL has declined to comment.

Topics: government-and-politics, melbourne-3000

First posted Fri 15 Apr 2016, 4:36am



PHOTO: Victoria is trying to capitalise on upgrades planned for Sydney's sports stadiums to poach the NRL grand final. (AAP: Dean Lewins)

RELATED STORY: Brisbane a chance to host NRL grand final during Sydney renovations

MAP: Melbourne 3000



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

Tuesday, 19 March 2013

ASSEMBLY

1115

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.