



MEDIA RELEASE
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PERTH CONVENTION BUREAU BECOMES CARBON NEUTRAL

In a move designed to promote Western Australia as a 'green' business events destination, the Perth Convention Bureau is offsetting its carbon footprint.

The Bureau has joined WA-based Carbon Neutral, an environmental group that undertakes the planting of native trees to offset the carbon emissions of its contributing members.

Carbon Neutral has calculated the Bureau's carbon footprint based on staff business travel over a 12 month period.

It is the first Bureau in Australia to formally embrace the burgeoning carbon neutral movement.

Says the Bureau's Director of Corporate Services, Christine McLean: "As a long haul destination from the UK and Europe in particular, we are conscious of the need to be actively supporting an environmentally sustainable future. "We have a real concern that delegates will curtail travel to conferences held here if they aren't able to offset their carbon emissions.

"Indeed, when bidding for international and national conferences there is a real possibility that we could lose out to other destinations that are recognised for their 'green' credentials. "The news that Qantas has launched a carbon offset program is very welcome and will hopefully ensure that Australia continues to be seen as an attractive business events destination."

The Bureau is also encouraging its members to embrace the carbon neutral movement.

Ms McLean said it was pleasing to see that one of its members, the Esplanade Hotel Fremantle, had initiated a carbon offset program with the acquisition of 9.6 hectares of tropical rainforest in Ecuador.

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