

An aerial night view of the Perth skyline and Boorloo peninsula. The image shows a dense cluster of modern skyscrapers with illuminated windows, reflecting the city lights. In the foreground, the Boorloo peninsula is visible, featuring a large, curved, illuminated bridge structure and a waterfront promenade with trees and walkways. A ferry is seen moving across the water in the lower left. The overall scene is a vibrant representation of a modern urban environment at dusk.

PARTNERSHIPS IN MOTION: HOW WESTERN AUSTRALIA ALIGNS INDUSTRY AND STRATEGY FOR MICE SUCCESS

📍 PERTH | BOORLOO

WESTERN
AUSTRALIA

BUSINESS
EVENTS
PERTH



MITCHEL MCCUISH

DIRECTOR MARKETING & ENGAGEMENT
BUSINESS EVENTS PERTH

FUTURE LEADERS COUNCIL 2025 - 2027
INTERNATIONAL CONGRESS & CONVENTION ASSOCIATION

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SETTING THE SCENE

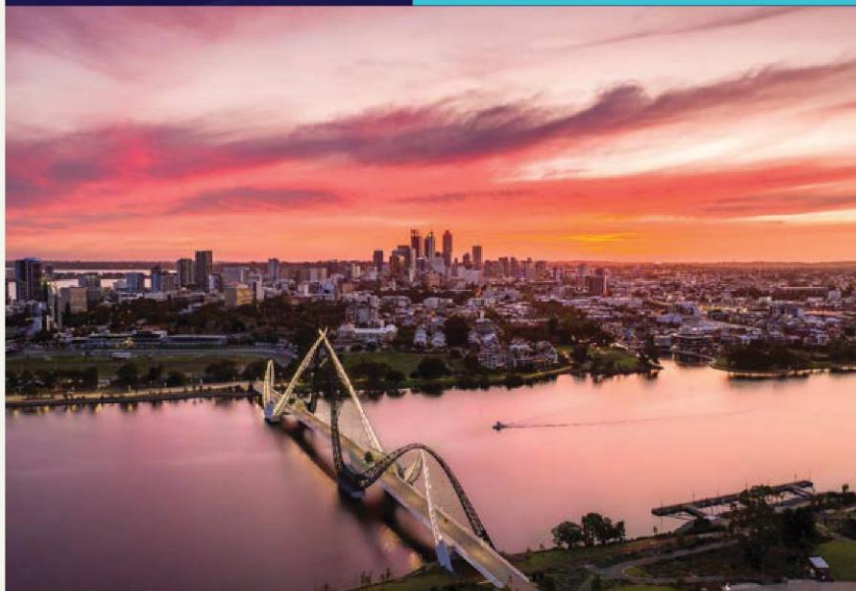
- 1. Western Australia's Economic Development Frameworks**
How our state builds strength and diversification
- 2. Visitor Economy Strategies**
The vision shaping WA's tourism and events growth
- 3. Business Events Strategies**
Aligning our global competitiveness and local impact
- 4. Business Events Perth Priorities**
Turning strategy into action
- 5. Case Study in Action**
Partnerships that deliver tangible outcomes
- 6. Driving Results**
Measuring success and building momentum



GOVERNMENT OF
WESTERN AUSTRALIA

Diversify WA

2024 Update



Diversify WA

Priority sectors



Targeted sector-specific diversification opportunities



Cross-sector enablers to accelerate growth

Industry engagement

Cross-sector collaboration





WESTERN AUSTRALIA VISITOR ECONOMY STRATEGY 2033



WESTERN
AUSTRALIA
WALKING ON A DREAM

'THE DREAM DECADE'

Western Australia is recognised as a world-class destination, immersing people in our unique cultures, communities and environment.

Increase the size of the visitor economy to \$25 billion by 2033.

SUSTAINABLE

INCLUSIVE

COLLABORATIVE

INNOVATIVE

Aviation

Accommodation
& Attractions

Events

Aboriginal
Tourism

Destination
Brand

High
Performing
Industry





3.4 BUSINESS EVENTS GROW A SUSTAINABLE BUSINESS TOURISM SECTOR, AND DEVELOP PERTH'S STATUS AS AN ECONOMIC POWERHOUSE IN THE SOUTH EAST ASIAN REGION.

3.4.1 Develop and execute a business events strategy in partnership with Business Events Perth (BE Perth) to leverage tourism and economic outcomes.

BE PERTH, KEY PRIORITIES

EXPAND KEY
BUSINESS EVENT
MARKETS AND
DEVELOP NEW
BUSINESS EVENT
OPPORTUNITIES.

INCREASE WESTERN
AUSTRALIA'S
MARKET SHARE
IN THE BUSINESS
EVENTS SECTOR.

DRIVE ECONOMIC
DIVERSIFICATION
THROUGH BUSINESS
EVENTS.

SUPPORT THE
INVESTMENT IN
WORLD-CLASS
BUSINESS EVENT
INFRASTRUCTURE
ACROSS WESTERN
AUSTRALIA.

SUPPORT THE
DEVELOPMENT OF A
HIGH PERFORMING
BUSINESS EVENTS
INDUSTRY.



ASPIRE AWARDS PROGRAM

A long-standing initiative by BE Perth in partnership with Universities and Institutes, driving global engagement for over 25 years.

Recognises and elevates Western Australia's emerging and leading researchers, academics, and industry professionals.

Invests in international conference participation to enhance global knowledge exchange.

Strengthens WA's presence through strategic networking, innovation, and partnership opportunities on the world stage.

Supports business event lead conversion for WA by leveraging international exposure and relationships.





DR. ASHIWIN VADIVELOO
2023 ASPIRE AWARD RECIPIENT

BID SNAPSHOT

Meeting name: 9th Congress of the International Society for Applied Phycology (ISAP) 2027

Host (local): Murdoch University (Perth)

Event Owner: International Society for Applied Phycology

Type/Segment: Association

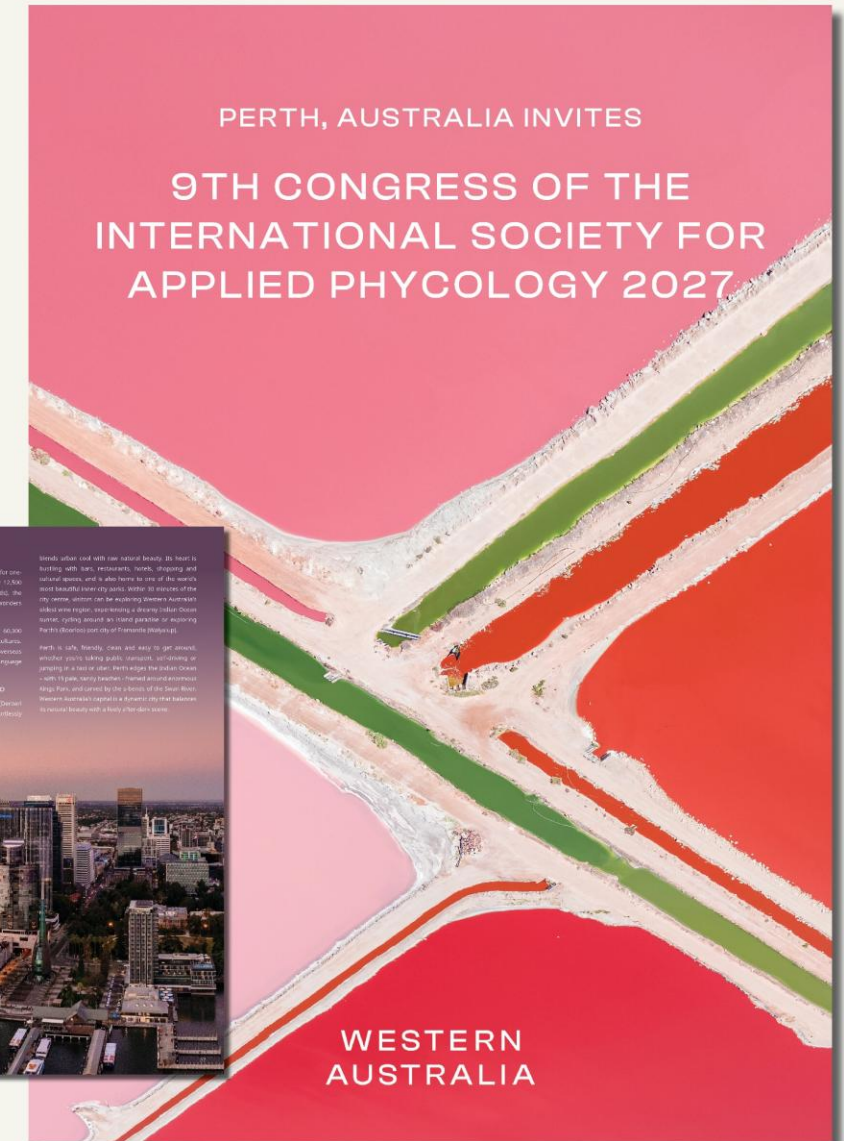
Sector: Primary Industries

DDE: AU\$5.8M

Decision-making: Committee/Board

Meeting Pattern: Sun–Fri

Attendees: 700



THE RESULTS

"The Aspire Awards have led to a number of large-scale international conferences being confirmed for Western Australia over the past five years, including the 9th Congress of the International Society for Applied Phycology (ISAP) 2027 in which Murdoch University, 2023 Aspire Award Recipient Dr. Ashiwin Vadiveloo played an integral role in Perth's successful bid."

An aerial night view of the Perth skyline and Boorloo peninsula. The image shows a dense cluster of modern skyscrapers with illuminated windows and corporate logos like BHP, Chevron, and Westpac. In the foreground, the Boorloo peninsula is a lush green island with a winding path, trees, and a small pavilion. A white ferry with a green logo is moving across the water, leaving a wake. The sky is a deep blue, and the city lights reflect on the water.

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