



**PRESS RELEASE – 29 OCTOBER 2010**

## **MCVB welcomes expansion to Victoria's Business Events infrastructure**

Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB), has welcomed the Victorian Labor Government's announcement today of a new regional conference centre in Marysville and the expansion of the Melbourne Convention and Exhibition Centre (MCEC).

"As the highest yielding sector of the tourism industry, Business Events, such as conferences, meetings and exhibitions, attract tens of thousands of visitors to Victoria each year, injecting millions of dollars into the State's economy," said Ms Chipchase.

"In the 2009/10 financial year alone, MCVB secured Business Events expected to inject more than \$269 million into Victoria's economy over the next five years and attract 71,891 delegates.

"A big drawcard for attracting these prestigious international and national events to Victoria has been the new Melbourne Convention Centre, which opened in June 2009.

"With so much competition within the conference market worldwide, having state-of-the-art infrastructure that can accommodate Business Events of varying scales is essential.

"The 12,000 square metre expansion of the MCEC will provide further opportunities for us to bid for large meetings that have an exhibition component and require extensive facilities."

Ms Chipchase said developing the State's regional Business Events offering was important in generating delegates and tourism spend outside of Melbourne.

"MCVB is committed to developing the Business Events market in regional Victoria. A recent initiative saw MCVB partner with the Australian Government, Tourism Victoria and the local tourism industry this year to provide funding for promotional activities.

"In addition to this, the new Marysville conference centre will provide an attractive option for meeting and event organisers wanting to incorporate leisure activities into delegates' schedules, with the region offering numerous wineries, gourmet restaurants with local produce, and spectacular parks and gardens," said Ms Chipchase.

*For more information contact Brooke Daly, MCVB Communications Manager: telephone +61 3 9693 3317 or email [brooke.daly@mcvb.com.au](mailto:brooke.daly@mcvb.com.au)*