



**PERTH  
CONVENTION  
BUREAU**

# Media Release

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Perth, Western Australia

## **CONVENTION BUREAU APPOINTS IAN LAURANCE AS CHAIRMAN**

HIGH profile tourism industry identity and former State parliamentarian Ian Laurance has been appointed Chairman of the Perth Convention Bureau.

Mr Laurance, who recently stepped down as Chairman of Australia's North West Tourism, accepted an invitation to join the Bureau's Board as a Consultative Director and take on the role of Chairman.

The Bureau is a non-profit membership-based organisation responsible for marketing Perth and Western Australia as a business events destination. In the six months to the end of December, the Bureau secured convention and incentive travel business worth more than \$60 million in direct delegate expenditure.

Ian Gay, the Regional General Manager for Qantas in Western Australia, who has been Acting Chairman, following the Bureau's November Annual General Meeting, will serve as Vice Chairman.

The Bureau's Managing Director Christine McLean said the Board was delighted that Mr Laurance had accepted its invitation to take on the chairmanship.

"As a former Minister for Tourism, Housing, Lands and Regional Development, together with his involvement with a variety of Government and private sector organisations, Mr Laurance brings a wealth of relevant experience to the Bureau," Ms McLean said.

"Someone of Ian's stature and standing both locally and nationally will help to profile the role of the Bureau and the significant contribution the business events sector makes to the Western Australian economy."

Mr Laurance said he looked forward to taking an active role in the Bureau's affairs.

He said the Bureau had a reputation as a well managed and soundly structured organisation that was delivering excellent results for the State.

"It is particularly pleasing to be joining the Bureau at a time when the business events sector is seen by Governments as a key economic driver for their destinations, particularly in developing strong global trading, cultural and social links," Mr Laurance said.

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For further information, please contact: Natasha Sellei, Marketing and Media Coordinator, Perth Convention Bureau. Tel: +61 8 9218 2922. Mob: 0408 904 013 Email: [nsellei@pcb.com.au](mailto:nsellei@pcb.com.au)



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