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Every event will help strengthen rural healthcare through new social enterprise from Rural Health West

Every conference, workshop and event delivered by Rural Health West's new professional conference and event management business will help strengthen healthcare in rural and remote Western Australia.

Rural Health West has today launched **purpose.ground**, a new social enterprise that provides professional conference and event management services to organisations across Australia. Every dollar of profit generated by **purpose.ground** will be reinvested into Rural Health West's work supporting health professionals caring for rural communities.

The new business builds on decades of experience delivering conferences, awards programs, education events and stakeholder forums. It offers organisations access to an experienced team of event professionals while creating lasting benefits for rural communities.

Rural Health West Chief Executive Officer Professor Catherine Elliott said **purpose.ground** was about transforming an existing strength into something that could create even greater impact.

"We've successfully delivered some of Western Australia's leading conferences, awards programs and professional events. Along the way we've built an incredibly experienced event management team with expertise that extends well beyond our own organisation.

"**purpose.ground** allows us to share that expertise with government, universities, associations, research organisations and other businesses looking for exceptional event management. Whether it's a major national conference, an awards program or an event in one of Western Australia's most iconic locations, our team knows how to create memorable experiences while delivering every detail seamlessly.

"Every conference we manage, every workshop we coordinate and every event we deliver helps strengthen the rural health workforce because the profit is reinvested back into our mission."

Professor Elliott said the initiative demonstrated how not-for-profit organisations could think differently about creating sustainable impact.

"**purpose.ground** is much more than an event management business. It's a social enterprise that allows us to use the expertise we've developed over decades to generate additional funding for rural health.

"Instead of profits leaving the sector, they will be reinvested into initiatives that attract, recruit and retain health professionals working in rural and remote Western Australia.

"It's a practical example of innovation – using commercial expertise to create long-term social impact."

purpose.ground offers end-to-end event management services, including event strategy, project management, financial management, sponsorship and exhibition management, awards and nomination management, speaker and abstract management, registration services, marketing, branding, websites and on-site event delivery.

Led by highly experienced event manager Leesa Thomas, the purpose.ground team has delivered national conferences, scientific meetings, government forums, professional development events, awards programs and community engagement activities, ranging from intimate executive workshops to large multi-day conferences.

Events delivered by the team have seen delegates abseil into the Margaret River caves and explore the rugged landscape of Karijini National Park while undertaking hands-on emergency wilderness medicine training. Other conferences have showcased the unique landscapes of Cable Beach, El Questro, the Mackerel Islands, Rottnest Island, Kings Park and Bremer Bay, demonstrating the team's ability to create memorable delegate experiences in locations across Western Australia.

Professor Elliott said one of purpose.ground's greatest strengths was its ability to deliver exceptional events in regional and remote Australia.

"Western Australia presents unique opportunities and challenges for event organisers. Bringing together delegates across vast distances, coordinating events in remote locations and managing complex logistics has become second nature to our team.

"From conferences in Perth to immersive learning experiences in iconic locations, we've built a reputation for creating events that people remember long after they've returned home.

"The name purpose.ground reflects both the business and its philosophy. *Purpose* recognises that every event is delivered with a deeper purpose – reinvesting in healthier rural communities – while *Ground* reflects the team's practical, experienced and down-to-earth approach, grounded in decades of delivering successful events and strong partnerships across Western Australia."

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purpose.ground is the professional conference and event management social enterprise of Rural Health West. The business provides end-to-end conference and event management services to government, universities, professional associations, research organisations, peak bodies and community organisations. All profits are reinvested into Rural Health West's work supporting rural health professionals.

Rural Health West aims to improve access to quality healthcare for rural communities through the provision of a highly skilled, motivated and sustainable medical and allied health workforce. We are a not-for-profit organisation primarily funded through the WA Country Health Service and the Australian Government Department of Health, Disability and Ageing.