Rural Health West launches social enterprise – purpose.ground

Rural Health West (RHW) has recently 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 RHW's work supporting health professionals caring for rural communities.

Every conference, workshop and event delivered by **purpose.ground** will help strengthen healthcare in rural and remote WA. The new business builds on the decades of experience held by the RHW team in 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.

RHW's CEO 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 WA's leading health conferences, awards programs and professional events over many years. Along the way, we've built an incredibly experienced event management team with expertise that extends well beyond our own organisation.

"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 WA."

The end-to-end event management services offered by purpose.ground include project management, sponsorship and exhibitions, awards and nominations, speaker and abstract management, registration services, and on-site event delivery.

Leading purpose.ground is experienced event professional Leesa Thomas, whose career spans 30 years in organising and delivering niche and major events across Australia.

> **"purpose.ground offers decades of conference expertise, combined with the opportunity to create lasting social impact through every event delivered.**



Leesa Thomas
General Manager, purpose.ground

Throughout her career, Leesa has managed everything from national conferences and large-scale education programs to highly immersive events in some of WA's most iconic locations, which deliberately integrate the destination into the learning experience.

For Leesa, every event begins with a simple question: What do we want delegates to remember when they leave?

"What I love is understanding what an event is trying to achieve, then finding those little touches that make delegates leave talking about the experience rather than just the program.

"I've always loved the detail that goes into event management. There are thousands of moving parts behind every successful conference, and I genuinely enjoy bringing them all together. But my favourite moment is when everything comes to life; seeing people so proud of their event never gets old."

As the professional conference and event management business of Rural Health West, purpose.ground combines commercial expertise with a social purpose. Every conference, workshop and event managed by purpose.ground contributes directly to RHW's mission of attracting, recruiting and retaining health professionals in rural and remote WA. ■

Planning a conference, scientific meeting, workshop or an event?

Put it in the hands of a team with decades of experience delivering conferences and professional education for the health sector.

From the big picture to the smallest detail, **purpose.ground** can manage every aspect of your event – creating an experience that delivers for your organisation and your delegates.

And when you choose **purpose.ground**, your event delivers something more.

Every dollar of profit is reinvested into supporting health professionals caring for WA's rural and remote communities.

We know health. We know events. And we know how to make them matter.

purpose .ground
conferences.events

Planning an event? Let's talk.
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