

MEDIA RELEASE

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AUSTRALIA'S NEW WORLD CITY ATTRACTS CREATIVE CONFERENCES

With a flourishing design sector and a growing national and international reputation for creativity and innovation, Brisbane is emerging as Australia's new world city and the conference choice for creative industries and life sciences.

Amongst its 29 bid wins for this financial year worth \$43.3 million (AUS), Brisbane Marketing has helped secure the International Council of Graphic Design Associations Design Week 2010 and the 2011 Asia Pacific Digestive Week.

Brisbane Marketing Chief Executive Officer, Mr John Aitken credits the bid wins to Brisbane's new world attitude.

"Brisbane is Australia's new world city – a place of thought-leaders where ideas and innovation are encouraged and fostered by industry and government," said Mr Aitken.

"Brisbane also offers conference organisers premium facilities, world-class infrastructure and – most importantly in today's economic climate – cost-effective prices and an attractive delegate-option."

ICOGRADA Design Weeks Projects Manager, Mr Michal Steckiw said Brisbane was emerging as an exciting destination for international events and conferences.

"The city is a fascinating place to host ICOGRADA Design Week and attract delegates from each continent," said Mr Steckiw.

"With well developed conference infrastructure it is a meeting place where the East connects with the West.

"It is also a fantastic travel destination showcasing the best of Australia: its design, environment, and multicultural society."

To find out more about Brisbane's niche industries for business events visit the Tourism Australia stand B320 at IMEX where Brisbane Marketing will join the Brisbane Convention & Exhibition Centre to sell the benefits of meeting in Queensland's capital.

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Brisbane Marketing is the agency that promotes Brisbane as a sustainable, global city that lives and owns a youthful, energetic and upcoming brand. We promote the city through a variety of activities, including: conventions, leisure, investment attraction, international trade development, city branding/CBD development and major events.