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World-First by the Melbourne Convention Bureau secures win at the 2015 Melbourne Awards

The city-wide benefits of the Melbourne Convention Bureau's (MCB) hosting five of the world's largest health conferences in one year, a world-first, continue to be acknowledged, with MCB awarded the hotly-contested Melbourne Award for Contribution to a Profile by a Corporation.

MCB Chief Executive Karen Bolinger accepted the prestigious 2015 Melbourne Award from Melbourne Lord Mayor Robert Doyle at a Gala Dinner on Saturday, 14 November.

"This achievement recognises the positive effect the conferences had on profiling the city internationally thanks to the participation across the whole city through our ongoing Team Melbourne approach to securing and delivering international conferences, and the incredible work of the entire MCB team.

"The success of these conferences was the result of a true partnership between the city, state and international associations. Importantly, they also left legacies, such as policy and legislative change and health and social improvements meaning these conferences are still having an impact today," Ms Bolinger said.

Staging five of the world's largest health conferences in one year - which included the World Diabetes Congress, World Cardiology Congress, International Congress of the World Federation of Hemophilia, 20th International AIDS Conference and World Cancer Congress - attracted almost 35,000 experts in their field to Melbourne, 75 per cent of whom were international, and overall contributed \$204 million to the economy.

MCB is honoured to have won in a category that included reputable finalists such as Tennis Australia for the Australian Open, GM Holden's Australia Design Centre and the Indian Film Festival of Melbourne, all of which have done an exceptional job in raising Melbourne's profile on the world stage and we congratulate them.

It is the second major award for MCB in two weeks, with Melbourne also named Australia's Leading Meetings and Conference Destination, for the third consecutive year, at the World Travel Awards in Hong Kong on 30 October.

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