



PERTH
CONVENTION
BUREAU

Media Release

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PCB becomes first Green Globe accredited bureau in Australia

The Perth Convention Bureau is the first Bureau in Australia to be recognised as a Green Globe Benchmarked Administration Office.

Achieving the Bronze level, the Perth Convention Bureau along with its industry partners, is committed to reducing the environmental impact of the business events industry in Perth and Western Australia.

Currently 57 businesses have achieved Green Globe accreditation in Australia and many of these are PCB members including Perth Convention Exhibition Centre, Rendezvous Observation City, Crowne Plaza, Novotel Perth Langley, Rydges Perth and Holiday Inn City Centre.

The Green Globe Company Standard is designed for organisations within the travel and tourism industry worldwide and sets out criteria to attain certification. It provides an environmental management framework for organisations to achieve sustainability.

The Bureau has been offsetting its carbon footprint since late last year and the Green Globe accreditation is another step towards sustainability.

Says the Bureau's Managing Director, Christine McLean: "As a long haul destination from the UK and Europe in particular, we are conscious of the need to be actively advocating an environmentally sustainable future."

"We recognise that the world's leading companies and associations are looking to destinations that employ best practice when it comes to environmental policy and corporate social responsibility."

"Perth has long been perceived as a clean and environmentally friendly city with its endless blue skies, pristine beaches, green parklands and modern infrastructure and we are proud to be taking more positive steps to demonstrate our commitment to sustainability ."

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