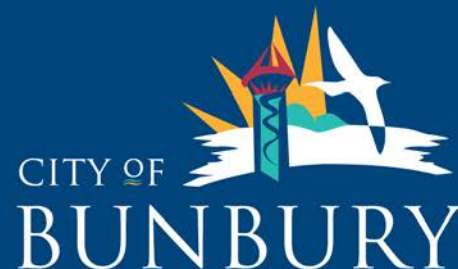


MEDIA STATEMENT



Tuesday, 19 September 2017

BREC's big push in conference market

Bunbury Regional Entertainment Centre is on track to become a world-class conference destination with increased investment from the City of Bunbury helping to realise an ambition that will have significant benefits for the region.

The City has increased operating funding to BREC in 2017/18 to \$435,000, up from \$387,000 in the previous financial year, which is the second successive year the City has increased its contribution to the facility.

Having recently won a national award as the leading performing arts centre in Australia, BREC is confident it has the facilities to attract large national conferences to Bunbury.

BREC General Manager Sharon Custers said a boost in funding from the City would help to get the word out nationally.

"Our conference marketing campaign will go out nationally and will focus heavily on digital marketing strategies," Ms Custers said.

"It feels great to be able to partner with the City of Bunbury to increase visitation to the Bunbury CBD through conferencing.

"I am sure it will make a huge difference for Bunbury CBD businesses and hotels to have an extra 800 or so people in town for a three-day conference every couple of months."

Bunbury Mayor Gary Brennan said BREC had the potential to bring even further social and economic prosperity to the City.

"We know that BREC already has a calendar full of quality entertainment and adding to its conference capacity would bring significant benefits," Mr Brennan said.

BREC was expanded in 2014 at a cost of \$12.4 million with a focus placed on its ability to host major conferences.

The City also provides other funding towards BREC each year, which in 2017 has included the refurbishment of the flytower.

ENDS

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