



Press Release - 28 July 2009

New Melbourne Planner's Guide Makes Going Green Easy

The new *Melbourne Planner's Guide* has made organising a green Business Event in Melbourne easier than ever before, by including new tools to identify low carbon impact product and services.

According to Ms Hayley Blumenthal, Director Marketing & Communications for the Melbourne Convention + Visitors Bureau (MCVB), the Guide demonstrates that Melbourne is well equipped to meet the industry's demands for green events.

"MCVB is committed to leading our industry on environmentally sustainable initiatives, and is proud to have introduced new green initiatives in this year's Planner's Guide, including a new green logo which identifies those suppliers who have contributed to our *Melbourne's Green Credentials Report*.

"MCVB's green logo signifies to event planners that they are choosing a supplier who is committed to sustainability. From luxury hotels to Melbourne's leading conferencing venues, including the new Melbourne Convention Centre, the Planner's Guide provides a comprehensive picture of Melbourne's green Business Events suppliers.

"This year's Planner's Guide also incorporates a 'Planning a Green Event in Melbourne' section, which includes green Melbourne highlights, such as low carbon impact transport options, as well as a green event checklist.

"We have also expanded our 'Melbourne Incentives' section to include Victoria's outstanding sustainable products, services and activities, from coastal regeneration team building programs, to celebrating Indigenous culture at the Royal Botanic Garden.

"This follows on from our launch earlier this year of Melbourne's Green Incentives Website, which includes green itineraries.

"The guide also outlines Melbourne's new developments, such as the new Melbourne Convention Centre, hotel developments and refurbishments, and the Melbourne Rectangular Stadium, showing that Melbourne is constantly innovating and offering something new," said Ms Blumenthal.

The *Melbourne Planner's Guide* is one of MCVB's most important tools in generating interest in Victoria as a world-leading destination for meetings, events, incentive travel and conferences. It provides essential information about Melbourne and regional Victoria's attractions, infrastructure, touring and leisure programme ideas, and information on how MCVB can provide support in securing a Business Event and boosting delegate numbers.

The full guide is also available online with the digital version becoming increasingly popular each year.

"In line with Event Organisers' feedback, as well as our commitment to building on our award-winning corporate social responsibility initiatives, our online focus for the guide has increased. The Planner's Guide website offers as much valuable information as the printed guide and is easy to navigate, which is perfect for time-poor Organisers," said Ms Blumenthal.

Melbourne Planner's Guide 2009/10 is available free of charge by telephone +61 3 9693 3333 or by visiting the MCVB website: www.mcvb.com.au/pg0910

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