

PRESS RELEASE



Friday, 14 October 2011

Major congresses to generate more than \$22 million for Victorian economy

Minister for Tourism and Major Events, Louise Asher, today announced that Melbourne has been successful in its bid to host four world-class business events over the next six years.

Ms Asher congratulated the Melbourne Convention + Visitors Bureau on its winning bids.

“These four events are expected to attract 4,400 delegates to Victoria and generate \$22.8 million for the state economy,” Ms Asher said.

The events are:

- The 25th World Congress of the International Society for Forensic Genetics 2012;
- The Meeting of the International Committee for Conservation of the International Council of Museums (ICOM-CC), 2014;
- The World Congress of the International Association for the Scientific Study of Intellectual Disabilities 2016; and
- The Congress of the International Union of Prehistoric and Protohistoric Sciences 2017.

Ms Asher said the congresses will attract delegates from North America, the United Kingdom, Europe, Japan, Hong Kong and Singapore.

“These events will further cement Victoria’s reputation as a world-class medical, scientific and research hub and will provide an opportunity to showcase the work that is undertaken in each of the respective areas of expertise within Australia, and in particular Victoria,” Ms Asher said.

The Acting CEO of the Melbourne Convention + Visitors Bureau (MCVB), Keith Herdman, said Melbourne was undoubtedly Australia’s business events capital.

“It was the city’s superior infrastructure, namely the Melbourne Convention and Exhibition Centre, and MCVB’s capabilities to support the congresses which got the bids over the line,” Mr Herdman said.

Mr Herdman added that the large number of delegates generated by the meetings also presented Melbourne with an invaluable opportunity to showcase the city and regional Victoria.

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The Acting CEO of the Melbourne Convention and Exhibition Centre Leighton Wood said he was delighted the centre was hosting all four events.

“These major events bring together leaders from around the world to discuss important issues and make way for future advancements,” Mr Wood said.

The Victorian business events industry is estimated to be worth more than \$1.2 billion and generates more than 22,000 jobs.

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