

# PRESS RELEASE



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## Victoria's Business Events Industry Leads the Way in 'Being Green'

Victoria's leading Business Events suppliers are making dramatic improvements when it comes to promoting and implementing green policies, according to the *Melbourne's 'Green Credentials' Report 2011* released today.

Sandra Chipchase, Chief Executive Officer of the Melbourne Convention + Visitors Bureau (MCVB), which publishes the report, said the results highlight the significant progress being made when it comes to caring for the environment.

"This year's Report saw a six per cent increase in the number of Business Events suppliers participating and heralded some exceptional results," Ms Chipchase said.

"Significantly, businesses reported a marked increase in the quality of their waste management, particularly in relation to paper reduction procedures and recycling programs.

"Ultimately, the Report illustrates how a focus on sustainability not only contributes towards an improved environment, but makes for better business as well."

MCVB's audit, which was undertaken online between October 2010 and April 2011, requested and collated information pertaining to water, waste and energy management, sustainability programs, strategic implementation, accolades received and projects to be completed.

Highlights of the 2011 Report include:

- 100 per cent of participants have implemented paper reduction procedures by communicating electronically, a 78 per cent increase on the previous Report
- 100 per cent of participants have a recycling program in place for paper, glass, bottles and print cartridges, a 12 per cent increase on the previous Report
- 94 per cent of participants actively switch off computers, lights and air conditioning when not in use, a 58 per cent increase on the previous Report
- 91 per cent of participants use energy efficient light globes in their workplace, a 39 per cent increase on the previous Report
- 89 per cent of participants have dual flush toilets, a 72 per cent increase on the previous Report
- 73 per cent of participants participate in Earth Hour, a 68 per cent increase on the previous Report.

"MCVB's own contributions to sustainability are also highlighted in the Report and include the 'Event Carbon Calculator', a low carbon impact incentive travel website and a 'Green Check List' in the *Melbourne Planner's Guide*," Ms Chipchase said.

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“It was these initiatives which were recognised at April’s prestigious national Meetings and Events Australia (MEA) awards, where MCVB received the ‘Corporate Social Responsibility – Over 30 Employees’ award.

“At MCVB, we strive to lead by example by demonstrating that we are committed to sustainable practice in the Business Events industry.”

MCVB first launched *Melbourne’s ‘Green Credentials’ Report* in 2008, making it the first ‘green’ audit undertaken by an Australian Convention Bureau.

A copy of the report is available online at

[http://www.mcvb.com.au/portals/mcvb\\_com\\_au/documents/Melbourne'sGreenCredentialsReport.pdf](http://www.mcvb.com.au/portals/mcvb_com_au/documents/Melbourne'sGreenCredentialsReport.pdf)

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