



PERTH  
CONVENTION  
BUREAU

# Media Release

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## LOCAL TALENT AND AREAS OF EXCELLENCE BRING THE WORLD TO WESTERN AUSTRALIA

The Perth Convention Bureau (PCB) is on track to achieve its \$81 million (AUD) business event target for Perth and Western Australia for the 2009-2010 financial year.

Recognised internationally as a centre of excellence in the areas of health, mining, resources, agriculture and education, Western Australia is a progressive State and well regarded as the engine room of Australia's economy.

As a forward thinking and globally connected city, Perth's reputation for cutting edge research and innovation across a diverse range of industry sectors continues to attract international convention business.

Recent successes include the 7<sup>th</sup> International Symposium on Digital Earth 2011, Global Gas Trade and Technology 2011 and the International Desalination Association Conference on Desalination and Water Re-use 2011.

PCB Managing Director Christine McLean was pleased with the way the Bureau was tracking. "Given the tough global economic environment, the conference wins we have secured this year are a great credit to our business development team and the innovative programs we have in place to identify bidding opportunities.

"Our expanded scholarship program embracing Perth's major universities and hospitals has been extremely successful in unearthing international bidding opportunities, and is largely responsible for the growth in this area of our activities," Ms McLean said.

Eleven Perth university academics shared \$60,000 in professional development scholarships awarded by the Perth Convention Bureau this month.

Each of the winners plans to use their scholarship to attend international conferences or symposia in subjects ranging from engineering and preventative medicine to law and geology. Several will lodge bids for future conventions while the others will canvass support for Perth to be a future meeting destination.

"This year's program alone has identified potential convention business worth more than \$55.60 million in estimated direct delegate expenditure," Ms McLean said.

"The collaborative scholarship program assists our academic community to attend overseas conferences, to forge relationships with their international peers, showcase their cutting edge research and push Perth and Western Australia's case to bring these conventions here.

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“Our aim is to secure business events that align with Western Australia’s many industry strengths enabling us to make a solid contribution to the global knowledge exchange. Business events that stimulate economic activity, innovation, learning and trade, not only benefit us as a host destination but all those who attend.”

Since being launched in 1999, the scholarship program has been responsible for generating convention business worth more than \$50 million for the Western Australian economy.

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