

ATE CONTRACT A 'FIRST' FOR WA

Buddhists, geologists and surgeons all beat a path to the new Perth Centre

IT had its doubters — and faced objections — but Australia's newest purpose-built convention, exhibition and meeting venue — the A\$220 million Perth Convention Exhibition Centre (now known as The Perth Centre) - has had a bumper start in its first months of operation.

Chief executive, Paul D'Arcy, said the centre had generated booking and attendance well beyond expectations. "In our first six months, we have hosted more than 170 events and welcomed some 400,000 visitors through our doors."

He said the results achieved to

date had been outstanding and clearly demonstrated that the industry in Australia and around the world had shifted its focus to include Western Australia as a major player.

In its opening week, the venue hosted Western Australia's largest ever public exhibition — 'WA on Show' — which saw a staggering 200,000 people pass through the doors to get their first glimpse of the centre.

Looking ahead, D'Arcy said Western Australia was now in a strong competitive position. "In addition to the state's highly desirable destination advantages, it now has the support infrastructure and services needed to compete globally," he said.

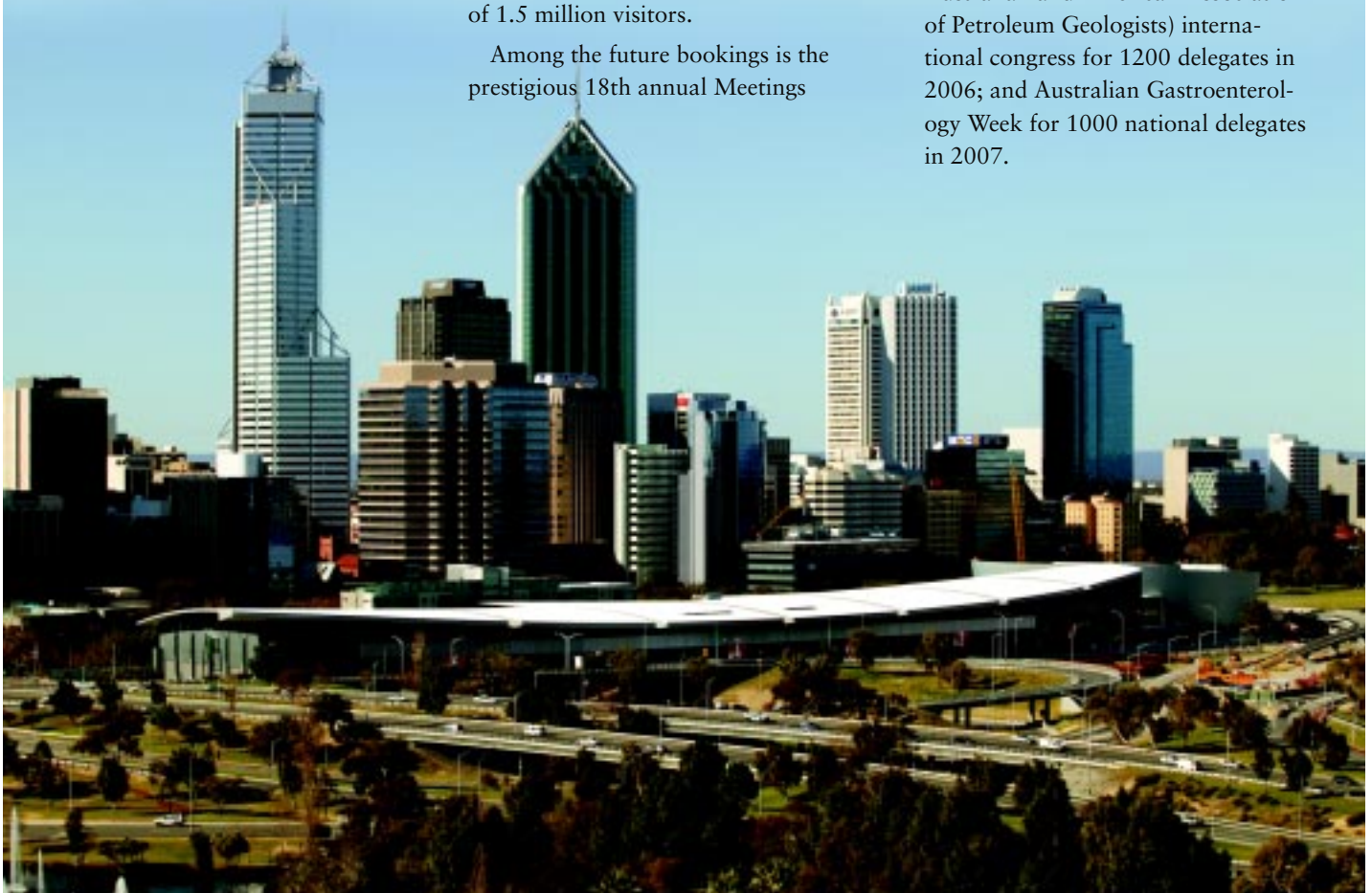
The Perth Centre has busy times ahead, having secured 250 international, national and local events through until 2011. Projections indicate that these events will attract in excess of 1.5 million visitors.

Among the future bookings is the prestigious 18th annual Meetings

Industry Association of Australia Conference in April, and Australia's premier travel trade event - the Australian Tourism Exchange (ATE) in June, the first time the vent has been held in Perth.

Other major conventions new to Perth and Western Australia include:

- APPEA 2005 (Australian Petroleum Production & Exploration Association) national congress for 1000 delegates in April.
- Royal Australasian College of Surgeons Annual Scientific Congress for 2000 national delegates in May.
- National Divisions of General Practice Network Forum 2005 for 1000 national delegates in November.
- The 4th Global Conference on Buddhism for 1800 international delegates in 2006; PESA & AAPG (Petroleum Exploration Society of Australian and American Association of Petroleum Geologists) international congress for 1200 delegates in 2006; and Australian Gastroenterology Week for 1000 national delegates in 2007.



500 tipped to attend MIAA April meet in Perth Centre

REGISTRATIONS are coming in fast for the MIAA 2005 national conference being staged at the new Perth Convention Exhibition Centre (The Perth Centre) from April 03-05. Organisers are expecting as many as 500 delegates to attend the event.

Conference chair, Annabel Davis, says the future of the meetings and events industry is promising and this year's conference will enable delegates to "take home a package of knowledge, skills and contacts guaranteeing the edge in our exciting industry".

The business and social program will be built around the three core ideas of the conference theme - Inform. Inspire. Invest.

Organisers say the conference will provide vital industry updates; explain where to find the information delegates need and how. The event will also show delegates how to inspire those who work around them and how to find inspiration from others in and outside the industry. The conference will also discuss the investment that is needed for a successful life, in business and in the wider community.

Keynote speakers include Dr Fiona Wood, the plastic surgeon who looked after many of the burns patients from the Bali bombing, and Andrew Walsh, long serving member of the Australian meetings industry and known internationally as executive producer of world events such as the opening and closing ceremonies at the 2004 Olympic Games in Athens.

Another keynote speaker is Denis Horgan of Leeuwin Estate winery in Margaret River.

- The MIAA conference is one of many major events to be held at The Perth Centre in 2005/06. According to the centre's director of marketing and sales, Diane Norvick, 43 conferences have been confirmed, which will attract 25,000 delegates, and 30 exhibitions with 370,000 visitors.



5000-strong capacity

THE three-level Perth convention and exhibition facility caters for up to 5000 delegates — its major facilities including a 2500-seat tiered auditorium, 19 specialist meeting rooms varying in size, six exhibition pavilions, and grand ballrooms.

The 300-metre long floor-to-ceiling glass foyers on all three levels feature expansive pre-function areas, which are ideal for breaks and display areas and enable organisers to link facilities within the venue to maximise flexibility and creativity.

The venue houses some of the most advanced technical facilities and communications infrastructure in Australia, including ISDN lines, satellite links, fibre optic cabling, and advanced projection, audio and lighting systems.

The auditorium supports amplified sound for major speaker presentations, while the grand ballroom, meeting rooms and exhibition pavilions have each been acoustically designed for a range of uses and multiple services, with particular focus on functionality and flexibility.



Successful meetings in Perth . . .

always start with the right venue.

We wish you all a successful AIME 2005 and look forward to seeing you there.


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Bogus Google gig under investigation

CONSUMER Protection officers and the police fraud squad were called in to investigate a bogus seminar involving Internet giant — Google Inc. — at Perth's Burswood Resort.

Burswood had neither knowledge of the event nor any record of space or facilities being booked.

Investigations indicated that hundreds of businesses had been sent glossy advertising fliers from a company promoting a two-day 'Google Day Seminar' for A\$275 per place using Google's trademark.

Detectives are believed to have seized a number of cheques.

A spokesperson for the Department of Consumer and Employment Protection said officers went to Burswood on January 19 and 20, but no-one showed up for the fictitious event.

Investigations are continuing.



WA tops 1m mark for interstate arrivals

INCREASED air access and competitive fares — along with solid marketing activities — have been attributed to Western Australia's interstate tourism market passing the one million mark for the first time in 2004.

And WA hopes to build on that in 2005 with a new A\$2.75 million tourism marketing campaign that will target its core interstate markets of Sydney and Melbourne from March.

Interstate visitor numbers jumped by 5.8 per cent last year — with the largest increase in leisure visitors.

Western Australia's interstate market is the state's biggest inbound market — second only to locals holidaying in WA. Interstate travellers spent A\$133 million in WA in 2004.



PERTH CONVENTION
EXHIBITION CENTRE
WESTERN AUSTRALIA

New West Aussie Making Waves

AUSTRALIA's newest purpose-built convention, exhibition and meeting venue, the \$220 million Perth Convention Exhibition Centre ('The Perth Centre') has reported a bumper start in the market, following its landmark opening in August 2004.

The Perth Centre's Chief Executive, Paul D'Arcy, said the venue's first months of operation had generated bookings and attendances well beyond expectations.

"In our first six months we have hosted more than 170 events and welcomed some 400,000 visitors through our doors," he said.

"The results achieved to date have been outstanding, and clearly demonstrate that the industry in Australia and around the world has shifted its focus to include Western Australia as a major player."

Looking ahead, The Perth Centre has secured more than 250 international, national and local events, through until 2011, expected to attract in excess of 1.5 million visitors.

Among these future bookings is the prestigious 18th Annual Meetings Industry Association of Australia (MIAA) Conference in April, and Australia's premier travel trade event, the Australian Tourism Exchange (ATE) in June, representing the event's first time in Perth.

On show at AIME will be The Perth Centre's interactive sales tools with live update capabilities, virtual tours complete with cooking demonstrations, and dynamic new collateral - all just part of the venue's unconventional approach to securing new business.

The new 'E-Pack' features a convenient-size A5 brochure and an interactive CD Rom, which Mr D'Arcy said was set to transform the often intensive process of venue short-listing and selection.

"Our E-Pack allows event organisers to tour the venue, the city of Perth and the state of Western Australia at a glance, simply with the click of a mouse, thanks to high-tech CD Rom software," he said.

"The E-Pack automatically downloads live updates each time the CD is accessed, to ensure users are always armed with the latest information."

It provides useful facts about the venue and destination, complemented by virtual tours of key facilities, designed to support the venue evaluation and decision making process. The virtual experience also goes behind the scenes, where The Perth Centre's award-winning chefs give live demonstrations of dessert, entree and dinner preparations in the kitchens.

The E-Pack and virtual tours are available to attendees at AIME or by contacting info@pcec.com.au.

Visitors to AIME will also be able to meet with a new famous Western Australian, Ernie the Quokka, the centre's 'larger than life' furry mascot. Ernie is flying in to support the team on the stand and specially to promote the MIAA 2005 conference.

For further information about the Perth Convention Exhibition Centre, the E-Pack, or to book an event at Australia's newest icon venue, visit www.perthcentre.com.au or phone +61 8 9338 0300/0329.



PAUL D'ARCY
Chief Executive

Bowls series will attract players from Sth Africa and UK

A NEW major sporting event will be held in suburban Perth later this year - the new world-class Tri Nations Bowls Series.

Champion players from the UK, South Africa and Australia will take to the greens for the inaugural event.

"This is a first for Western Australia and for the sport of lawn bowls," said Madeleine Bertelli, executive director of EventsCorp, a division of Tourism Western Australia. "It's an entirely new competition concept that will lift the profile of the sport around Australia, and deliver first class competition here in WA in 2005, 2007 and 2009."

More than 200 people are expected to watch this year's series at the Melville

Bowling Club from October 13 to 16, which is expected to boost the West Australian economy by more than A\$1 million each year it's hosted in Perth.

"WA really does offer the complete package for event organisers and participants," added Bertelli.

More details of the Tri Nations Bowls series can be found at www.bowlstrinations.com

Meanwhile, another top sporting attraction is expected to provide an economic bulls-eye for Perth this year, when the city will become the centre of the darts universe.

For the second time, Perth will play host to the men's women's and youth World Darts Federation Cups.



According to Bertelli, it's estimated the event will generate about A\$1.5 million for the WA economy — "a great return from our investment of A\$120,000".

More than 480 competitors from 40 nations will take part in the event which will be televised in the UK, New Zealand and Malaysia — key tourism markets for Western Australia.

The World Darts Federation Cup will be held at Perth's Challenge Stadium from September 28 to October 03.



Sheraton 'Perth has comms strength'

PERTH's Sheraton hotel claims it's one of the few properties in the city's CBD with ISDN lines and HSIA in all its meeting rooms.

HSIA is also available in all the hotels 386 rooms and its 24-hour business centre.

The hotel boasts 2252 sqm of function space, with one of the largest conference floors in Perth. Its MICE facilities include two pillar-free ballrooms (giving everyone a view of the guest speaker) and 16 versatile meeting and conference rooms.

Being part of Starwood Hotels & Resorts, means the Sheraton Perth can also offer the benefits of the Starwood Preferred Planner program to meeting planners. The hotel says it's one of the most successful programs of its type.

Tools beyond the conventional

IN keeping with The Perth Centre's catch phrase - beyond the conventional — an innovative package of marketing and sales tools will be launched at AIME 2005 (Asia-Pacific Incentives and Meetings Expo) in Melbourne this month. Interactive sales tools with live update capabilities, virtual tours complete with cooking demonstrations, dynamic new collateral and a 'larger than life' furry mascot — named 'Ernie' — are just part of the venue's unconventional approach to securing new business.

According to chief executive, Paul D'Arcy, the package is set to transform the often-intensive process of venue short-listing and selection.

"Our E-Pack allows event organisers to tour the venue, the city of Perth and the state of Western Australia at a glance, simply with the click of a mouse, through high-tech CD Rom software. The E-Pack automatically downloads live updates each time the CD is accessed, to ensure users are always armed with the latest information," he said.

It provides useful facts about the venue and destination, complemented by virtual tours of key facilities, designed to support the venue evaluation and decision-making process. The E-Pack and virtual tours are available to delegates attending AIME 2005 or by contacting: info@pcec.com.au



Clapton, Sleptsova star in Moon Experience finale

A GALA concert featuring Australian rock legend, Richard Clapton, and Ukraine-born classical pianist, Anna Sleptsova, will be the highlight of the third Kimberley Moon Experience.

The event — winner of the WA Tourism Award for ‘Significant Festivals and Events’ for two years since its inception — is expected to attract more than 2500 people to the East Kimberley.

Set on the banks of Kununurra’s Ord River, the concert will bring to a close the two-week long Ord Valley Muster, which runs from May 14 to 28. The Muster program features outdoor adventure, lifestyle, art industry, cultural, historical, sporting and competitive activities, all showcasing the Kimberley region. Full program details will be announced soon.



- James Blundell -



Cat ready to catch the MICE

PERTH businessman, Warren Mead, has added a touch of class to the local MICE market.

He’s purchased a 24-metre catamaran, which is currently being refitted to cater for 120 people in cocktail-style functions.

The boat will be brought from Sydney to Perth, where it will be moored at Mead’s jetty in Mosman Park for corporate and leisure charters on the Swan River and to Rottnest Island.

It’s expected that the yet to be named boat will be available for bookings from May.

the concert for the third successive year will be self-professed Kimberley fan, James Blundell, who said it was rapidly becoming a central event on both the West Australian and national entertainment calendar.

Tickets to the Kimberley Moon Experience are A\$60 for adults, A\$20 for children (aged three to 15) or A\$150 for a family (two adults and three children). A limited number of corporate tickets are available at A\$360 each.

For a full Muster program, event tickets or for travel, accommodation and tour details, contact the Kununurra Visitor Centre on (08) 91661177, or visit www.ordvalleymuster.com.au

We need meals for 600 guests, 46 acrobats, video cameras, computer network setup, 1,000 notepads, 3 data projectors, coffee from Kenya and Brazil, a huge Arabian tent erected on a stage and two camels. Can you do it?"



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World conference may help build student numbers

Science and technology meet will bring 800 teachers to Perth in '07

PERTH has won a major world conference on science and technology education in 2007.

More than 800 science and technology teachers from around the world and throughout Australia have signed up for the International Council of Associations for Science Education (ICASE) World Conference.

The conference was secured following a joint bid by the Science Teachers Association of Western Australia (STAWA) and the Australian Science Teachers Association.

The Perth Convention Bureau (PCB) – responsible for marketing Western Australia as a convention, exhibition and incentive travel destination – co-ordinated the successful bid.

The PCB's managing director, Anne-Maree Ferguson, said Perth had won the

bid against Brunei.

"This is a wonderful coup for Western Australia," she said. "The conference is expected to inject more than \$2 million in direct delegate expenditure into the local economy."

Several WA, national and regional meetings will be linked to the world conference, which will be co-convened by Robin Groves of Curtin University of Technology and Elaine Horne of the Curriculum Council of WA.

The Science Teachers Association of Western Australia will link two annual WA conferences to the world conference, while the Australian Science Teachers Association will stage its national conference at the same time.

The Australasian Science Education Research Association will also link its



annual conference to ICASE in 2007.

According to Robin Groves, securing the conference offered many benefits for the teaching profession in Western Australia.

"This is a marvellous opportunity for Western Australia to showcase science education and the wonderful things happening in our primary and secondary schools and universities," said Groves, ICASE immediate past president.

"We have a very strong science education community in Western Australia that works closely with many scientists, the universities and other government and non-government organisations.

"We will also learn a lot from the participants from all over the world."

Groves said it was becoming increasingly important that all young people in Australia and throughout the world had a high quality science education.

"We need to attract more students into the sciences and we need a good supply of science teachers coming through the system. An event like ICASE 2007 should provide a major boost in interest."

Conference co-convenor, Marilyn Horne, a STAWA council member, said ICASE 2007 provided a "unique opportunity" for WA science teachers to network and form alliances with science educators from around the world.

"Through friendships and knowledge developed by their teachers, it is hoped that young people worldwide will benefit in understanding each other better through science education," she added.

Non-profit WA scholarship program seeks applicants

APPLICATIONS are being sought from non-profit community-based organisations and their executives for the Perth Convention Bureau's annual conference development awards and scholarship program.

The 2005 BankWest conference awards are designed to help in the development of inaugural conferences in Western Australia.

Three awards worth a total of A\$20,000 are available to community-based organisations throughout WA.

The scholarship provides air travel and accommodation to the value of A\$10,000 to help in the professional development of a paid honorary executive with a local non-profit association.

The PCB's managing director, Anne-Maree Ferguson, says the awards and scholarship program have been respon-

sible for securing convention business worth more than A\$46 million to the WA economy.

Now in their fifth year, the conference awards have resulted in the development of 43 inaugural meetings, representing an estimated 13,985 delegates and a A\$24.75 million delegate spend.

The scholarship — now in its sixth year — has been responsible for securing 22 international conferences for WA, translating into 9000 delegates and more than A\$22 million in delegate-generated expenditure.

Deadline for submissions for both the awards and the scholarship is March 18.

More details can be found on the PCB's website at www.pcb.com.au or by contacting business development manager, Bronwyn Price, on (08) 9480 3306.



Call for free bus shuttle to feed new convention centre

AS more new accommodation shoots up around the Perth CBD and inner city suburbs to the east and west, there has been a call for the Western Australian government to provide free transport for MICE delegates attending the new convention and exhibition centre.

The call has come from Clive Plummer, business development manager of the Crowne Plaza Hotel in East Perth, who has already discussed the prospect of a free shuttle service between the city's hotels and The Perth Centre.

Plummer says it's too far to walk for delegates from most of the major hotels to the east and west of the city, particularly on hot summer days.

"I think it's a credible idea and a CAT bus promoting the latest conference or exhibition would show the city supported these events. The government should provide a dedicated shuttle service to link hotels with the convention centre," he said.

"It should be a case of all of the city's hotels coming into play when a major conference or exhibition comes to Perth - not just properties on The Perth Centre's doorstep, such as the Parmelia Hilton, the Duxton and the Medina Grand."

Plummer said he'd already lobbied the Department of Transport to provide a permanent free Red Cat service to the city from the Crowne Plaza and the nearby Hyatt Regency. "I was told there weren't enough CAT buses at present, so that's been put on the backburner," he said.

Inspiring community leaders

ONE of the joys of our community-related activities at the Perth Convention Bureau has been the success of our BankWest Conference Development Awards and Association Scholarship program.

This has been a wonderful initiative that has generated many millions of dollars for the Western Australian economy. But more than that, it has helped both individuals and communities to realise their dreams.

And it has been a wonderful source of inspiration to the Bureau staff.

The \$10,000 travel scholarship, designed to assist in the professional development of paid and voluntary executives with non-profit associations, was launched in 1999 and has been awarded to some truly inspirational people.

People like Peter Dhu, a chronic stutterer who was so ashamed of his inability to speak that in his early adult life he became an elective mute, communicating only with pen and paper.

Today, Peter is the National President of the Australian Speak Easy Association and the Manager of DonateWest, the organ donor program that operates as a division of the Health Department of Western Australia.

Using his scholarship Peter was successful in firstly securing, and then in February last year, hosting the Seventh World Conference for People Who Stutter.

People like Sharon Barrey-Grassick, the Senior Officer for Client Services and Training with the Deafblind Specialist Services of the Senses Foundation, created from a merger between the WA Deafblind Association and the Royal Institute for the Blind.

Sharon used her scholarship to travel overseas and ultimately secure the 14th Deafblind International World Conference for Perth in 2007.

And people like Vera Morgan, a Senior Research Fellow with the University of WA's School of Psychiatry and Clinical Neurosciences and National President of the Australasian Society for Psychiatric Research.

Vera has secured the Australasian Schizophrenia Conference for Perth in September 2006 and is using the scholarship to attend international conferences to secure speakers and generate delegate interest.

Each of our scholarship winners are dedicated committed professionals who have and are giving tremendous service to their organisations and to the community.

Similarly, the BankWest Conference Development Awards have helped organisations to create inaugural meetings that cover important community issues.

Issues such as the survival of small towns in rural communities, the impact of salinity in country areas, the prevention of a common disease in South East Asia, research into muscular dystrophy, and environmentally sustainable development.

There are many others too and all have important implications for not only Western Australia but for people and communities in countries around the world.

This is what makes the BankWest Conference Development Awards and Scholarship program such a rewarding and motivating marketing activity for the Bureau.

Applications are now being invited from non-profit community based organisations in Western Australia and their executives for the three conferences awards and the scholarship.

The deadline for submissions is March 18, 2005. If you would like further information, please call our Business Development Manager Bronwyn Palmer on 9480 3306.

All of us in the Bureau look forward to meeting and working with another group of inspiring community leaders.



Anne-Maree Ferguson
Managing Director



Seventeen WA firms commit to AIME, with strong regional presence

THERE will be a strong West Australian presence at this year's Asia-Pacific Incentives and Meetings Expo (AIME) in Melbourne.

Seventeen local business organisations have this year decided to exhibit, occupying 12 display booths. The 90sqm stand will be one of the biggest ever promoting WA's business tourism product.

The WA stand is being co-ordinated by the Perth Convention Bureau.

The 2005 stand will again have a strong regional flavour, with 10 of the 17 exhibitors representing regional product.

Australia's North West has taken a full booth and is being joined by four of its members — King Leopold Air, Broome Aviation, Broome and the Kimberley Holidays and Kimberley Events.

Australia's South West — a regular at AIME — will also again be exhibiting, along with the recently opened Moondance Lodge and Quay West Resort Bunker Bay.



Monkey Mia Dolphin Resort from Shark Bay is exhibiting for the first time, while the Goldfields Convention Bureau is another regional exhibitor this year.

Representing key product from Perth will be the city's new conference and exhibition venue — The Perth Centre — InterContinental Burswood Resort, the Duxton hotel, Pacific International Suites, Destination Western Australia, Globe Congress Management International and Perth Expo Hire.

Perth Convention Bureau's general manager, Jill Henry, said it was "wonderful" to have such a strong and diverse WA representation at AIME.

"This will also be the first year The Perth Centre has been open and operating so this is likely to generate considerable interest among buyers."

The WA stand design will feature the PCB's newly created business tourism branding for WA — Western Australia. Business Class.

The brand is designed to reflect the inventory of new and expanded infrastructure that has seen WA emerge as a major player for business tourism.

An advertisement for The Vines Resort & Country Club. The background features a large, stylized clock face with the word 'LONDON' written vertically on the left side. The text is in a mix of green and black colors. The main headline reads 'World-class Facilities. Endless Opportunities.' Below this, it says 'The Vines Resort & Country Club is hidden amongst a colourful blend of history, people, art and world class wine in the historic Swan Valley.' Further down, it describes the resort's services for conferences and social functions. At the bottom, it provides the address 'Verdelho Drive, The Vines WA 6069 / t. 9297 3000' and the website 'www.vines.com.au / sales1@novotelvines.com.au'. There is also a logo for 'Novotel' and 'The Vines Resort & Country Club'.

