

Melbourne Bureau Chief elected BestCities President

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Sandra Chipchase, Chief Executive Officer of Melbourne Convention + Visitors Bureau (MCVB), was elected as the new President of BestCities Global Alliance at the annual meeting at IMEX in April 2007.

BestCities is a Global Alliance of convention bureaux that deliver the world's best service experience for meeting planners. The alliance was founded in 2000 by Melbourne, Boston, Copenhagen, Edinburgh and Vancouver and has since expanded to include Dubai, San Juan and Singapore.

The vision of the alliance is to be recognised globally for being innovative and setting and delivering the world's best convention bureau practices for the meetings industry. In an industry that is renowned for a wide range of differing standards, partners of BestCities promise an assurance of quality, expertise and professionalism adhering to the principles of the BestCities Global Alliance Service Charter.

The BestCities certification process is monitored by Lloyds of London.

Sandra Chipchase said, 'Being a partner of BestCities gives MCVB and the other partner cities the competitive edge. Clients know they are going to be dealing with only full-service Bureaux of the highest standard, as certified by Lloyds of London. As this year's President for BestCities Global Alliance, I will do my best to ensure that that we continue to set new standards in service and innovation'.

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For further information contact Zoe Shurgold at +613 9693 3317 or email zoe.shurgold@mcvb.com.au

NOTES TO EDITORS:

Melbourne Convention + Visitors Bureau (MCVB) is a not for profit organisation that identifies and bids for international conventions to generate export dollars for Victoria.

All Bureau partners of Best Cities:

- Undergo Quality Assurance Certification by Lloyds of London
- Have a proven track record in delivering successful and safe international events
- Are full-service Convention Bureaux
- Abide by the Best Cities Code of Ethics and Integrity
- Are implementing environmentally sound codes of practice
- Are committed to promoting and protecting our Indigenous cultures.

Visit www.bestcities.net/ for more information on the Service Charter and client service standards and for more information about partner cities.