

PRESS RELEASE

Thursday, 10 March 2011

Melbourne Secures Largest Indian Incentive Group in Australia's History

Melbourne's international reputation for delivering outstanding incentive reward programs has been strengthened with the successful bid by Melbourne to host Amway India's coveted Leadership Seminar for more than 4,000 delegates in Melbourne in 2012.

Announcing the win today, Minister for Tourism and Major Events Louise Asher said the event would generate significant benefits for the local economy and the tourism industry. She added that being the first choice Australian destination for the seminar was a triumph for the State.

"Importantly, this event will also provide a unique opportunity for Victoria to grow our strong ties with the Indian community," Ms Asher said.

"The benefits of hosting delegates from India's leading direct-selling consumer-goods company – both in a cultural and economic sense – are extremely important.

"The event will also provide outstanding opportunities to showcase the best of Melbourne and the iconic attractions of regional Victoria.

"The Amway India Leadership Seminar has never been held in Australia. This is a significant and much-deserved coup for Victoria and I would like to congratulate the Melbourne Convention + Visitors Bureau for securing this prestigious event for Victoria," Ms Asher said.

Sandra Chipchase, Chief Executive Officer of the Melbourne Convention + Visitors Bureau (MCVB), said on analysis by the MCVB, the event would attract more than 4,000 delegates to Melbourne and generate an estimated \$20.98 million for Victoria.

"The win adds to the impressive list of incentive reward programs the MCVB has won for the state," Ms Chipchase said.

"We have consistently demonstrated our ability to host large Amway incentive groups over the years. In 2008, Melbourne hosted 7,200 delegates from Amway China and prior to that, large groups from the Philippines, Indonesia and Korea.

"Thanks to government support and the expert program delivery of our industry partners, Melbourne presented the most compelling proposal.

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“The Amway India delegates, all of whom have been rewarded for their exceptional entrepreneurial skills, will be accommodated in one wave, which speaks volumes for our city’s superior infrastructure, particularly the Melbourne Exhibition and Convention Centre, which is the largest and most versatile convention and exhibition space in the southern hemisphere.

“This is a wonderful opportunity for Melbourne and the state and I’m certain that every Victorian will make the delegates feel very welcome,” Ms Chipchase said.

Rita Tandon, Senior Manager Special Events for Amway India, said Melbourne’s impressive infrastructure and unique range of attractions and activities had played a major role in finalising the decision to host the group in Melbourne.

“Melbourne is a truly inspiring city with an exceptional energy and an array of attractions that I have no doubt the Amway delegates will thoroughly enjoy and remember long into the future,” Ms Tandon said.

Leigh Harry, Chief Executive Officer of the Melbourne Convention and Exhibition Centre (MCEC), which will host the event, said MCEC was delighted that it had been chosen to host the Amway India Leadership Seminar in 2012.

“This event is an ideal forum for delegates to meet and share knowledge and we look forward to welcoming all of them to Melbourne,” Mr Harry said.

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