

MAJOR EVENTS BUSINESS EVENTS INDUSTRY

PRESENTED BY

Gareth Martin

Chief Executive Officer | Business Events Perth



WESTERN AUSTRALIA | BUSINESS EVENTS PERTH

BUSINESS EVENTS PERTH

- Established in 1972, Business Events Perth (formerly known as Perth Convention Bureau) is responsible for attracting international and interstate business events to Western Australia.
- Supported by the Western Australian Government (through Tourism WA), the City of Perth and over 120 industry financial members, Business Events Perth drives the business events sector in Western Australia by marketing the City and State as a premium business events destination.
- Major Stakeholders



JINA: WESTERN AUSTRALIAN ABORIGINAL TOURISM ACTION PLAN 2021–2025

Aboriginal culture is an important part of Western Australia's history that should be celebrated.

The Government values, celebrates and promotes Aboriginal peoples' culture, languages, relationships to country, knowledge, and heritage. One of the great things about travelling is experiencing the sights, sounds, tastes and traditions of local cultures. Visitors to Western Australia have long been fascinated with our rich Aboriginal history and keen to take part in Aboriginal tourism activities.



WHAT DO WE DO?





WESTERN AUSTRALIA | BUSINESS EVENTS PERTH



WORLD INDIGENOUS TOURISM SUMMIT

MARCH 13 – 16, 2023

PERTH | WESTERN AUSTRALIA





OPPORTUNITIES

- Tradeshows
- Merchandise and gifts
- Site Inspections / Itineraries
- Business Event Planners Guide

TRADESHOW BRAND PRESENCE

NANI CREATIVE

“This design pushes the conventional thoughts of how Western Australia looks and feels. Our state is vast and expansive, although it's full of life and pockets of colour if you look close enough. The design focuses on native flora and fauna, the vibrant colours within our landscapes and nods to our Aboriginal people and communities who have cared for the land for tens of thousands of years.” - Kevin Wilson, Nani Creative







**50
YEARS**

**BUSINESS
EVENTS
PERTH**

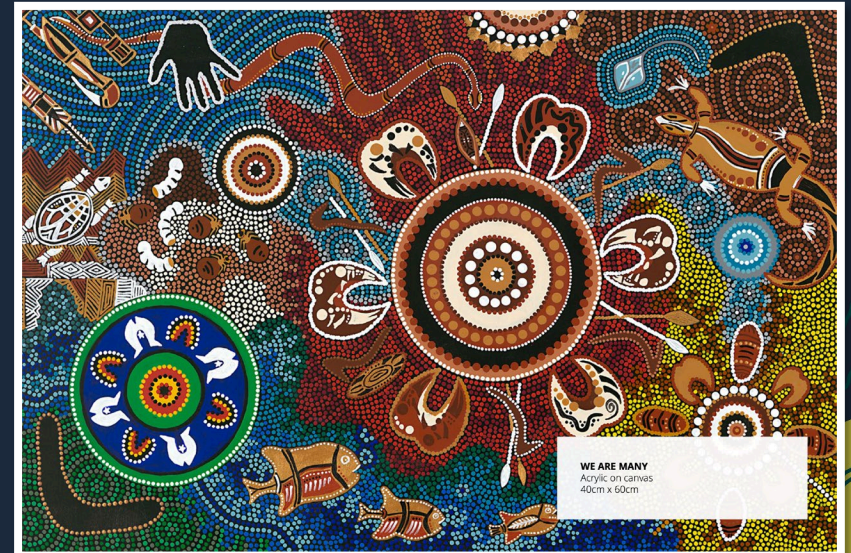
MERCHANDISE AND GIFTS

CORA PELTHERRE LYNCH

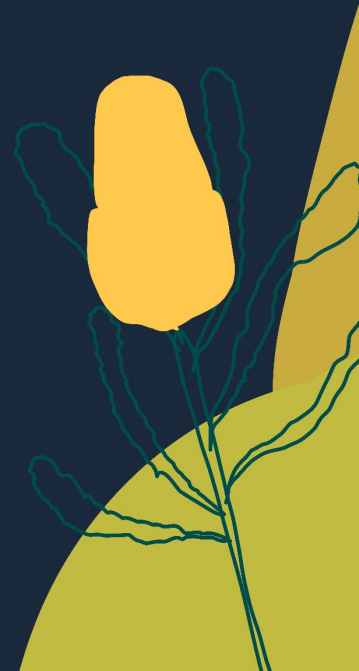
Artist and owner-operator of Ngwarle Untye Art, creating traditional, contemporary and wearable art.

Cora is the daughter of well-known artist Norbett Kngwarreye Lynch (dec) and granddaughter of the famous artist Wenten Rubunja (dec). A proud Arrernte and Yankunytjatjara woman from Alice Springs, Central Australia, Cora is now based in Perth, Western Australia.

Her iconic Traditional works depict how Aboriginal people connected and still connect to their lands and country spiritually, emotionally and physically, and is inspired by Dream-time stories, the lore, her culture and her people. She also has a love for Contemporary and Abstract designs, as well as unique and innovative crafts and jewellery.



SITE INSPECTIONS / ITINERARIES



BUSINESS EVENT PLANNERS GUIDE





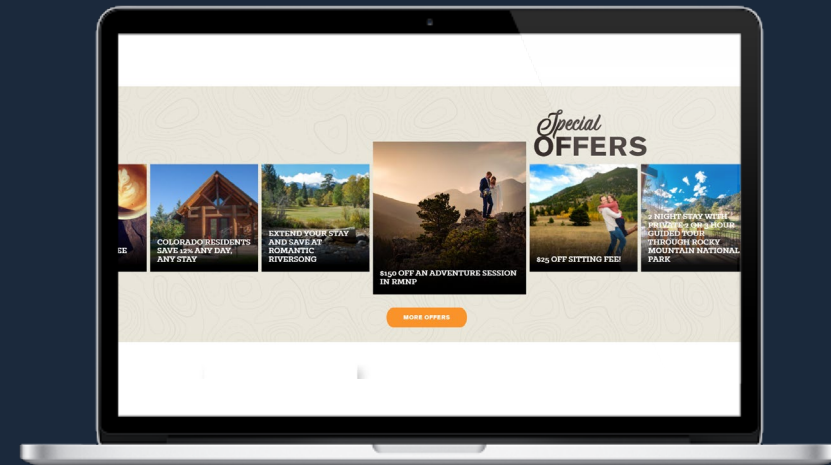
OPPORTUNITIES – NEW IN 2022/23

- Event Here Now forum
- Seasonal campaign / delegate deals
- Sustainability programs

MEMBER PARTNERS AND INDUSTRY COLLABORATIONS



Event Here Now forum



Seasonal campaigns / delegate offers

SUSTAINABILITY PROGRAMS

Gondwana Link one of the 'Founding50' for the UN Decade of Ecosystem Restoration

✔ Media stories and publications

What a great day – the formal launch of the UN Decade of Ecosystem Restoration. Proud and delighted for Gondwana Link to be up there as one of the 'Founding 50' implementers – and what great recognition for all the groups, individuals and businesses doing such great work across Gondwana Link. Let's keep helping each other Reimagine, Recreate and Restore! [UN Decade of Restoration](#)

What we do



Protecting bushland



Restoring habitat health



Supporting First Nations



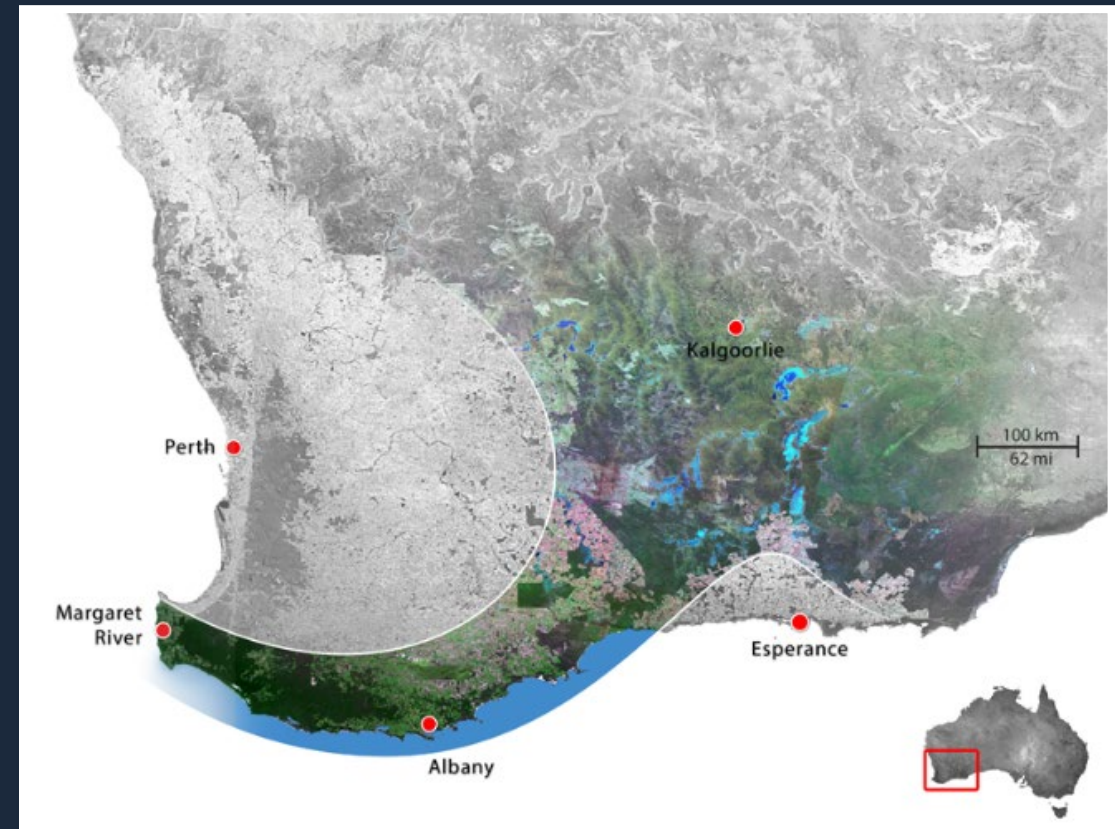
Collaboration and building capacity



Planning and measuring success



Achieving broader benefits



REGIONAL DISPERSAL FROM MAJOR EVENTS



Ancient stories
retold in spectacular
locations



CONNECTING ACROSS AUSTRALIA



TOURISM TOGETHER

GROWING VISITATION TO WESTERN AUSTRALIA THROUGH COLLABORATION

NATIONAL TOURISM ORGANISATION (NTO)

Tourism Australia (TA) is the Government agency responsible for attracting international visitors to Australia, both for leisure and business events. Its mission is to make Australia the most desirable destination on earth.

STATE TOURISM ORGANISATION (STO)

Tourism Western Australia (TWA) supports the activity undertaken by TA to raise awareness of our extraordinary destination and drive visitation into, and around, Western Australia. This is achieved by showcasing key experiences, or 'hooks', through innovative marketing activity and hosting world-class events.

REGIONAL TOURISM ORGANISATIONS (RTOS)

RTOS such as Australia's North West capitalise on Tourism WA's 'hooks' by delivering region-focused intrastate campaigns, supporting Tourism WA's interstate and international marketing, and encouraging visitor dispersal. The RTD is the conduit between Tourism WA and the local industry.

LOCAL STAKEHOLDERS

Local Government Authorities, Local Tourism Organisations, Regional Development Commissions, Chambers of Commerce, and other key bodies help to align the sub-region, enhance the visitor experience in destination, assist with product development and capacity building, and work collaboratively with the RTD to market their destination.

TOURISM OPERATORS AND VISITOR CENTRES

Deliver the extraordinary customer experience to intrastate, interstate and international visitors. Tourism operators and visitor centres also work collaboratively with the partners above to promote their individual products and destinations.

Tourism WESTERN AUSTRALIA





THANK YOU

www.businesseseventspertth.com

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