

BUSINESS OPPORTUNITIES

About the business opportunities

From stadium seating to catering supplies, hosting the Games is generating lots of opportunities for Victorian industry.

The attention generated in the lead up to and during the Games provides a perfect opportunity to showcase the State's industrial capabilities – locally, nationally and globally.

The Victorian Government is helping companies make the most of these opportunities through initiatives like these:

- organising seminars, workshops and training programs to help businesses better position themselves in the major events market
- maximising local content in Games projects through the Victorian Industry Participation Policy (VIPP)
- establishing *Business Club Australia: Melbourne 2006* in partnership with the Australian Government to develop links between domestic and international companies
- creating **www.gamesopportunities.com.au** in partnership with the Industry Capability Network to give businesses the inside running on supply opportunities
- showcasing the business success stories from the Games to encourage others to tap into the growth potential of major events in Victoria as well as overseas

- partnering with the Australian Government to run a single trade and investment promotion program surrounding the 2006 Commonwealth Games, including an ambassador program, local events and showcasing, business matching service, visiting journalists program and guest speaker series.

Additional information

- Major sports events contribute an estimated \$900 million to the Victorian economy each year.
- Up to 90,000 visitors from interstate and overseas are expected to attend the Games, with a further 3,000 media and an estimated television audience of 1 billion.
- The MCG redevelopment has already generated business for several Victorian firms – from construction companies to seat manufacturers.

Lasting benefits

The Games will put Victoria's capability across a range of sectors on show.

Through a series of initiatives the Victorian Government is helping industry capitalise on these opportunities, exporting their skills and capabilities to other major events like the Beijing Olympics in 2008 and the Delhi Commonwealth Games in 2010.

For more information visit www.dvc.vic.gov.au/commonwealth_games

