

Malouf, Carolyn

PUBLIC

SUB002

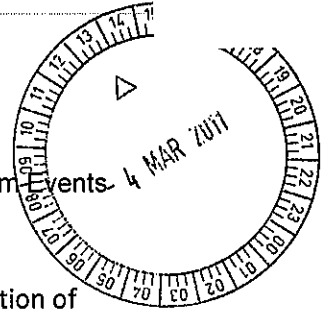
From: Richard Campbell [richard@cmsevents.com.au]

Sent: Friday, 4 March 2011 8:25 AM

To: Malouf, Carolyn

Subject: Inquiry into Western Australian Tourism Commission's Involvement in Major Tourism Events

Dear Committee



I do not have enough background in this particular event, but in respect to the general direction of funding through Tourism Western Australia and Eventscorp, I have limited faith in the process and understanding they have in creating long term events.

For the last fifteen years I have from time to time applied for seed funding for various events created by our company, with no support.

The most popular and successful was the WA Wine & Food Festival which is now run under the banner of the Good Food and Wine Show after it was sold on. This event was underwritten at a cost of more than \$150,000 in the early years by us and never once was considered a decent event by the state. (I am currently in the process of creating a more focused event for WA wine and food and feel no empathy towards involving TWA)

My view of the TWA

- They do not want to risk seed funding, no matter what
- When they do provide funds, they are not in the areas which can provide long term sustainability
- They support existing events because they know they can tick the KPI's for their reports and look good
- In my area of understanding, why continually put money into Margaret River region when they have a very profitable tourism body and mature corporate support (they have now grown to a sustainable level)
- They do not have suitably experienced people on their staff
- They do not have genuine events experience on their boards and committees

I hope this helps

Sincerely

Richard Campbell

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cmSevents

- The Perth Event Show
- Gluten Free Food & Healthy Living Expo
- Geographic Crush Food & Wine Festival
- Perth's Autumn Festival
- Autumn River Festival

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