

St. George Bank  
**STATE OF THE REGION SUMMIT**

# REBUILDING MOMENTUM

*from crisis to opportunity*

**Tuesday 2 June 2009 @ James Cook University Campus, Cairns**

**TICKETS ARE SELLING FAST. BOOK NOW TO AVOID DISAPPOINTMENT  
@ [www.stateoftheregion.com.au](http://www.stateoftheregion.com.au) or on 3366 0533**

## **AN EVENT DRIVEN RECOVERY – AN OPTION CAIRNS CAN'T IGNORE OR JUST MORE MISSED OPPORTUNITIES?**

Michael Denton, CEO of Queensland Events Corporation will deliver a keynote address on “An Event Driven Recovery” at the inaugural **St. George Bank State of the Region Summit Cairns** being held at James Cook University on Tuesday 2 June.

The message will be the urgent need for Cairns and Far North Queensland to develop a more strategic approach to attract and leverage off events to supplement the region's natural attractions and existing tourism industry.

- Events, conferences and expos contribute some \$17 billion to the Australian economy creating over 116,000 jobs.
- Events can enhance regional knowledge and skills in a range of areas seen as increasingly important as drivers of economic development such as multimedia, graphics and advertising sectors.
- Internationally, Australia has been losing its market share of events. In 2000 we had 4% of the market, but by 2007 that is down to 2.9%.

Just how Cairns and Far North Queensland can further leverage off the events industry to rebuild economic momentum in the region will be a prime focus of this address.

**Places are limited! Book now at [www.stateoftheregion.com.au](http://www.stateoftheregion.com.au)**

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