

A triple win for Melbourne, securing high-profile business events

In a triple win for Victoria, Melbourne has been chosen as the host city for three high-profile business events, The International Trade Union Congress 2022, The International Conference on Social Work in Health and Mental Health 2022 and The International Geographical Congress 2028, thanks to the Melbourne Convention Bureau (MCB) and support provided by the Victorian Government, City of Melbourne and Business Events Australia.

Combined, these high-profile business events will deliver a \$24.8 million economic contribution to the state, almost 15,000 room nights to boost the Victorian hotel and accommodation sector and drive 3,750 delegates through the Melbourne Convention and Exhibition Centre doors.

The business events sector has been significantly impacted by the necessary measures put in place to slow the spread of coronavirus. Since the onset of the pandemic, the majority of this year's events have been rescheduled, taking a toll on many players in the business events industry.

Melbourne Convention Bureau Chief Executive Officer Julia Swanson said, "While we are presented with a challenging landscape, I'm pleased to say that MCB continues to secure international business events for Melbourne which will play a significant role in Victoria's economic recovery in the years ahead.

"News of these timely wins will provide a boost in the sector, instil ongoing confidence in attracting international business events to Victoria, and acknowledge their positive impact on the visitor economy, including boosting hotel occupancy, visitation to attractions and restaurants and dispersal across regional Victoria."

With these conventions just some of the major business events included in an enviable program of international events secured by the MCB for the years ahead, MCB is continuing to identify, negotiate and secure the business events pipeline spanning out as far as 2028.

"MCB has worked tirelessly with our clients to reschedule their business events, rather than cancel. We've had success here, with 70 per cent of planned events rescheduled to next year, subject to the opening timeline for Australian borders.

"This is a testament to the resilience of our industry, the can-do attitude of the MCB Team and Team Melbourne – our partners, and with support from the Victorian Government, City of Melbourne and Business Events Australia," said Ms. Swanson.

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Notes to editors: Additional quotes for use.

Quotes to be attributed to Professor Ian D Rutherford, School of Geography, University of Melbourne:

“The University of Melbourne and Institute of Australian Geographers were delighted to learn that Melbourne has won the bid to host the International Geographical Congress in 2028. This is one of the premier geography events of the world, and importantly, it has only once been held in the Southern Hemisphere.”

“Many people might not realise that Melbourne is a powerhouse of geography in Australia - in our universities but also in our schools. All of these geographers will be working together to deliver this major international event in eight years’ time. This success would not have been possible without the amazing support and tireless work of the Melbourne Convention Bureau.”

Quotes to be attributed to Sharan Burrow, General Secretary of the International Trade Union Congress:

“We are extremely pleased to be able to hold the 5th World Congress of the ITUC in Melbourne in cooperation with the ACTU, at the Melbourne Convention and Exhibition Centre. Not only is Melbourne an ideal host city for an international congress, the city has a particular resonance for us due to its long and proud history of trade union activity, including being the first place where workers won the 8-hour day, in 1856.”

“The ITUC would like to express our thanks to the Melbourne Convention Bureau, whose professionalism and competence have been major factors in our choice of Melbourne and also in the preparations we are making for what we are sure will be an outstanding global event.”

Quotes to be attributed to Christine Craik, National President of the Australian Association of Social Workers:

“The Australian Association of Social Workers is excited to be hosting the 2022 International Conference of Social Work Health and Mental Health in Melbourne with our partner for this event, the University of Melbourne. The AASW is the peak body for social workers in Australia with over 13,000 members, and this is a great opportunity for members and non-members alike, locally and internationally to engage in networking, learning opportunities and connecting with their peers.”

“We would like to thank the Melbourne Convention Bureau for their support in securing this bid and look forward to working together with all our partners in making this conference an exceptional event.”