

## **A united tourism voice for Victoria**

The Victorian Employers' Chamber of Commerce and Industry and Tourism Alliance Victoria have announced the consolidation of their resources.

"This exciting initiative is a win-win for Victoria's Tourism and Events Industry, to provide integrated policy, advocacy and representation as well as industry and business development services" said VECCI CEO, Wayne Kayler-Thomson.

"This is a strategic alliance that has been formed between the peak tourism bodies of Victoria to provide a united voice for the industry and a benchmark for tourism nationally," says Mr Wayne Kayler-Thomson.

The move brings the former staff of Tourism Alliance Victoria into a single management structure within VECCI, along with other peak tourism bodies including the Victoria Tourism Industry Council (VTIC), the Victoria Events Industry Council (VEIC), the Hotel Motel Accommodation Association (HMAA) and the Backpacker Operators Alliance of Victoria (BOAV).

The former CEO of Tourism Alliance Victoria, Mr Anthony McIntosh joins VECCI to lead its Tourism and Events Industry operations supported by the existing management capabilities, resources and expertise of VECCI.

"This collaboration recognises a long-held vision to create a unified industry voice for tourism in Victoria, to form the most representative and well-resourced state tourism organisation in Australia.

"It demonstrates a commitment by the tourism sector to work in partnership to harness the future of an industry that currently contributes \$15.1 billion to the Victorian economy and employs 179,250 Victorians." says Mr Kayler-Thomson.

"This is a critical move forward for Victoria's tourism industry that will result in a greater ability to continue to grow the importance significance of tourism through cohesion, strength and shared determination," says VTIC Chairman Mr Jeremy Johnson.

"The coming together of Victoria's key industry associations is a win-win for all parties."

Mr Johnson recently announced that current TAV Chair, Mr Roger Grant, will also be appointed to the position of Deputy Chair for VTIC. Mr Grant, who is a leading tourism figure within Victoria's regional tourism industry, will bring a wealth of experience, insight and passion in leading the industry toward a shared vision.

"This is a land-mark move forward for tourism in Victoria that will have many exciting and significant ramifications for this industry," said Mr Grant.

"In working together we have an unprecedented opportunity to enhance tourism industry leadership and increase the engagement of our members in the industry's future. "

**FOR FURTHER INFORMATION**  
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