



MEDIA RELEASE

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Mainstreet Australia unveils **Creating Tomorrow's Destinations: National Conference 2024, Malvern**

Mainstreet Australia is pleased to announce its 2024 National Conference will be held in the City of Stonnington from 31 July to 2 August.

With the theme *Creating Tomorrow's Destinations*, it promises to be Mainstreet's largest conference yet. More than 250 delegates will gather at the Malvern Town Hall to discuss placemaking and urban planning, governance, the night-time economy and the impact of artificial intelligence on our future world.

Retailer and entrepreneur Peter Alexander leads the list of keynote speakers. He will close the conference by sharing his personal journey on why being fearless and unique are key to creating main street success.

Mainstreet Australia's president, Georgina Pikoulas, said she was thrilled to be bringing the renowned annual conference to Malvern, with the support of the City of Stonnington.

"This will be the most important gathering in Australia this year for experts and organisations committed to place leadership, economic development and main street revitalisation," Ms Pikoulas said.

"This event is a wonderful opportunity to share ideas, learnings and forge connections with other individuals and organisations that are committed to the success and survival of our town centres."

Stonnington's Mayor, Cr Joe Gianfriddo, said the municipality was proud to be hosting this prestigious event.

“Stonnington is home to some of Australia’s most iconic retail and main street destinations, including High Street, Chapel Street and Toorak Rd,” Cr Gianfriddo said.

“We look forward to showcasing our unique precincts to conference delegates and leading the way in creating the world’s best retail destinations.”

Mainstreet Australia is a leading advocacy group for business chambers, local Government and the small business community. It provides guidance, leadership and advocacy, ensuring its members have the confidence to fulfil their roles and to contribute to the success of their main street.

Tickets for *Creating Tomorrow’s Destinations* today are now available. For more information please visit <https://conference.mainstreetaustralia.org.au/>

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