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Kara Coote

AGE: 27

ORGANISATION: Perth Convention Bureau

POSITION: Business development manager - corporate

“ I am fortunate to work with passionate local West Australians, who are experts in their line of work. ”

dream GIRL

KARA PURSUED HER goals and got her dream job.

I have worked for the Perth Convention Bureau since 2004 in a variety of roles. I have enjoyed developing industry networks and progressing my career, working my way up through the organisation. Having completed a Bachelor of Commerce degree in Public Relations and Tourism at Curtin University in 2004, I turned to a local organisation, the Young Australians Tourism Association (YATA), as a way to meet people working in the industry. I thought at the time that my 'dream job' would be to work at the Perth Convention Bureau as it seemed to have a vibrant culture and presented the chance to blend marketing with what I think is the best product to sell – Western Australia!

In pursuing my goal to promote WA to the world, I took on a voluntary role on the YATA Executive Committee. Contacts I made in this role directly led to a work experience position at the bureau which then progressed to a part-time role and then several months later, a full-time permanent position.

I am always on the lookout for new or unique venues, activities and experiences to share with clients and encourage them to choose Western Australia for their next business event. Perth is undergoing an exciting period of regeneration; with new laneway bars, cafes and shopping opening up, making the city an exciting place to work in and visit.

I am fortunate to work with passionate local West Australians, who are experts in their line of work. Offering the bureau's bidding support I am welcomed into their organisations and committees to learn about their aspirations of hosting their national or international industry conferences. An exciting highlight for me in 2009 was to develop the bid and accompany a local host to Beijing and co-present the bid for Perth to host their next international symposium. This was all the more rewarding as Perth was chosen as the winning destination.

In September 2010, having worked in both research and association business development roles at PCB, I was promoted to my current role of business development manager – corporate. On a day-to-day basis this involves sourcing and monitoring market intelligence and developing strategies to address trends in the corporate sector. I welcome corporate decision-makers and agents to Perth or regional WA for site inspections to showcase the diverse and unique activities and attractions our state can offer for their next corporate meeting. I also represent Western Australia at tradeshows throughout Australia and South-East Asia which gives me the chance to immerse myself in other cultures and experience their customs, food, lifestyle (and shopping!)

Looking at my career progression so far, I would say the most important thing for me has been to have clear goals to work towards. This has always helped me take the next step or challenge, to ensure I'm heading in the right direction.

SUPERVISOR'S COMMENT: Kara is a dynamic team member who embodies the bureau's values of integrity, teamwork, respect and passion. Kara listens to clients' needs and we regularly receive feedback relating to her professionalism and excellent service standards.

Kara's colleagues will often seek her advice and her contributions are well researched and thoughtful. Kara is indeed a 'young gun' and her creative thinking and diligent work ethic will enable her to reach whatever career goals she is focused on. In addition to all these exceptional work skills and talents, Kara is a friendly, warm person with a great sense of humour who is a delight to have as part of the team.

– Marina McKeague
 Executive director for marketing and business development – PCB.