

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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HEALTH PROMOTION TAKES CENTRE STAGE IN MELBOURNE

Melbourne has successfully secured the prestigious World Conference on Health Promotion for 2028, drawing global experts to the city and reinforcing our reputation as a leader in health care.

The conference, held every three years by the International Union for Health Promotion and Education (IUHPE), will attract 1,500 international delegates to the Melbourne Convention and Exhibition Centre and generate more than \$8.4 million for the Victorian economy.

The event provides a forum for practitioners, researchers and policymakers to share knowledge and improve health equity worldwide.

Melbourne Convention Bureau (MCB) worked with the Victorian Health Promotion Foundation (VicHealth) and other organisations to secure the conference.

Victoria is a national leader in public health initiatives, including improving road safety, skin cancer prevention, women's sexual and reproductive health and targeted gender equity in sport.

Melbourne will also host the Diabetes Federation Western Pacific Region Congress in 2026 and the Global Hepatitis Summit in 2027.

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

"This global gathering will drive economic growth, keeping our hotels, restaurants and local businesses busy, while showcasing Victoria as a destination for world-class research, collaboration, and investment."

Quotes attributable to International Union for Health Promotion and Education President Louise Potvin

"We are pleased with Melbourne's excellent bid for hosting the 26th IUHPE World Conference in 2028. We are really excited about this opportunity to work with a large coalition of local partners with which IUHPE is already working or eager to develop further collaborations."

"We are looking forward to start laying the foundation of this common and critical endeavour for the future of health promotion."

Quote attributable to President Australian Health Promotion Association Glen Ramos

"This global event is a landmark opportunity to advance evidence-based prevention, strengthen health equity, and showcase Australia's leadership in health promotion and prevention. We look forward to working with our partners to shape a program that reflects the diversity, innovation, and impact of health promotion across our region and beyond."

Quote attributable to VicHealth CEO Professor Anna Peeters AM

"The World Conference on Health Promotion will unite thousands of leaders to shape the future of health promotion, improving the health and wellbeing of all Victorians. To have Melbourne chosen is both a recognition of our sector's strength and a huge opportunity to showcase Victoria's innovation and impact on the world stage."

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