



Press Release – 18 March 2010

MEA Awards see hat trick for MCVB

Melbourne Convention + Visitors Bureau (MCVB) has been awarded for the third year running at the Victorian Meetings & Events Australia (MEA) Industry Awards.

Record results and groundbreaking innovations have seen the organisation awarded the prestigious 'Metropolitan Destination Marketing Organisation' award.

MCVB won the award based on its performance across a host of criteria, including: business plan; financial plan; marketing activities; sustainability, and; innovation.

In support of its award submission, MCVB reported a record year of achievement, with business secured in FY08/09 expected to attract more than 81,000 delegates to Victoria over the next five years, injecting more than \$340 million in the Victorian economy.

MCVB's CEO, Ms Sandra Chipchase, said the award recognises the organisation's continued success.

"Through a series of strategies to extend Melbourne's international reach, and by increasing government and member partnerships, the Melbourne Convention + Visitors Bureau (MCVB) has achieved a fourth year of record results.

"In addition to exceeding our targets in terms of delegate numbers and economic impact for the State of Victoria, we have secured major Business Events within the last year, including the International Society for Magnetic Resonance in Medicine 2012 (4,000 delegates) and one of the world's top 10 medical conferences; the World Diabetes Congress 2013 (12,500 delegates).

"We are delighted that MCVB's contribution to the Business Events industry has been recognised for the third year in a row, as have our achievements in generating business for a diverse range of suppliers, from accommodation providers to regional attractions, from caterers to venues, including the Melbourne Convention and Exhibition Centre.

"This award also recognises MCVB's contribution to leading the Business Events industry on the CSR front, with many of our new CSR initiatives, such as our Event Carbon Calculator and low carbon impact incentive travel website, being firsts for any Australian Convention Bureau.

"I thank the judging panel for recognising the achievements and contribution to the industry which MCVB has made within the last year, both of which would not be possible without the support of the Victorian State Government, the City of Melbourne and MCVB's members and staff," Ms Chipchase said.

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