



**PRESS RELEASE – 1 DECEMBER 2009**

## **Melbourne conventions to inject \$25m into State economy**

The Melbourne Convention + Visitors Bureau (MCVB) has continued its winning streak, confirming nine new Business Events for Melbourne, including the United Nations (UN) 63rd Annual Department of Public Information Non-Governmental Organisation Conference (DPI/NGO).

Announcing the wins today, MCVB's CEO, Sandra Chipchase, said the events would provide a significant boost for Victoria, generating new export dollars, new visitors, and injecting more than \$25 million into the State economy over the next four years.

"World-class facilities and infrastructure, internationally awarded universities, a new Convention Centre and Melbourne's expertise in securing international conventions have been part of the recipe for Melbourne's Business Events success.

"Attesting to the city's appeal for visitors and experts across a range of fields, conferences recently secured for Melbourne cover everything from space and aviation medicine to psychiatry.

"Securing the three-day UN Annual DPI/NGO Conference for 2010 is a major success for Melbourne, being only the third city outside of the UN New York headquarters to host the event in more than 60 years.

"Expected to attract more than 1,200 representatives from approximately 90 countries, this conference will focus on global health and will feature eminent speakers including the Secretary General of the United Nations.

"This conference, which was secured by MCVB with World Vision Australia, will provide valuable global exposure for Melbourne, and cement our worldwide reputation for medicine and science.

"Already, Melbourne has secured 56 international Business Events for the new Melbourne Convention Centre, generating an economic impact of more than \$600 million for the Victorian State economy," said Ms Chipchase.

Ms Chipchase said MCVB continued to succeed in delivering high profile medical events for Melbourne with the assistance of valued local host organisations.

"Recent international medical wins also include the 4th World Congress of Asian Psychiatry 2011, which was assisted by the Indo Australasian Psychiatry Association as local host.

"This important four-day congress will attract around 1,000 of the world's leading mental health experts and will inject more than \$4 million into the Victorian economy.



“The International Symposium on Hepatitis C Virus and Related Viruses win is another coup, with more than 1,000 delegates to meet at the Convention Centre in 2013.

“On the national front, The 12th Steadfast Convention 2011 represents a major win for Melbourne, expected to generate \$3.9 million for the Victorian State economy,” said Ms Chipchase.

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre, said, “Our congratulations go to the Melbourne Convention + Visitors Bureau on these significant bid wins. This is excellent news for Melbourne and Victoria and we look forward to welcoming these important conventions and their delegates to the Melbourne Convention Centre.”

**Event win details:**

<b>Name of Conference</b>	<b>Year</b>	<b>Type</b>	<b>Delegates</b>	<b>Economic Impact</b>
63rd Annual Department of Public Information Non-Governmental Organisations (DPI-NGO) Conference	2010	International	1275	\$3,879,904
HIC10 (Health Informatics Conference)	2010	National	600	\$1,567,130
International Symposium on Surfactants in Solution	2010	International	450	\$1,825,837
12th Steadfast Convention	2011	National	1400	\$3,900,000
Conference of the International Association for World Englishes (IAWE)	2011	International	300	\$912,918
4th World Congress of Asian Psychiatry	2011	International	1,000	\$4,057,416
International Congress of Space & Aviation Medicine	2012	International	400	\$2,028,708
World Congress of the Federation of Intellectual Property Attorneys (FICPI)	2012	International	450	\$2,738,755
International Symposium on Hepatitis C Virus and Related Viruses	2013	International	1,000	\$5,071,770
<b>Totals</b>			<b>6,875</b>	<b>\$25,982,438</b>

For more information contact Brooke Daly, MCVB Communications Manager: telephone +61 3 9693 3317 or email [brooke.daly@mcvb.com.au](mailto:brooke.daly@mcvb.com.au)