

Planning a Green Event in Melbourne

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

As part of this commitment, in 2008 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 - copies of which can be obtained from the MCVB website: www.mcvb.com.au

Tourism Australia has produced the following Green Check-list for Business Events to assist business events operators to plan and deliver cleaner and greener events.

Reduce waste, reuse as much as possible and recycle - then offset the carbon emissions.

PLANNING AND POLICIES

- Prepare a written environmental policy for your event which can be shared with suppliers, delegates and speakers
- Estimate the total carbon footprint and plan to offset the carbon emissions produced at the event. Detail this in your costing so it is clear to the client
- Look at past event energy use and wastage and find ways of reducing this. Track your results after the event
- Plan your event precisely (looking at numbers, duration, size of venue and number of rooms required) then select the right venue to fit, so you use minimum energy and resources

- Ensure your tender clearly states your commitment to the environment and request all respondents to outline their policies
- Establish a policy that encourages all suppliers to submit proposals and quotes electronically
- In all communications with exhibitors and contractors request that waste and packaging be reduced

TRAVEL SELECTION

- Consider using airlines with offset programs
- Travel with companies that are implementing green policies
- Fly visitors by the shortest route possible, not just the most affordable
- Choose a venue that is easily accessible by public transport or by foot

- Accurately monitor the number of delegates needing transport at each stage of the event and match this to the transport vehicle size
- Offer day or weekly traveller tickets to promote public transport use
- Use delegate shuttles and where possible use hybrid vehicles
- Consider bike use by providing bike racks and a bike concierge
- Reduce site inspections and use local scouts to gather information
- Offset carbon emissions for transport

