

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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VICTORIA SPARKING ELECTRICAL ENGINEERING INNOVATION

The Allan Labor Government has secured the world's largest conference and exhibition on power and energy for Melbourne, drawing thousands of visitors to our state.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced that more than 3,000 people will attend the prestigious Institute of Electrical and Electronics Engineers Power and Energy Society's (IEEE PES) Generation Transmission and Distribution Conference & Exposition Asia when it's held here in 2027.

Melbourne Convention Bureau (MCB), in collaboration with the University of Melbourne and the IEEE PES Victorian chapter, spearheaded the successful bid for the 2027 event with support from the Labor Government and Tourism Australia.

The conference will bring together industry leaders, policymakers, technical experts and researchers to advance the fields of power generation, transmission and distribution.

It represents a unique opportunity for Victorian businesses to collaborate with international organisations – supporting the state's net zero ambitions and creating job opportunities.

The conference will include four days of panel discussions and workshops on topics including renewable energy and storage, power generation, transmission and distribution and technological developments in the field.

The event was held the United States for 50 years before expanding into the Asia-Pacific region in 2019 and will take place at the Melbourne Convention and Exhibition Centre in September 2027.

The conference highlights Melbourne's reputation as a world-class destination for business events. The city will also host the APAC Wind Energy Summit, attracting 1,500 delegates in September this year.

In 2024-25, Melbourne hosted more than 240 events, contributing \$447 million in economic impact and delivering 160,000 room nights to city hotels. The secured event pipeline is strong, with 135 business events already confirmed for Melbourne, equating to \$535 million in economic contribution, 243,000 hotel room nights, and 100,000 delegates.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We're backing our business events sector by supporting conferences that will attract thousands of visitors who fill hotels, restaurants, cafes and venues – providing a big boost to our \$40 billion visitor economy."

"Events like these put Melbourne on the map for major international business events and gives visitors the chance to explore everything our vibrant city has to offer – from our world-class dining and culture to iconic attractions and experiences."

Quote attributable to Minister for Energy and Resources Lily D'Ambrosio

"These events highlight Victoria's leadership on the global stage, showcasing our commitment to renewable energy, innovation and the transition to net zero."

Media contact: Lloyd Skinner 0457 138 806 | lloyd.skinner@minstaff.vic.gov.au