

Media Release

The Hon Martin Pakula MP

Minister for Jobs, Innovation and Trade
Minister for Tourism, Sport and Major Events
Minister for Racing



Saturday, 1 June 2019

BRINGING THE BEST OF THE MELBOURNE CUP TO SHANGHAI

The Andrews Labor Government has brought the fashion, fun and excitement of the Melbourne Cup Carnival to China by showcasing some of the best Victorian spring racing fashion and millinery in Shanghai today.

The prized Melbourne Cup was also on display in China, giving local racing fans a taste of Australia's race that stops the nation.

Launched by Minister for Racing, Jobs, Innovation and Trade Martin Pakula, the fashion showcase put the spotlight on Victoria's quality fashion and style, helping local designers tap into China's billion-dollar market.

Hosted by the Victoria Racing Club and supported by Global Victoria, the event gave Chinese consumers a taste of the carnival and is part of a broader push to attract more visitors to Victoria to see all the action first-hand.

Minister Pakula is in China for a Victorian Government-led trade mission focusing on the business of sports and helping local companies break into the booming Chinese market.

The event builds on the work Global Victoria has done through its international engagement program, including showcasing the best of Victorian fashion to the world at the Virgin Australia Melbourne Fashion Festival.

The Melbourne Cup Carnival is among the biggest sporting events in Victoria, and last year injected more than \$447 million into the local economy and attracted a total attendance of more than 320,000.

China is a vital part of Victoria's visitor economy with visitor spend growing by more than 23 per cent in 2018.

China is Victoria's top two-way trading partner with business worth \$26 billion done in 2017/18. That represented a 14 per cent increase in just one year, proving opportunities in China continue to grow rapidly.

Quotes attributable to Minister for Racing, Jobs, Innovation and Trade Martin Pakula

"Not only are we helping local fashion designers tap into a new market, we're also attracting new visitors to Victoria to see why we're known as the sporting and major events capital of Australia."

"The Melbourne Cup Carnival is one of the many fantastic events that showcases Melbourne to people from around the world and we're thrilled to put it on the global stage in China."

"By connecting local businesses with decision-makers in China we're opening up new trade opportunities, helping businesses grow and creating jobs across Victoria."

Quote attributable to VRC Executive General Manager of Customer Engagement, Caroline Ralphsmith

"This new global fashion competition will extend engagement with the Melbourne Cup Carnival in China and among Victoria's growing Chinese community."

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