

11 November 2014

Notice of Motion, Cr Mayne: Investment in Melbourne Convention and Entertainment Centre

Motion

1. That the Future Melbourne Committee:
 - 1.1. welcomes the State Government's commitment to a \$350 million investment in the Melbourne Convention and Entertainment Centre through the existing Private Public Partnership structure with Plenary Group
 - 1.2. requests the Chief Executive Officer to write to the Leader of the Opposition requesting a written commitment before the 29 November 2014 state election to match the investment in order to preserve Melbourne's competitive position with Sydney in the economically important business events market.

Background

Melbourne has been going through a boom period in the global business events space, culminating in the AIDS 2014 conference held earlier this year.

However, with Sydney having committed \$2.5 billion to completely redevelop its Darling Harbour offering by 2019, Melbourne needs to respond, especially given the rising competition from other global cities.

Below is the text of the government's announcement: <http://premier.vic.gov.au/media-centre/media-releases/11460-coalition-government-to-expand-melbourne-convention-and-exhibition-centre.html> on 24 October, which the Victorian Opposition is yet to match, along with a link to the fact sheet on what Sydney is committed to undertaking at Darling Harbour:

http://www.lendlease.com/Australia/Projects/Darling%20Harbour%20Live~/media/Group/Lend%20Lease%20Website/Australia/Documents/Projects/DHL_Fact%20Sheet.ashx

Coalition Government to expand Melbourne Convention and Exhibition Centre

Friday, 24 October 2014

Premier Denis Napthine and Tourism Minister Louise Asher today announced plans to expand the Melbourne Convention and Exhibition Centre (MCEC) to include a multi-purpose convention and exhibition facility, a new hotel, extra car parking and more retail outlets.

"The Coalition Government has commenced negotiations with Plenary, an existing partner with the State through a PPP contract for the MCEC, to consider how an expansion of the Centre can be integrated into the existing development," Dr Napthine said.

"Business events generate economic benefits of around \$1.2 billion each year to Victoria. Collectively, business events provide not only economic benefits but also the constant positioning and profiling of Victoria nationally and internationally. They drive tourism, employment growth, industry development and business linkages.

"The western precinct which incorporates the Melbourne Convention and Exhibition Centre and the surrounding shopping and dining areas is popular with tourists and locals alike, and the expansion will be able to capitalise on this," Dr Napthine said.

Ms Asher said the first key step involves developing an appropriate master plan for the precinct to ensure the MCEC remains a world-class facility attracting conventions and exhibitions from around Australia and the world, generating significant economic activity.

"Demand for exhibition space means the Centre is currently turning away around 20 per cent of business.

"These negotiations will allow Plenary an opportunity to put forward an expansion proposal to provide integrated services with an expanded Exhibition Centre," Ms Asher said.

The 2013-14 financial year was the most successful on record for the MCEC, with 1,030 events attracting 680,955 delegates, including 21 international conventions catering for 31,079 delegates and 57 national conventions with 40,241 delegates.

Moved: Cr Mayne