



## MEDIA RELEASE

### AUSTRALIA'S UNIQUE CULTURAL PARTNERSHIP

27 May 2009

Conventions Australia, a partnership of Australia's leading convention centres and bureaux, is capitalising upon the increased global interest generated by the movie "Australia" with its exotic imagery of a country and its people, at IMEX this year. A traditional indigenous performer has travelled from Brisbane to Frankfurt to assist the Conventions Australia team at their IMEX media conference and to provide a glimpse into this ancient aboriginal culture.

Gavin Cust is a member of the Nunukul Yuggera Aboriginal Dancers, a dance troupe from the South East Queensland region of Australia. The troupe has been performing for over 10 years, travelling the world extensively to showcase traditional Aboriginal culture through song, dance and other cultural forms. Gavin, whose Aboriginal name is "Yarraman" which means 'The Horse', was "painted up" and in traditional dress at the media conference, held in the IMEX Press Centre on Wednesday. He provided a special welcome on behalf of Conventions Australia which included a brief Didgeridoo performance, a demonstration of traditional dancing and short talk about boomerang throwing, Aboriginal language, the use of clap sticks and various aspects of aboriginal life. Gavin is also to be a roving ambassador for Conventions Australia over the three days of the event, talking to attendees and providing further insight into his people's fascinating traditions and culture, dating back more than 50,000 years.

Conventions Australia has extended its warm Australian hospitality to the media for the third year in succession through its sponsorship of the official IMEX Press Centre. Bringing a blend of striking images and unique indigenous art to the Press Centre and media work-stations, the sponsorship also includes provision of delicious Aussie treats on a daily basis, all designed to enhance the Conventions Australia profile and message at IMEX 2009.

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[www.conventionsaustralia.com.au](http://www.conventionsaustralia.com.au)

Conventions Australia is a partnership between the 14 leading Australian convention centres and bureaux which are active in the international market, specifically in relation to international association meetings.



Conventions Australia was formed to raise the profile of Australia, increase the level of marketplace awareness and reinforce the country's reputation as an ideal business destination for international association events. The partnership is emphasising Australia's excellent on-the-ground value for money, as well as its proven track record for regularly staging highly successful international conferences.

**ENDS**

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