



**PRESS RELEASE – 29 MAY 2008**

## **Melbourne to Host International Experts on Ageing**

Melbourne has won the right to host the Global Conference of the International Federation of Ageing (IFA), which is expected to attract more than 2,000 delegates, injecting more than \$8 million into the Victorian economy.

The Conference, to be held at the new Melbourne Convention Centre in Melbourne in 2010, will see Melbourne host delegates from 120 countries to discuss global trends and issues related to ageing, such as independence, participation, care and self-fulfillment.

Announcing the bid win today, Minister for Senior Victorians, Ms Lisa Neville, said that the right to host the IFA Conference had been secured by the Melbourne Convention + Visitors Bureau (MCVB) in partnership with the Council on the Ageing (COTA) Victoria, which is a member of the IFA.

“The Brumby Government is taking action for senior Victorians and hosting the IFA Conference provides Australia with an invaluable opportunity to learn from international best-practice on issues of ageing, and to share Victoria’s knowledge and experience in this important area of health and community development,” Ms Neville said.

Ms Sandra Chipchase, Chief Executive Officer of MCVB, said that the IFA Conference would bring international experts on ageing to Melbourne, linking industry professionals and private and public sector decision makers.

“Winning this event underscores Melbourne’s exceptional bidding strategies.

“Melbourne’s world-wide reputation for, and expertise in, hosting major health-related Business Events is growing globally. MCVB’s bidding expertise positioned Melbourne over destinations competing to host the IFA Conference, such as Prague and Japan.

“The likelihood of this international conference creating other bidding opportunities for Melbourne in this field is great, given the event’s size and reputation. This bid win will also see a huge boost to the Victorian economy, generating an estimated \$8 million for the State and 6,000 room nights for Melbourne. Business Event visitors spend between five and six times more than the average visitor, and therefore are a vital visitor group for Victoria,” Ms Chipchase said.

Melbourne Convention and Exhibition Centre Chief Executive, Mr Leigh Harry, said: ‘This is excellent news for Melbourne and we are looking forward to welcoming the IFA delegates to the new Melbourne Convention Centre.

“Melbourne is well positioned to host the IFA Conference in 2010. With the new Melbourne Convention Centre sitting right in the heart of the city, delegates will be able to explore Melbourne’s rich multicultural heritage with ease.”

Ms Sue Hendy, Executive Director of COTA Victoria, said: “COTA Victoria is honoured to host colleagues such as policy activists, program developers, academics and older people from around the world.”



Already there are 25 major international conventions booked for the new Melbourne Convention Centre, bringing more than 58,000 international business travelers to the city and injecting more than AUD\$371 million into the State's economy.

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