



Press Release – Monday 16 February 2009

Superior facilities and unique bidding strategies see record results for Melbourne

Melbourne's superior convention facilities, reputation as a great city to visit, commitment to environmental sustainability and innovative bid strategies have seen the city secure a record number of international Business Events.

Melbourne Convention + Visitors Bureau's (MCVB) CEO, Ms Sandra Chipchase, said that the first half of the 2008-09 financial year has seen the Bureau secure 16 international Business Events for Melbourne, expected to inject more than \$216m in the Victorian State economy.

'Despite increasing competition globally, MCVB has achieved record results in the last six months, including securing the largest medical Business Event ever won for Melbourne: the World Diabetes Congress 2013.

'Attracting the World Diabetes Congress cements Melbourne's world-wide reputation for, and expertise in, hosting major medical and science-related Business Events. This Congress alone is expected to attract more than 12,500 international researchers, medical practitioners and government policy experts to Victoria, injecting more than \$63.4m into the State economy.

'The 16 international Business Events secured by MCVB in the past six months bring the total number of wins for the new Melbourne Convention and Exhibition Centre (MCEC) to 45. These Business Events range from science fiction to nursing, to human resources to physics; all highlighting Melbourne's broad international appeal.'

Ms Chipchase said that Melbourne's commitment to environmental sustainability has also strengthened the city's appeal as a leading Business Events destination.

'Melbourne is internationally renowned for its award-winning convention facilities, which will be even more impressive with the completion of the new Melbourne Convention Centre. Opening later this year, the Convention Centre has already been awarded the first and only '6 Star Green Star' environmental rating in the world, setting new standards in sustainability.

'Another example of Melbourne taking the lead on the 'green' front is through MCVB publishing the 'Melbourne's Green Credentials Summary Report,' which will be updated this year to reflect new environmentally responsible initiatives by the city's hotels, venues and other Business Events suppliers.

'With a combination of green Business Events suppliers and an award winning, green Convention Centre, Melbourne's 'green credentials' are a major draw-card in attracting international Business Events.'

Ms Chipchase said that the new Convention Centre is part of a new \$1.4 billion development, the South Wharf precinct, adding to Melbourne's excellent infrastructure, and appeal for delegates.

'Three new hotels will soon bring the number of hotel rooms within walking distance of the Convention Centre to more than 5,000. For convention delegates, this means convenience, less time travelling between hotels and sessions, and more time for experiencing the city outside of the conference schedule.

'MCVB's strong performance over the last six months follows a record year in the 2007/08 financial year, during which MCVB won the most business in its history. We look forward to continuing to grow Melbourne's popularity with both delegates and event planners in 2009,' Ms Chipchase said.



BUSINESS EVENTS SECURED FOR MCEC FROM 1 JULY – 1 JANUARY 2008/09

Meeting Name	Delegates	Economic Impact
Worldcon - World Science Fiction Convention (WSFC) 2010	3,000	\$18,258,372
Annual Scientific Meeting of ISEH - Society for Hematology and Stem Cells 2010	750	\$3,043,062
Asian and Oceanian Epilepsy Congress - AOEC 2010	2,000	\$8,114,832
General Meeting of the International Electrotechnical Commission -IEC 2011	1,000	\$8,114,832
World Congress of the World Society for Pediatric Infectious Diseases (WSPID) 2011	3,000	\$12,172,248
World Congress on Human Resources 2012	2,500	\$5,071,770
Annual Meeting of the International Society for Magnetic Resonance in Medicine - ISMRM 2012	4,000	\$28,401,912
7th World Congress for NeuroRehabilitation 2012	2,000	\$8,114,832
13th Asian and Oceanian Congress of Neurology - AOCN 2012	1,500	\$7,607,655
International Conference on High Energy Physics - ICHEP 2012	1,000	\$7,100,478
Congress of the International Society for Photogrammetry and Remote Sensing - ISPRS 2012	2,500	\$25,358,850
World General Assembly of the International Union Against Sexually Transmitted Infections -IUSTI 2012	1,000	\$4,057,416
International Conference on Image Processing -ICIP- 2013	1,000	\$4,057,416
22nd World Diabetes Congress 2013	12,500	\$63,397,125
11th International Conference on Low Vision - ISLRR 2014	1,000	\$5,071,770
15th Biennial Meeting of International Gynecologic Cancer Society (IGCS) 2014	2,000	\$8,114,832
Grand Total	40,750	\$216,057,402

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