



**Press Release – 18 March 2010**

**MEA awards MCVB's CSR Initiatives**

The Melbourne Convention + Visitors Bureau (MCVB) has been recognised for its Corporate Social Responsibility initiatives at the Victorian Meetings & Events Australia (MEA) Industry Awards.

The award, which recognises MCVB's record number of green initiatives, and environmental firsts for any Australian Convention Bureau, marks the second year running that MEA has awarded MCVB for its CSR program.

MCVB's CEO, Ms Sandra Chipchase, said it is important that Corporate Social Responsibility is recognised as a stand-alone award by the meetings and events industry.

'MCVB is committed to taking a leadership role on the CSR front, and I am delighted that our achievements have been recognised by our industry peers.

'During the period of 2008/09, MCVB developed a series of firsts for any Australian Convention Bureau. These include launching a low carbon impact incentive travel website, complete with itineraries, and creating a free, online Event Carbon Calculator to calculate and offset carbon emissions of Business Events held in Melbourne

"We also updated the *Melbourne's 'Green Credentials' Summary Report*, which was an Australian first when launched in 2008. This Report identifies green initiatives undertaken by Victorian Government bodies and Business Event suppliers – allowing event planners to book a green venue and run a green event in Melbourne with ease."

Ms Chipchase said MCVB's CSR initiatives to support the community were also recognised in the MEA Award.

"A highlight within the last year saw MCVB launch a CSR Donation Program, which provides MCVB's guest speakers and clients the opportunity to donate to a Victorian charity of their choice in recognition of their contribution to MCVB.

"MCVB also supports Berry Street Children's Charity, and in 2008/09 supported Victoria's bushfire affected communities through various initiatives, including through undertaking a fundraising appeal at the Asia-Pacific Incentives & Meetings Expo.

"From creating tools to reduce the environmental impact of Business Events held in Melbourne, to contributing to charities through innovative fundraising initiatives, I am delighted that MCVB's CSR initiatives have been recognised and awarded by our esteemed industry colleagues," Ms Chipchase said.

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