

Perth Convention Bureau's new generation of Executives to build on unprecedented success

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The Perth Convention Bureau has undertaken a review of its organisational structure following the recent appointment of a new chief executive.

For the fifth consecutive year, the Bureau is on track to exceed its annual results target which is measured by delegate expenditure. For the current 2010-11 financial year, the Bureau will reach its goal of \$87 million which surpasses last year's target of \$83 million in delegate expenditure.

This unprecedented success, together with the promotion earlier this month of Paul Beeson from Director of Business Development to Chief Executive Officer, has prompted the Bureau's Board of Directors to craft a new streamlined executive team.

The Bureau's departing Managing Director Christine Allen formally steps down from her role on June 30. Board Chairman Ian Laurance said today that the new structure will come into effect from 1 July when Mr Beeson formally takes over the reins.

"The Board is confident this new structure will result in more business events and conventions for Western Australia, delivering further benefits for the Western Australian economy," Mr Laurance said.

"As we approach our 40th anniversary, it is important that this new generation builds upon the Bureau's unprecedented success. Business events are an increasingly important part of the Western Australian economy and this new structure will further grow Western Australia's share of the lucrative global business events market."

Gareth Martin, who resigned from the Bureau in February to take up a marketing position with Woodside Petroleum, is returning to take on the revamped role of Director of Business Development. He joined the Bureau in December 2007 and helped to secure the prestigious LNG18 conference and exhibition for 2016, Western Australia's largest ever conference.

Mr Martin will form part of the new executive team which also includes existing Director of Marketing Anne Last, Director of Membership and Public Relations Tracey Cinavas-Prosser and Director of Corporate Services Jeremy Murray.

The position of Executive Director Marketing and Business Development, currently filled by Marina McKeague, has been made redundant. She formally leaves the Bureau on 30 June.

Mrs Cinavas-Prosser's previous role as Membership Executive has been expanded to embrace public relations activities. Company Secretary Mr Murray who looks after the Bureau's corporate services has had his position re-titled.