

Media Release

18 February 2019



Melbourne's newest venue debuts at AIME

Hosted buyers attending the Asia Pacific Incentives & Meetings Event (AIME) experienced Melbourne's newest event space The Timber Yard in Port Melbourne – stacked with eco-credentials, local history and an unmistakable twist of industrial chic at *Uncover Melbourne: Hosted Buyer and Media Cocktail Party*, presented by Showtime Event Group.

In keeping with the 'Uncover Melbourne' theme, guests were wowed as they were immersed deep in Port Melbourne's industrial precinct at The Timber Yard -- a unique business events venue, and new partner of Melbourne Convention Bureau.

Melbourne Convention Bureau (MCB) Chief Executive Officer, Karen Bolinger said, "We couldn't be happier with the result of our cocktail party. The undisclosed location for the event and unassuming venue façade certainly added to the evening intrigue."

"This urban sanctuary built from reclaimed timber, old steel and spotted with lush greenery was designed to bring the flavour and personality of the country into the city, and I believe it is set to become a landmark Melbourne venue of unprecedented size and event flexibility," Ms. Bolinger said.

As the first official social event on the AIME 2019 calendar, hosted buyers were provided with the opportunity to catch up with old and new friends, make new business connections and settle into a week of uncovering Melbourne's appeal as a leading business events destination and one with serious sustainability credentials.

In welcoming the 300 plus guests, Ms. Bolinger detailed the bureau's commitment to working collaboratively with all partners and the business events industry on supporting initiatives that strengthen the city's eco-credentials.

"Melbourne has been ranked the number one sustainable city in the Asia-Pacific region for business events in the Global Destination Sustainability Index (GDS-Index) for the second consecutive year.

"MCB actively contributes to, and promotes, the city's sustainability credentials to the business events industry in Australia and globally, and we are proud to partner with The Timber Yard.

"It is venues such as this - built on the philosophy of recycling, up cycling and bringing people together for amazing business events, that hopefully contributes to Melbourne retaining the number one title for a third year to come," Ms Bolinger said.

Guests were also welcomed by City of Melbourne Lord Mayor, Sally Capp, who acknowledged the success of MCB in capturing the pulse of the city through their Uncover Melbourne program.

"Melbourne offers a wide range of immersive experiences which delegates are looking for. "The MCB has an incredible knack in showcasing our city, which contributes to ensuring Melbourne remains one of the world's leading business events destinations."

Representing Melbourne to an international audience at the highest possible level, Showtime Event Group were welcomed back for the second year running as the exclusive caterer for this event, with furniture, styling and event production executed by Harry the Hirer, and entertainment provided by Solution Entertainment, all proving their creativity, adaptability and professionalism.

“Melbourne is renowned as the events capital of Australia and MCB plays an important role in demonstrating this to the business events sector. Connecting our long-time partners with our newest provided a great opportunity to showcase their ability and Melbourne’s business events flair,” Ms Bolinger said.

“It’s important for MCB to unearth new and exciting venues and connect them with other event innovators.”

Showtime Event Group General Manager, Brad Dabbs said that this event in particular is important for us to showcase what we can do for the business events market, a sector that Showtime Event Group heavily invests in.

“When MCB asked us to partner on the Hosted Buyer Cocktail Party for the second year running, we were pretty excited to put forward The Timber Yard.”

“We are all about delivering exciting new concepts in unique Melbourne locations,” he added.

The event is part of MCB’s *Uncover Melbourne* pre-trade program for AIME hosted buyer and media. Designed to showcase Melbourne’s world-class business events capability, *Uncover Melbourne* offers international and national hosted buyers the opportunity to get under the cover of Melbourne’s most compelling business events attributes.

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AIME is where meetings, events and incentives industry decision makers meet for business adventures across Australia, Asia-Pacific and the rest of the globe. AIME is owned by the Melbourne Convention Bureau (MCB), a business development organisation, with its core function to secure international and national conferences, incentive travel reward programs and other business events for the Australian state of Victoria.

Asia-Pacific Incentives and Meetings Event (AIME)
18-20 February 2019
Melbourne Convention and Exhibition Centre
www.aime.com.au

Notes to editors:

Images from the evening are avail [here](#).

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