



Press Release – IMEX 2009

New Incentive Website makes Going 'Green' in Melbourne Even Easier

Melbourne continues to lead the Australian Business Events industry in environmentally responsible initiatives, with the launch of a new 'green' incentive itineraries website marking yet another Australian Convention Bureau first.

The 'green' low carbon impact incentive website, launched by Melbourne Convention + Visitors Bureau (MCVB) CEO, Ms Sandra Chipchase, allows incentive travel planners to make an educated choice in their procurement and planning process and includes Victoria's top 10 green incentive activities, advice on planning a green Business Event in Melbourne and a green checklist for Business Events.

Ms Chipchase said that the new website was one of many new 'green' initiatives undertaken by MCVB.

'The Melbourne Convention + Visitors Bureau is committed to leading and supporting green initiatives in the Business Events industry, and the launch of our new 'green' incentive website adds to an impressive series of environmental and Convention Bureau firsts delivered within the last year.

'The website highlights the ways in which delegates can enjoy the best of Victoria's incentive programs, whilst keeping their environmental impact to a minimum. From contributing to the sustainability of Victoria's stunning surf coast by joining a revegetation program, to 'grape grazing' at a picturesque winery sourcing local and 'low food miles' produce, Victoria's green incentive options abound.'

Ms Chipchase said that the MCVB's new 'green' innovations demonstrate to event planners that Melbourne is very well equipped to meet the Business Events industry's demands for green events.

'MCVB initiatives such as launching the 'Melbourne's "Green Credentials" Report,' which will be updated in the coming months, highlight the environmentally responsible activities of Melbourne's leading Business Events suppliers, including accommodation and transport providers, caterers and venues. This allows Event Planners to effortlessly book 'green' events in Melbourne, and provides the city a significant competitive edge in Australia and abroad.

'MCVB also continues to set a new benchmark for exhibitions in Australia through its Asia Pacific Incentives and Meetings Expo (AIME) Tradeshow. This year AIME's environmental impact was greatly reduced by purchasing the highest quality carbon credits to offset carbon emissions in areas where they cannot be directly reduced. This follows on from AIME 2008's Climate Neutral™ status, and from MCVB's Asia Roadshow, held in Singapore and Taipei last year, marking the first overseas event any Australian Convention Bureau has run as a low carbon event.

'In another Australian Convention Bureau first, MCVB has become the foundation sponsor of a new Events Carbon Calculator designed by the Carbon Reduction Institute. The Carbon Calculator enables MCVB to calculate the carbon emissions of events, which can then be offset in future.

'Other MCVB green initiatives include publishing a 'Green Checklist' in the MCVB *Planner's Guide* to assist in planning environmentally responsible events in Melbourne and Victoria. This year the *Planner's Guide* will go one step further in assisting Event Planners to organise green events in Melbourne, with a newly created green logo identifying relevant MCVB members as green contributors.

'MCVB is proud to be leading the industry in reducing the impact of Business Events on the environment, and we look forward to continuing to develop green initiatives throughout the year,' Ms Chipchase said.

To see MCVB's new 'green' incentive website, visit: <http://www.mcvb.com.au/incentives/green/>

Contact

Brooke Daly, Communications Manager, telephone +61 437257071, or email: brooke.daly@mcvb.com.au