



## Press Release – IMEX 2009

### Australia's Best Convention Bureau Awarded to Melbourne

Melbourne Convention + Visitors Bureau (MCVB) has been recognised as Australia's best, taking out the 'Metropolitan Convention Bureau/Tourist Organisation' Award at the prestigious national Meetings & Events Australia (MEA) Industry Awards.

The award was one of two for MCVB at the National MEA Awards, at which MCVB, with event manager Reed Exhibitions, was also awarded 'Exhibition of the Year' for the Asia Pacific Incentives and Meetings Expo (AIME) 2008.

MCVB was judged on a host of criteria, including: business planning; resource management; creating opportunities, and; contribution to the industry.

In support of its award submission, MCVB reported a record year of achievement during the 2007/08 Financial Year, attracting more than 70,000 delegates to Victoria, injecting more than \$261million into the State economy.

Speaking on the win, Ms Sandra Chipchase, MCVB's CEO, said the award comes at an exciting time for both Melbourne and MCVB.

'Despite increasing competition globally, Melbourne continues to see growth in the Business Events sector because of its infrastructure, superior facilities and services, outstanding Government investment and support, and of course our reputation for being the most stylish and sophisticated city in Australia.

'This win also reflects MCVB's superior strategic bidding and marketing activities, and our commitment to constant innovation. A highlight within the last year has been our commitment to initiatives which increase and promote Melbourne's reputation as a green Business Events destination – work which itself saw MCVB awarded for its Corporate Social Responsibility initiatives at the Victorian State MEA Awards.

'This is an exciting time for Melbourne, with many new developments underway, including Australia's newest and most flexible Convention Centre which opens in the coming months as part of a \$1.4b development project in South Wharf, central Melbourne.

'With so many new facilities and attractions to complement superior, well-established facilities and services in Melbourne, the MCVB team looks forward to continued success in promoting the city and Victoria as one of the best destinations in the world for Business Events.

'This award reflects MCVB's commitment to generating export dollars for Victoria and to ensuring that the State's Business Events industry continues to grow, and I sincerely thank the Victorian State Government, the industry, the independent judging panel and MCVB members and staff for their support and work in making MCVB Australia's best Convention Bureau,' Ms Chipchase said.

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