



**PortAugusta**

CITY COUNCIL

## **MEDIA RELEASE**

### **National conference to bring economic boost to Spencer Gulf**

Port Augusta will join with its neighbouring cities of Whyalla and Port Pirie to host a major national conference next year.

It was announced last night in Albany, WA, that the Spencer Gulf Cities will jointly host the 'Sustainable Economic Growth for Regional Australia' (SEGRA) conference in October 2017.

And with up to 300 delegates from across Australia expected to attend, Port Augusta Mayor Sam Johnson said the event will provide a significant boost to businesses across the region.

"We can expect this to have a positive impact on a range of businesses including accommodation providers, taxi and hire car companies, airlines, cafes, restaurants and pubs, as well as catering providers," Mayor Johnson said.

"We can also expect to see a boost in tourism as this is the first time South Australia has hosted the event, and with our close proximity to the Flinders Ranges, Clare Valley and Eyre Peninsula we will be promoting short stays in our region to conference delegates."

The Central Oval complex will host the conference on its first day, with the second day providing opportunities for breakout sessions in Whyalla and Port Pirie.

The event will also coincide with the Australian Rangelands National Conference to be held in Port Augusta and the region in late September.

"Holding two national conferences within a month of each other really starts to put the spotlight on just what an economic opportunity this is for us," Mayor Johnson said.

"When you combine this injection of new interstate visitors to our region with the highly successful trade and resources expo convened by Global Maintenance USG annually in late August and a number of other significant sporting events, it really starts to become a significant boost for our three cities.

"Event tourism is a massive opportunity to attract people to the region and the three cities who might otherwise never visit."

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**ANNE O'REILLY**  
**ACTING CHIEF EXECUTIVE OFFICER**  
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