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State set for \$30 million injection as International Nursing Congress meets in Melbourne

Melbourne has won the right to host the International Council of Nurses (ICN) Congress, which is expected to attract more than 6000 delegates and inject more than \$30 million into the Victorian economy.

Health Minister Daniel Andrews said the International Council of Nurses 25th Quadrennial Congress will be held at the new Melbourne Convention Centre in Melbourne in 2013. The last time the ICN Congress was held in Australia was in Melbourne in 1960.

“This conference will tackle key issues in nursing such as the regulation of the profession, the changing role of nursing within the healthcare system and the impact of the evolution of technology on nursing,” Mr Andrews said.

“The ICN is the global authority on nursing, and the Congress will see nurses from more than 128 countries, including the world’s pre-eminent experts in the nursing field, visit Melbourne to discuss global health policies and the issues faced by the profession.”

The win was secured by the Melbourne Convention + Visitors Bureau (MCVB) in partnership with the Royal College of Nursing Australia.

Chief Executive Officer of MCVB, Sandra Chipchase, said winning the event underscored Melbourne’s exceptional bidding strategies.

“Melbourne’s world-wide reputation for, and expertise in, hosting major medical and science Business Events is growing globally, and MCVB’s bidding expertise positioned Melbourne over rival destinations such as France, Portugal, Vienna, Poland, Ghana and Hong Kong.

“This convention win will see a huge boost to the Victorian economy, generating over 22,500 room nights for Melbourne, and an economic impact of over \$30 million, half of which will be a direct result of delegate spend. Business Event visitors spend between five and six times more than the average visitor, and therefore are a vital visitor group for Victoria.”

Melbourne Convention and Exhibition Centre Chief Executive Leigh Harry said: “We are delighted that Melbourne has been chosen as the destination for this event in 2013, especially as the venue will be the new Melbourne Convention Centre.

“The new Convention Centre, which opens next year, will be fully integrated with the existing Melbourne Exhibition Centre and will become Australia’s largest combined convention and exhibition facility - a world-class facility that is helping to position Melbourne as the business events capital of Australia,” he said.

Rosemary Bryant, Executive Director of the Royal College of Nursing Australia, said the congress would be a great forum for Australian nurses.



“We are honoured to host our professional colleagues from around the world, and we are delighted that our profession’s global work in benefiting the health of the community through professional excellence in nursing will be highlighted in Melbourne,” she said.

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