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Perth Convention Bureau boss resigns

Russell Quinn, Business Reporter | PerthNow | April 19, 2011 4:06pm

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THE boss of the body responsible for securing business events for WA since 1972, the Perth Convention Bureau, has resigned from the top job.

Christine Allen (formerly Christine McLean) announced today she would step down from managing director's position because of personal reasons.

Tourism industry stalwart and PCB chairman, Ian Laurance said she would continue in the role until the end of the financial year, about 40 days away.

"Last year PCB achieved its best year on record, securing convention and incentive travel business worth more than \$93 million to the Western Australian economy," Mr Laurance said.

"This was a wonderful achievement and a testament to her outstanding and innovative leadership."

Mrs Allen described her time at PCB as the highlight of her working career.

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"I am proud and honoured to have been part of such a dynamic and innovative organisation," she said.

"Business tourism is the shining star of all the tourism sectors in Australia at the moment and it is extremely satisfying to have been a part of that success story."

Mrs Allen said that the PCB was "heading towards another record result" and was poised to achieve even greater things in the future.

In January, Tourism Minister Kim Hames said \$52 million will be injected into the local economy by business visitors over the next five years, with the PCB on track to secure over \$100 million in business events during the 2010-2011 financial year.

In the first six months of FY11, the bureau secured 51 national and international conventions, and 24 incentive travel groups, drawing more than 27,600 delegates to Western Australia.

Dr Hames said the successful bid to secure international gas conference LNG18 for Perth in 2016, which has the potential to draw over 5000 delegates, had provided a substantial boost to the bureau's half-year results.

"This conference alone is expected to deliver a \$10million plus boost for the economy," he said.