



Press Release – 26 February 2009

MCVB's Corporate Social Responsibility Initiatives Awarded by MEA

The Melbourne Convention + Visitors Bureau has been recognised for its Corporate Social Responsibility initiatives at the Victorian State level of the prestigious Meetings & Events Australia Industry Awards.

In 2007/08, MCVB instituted a record number of green initiatives, and also achieved a series of environmental firsts for any Australian Convention Bureau.

The MEA CSR award also recognised MCVB's contribution to instituting lasting legacies beyond Business Events held in Melbourne and Victoria, including significant fundraising initiatives for local charities.

MCVB's CEO, Ms Sandra Chipchase, said she was delighted to see Corporate Social Responsibility recognised as a stand-alone award by the meetings and events industry.

'Corporate Social Responsibility is, rightfully, a growing practice within the Business Events industry, and I am proud that MCVB has been recognised for its leadership role on the CSR front by our industry peers.'

'During the period of 2007/08, MCVB developed an Environmental and Corporate Social Responsibility Policy with the objective of guiding members and stakeholders, including employees, on the CSR elements that must drive the conduct of MCVB's business.'

'As part of MCVB's commitment to promoting and delivering sustainable Business Events, and implementing improved environmental practices through our domestic and international operations, MCVB delivered a series of environmental initiatives.'

'These included launching the *Melbourne's 'Green Credentials' Summary Report*, which identifies green initiatives undertaken by Victorian government bodies and Business Event suppliers – allowing event planners to book a green venue and run a green event in Melbourne with ease.'

'MCVB is also committed to leading by example, and in 2008 set a new benchmark for exhibitions in Australia by running Melbourne's 2008 Asia Pacific Incentives & Meetings Expo (AIME) as a Climate Neutral™ event.'

Ms Chipchase said MCVB's CSR initiatives to support the community were also recognised in the MEA Award.

'A major highlight within the last year saw MCVB working with Amway Greater China to raise over \$57,000 for Melbourne children's charity, Berry Street, by hosting a Health Run during the Amway Greater China Leadership Seminar – Melbourne's largest ever incentive event.'

'MCVB also works with those holding Business Events in Melbourne to make a lasting contribution to the community through education and information sharing. An example of this was offering the broader Melbourne community opportunities to interact with world leading neuroscientists in public forums linked with the 7th IBRO World Congress of Neuroscience, which was secured for Melbourne by MCVB.'

'From reducing and offsetting the carbon emissions of our events, to contributing to charities through innovative fundraising and public education forums, I am delighted that MCVB's CSR initiatives have been recognised and awarded by our esteemed industry colleagues, and I hope that this success will continue at the National MEA Awards in April,' Ms Chipchase said.

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