



Media Release

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LANDMARK FUNDING DECISION TO BOOST WESTERN AUSTRALIA'S SHARE OF BUSINESS EVENTS

At a business events industry forum held in Perth last week, Richard Muirhead, Chief Executive Officer, Tourism Western Australia (TWA), announced the removal of funding restrictions previously applied to the Perth Convention Bureau's business event bidding strategies.

The decision backed by the Tourism WA Board of Commissioners and endorsed by the Department of Treasury and Finance, will remove restrictions on the remaining funds in the current \$11.6million, five year contract due to expire in 2012. This funding was previously designated to target business events with over 900 delegates but will now be available to bid for conferences of all sizes.

Addressing the forum, Mr Muirhead acknowledged the significance of this decision in light of the current economic climate.

"This decision will allow the Perth Convention Bureau added flexibility to attract business events in a climate where competition is fierce and the industry as a whole will benefit from increasing our market share of smaller but highly valuable business events," he said.

Welcoming the news, Christine McLean, Managing Director of Perth Convention Bureau, said that lifting the restrictions represented a boon to the Bureau's efforts in attracting business events to Western Australia.

"The PCB will now have the ability to bid more competitively across all delegate ranges enabling us to build on the number of mid size conferences secured, which represent the bulk of the global business events market.

"This is great news for all our members and in particular it will ensure that the business is dispersed more evenly across our hotels, increasing yield in the sector, and ultimately leading to investment in new hotel infrastructure."

Ms McLean also highlighted the PCB's plans to maximise the materialisation of delegate numbers for secured events.

"In addition to financial and value-add incentives to lure conferences to the State, we are committed to assisting associations to achieve maximum numbers at their events. To encourage this, PCB will offer a delegate reward program which will reimburse associations an 'agreed dollar value per delegate' upon attendance at their conference," she said.

These new incentive initiatives, combined with organised 'destination packages' including value adds from the Bureau's partner hotels, venues and service providers, will make it a win-win for associations considering Perth and Western Australia for future conferences.

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