



PRESS RELEASE - 12 JANUARY 2009

HUMAN RESOURCES 'OLYMPICS' HEADED FOR MELBOURNE

Melbourne has won the rights to host the World Human Resources Congress in 2012, in a significant boost to Victoria's economy, Skills and Workforce Participation Minister Jacinta Allan has announced.

Ms Allan said the World Human Resources Congress would attract 2500 delegates to Melbourne and inject more than \$5 million into the state's economy.

"The Brumby Government is taking action to secure major events which drive economic growth and attract new tourism opportunities. The Human Resources Congress will boost Melbourne's international status as a hub for business and business events," Ms Allan said.

"Melbourne has been chosen to host this event because of our innovative marketing and bidding strategies. Our world-class new Melbourne Convention Centre has already attracted 44 international conventions, bringing more than 86,000 delegates to the city.

"This is a great win for Victoria, the Australian Human Resources Institute (AHRI) and the Melbourne Convention + Visitors Bureau (MCVB), whose partnership has secured the event for Melbourne and Australia in 2012.

"Victoria boasts a dynamic and diverse calendar of major business events which generate tourism and deliver major economic benefits to the state."

AHRI president Peter Wilson said the World Human Resources Congress was the most significant human resources event in the world.

"Hosting the 'Olympics' of Human Resource conventions establishes Melbourne as a world leader in this important field," Mr Wilson said.

"It is very exciting to have worked with MCVB and the Victorian Government to confirm Melbourne as the host city for this 2012 World HR Congress. It comes after nearly two years of careful preparation, sustained international advocacy, and competitive selection processes.

"Melbourne is the standout choice among leading world cities to attract international speakers and thousands of delegates to this Congress from Europe, Africa, North and South America, and our own Asia Pacific region."

MCVB chief executive Sandra Chipchase said the Congress was a strong example of Melbourne's ability to attract large international business events.

"Winning the right to host the congress against international and domestic competition underscores Melbourne's exceptional bidding strategies, which are strengthened by the support of the Victorian Government in attracting business events to Melbourne," Ms Chipchase said.

Melbourne Convention and Exhibition Centre chief executive Leigh Harry said the flexibility of the new centre and its outstanding design would bring on-going advantages to attracting international Business Events to Melbourne.

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