



## PRESS RELEASE – JUNE 2010

### International conference marks health of Melbourne for meetings and events

Melbourne has won the right to host the International Lactation Consultant Conference 2013.

Announcing the win, Ms Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB), said the conference was estimated to attract around 1,500 delegates and inject \$7.6m into the Victorian State economy.

“This five day Business Event will not only bring in valuable delegate dollars to Melbourne, but will also provide a catalyst for attendees and their accompanying families and friends to engage in pre and post touring around Victoria.

“While other cities around the world are reluctant to commit to new infrastructure and major refurbishments in the current economic climate, Melbourne continues to invest in its future.

“A significant number of Melbourne hotels have recently undergone multimillion dollar refurbishments and developments, including the new Crown Metropol, Australia’s largest hotel, which opened earlier this year.

“This is in addition to the state-of-the-art Melbourne Convention Centre, which has won a string of Australian and international environmental and innovation awards, attracting major Business Events to Melbourne.”

Ms Chipchase said that this win once again confirmed Melbourne’s leadership in medical Business Events.

“The International Lactation Consultant Association’s (ILCA) Conference provides a rich learning environment for lactation professionals and others who assist mothers and babies with breastfeeding.

“ILCA has members from 50 nations around the world including lactation consultants, nurses, physicians, midwives and other health professionals who will bring their expertise to Melbourne.

“Business Events are a high yield sector of the tourism industry, not only providing direct financial benefits for Victoria, but also promoting Melbourne as a business city. These conferences enhance local industry by attracting the world’s leading experts in a range of fields,” Ms Chipchase said.

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre (MCEC), said, “This is great news for Melbourne. The city’s reputation for hosting major health-related international Business Events is evident when major conventions like the International Lactation Consultant Conference choose it as their future destination. We look forward to welcoming delegates and visitors to the MCEC in 2013.”

Angela Smith, President of the International Lactation Consultants Association, which worked with MCVB to secure the event, said:

“We are delighted to be hosting an array of health professionals, including lactation consultants, physicians, nurses, midwives and dieticians, in Melbourne. This conference covers a broad range of important topics, from care for premature babies to ethics in breastfeeding. Whilst historically this event has been held in the USA, holding this conference in Melbourne provides the opportunity to share Australian research and knowledge with our international colleagues, with the ultimate goal of improving breastfeeding care for mothers and babies.”

#### Contact

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