



**PRESS RELEASE – 1 MARCH 2010**

## **Melbourne Targets Asia through New TVC**

Melbourne's advantages as a Business Events destination will be promoted to six million television viewers across Asia in a new campaign for the Melbourne Convention + Visitors Bureau (MCVB).

The two advertisements also feature John Brumby, Premier of Victoria, and Gavin Jennings, Victorian Minister for Innovation, who outline Melbourne's and Victoria's areas of excellence.

Speaking at AIME (the Asia-Pacific Incentives & Meetings Expo), Sandra Chipchase, CEO of MCVB, said the campaign is running prime time on the Australia Network – Australia's international television service – from February 2010, targeting key decision makers throughout Asia.

"Appealing to both the business and Associations markets, our campaign communicates Melbourne's outstanding reputation in technology, innovation, research and education. We also promote Melbourne's environmental credentials and the new Melbourne Convention Centre, which is the 'greenest' convention centre in the world.

"The Australia Network provides an ideal audience of corporate decision makers and potential convention delegates who may be considering their next Business Events destination.

"The campaign will cover 44 countries across Asia, the Pacific and the Indian subcontinent, reaching a viewership of six million viewers."

Ms Chipchase said the campaign will run through to July 2010, with the commercial screening during prime time segments, including during popular Australian programs and weekend AFL or 'Aussie Rules' football games.

The campaign adds to a range of recent MCVB initiatives throughout Asia, including: the Melbourne Destination Roadshow, which targeted corporate and travel trade buyers in Kuala Lumpur and Beijing in August 2009; travel trade activity in Mumbai and New Delhi; familiarisations showcasing Melbourne to agents and incentive travel buyers; the addition of Mandarin language sections on the new MCVB website; and sales calls and PR activity within the region.

The MCVB Australia Network advertisements are 60 and 90 seconds in length, featuring footage and voiceovers detailing Melbourne's proven popularity, its world class sporting events, cultural attractions, and fine wine and dining.

The new campaign also incorporates six months of website advertising on [www.australianetwork.com](http://www.australianetwork.com), which attracts one million page views per month.

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