



**PERTH
CONVENTION
BUREAU**

Media Release

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Incentives on offer for meeting planners who choose Western Australia

The Perth Convention Bureau has launched a national incentive scheme in partnership with Business Events Australia, offering increased assistance to corporate and association meeting planners.

Meeting planners who confirm Western Australia as the destination for their future business events before 30 June 2010 will be eligible to receive a \$20 per delegate in-kind contribution to help with their bottom line.

The scheme has the backing of the federal government, which has provided funds through Business Events Australia as part of a \$2 million nationwide program to stimulate business travel in Australia.

The Perth Convention Bureau along with Western Australian venues and suppliers has matched the government's investment to be able to offer this unprecedented support to meeting planners and entice them to confirm Western Australia as their next meeting destination.

The incentive can be tailored to each organisation and has the potential to assist associations with delegate boosting and marketing, and provide corporations with access to in-kind contributions from the destination such as entertainment, event transfers and airfares.

The scheme is only available for a limited time and conditions apply. Interested meeting planners should contact the Perth Convention Bureau to establish what level of incentive their organisation is eligible to receive.

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