



PRESS RELEASE – 17 JUNE 2010

Melbourne makes being 'green' even easier

An increasing number of Business Events suppliers throughout Melbourne and Victoria are implementing environmental initiatives and policies, according to the latest *Melbourne's 'Green Credentials' Report*.

Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB) which publishes the report annually, said this year's report saw a 20% increase in the number of submissions received.

"This report provides Meeting and Event organisers with a concise collation of the many environmentally responsible initiatives being undertaken by Melbourne's leading Business Events suppliers, making going 'green' in Melbourne easy.

"The 2010 report identifies many new and exciting initiatives, particularly in relation to 'whole-of-organisation' approaches to 'going green', and seeking accreditation through certified green programs," said Ms Chipchase.

MCVB's online audit was undertaken between October and December 2009 and requested information on water, waste and energy management, current sustainability programs, strategies implemented, accolades received and projects to be completed.

Highlights of the 2010 report, as compared with 2009, include:

- An 18% increase in the number of audits conducted and environmental plans developed
- A 17% increase in the creation of 'green teams' or committees dedicated to guiding initiatives
- A 12% increase in the number of businesses offsetting their own carbon emissions or offering carbon offset opportunities to their clients
- A 12% increase in staff education and training pertaining to green issues.

"MCVB's green initiatives are also included in the report, such as launching an online 'Event Carbon Calculator' with the Carbon Reduction Institute to allow Event Planners to calculate and offset the emissions of events held in Melbourne and Victoria.

"As the focus on the global Business Events industry's environmental performance continues to grow, so too does Melbourne's ability to meet the challenge of reducing the carbon footprint of conventions, incentive travel programs, corporate meetings and events held in our city.

"As a leader in the industry, MCVB was recently awarded the 'Metropolitan Destination Marketing' Award at the national level of the prestigious Meetings & Events Australia industry awards, as well as the Corporate Social Responsibility award at the State MEA awards.

"The award-winning, environmentally leading Melbourne Convention Centre – the world's first convention centre to be awarded a '6 Star Green Star' rating – is another example of the Victorian State Government's dedication to sustainability," said Ms Chipchase.

MCVB launched the *Melbourne's 'Green Credentials' Report* in 2008, marking the first "green" audit ever undertaken by an Australian Convention Bureau.

Melbourne's 'Green Credentials' Report is available online at www.mcvb.com.au.

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