

PRESS RELEASE

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MCVB Snares a Trifecta at Victorian MEA Awards

Melbourne Convention + Visitors Bureau (MCVB) was recognised for its record results and groundbreaking innovations, taking out three awards at the prestigious Meetings and Events Australia (MEA) Victorian Awards, held at The Sebel Albert Park last night.

MCVB was awarded 'Metropolitan Destination Marketing Organisation', 'Corporate Social Responsibility' (for over 30 employees) and, together with Reed Travel Exhibitions, 'Exhibition of the Year', for the 2010 Asia-Pacific Incentives & Meetings Expo (AIME).

MCVB's performance was assessed across a wide-range of criteria, including business and financial plans, marketing activities, sustainability and innovation.

MCVB's Chief Executive Officer (CEO), Ms Sandra Chipchase, said the three accolades were indicative of how well the Bureau fulfilled these key indicators.

"I am delighted that MCVB's contribution to the Business Events industry continues to be recognised," Ms Chipchase said.

"We endeavour to set the bar high in terms of marketing Melbourne as one of the world's premier cities for hosting incentives and conventions, as well as exhibitions such as AIME, which we established almost two decades ago.

"Events such as this deliver significant economic and employment benefits directly to our tourism and Business Events industry, as well as to the broader state economy.

"I would like to acknowledge the diligent, dedicated and extremely talented MCVB staff who are committed to innovation and excellence.

"I would also like to thank the State Government of Victoria, Tourism Victoria, the City of Melbourne, the Melbourne Convention and Exhibition Centre (MCEC) and all our members for their outstanding support."

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