



Press Release – 21 April 2010

Melbourne awarded Australia's best CVB for second year running

Melbourne Convention + Visitors Bureau (MCVB) has again been awarded Australia's best, having taken out the 'Metropolitan Destination Marketing Organisation' award at the prestigious national Meetings and Events Australia (MEA) Awards.

Record results and groundbreaking innovations contributed to Melbourne's recognition at the awards, with MCVB's performance assessed across a host of criteria, including business and financial plans, marketing activities, sustainability and innovation.

In support of its award submission, MCVB reported a record year of achievement, with business secured in FY08/09 expected to attract more than 81,000 delegates to Victoria over the next five years, injecting more than \$340 million in the Victorian economy.

MCVB's CEO, Ms Sandra Chipchase, said the award recognises the organisation's significant contribution to the Business Events industry.

"Through a series of strategies to extend Melbourne's international reach, and by increasing government and member partnerships, the Melbourne Convention + Visitors Bureau (MCVB) has achieved a fourth year of record results.

"In addition to attracting some of the world's largest Business Events, we have also led on the on the CSR front, with many of our new CSR initiatives, such as our Event Carbon Calculator and low carbon impact incentive travel website, being firsts for any Australian Convention Bureau.

"I am delighted that MCVB's contribution to the Business Events industry has now been recognised at the national level for two years in a row.

"I am also delighted that MCVB's award coincided with MEA being held in Melbourne, allowing us to show our colleagues from around Australia the outstanding product and services offered by Melbourne and Victoria's Business Events suppliers, making our destination even easier to promote for successful meetings, events, conferences and incentive travel.

"I thank the Victorian State Government, the City of Melbourne and MCVB's members and staff for their input and support in making this award possible," Ms Chipchase said.

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