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Report Shows Holding a Green Event in Melbourne Easier than Ever Before

Melbourne's Business Events suppliers are better equipped than ever before to meet the industry's growing demands for green conventions, incentive travel programs and corporate events.

According to the new *2009 Melbourne's 'Green Credentials' Report*, published by the Melbourne Convention + Visitors Bureau (MCVB), Melbourne and Victoria's leading accommodation and transport providers, caterers and venues have undertaken many innovative steps towards reducing their environmental impact within the last 12 months.

Launching the Report, MCVB's CEO, Ms Sandra Chipchase, said that many new initiatives were underway, with the greatest area of improvement seen in recycling.

'The Melbourne Convention + Visitors Bureau (MCVB) is committed to leading and supporting green initiatives in the Business Events industry in Australia.

'As a part of this commitment, MCVB launched the *Melbourne's 'Green Credentials' Report* in 2008. The first of its kind undertaken by any Australian Convention Bureau, the Report identified the green practices undertaken by Melbourne's leading suppliers to the Business Event industry.

'One year on from the Report's launch, the *2009 Melbourne's 'Green Credentials' Report* shows that, in addition to attracting a 182% increase in the number of businesses participating in the audit, Melbourne's Business Events suppliers have undertaken many new and exciting initiatives to further reduce the industry's environmental impact.

'The Report shows that Melbourne and Victoria's leading accommodation and transport providers, caterers and venues have made major improvements within the areas of recycling (up 53%), the use of energy efficient light globes (up 29%), and the use of water tanks (up 16%).

'There has also been an 11% increase in the number of Business Events suppliers belonging to an accredited 'green' programme, including the Green Globe Certification programme. This means that the environmentally responsible initiatives of Melbourne's leading Business Events suppliers can be directly compared to those of suppliers from around the world, allowing event planners to make an informed decision to choose Melbourne as their preferred destination for Business Events.

'MCVB has launched many new green initiatives of its own, which are included in the Report, and indeed contributed to our Corporate Social Responsibility Award at the prestigious Meeting and Events Australia Awards, earlier this year.

'MCVB's new initiatives include a low carbon impact incentive travel website, including itineraries, and a green logo used in MCVB's marketing and promotional collateral, such as the *Melbourne Planner's Guide*, to identify those suppliers which have contributed to *Melbourne's 'Green Credentials' Report*.

'We have also commissioned a report to assist the Business Events industry in making informed decisions about choosing carbon offsetting companies, and we are also soon to launch a Carbon Calculator with the Carbon Reduction Institute, which will allow event planners to calculate and offset the carbon emissions of events held in Melbourne.

'The environmental impact of Business Events is a growing consideration when buyers and event planners are deciding which destination to book.

'By drawing attention to the positive work being done in many areas in and around Melbourne, the *Melbourne's 'Green Credentials' Report* will strengthen the destination appeal of Melbourne and Regional Victoria,' Ms Chipchase said.

The [Melbourne's Green Credentials Report](#) has been made available by the Melbourne Convention + Visitors Bureau free of charge on the MCVB website.

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