



Press Release – 1 March 2010

MCVB announces record results for Melbourne

Melbourne continues to deliver strong Business Events results, having secured major international conventions worth more than \$100 million in the 2009/10 financial year to date, expected to attract more than 20,000 delegates.

Wins secured over the last eight months follow a record performance in the 2008/09 financial year, during which the Melbourne Convention + Visitors Bureau won the most business in its history, achieving a fourth year of record results.

Speaking at the Asia-Pacific Incentives & Meetings Expo (AIME), MCVB's CEO, Ms Sandra Chipchase, said a series of strategies to extend Melbourne's international reach, and a commitment to increase government and member partnerships, are key driving forces behind the Bureau's success.

"Against a backdrop of economic uncertainty in the global meetings and incentive industries, in 2008/09 MCVB secured Business Events expected to inject more than \$340 million into the State economy (19% above target), attracting more than 81,000 delegates to Victoria over the next five years (20% above target).

Ms Chipchase said that in 2009/10, MCVB is continuing its strategy of extending its international reach into both new and emerging markets, particularly in relation to incentive sales and marketing.

"In 2009/10, we have continued to reach Key Decision Makers throughout Asia, hosting six incentive familiarisations to date. These familiarisations included hosting a large delegation which visited Melbourne as part of the Dreamtime tradeshow, hosting Decisions Makers and media from six countries including Thailand, Japan and Taiwan.

"We also held our second Melbourne Roadshow in Asia, which in 2009 visited Malaysia and China, securing strong business leads for MCVB as well as 12 of Victoria's leading Business Events suppliers, which partnered with us for this highly successful event.

"This activity follows on from our strong incentive sales success in 2008/09, which generated \$32 million worth of incentive business for Victoria.

"New initiatives to extend our marketing reach in 2009/2010 include the recent launch of our Australia Network advertising campaign, promoting Melbourne's advantages as a Business Events destination to six million television viewers across Asia and the Pacific.

"From a sales perspective, Business Events secured for the new Melbourne Convention Centre now number 63, and are worth \$659.2 million, expected to attract 117,525 delegates to Melbourne over the next five years.

"These events range in topics from Ergonomics to Hepatitis C, with a recent highlight being the *United Nations (UN) 63rd Annual Department of Public Information Non-Governmental Organisation Conference (DPI/NGO)*, marking only the third time in 60 years that the conference has been held outside of the UN New York headquarters.



“The outstanding support of the Victorian State Government and our commitment to further strengthening our partnerships with Government increase Melbourne’s competitive edge. This year we will continue to further our whole-of-government approach to Business Events, including through our strategic partnership with the City of Melbourne, which was formalised last year.”

Ms Chipchase said that MCVB also continues to lead on the CSR front.

“Within the last year we have led the Business Events industry with a series of new CSR initiatives. Many of these, such as our Event Carbon Calculator and low-carbon-impact incentive travel website, were firsts for any Australian Convention Bureau, and I’m delighted that MCVB’s CSR initiatives were recognised at the Melbourne Airport Victorian Tourism Awards, and the national Meetings & Events Australia Awards in 2009.”

Ms Chipchase said that, although recognising the challenges presented by the current economic climate, she looked forward to continuing Melbourne’s strong results in 2009/10.

“With Australia’s best convention facilities, constantly evolving and innovating hotels and venues, and a commitment by Victoria’s Business Events industry to reduce the impact of events on the environment, Melbourne continues to lead as a world-class, ‘green’ destination in which to hold successful, memorable events.”

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