

## CHRISTINE ALLEN HAS RESIGNED AS MANAGING DIRECTOR OF THE PERTH CONVENTION BUREAU.

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Announcing her decision today, PCB Chairman Ian Laurance said Mrs Allen had tendered her resignation for personal reasons but would continue in the role until the end of the financial year.

"Christine is reluctantly stepping down as Managing Director because of changes in her personal circumstances," Mr Laurance said. "Her departure will be a great loss to the Bureau and to the business tourism industry in Western Australia."

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

During her time as Managing Director Mrs Allen had guided the PCB through a significant transformation. This had included a substantial increase in both State Government and industry funding, the creation of a 'business events' brand for Western Australia, and the development of a business model that was underpinning the Bureau's increasing sales success.

Mrs Allen joined the PCB in October 2001 as Accountant and Company Secretary and held the position of General Manager for two years prior to her appointment as Managing Director in September 2008.

She said: "The last 10 years with the Bureau have been the highlight of my working life so my resignation is tendered with much sadness but also with a great deal of pride. I am proud and honoured to have been part of such a dynamic and innovative organisation.

"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.

Mr Laurance said the Board would be looking for a replacement who could bring "a similar level of commitment, passion and business acumen to the Managing Director's role".



Christine Allen

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