

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



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BUSINESS EVENTS BOOM TO BRING VISITORS IN YEARS AHEAD

Victoria has secured six new international business events, underlining the state's standing in the high-yield global market and providing confidence of a strong recovery for the sector.

The events will attract more than 4,500 delegates and fill almost 17,000 hotel room nights, enabling an economic impact of \$30.6 million. Taking place between 2021 and 2024, the events cover varied fields and demonstrate Melbourne's ability to host thought-provoking and informative conferences for local and international experts.

All events have been secured by the Melbourne Convention Bureau, with the F1 in Schools World Finals taking place in March next year the first cab off the rank. F1 in Schools is the premier global STEM education challenge and operates in 23,000 schools in 52 countries with international competitors participating virtually.

Melbourne will also host AusRock 2022 – the 6th Australasian Ground Control Conference, the Institute of Electrical and Electronics Engineers Visualization Conference 2022, the International Mass Spectrometry Conference 2023, the International Symposium on Lepton and Photon Interactions 2023 and the Congress of International Society for Biomedical Research on Alcoholism 2024.

Event organisers chose Melbourne for its track record in hosting some of the world's largest and most prestigious international conferences supported by ideal event infrastructure with easy connections to quality accommodation, transport and exciting city experiences.

These events present opportunities to showcase local expertise and share ideas, recent findings and new theories from across the globe to make advances across the broad range of disciplines. In addition, the business events will make a significant impact on the visitor economy in the wake of a very challenging year.

The Andrews Labor Government's investment in attracting these events acknowledges the role business events can play in the state's economic recovery by boosting hotel occupancy and hospitality spending, while regional areas will benefit from delegates travelling before and after events.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"These new international business events will bring thousands of delegates to our state, directly boosting accommodation and hospitality businesses and supporting jobs across the economy."

"It's a vote of confidence in Melbourne and Victoria and underlines our standing in the highly competitive global business events market."

Quotes attributable to Melbourne Convention Bureau chief executive Julia Swanson

"These wins solidify Melbourne's reputation as a premium business events destination and securing international meetings for Victoria ensures a robust pipeline of future business events."

"These events will deliver a strong economic impact to the state and boost the visitor economy while serving as important platforms for industries to keep moving forward and advancing their fields."

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