

Another major conference headed our way - 11/10/2010

Mildura's popularity as a destination for conferences and business events is continuing to flourish with another major four day event secured for the city in April 2012.

The Rotary International District 9520 Conference is expected to bring between 500 and 700 people to our region, who will spend more than \$1 million shopping, eating, touring and sleeping here.

Mildura was announced as the location for the April 26-29, 2012 conference at this year's event, which was held in Bendigo yesterday.

Portfolio Councillor for Tourism Mark Eckel said confirmation that Rotary had selected Mildura for their next key gathering was an exciting occasion that came after more than ten months of planning and preparation.

"Council's Business Events Unit has been working tirelessly behind the scenes in conjunction with Rotary to put Mildura at the top of the organisation's list for conference destinations," he said.

"We can not underestimate the impact that such big business events like this can have on our community. Although delegates may come for the event, they are also here as tourists and are often enticed to return."

Earlier this year more than 1400 people converged on Mildura for the 2010 Lions Australia National Convention, spending more than \$2.1 million in our region.

"The success of the Lions event was due to the enormous contribution, dedication and hard work of many people and the fact that local organisations, businesses and Council worked together and because our community showed the visiting delegates warm hospitality," Cr Eckel said.

"I am sure that the Rotary conference will be just as successful and our local economy and community will reap the rewards."

Bruce Richardson, Rotary District 9520 Governor for 2011/2012 said Rotarians were looking forward to holding their 2012 Conference in Mildura.

"Mildura's many attractions, facilities, infrastructure, excellent variety of accommodation, combined with a supportive community and warm weather, make it an ideal location for our Conference," Mr Richardson said.

All the details an organiser would want to know about holding such an event here are included in the latest edition of the Mildura Business Events Planners Guide, which will be released soon.

"This will be the second run of this excellent resource which we use to give event planners an understanding, and taste of what's on offer in Mildura. Having it up-to-date is vitally important as often people will book a conference here just from seeing what's in the Guide," Cr Eckel said.

Copies of the Mildura Business Events Planners Guide and more information about business events is available online at www.conferencingmildura.com.au or by contacting Julie Jewell at Mildura Rural City Council on 5018 8311.