

Media Release

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Business events prove an economic powerhouse for Victoria

*Melbourne Convention Bureau nets \$500M in secured events for the state
with over 6,000 jobs to be created*

Business events are delivering more money and more visitors to Victoria than ever before, with the Melbourne Convention Bureau (MCB) netting \$500 million in business events secured for Victoria this financial year¹. This milestone achievement cements business events position as the highest yielding sector in Victoria's visitor economy.

MCB with support from Visit Victoria, is attracting a larger number of highly engaged international business events to Victoria, providing more opportunities to Victorians and businesses with 6,000² jobs expected to be created from the events secured.

This success can be attributed to several significant wins, including the 2023 Rotary International Conference, the most valuable conference ever won for the state, expected to attract 20,000 Rotary members from over 200 countries and regions worldwide and injecting over \$110 million into the Victorian economy.

Other notable conferences include The International Convention of Jehovah's Witnesses, Nov 2019; International Congress of Genetics, July 2023; 20th International Union of Basic and Clinical Pharmacology (IUPHAR) World Congress of Basic and Clinical Pharmacology, 2026; and the World Congress of Philosophy, July 2023.

The Andrews Labor government recognises this achievement and is a strong advocate for business events which are a significant economic driver for Victoria.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula:

"Business events are the cornerstone of our visitor economy, and the highest yielding sector of our tourism industry. This milestone achievement delivered by MCB will see \$500 million injected to the Victorian economy and deliver 6,000 jobs from the events secured.

"I applaud the Melbourne Convention Bureau on this significant contribution to our visitor economy. Business events keep our hotels full, our venues buzzing and our economy strong. No one does business events quite like Victoria, and MCB's outstanding efforts are to be commended."

Quotes to be attributable to Melbourne Convention Bureau acting Chief Executive Officer, Julia Swanson:

"MCB has set a new benchmark, with half a billion dollars in events secured this financial year for the Victorian economy. This is an enviable events calendar that will be anchored in the state long term and provides certainty for Victoria's visitor economy for years to come."

¹ \$503,133,999 in secured events 1st July 2018 – 30th May 2019 (FY18/19)

² 6034 jobs expected to be created from events secured in FY18/19

“The economic opportunity in the international business events market is a significant one – and, moreover, one that Victoria is well placed to capitalise on given its facilities and expertise; knowledge creation and exchange, innovation and investment, among others positive impacts ‘beyond tourism’ benefits.”

“This significant achievement is a testament of MCB’s efforts and ‘Team Melbourne’ approach. Thank you to the Victorian Government, Melbourne Convention and Exhibition Centre, the City of Melbourne and our partners, for supporting us in driving Victoria’s global standing as a premiere destination for business events, and continuing Melbourne’s reign as Australia’s business events capital.”

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