



## Convention, Incentive Marketing June, 2011

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# In the world spotlight

**Perth is in the world spotlight with two major international business events locked in – this year's Commonwealth Heads of Government Meeting and a global liquefied natural gas conference and exhibition in 2016.**

Only 13 months ago it was announced that Perth would host CHOGM, from October 28 to 30. The biennial summit attracts more than 3000 delegates, including leaders from 54 nations.

To cater for the Leaders' Retreat, the Frasers complex in Kings Park is undergoing a \$9 million overhaul. When this is finished, the venue will be able to cater for up to 750 people for cocktails or more than 500 for banquets.

In November, Perth was declared official host for LNG18, the liquefied natural gas event. To be held in March 2016, it is expected to attract more than 5000 delegates, making it the largest conference and exhibition ever for Western Australia.

## City transforming itself

**Generous government and private investment has allowed Perth to transform itself over the past two or three years, enabling the city to attract international business events.**

A pivotal project is the Perth City

Link, a 13.5ha. corridor running east-west across the city with City Square as its centrepiece and scheduled for completion in 2014. The rail line moves underground so the CBD can reconnect with the entertainment and cultural hub of Northbridge for the first time in a century.

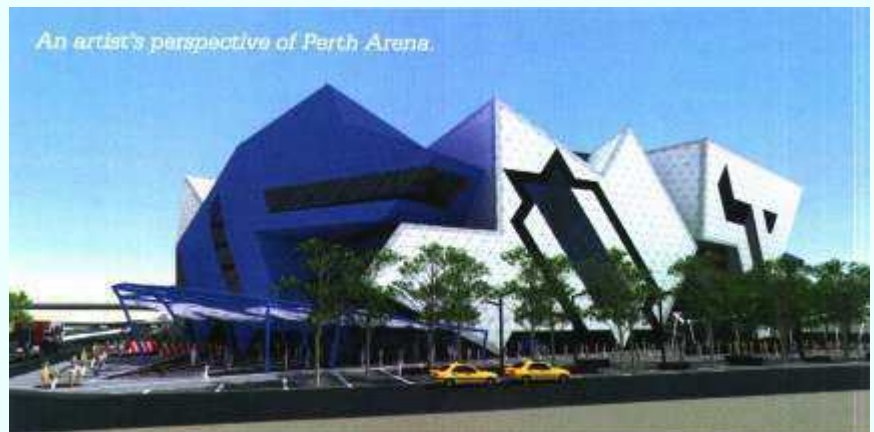
A key part of this project is building the Perth Arena, just metres from the Perth Entertainment Centre, to be demolished. Scheduled to open early next year, the multi-purpose indoor entertainment and sports venue will have 14,500 seats and be able to host banquets and balls for 1000 guests on its floor. It will have a retractable roof.

Also in the link is the State Theatre

Centre of Western Australia, which opened in January. It features the 575-seat Heath Ledger Theatre (the Hollywood actor is a son of Perth) and the flexible 234-seat Studio Underground. There is also The Courtyard, a multi-purpose outdoor events space, plus two rehearsal rooms and two flexible-use private suites.

Part of the changes in Perth involves its laneways, public spaces and streetscapes, with a burgeoning cafe/bar/restaurant scene. St George's Terrace, which connects several CBD hotels, is having an \$11 million upgrade.

And the city is coming alive at night with buildings and inner city areas



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featuring eco-lighting displays. Leading the way is Council House, which had its decorative lighting switched on in April.

An urban orchard and native wetlands are part of a two-year rejuvenation of The Perth Cultural Centre, just completed. Features include street furniture, café-style vendor installations and free wireless internet access.

Meanwhile, Perth Airport is having a \$500 million upgrade over three years, expanding its domestic and international terminals.

### New leader, new title at Perth bureau

#### Perth Convention Bureau has a new leader with a new title.

Director of business development Paul Beeson took over this month in the new role of chief executive officer, replacing managing director Christine Allen, who resigned for personal reasons.

Bureau chairman Ian Laurance says Beeson helped secure \$35 million worth of convention business in the past financial year – 37 per cent of the bureau's record total sales of \$93 million.

Beeson has just been named national Business Development Person of the Year by Meetings & Events Australia.

Meanwhile, Laurance himself has just been recognised for this career in the tourism industry in both WA



and Queensland.

A former WA Minister for Tourism, he received the Outstanding Contribution by an Individual title at the Qantas 2010 Australian Tourism Awards.

His career spans almost four decades, including involvement with Seaworld and Warners Bros Movie World in Queensland.

### CHOGM brings upgrade for Kings Park

Fraser's Restaurant complex and the surrounding area in Perth's Kings Park are in the middle of a \$9 million

#### redevelopment by the South Australian government.

It is all part of the lead-up to the venue hosting the CHOGM Leaders' Retreat in October. The

complex is being expanded, with the "temporary" marquee that has topped Fraser's building for 10 years being replaced by a permanent circular glass-and-steel structure. Following its CHOGM debut, the area will be available for receptions and dinners, and be especially suitable for government events. It will seat 450 people or host 700 for cocktails.

As well as the latest technology,

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the addition will feature natural light with its floor-to-ceiling windows and panoramic views.

Meanwhile, Fraser's Restaurant and private dining room have had a facelift for the first time since the venue opened in 1993. And the neighbouring Kings Park Function Centre is being refurbished this month with upgrades to the flooring, ceiling, dance floor and furniture.

Part of project involved landscaping of the area, with an outdoor seating area being added in front of the adjacent Botanical Cafe.

With the understanding and special co-operation of the builders, Fraser's has been able to stay open for business throughout the transformation with minimal disruption, says group sales manager Arnya Tait.

"The builders have continually taken our clients' and our needs into consideration," she says.

For example, they have covered old sea containers in calico to hide them, kept the vista as unobstructed as possible with tasteful site fencing, wrapped scaffolding and support posts in material to soften the view, and

used minimal bunting.

### Umbrella group for events industry

**Rebranding itself with a new logo and redeveloped website, the Events Industry Association of Western Australia is a not-for-profit association representing the state's events industry and dedicated to fostering professional standards.**

Formed in 1995, EIA has about 100 members including representatives of venues, event management companies, local government, and product and service suppliers.

It acts as a lobby group and delivers professional development programs as well as networking forums. A monthly e-newsletter keeps members informed.

### State award for outdoor event

**One of Western Australia's largest outdoor lifestyle events, Perth Caravan & Camping Show, was named Best Exhibition in WA (more than 100 exhibitors) in the 2010 Meetings & Events Australia WA Awards.**

Event organiser Pat Strahan of Strahan Consultants was presented

with the award at a dinner at Ascot Racecourse on the opening day of this year's show.

"The event has been growing in both visitor and exhibitor numbers for the past 10 years," says Strahan. "The caravanning industry has seen continuous growth, even through the recession."

Held over five days each year, the event attracts up to 49,000 visitors and more than 220 exhibitors.

### Contacts

- *Events Industry Association of Western Australia*, [www.eia.com.au](http://www.eia.com.au)
- *Fraser's Restaurant*, [www.frasersrestaurant.com.au](http://www.frasersrestaurant.com.au)
- *Kings Park*, [www.bgpa.wa.gov.au](http://www.bgpa.wa.gov.au)
- *Perth Arena*, [www.venueswest.wa.gov.au](http://www.venueswest.wa.gov.au)
- *Perth Caravan & Camping Show*, [www.caravanandcampingshow.com.au](http://www.caravanandcampingshow.com.au)
- *Perth Convention Bureau*, [www.pcb.com.au](http://www.pcb.com.au)
- *State Theatre Centre*, [www.statetheatrecentrewa.com.au](http://www.statetheatrecentrewa.com.au)
- *Strahan Consultants*, [www.strahanconsultants.com.au](http://www.strahanconsultants.com.au)



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# Back to the river

A major transformation is being planned for Perth's riverfront area with the aim of re-establishing the city's connection with the Swan River.

Originally on the banks of the Swan River, Perth has progressively reclaimed land and pushed away from the riverbank. Now there is a master plan to extend the grid of the city toward the river while at the same time bringing the water into the foot of the city. It will be a seamless extension of the city to the river, incorporating public spaces, hotel sites, an indigenous cultural centre and waterfront recreation.

To realise this vision, the Western Australian government has confirmed \$270 million for capital works, enabling the project to go ahead early next year. It will take about 30 months.

Station Park is the gateway to the new waterfront. It will be filled with trees and native plants and include a water feature.

Covering 1.5ha, the Waterfront Promenade is the main feature of the project, linking up with The Island family area via a sculptural bridge.

Over water at the southern end of William Street will be the Indigenous Cultural Centre.

