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## PCB beats target on delegate expenditure

RACHEL DONKIN, The West Australian  
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A series of high-profile event wins has helped the Perth Convention Bureau haul in \$87.5 million in delegate expenditure over the past 12 months.

Financial accounts filed with the corporate regulator show the value of business events secured by the not-for-profit body, which was established in 1972 to market WA as a destination for business events, was lower than the \$93 million of conventions won in 2009-10.

But the accounts show the bureau had budgeted for an even bigger decline in so-called "direct delegate expenditure", leading it to better its revenue target for the fifth consecutive year.

PCB did not offer any commentary on the trading environment, which was affected by global economic concerns and warnings from key economic commentators about Australia's perceived increase in sovereign risk because of Federal Government policy changes.

However, the bureau again delivered one of the highest returns on investment in the country at 25.6 per cent, although that represented a decline from 28.1 per cent in 2009-10. Bids won during the year included the LNG18 conference (to be held in 2016) and the Alzheimer's Disease International Conference (2015).

The bureau, chaired by former tourism minister Ian Laurance, operates on funding from Tourism WA and fees and in-kind payments from its 230 members, which include hotels, airlines, photographers and golf courses.

The accounts show it generated a \$97,700 profit from revenue of \$4.7 million received during the year.

The much-hyped Commonwealth Heads of Government Meeting and associated business forum in October are expected to swell the bureau's coffers this year.

PCB chief executive Paul Beeson has said the bureau is targeting \$102 million worth of conventions and related events - excluding the contribution from CHOGM - in 2011-12 and the bureau beefed up its corporate structure in July in anticipation of the increased activity.