

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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GLOBAL CONFERENCES CHOOSE MELBOURNE – THE EVENTS CAPITAL

Melbourne will welcome more than 500 delegates to a world-leading architectural conference in 2023 thanks to support from the Victorian Government's *Business Events Fund*.

The Melbourne Convention Bureau (MCB) has secured the Symposium of the International Association for Shell and Spatial Structures (SIASS), which will bring some of the world's best engineers, architects and builders to Melbourne to exchange knowledge.

MCB worked closely with RMIT University and Swinburne University to secure the event, which is expected to attract international, national and local delegates to the Melbourne Convention and Exhibition Centre in 2023.

So far this year, MCB has secured 41 business events for Melbourne which will attract almost 40,000 delegates and deliver more than \$145 million to Victorian economy over the coming years.

The Symposium is forecast to inject more than \$2 million into the economy and have a positive impact on hotel bookings, hospitality venues and small businesses in the city.

Melbourne has many examples of creative integration of architecture and structural engineering, and part of the program will involve tours showcasing architectural points of interest.

The conference will also have a focus on lightweight structural systems, which can be seen in the design of the Sidney Myer Music Bowl, the Arts Centre spire and AAMI Park.

Melbourne has a track record in hosting prestigious conferences, supported by ideal event infrastructure, quality accommodation, accessible public transport and exciting city experiences.

Alongside the SIASS, in 2023 Melbourne will host 27 international and national business events including the 2023 Rotary International Convention which is forecast to attract 20,000 delegates and deliver more than \$88 million to the Victorian economy, making it the most valuable convention ever secured for Victoria.

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

"We're backing our business events sector by funding conferences that will bring large numbers of visitors to Melbourne and Victoria in coming years."

"Business events are an important part of our overall strategy to attract visitors to our state. These events have a direct impact on CBD accommodation bookings and expenditure in our restaurants, bars and shops."

Quotes attributable to Melbourne Convention Bureau Chief Executive Julia Swanson

"Hosting this world-leading symposium in our city is a great opportunity to showcase Melbourne's architectural design flair and places our city's engineers, architects and builders on the world stage."

"This latest announcement brings Melbourne Convention Bureau's bid wins to 41 this year, demonstrating conference organisers from around the world are confident choosing Melbourne for their next meeting."

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