



Media Release
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Convention Bureau wins state award

Melbourne Convention + Visitors Bureau (MCVB) has been named the Best Convention Bureau/Tourist Organisation in Victoria by the peak industry body in Australia and the Asia Pacific region, Meetings & Events Australia (MEA), at its annual state Meeting & Event Industry Awards.

Rod Kamleshwaran, interim CEO, MCVB, said winning the award is testament to the hard work of the MCVB team in showcasing Melbourne to the world.

"This award is recognition by our peers of the high level of professionalism and hard work put in by the bureau team.

"Two years ago when we last won this award, MCVB was positioning itself as a sustainable bureau of the future. Over the past two years, the bureau has achieved a 107% increase in room nights secured for Victoria.

"This has only been possible with the support of our stakeholders and in particular the support of the Victorian government and our Minister for Tourism John Pandazopoulos.

"The government's recent announcement of the construction of a new convention centre, highlights the major contribution meetings and conventions make to this state's economy," Mr Kamleshwaran said.

Since the Victorian government announced it would construct a new 5,000 seat convention centre by 2009, MCVB has heightened its focus on the competitive international association market. Since the announcement 5 large international events have been secured for the new centre worth almost \$70 million to the state.

"Winning this award will give MCVB new impetus to go into the market and do what we do best, win events for Melbourne," he said.

MCVB will go on to compete at the MEA National Awards at the MEA National Conference in April.

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