



Press Release - 16 July 2008

New Planner's Guide showcases Melbourne as a city on the move

Melbourne's new developments, 'green credentials' and leading Business Events suppliers are each highlights of the Melbourne Convention + Visitors Bureau (MCVB) Planner's Guide 2008-09.

Launched today, the Planner's Guide is the flagship publication for Melbourne's Business Events industry, providing essential information on premier venues, accommodation, products and services, as well as touring and leisure program ideas, for meeting planners and event organisers.

Launching the MCVB Planner's Guide 2008-09, MCVB's CEO, Sandra Chipchase, said:

'In addition to providing all of the information needed to organise a successful and memorable conference, exhibition, meeting, incentive or corporate event in Melbourne, the Melbourne Planner's Guide highlights why Victoria, with its capital city, Melbourne, really is the best destination to host Business Events.

'This is an exciting time for the city, with many major developments due for completion within the next 12 months, including Melbourne's new Convention Centre - the first in the world to be awarded a 6 Star, Green Star environmental rating.

'The Convention Centre will be complemented by new hotel developments - including a 396-room Hilton Hotel, and a new hotel at Crown Entertainment Complex, which will become Australia's largest at 658 rooms - as well as by Melbourne's exciting new entertainment and lifestyle precinct, Waterfront City. Waterfront City combines retail, commercial and residential developments and will also become home to a major new Melbourne icon - the Southern Star Observation Wheel, offering a venue space with a difference when it opens in late 2008,' Ms Chipchase said.

As well as detailing new developments, Ms Chipchase said that this year's Planner's Guide includes a first - a Green Checklist for Business Events to assist in planning environmentally sustainable events.

'The Melbourne Convention + Visitors Bureau (MCVB) is committed to leading and supporting green initiatives in the Business Events industry in Australia.

'As a part of this commitment, earlier this year MCVB published *Melbourne's 'Green Credentials' Summary Report* - a report identifying green initiatives undertaken by various Melbourne and Victorian government bodies and suppliers to the Business Event industry - which was the first of its kind for an Australian Convention Bureau. We have now gone one step further, and published a Green Checklist for Business Events in our Planner's Guide 2008-09 in order to assist in planning environmentally sustainable events - yet another reason to hold Business Events in Melbourne.'

MCVB's Planner's Guide also details the Asia Pacific Incentives & Meeting Expo (AIME), held annually in Melbourne, which was awarded 'Event of the Year' at the prestigious Victorian Meetings & Events Australia Industry Awards held earlier this year. The win followed a record attendance at AIME 2008, up 25 per cent on 2007, confirming AIME's reputation as one of the world's premier Incentives and Meetings events. AIME was also the first Business Events Trade Show to run as a Climate Friendly™ event.

'There are many reasons to choose Melbourne - whether for its Green Credentials, as home to world-renowned restaurants, as Australia's sporting and events capital, for shopping, as the gateway to stunning coasts and celebrated vineyards, or as home to premier venues, accommodation, services and products.



'Each of these is highlighted in the Planner's Guide 2008-09, and the MCVB team looks forward to working with our members to assist industry leaders to discover the many products and services on offer in Victoria, a world-class destination which provides incentive and conference delegates with an inspirational and unique experience,' Ms Chipchase said.

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

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