

Media Release

22 March 2017



Global Leaders in Public Health on their way to Melbourne

The world's most important international gathering on public health, the World Congress on Public Health 2017 (WCPH) is on its way to Melbourne, Australia next week for five days of knowledge exchange on key public health issues which contribute to protecting and promoting public health at a national and global level.

Taking place between 3 April – 7 April at the Melbourne Convention and Exhibition Centre (MCEC), WCPH is expected to attract over 2,000 delegates from over 70 countries.

Secured by Public Health Association of Australia with strong support from Melbourne Convention Bureau this is the first time the congress will be held in Melbourne, and is expected to generate over \$11.2 million in economic contribution.

As Australia's knowledge, research and innovation capital, Melbourne is the ideal city to host discussion on improving the health and wellbeing of international communities, with 10 major medical research institutes, 10 major teaching hospitals and 186 biotechnology companies.

Minister for Tourism and Major Events, John Eren said Melbourne's medical community is delivering significant value to the visitor economy.

"Events of this calibre put Melbourne and Victoria on a world stage and boost our economy. Business events are the highest yielding sector of the visitor economy - delivering \$9.98 billion and 65,000 jobs.

"Hosting the WCPH allows us to showcase the very best that Victoria has to offer visitors from across the globe, and provides more opportunities for local businesses to increase trade," Mr Eren said.

Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau said the congress provides a platform to showcase our local talent in the sector.

"The WCPH will allow delegates to share and enhance knowledge transfer with local and global leaders about the advancements in public health, its challenges and opportunities and foster new research collaborations.

"Researchers, practitioners, academics, administrators, policy makers, students, stakeholders and visitors attending the congress will experience first-hand why Melbourne is one of the world's most successful destinations for association health and medical conferences," Ms Bolinger said.

Congress Convenor Helen Keleher, Adjunct Professor of Health Science, Monash University School of Public Health and Preventive Medicine said it's a privilege to host an event that seeks better population health outcomes for a global community in Melbourne.

"Public health is an all-encompassing field covering health protection, health promotion, prevention of disease and disability and the efforts of a wide number of sectors and portfolios which have an effect on health outcomes. The discussions that take place during the WCPH will have far reaching outcomes that transcend borders," Professor Keleher said.

MCEC Chief Executive, Peter King, said the MCEC team looking forward to the world's brightest minds converging on Australia's leading convention and exhibition centre.

"It's always a privilege to showcase the expertise of MCEC to the world, combining our world-class facilities with fresh, local food to create an environment in which delegates can share ideas and be inspired.

"Collectively, our Team Melbourne approach has a wealth of experience in securing and delivering successful conferences for Melbourne, and I'd like to acknowledge Club Melbourne Ambassador Professor Rob Moody AM on his work to bring the WCPH to Melbourne in 2017," Mr King said.

-ENDS-

For further information WCPH 2017 visit <http://www.wcph2017.com/>

Contact:

Jo Taylor, Melbourne Convention Bureau, Director of Marketing
T +61 3 9002 2324 E jo.taylor@melbournecb.com.au