

Perth struts its stuff and shows off new centre to best advantage

PERTH and its new Convention and Exhibition Centre faced its toughest test earlier this month when 2,500 travel industry buyers and sellers turned out for Australia's annual travel mart - ATE. Both passed with flying colours.

As this issue went to press accolades were still coming in to Tourism Western Australia from impressed buyers many of whom were visiting Perth for the first time.

ATE is usually held in the eastern half of Australia in the gateway cities of Sydney, Melbourne or Brisbane but under new Tourism Australia policy guidelines the event now will be rotated among all states and territories. Next year Adelaide will be host city. The Perth event went off so smoothly many were surprised to learn this was the first time it had been held in the city. Many TA officials associated with staging the mart over many years praised the role of Tourism Western Australia and the Perth Convention Exhibition Centre in delivering a top class event.

Chief executive Paul D'Arcy said the opportunity for Perth to host the event could not have been achieved without the presence and support of the new Perth Centre as the host venue.

"Without us, and the international-calibre of our facilities and



High praise for first ATE in Perth.

services, ATE simply would not have been possible for Western Australia," he said.

"We have worked tirelessly since opening in August last year to help bring this event to Perth. It was a unique chance to showcase our venue, city and state to some of the most influential decision makers in global tourism."

Managing director of Expertise Events, Gary Fitz-Roy, the event manager for ATE, said exhibitors utilised every centimetre of the Perth Centre's 16,554 square metres of exhibition space.

"The venue provided us with total flexibility to erect the massive structures and exhibition displays needed for ATE, which would not be possible under one roof anywhere else in WA," he said.

D'Arcy said ATE also marked the launch of new technology at the Perth Centre, with an internationally-recognised Wi-Fi Zone service operating for the first time.

The service provided ATE visitors with wireless internet connection, via laptop, anywhere in and around the venue. The Perth Centre is the only Wi-Fi Alliance Zone member in the state and the only convention centre in Australia to offer a permanently installed service.



WA produce filled the tables for delegates...

OVER the course of the seven-day event, a team of 40 chefs at the Perth Centre, led by award-winning executive chef Adrian Tobin, prepared around 10,000 five-star quality meals showcasing the finest local seafoods, meats and fresh produce.

Accompanied by more than 5472 bottles of West Australian wines and champagne, attendees consumed:

- Around 1000 kg of freshly-caught WA sea food, including Shark Bay crabs and emperor fillets, Manjimup marron and North West Barramundi;
- More than 2500 kg of local fruit and vegetables;
- 700 kg of South West lamb;
- 520 of Mahogany Creek chicken

- 100 kg of Harvey beef;
- White Rocks veal;
- 150 bottles of WA-made Njoi olive oil;
- 60 kg of Dandaragon black olives;
- 10,000 dinner rolls;
- 150 loaves New Norcia bread;
- 12,600 pieces of freshly baked morning and afternoon tea cakes and pastries;
- 350 kg of handmade gourmet biscuits; and
- 1500 white couverture chocolate fondus with 120 kg of pineapple and 50 kg of Bees Knees local strawberries.

The mammoth catering task consumed almost every inch of the Perth Centre's kitchen, which is one of the largest in the state, covering more than 2000 sq metres (more than half an acre).