

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



Friday, 30 July 2021

MELBOURNE LANDS GLOBAL PSYCHOLOGY CONGRESS

Victoria has secured a major international psychology conference, reinforcing the state's standing as a major player in the high-yield business events sector.

The International Congress of Psychology will bring 5,000 delegates to Melbourne in 2028 for the world's largest regular meeting and learning exchange on psychology.

Minister for Tourism, Sport and Major Events Martin Pakula today confirmed the Melbourne Convention Bureau's coup, with the event expected to bring thousands of interstate and international visitors to Victoria for the six-day conference, filling more than 22,000 hotel room nights and contributing almost \$40 million to the economy.

It will also be an opportunity to share insights from Victoria's significant reforms to its mental health system, backed by the Andrew Labor Government's \$3.8 billion investment in the *Victorian Budget 2021/22* – the single biggest investment in mental health that Victoria has seen.

Held every four years, the International Congress of Psychology is an opportunity to exchange knowledge and foster excellence in standards for education, training, research and the applications of psychology, which may then be applied locally to benefit Victorians.

The event was secured with support from the Australian Psychological Society, headquartered in Melbourne and which with a long track record of advocacy and international engagement.

The Melbourne Convention and Exhibition Centre will host the program of keynote sessions, workshops, symposiums and presentations, all within a short walk of the city centre and its famous dining options, attractions and experiences.

This, combined with Melbourne Convention Bureau's proven track record of successfully delivering business events, placed Melbourne as the ideal destination for this meeting.

The Labor Government is supporting the Convention Bureau to build a strong pipeline of secured business events.

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

"Securing marquee conferences shows we are keeping our foot on the pedal to support the business events sector and its many and varied workers."

"The city's hotels, hospitality venues and attractions also benefit significantly from these events, as do regional areas with many delegates taking trips before and after official sessions."

Quotes attributable to Melbourne Convention Bureau Chief Executive Julia Swanson

"We're thrilled to see Melbourne continuing to win high-profile international business events, demonstrating key decision-makers' confidence in our state."

"The journey to secure this event was two years in the making and an example of 'Team Melbourne' collaboration in partnership with the Australian Psychological Society and a highly engaged local organising committee."

Media contact: Shaun Phillips 0407 553 763 | shaun.phillips@minstaff.vic.gov.au