

2013

**MELBOURNE CONVENTION BUREAU:
DRIVING THE ECONOMY
KNOWLEDGE AND TOURISM**

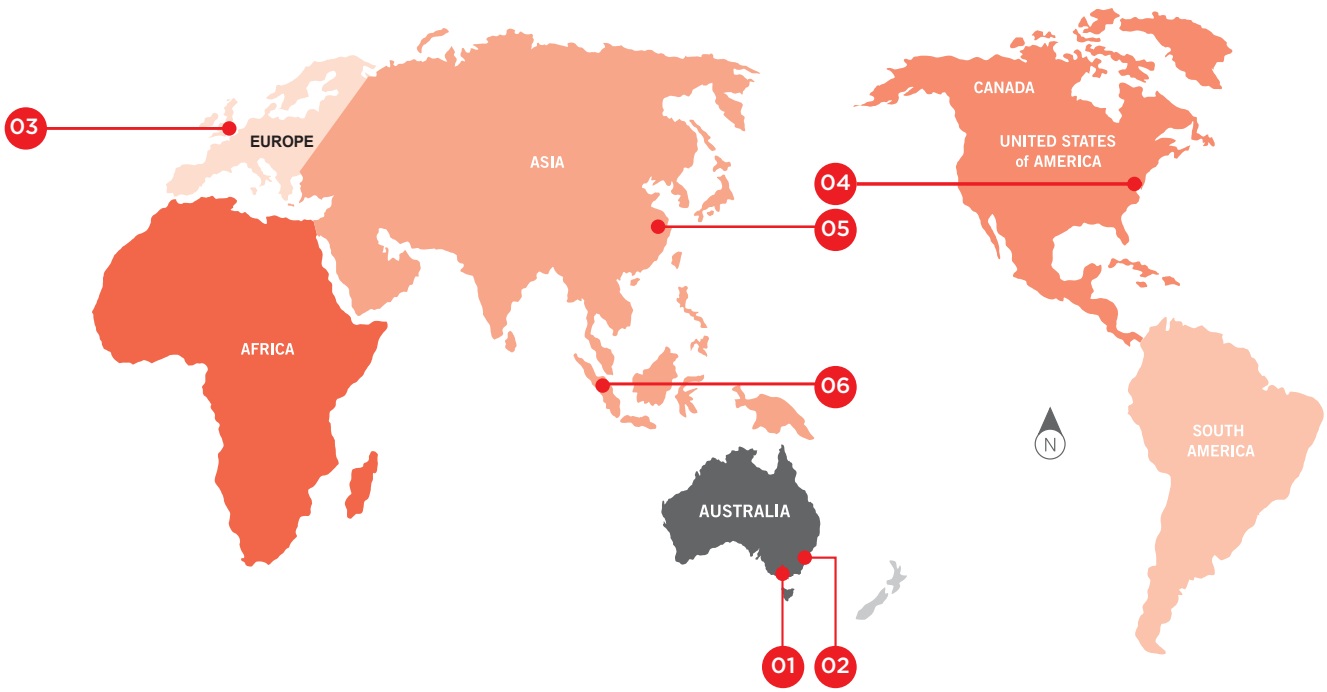


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ABOUT THE MELBOURNE CONVENTION BUREAU



The Melbourne Convention Bureau's (MCB) core function is to secure international and national conferences, incentive travel reward programs and other business events for the state of Victoria by working with associations, corporate organisations and event planners from around the world.

MCB is a full service bureau with staff and representation in five countries - Australia (Melbourne and New South Wales), China, Singapore, the United Kingdom and the United States - with an unequalled reputation for facilitating the delivery of high quality events. Fastened to its values of integrity, collaboration, innovation, leadership, accountability and excellence, MCB's vision is to make Victoria one of the world's most successful conference destinations and to generate billions of dollars for the state economy and local industry.

**Melbourne Convention Bureau
Global Sales Network**

<p>Australia</p> <ul style="list-style-type: none"> 01 Melbourne 02 NSW 	<p>North America</p> <ul style="list-style-type: none"> 04 New York
<p>Europe</p> <ul style="list-style-type: none"> 03 London 	<p>Asia</p> <ul style="list-style-type: none"> 05 Shanghai 06 Singapore

SECURING INTERNATIONAL CONFERENCES

MCB has four teams dedicated to securing major international conferences for Melbourne, which are aligned to the state's priority industry sectors of medicine, science and the environment, technology and engineering, and business and education. Our Research, Business Development, Bids and Convention Servicing teams provide a beginning-to-end service for clients.



RESEARCH

MCB researchers work to identify future conferences that are aligned with Victoria's priority industries and sectors. Once relevant leads have been established, they are then assigned to MCB Business Development representatives to further investigate the event's potential to be held in Melbourne. MCB's Research team also carries out comprehensive competitor destination analysis to ensure the city retains its competitive edge.

BUSINESS DEVELOPMENT

Once conference opportunities have been identified, MCB's Business Development team evaluates the potential of these events and prioritises them in relation to Melbourne's hosting capacity and the likely benefits to the state economy.

If a bid passes this evaluation test, the team then targets associations, research centres and universities to become local partners to lead the bidding process. Part of this process also involves working closely with Club Melbourne Ambassadors - leaders in their field who utilise their extensive professional networks to assist in securing conferences.

BIDDING

MCB's Bid team manages all aspects of the national and international bidding process and provides expertise and advice to local bid partners in order to strengthen and progress the bid. The team supports bid partners in preparing bid documents, presentations, and obtaining letters of endorsement for the event from local, state and federal government, as well as relevant industry leaders. Working with MCB members (local commercial and hospitality organisations) the team also locates suitable venues within Melbourne or regional Victoria that meet the event's specified criteria and provides assistance and advice to event planners in selecting other relevant business events products or services.

CONVENTION SERVICING

Once the event has been won for Melbourne, the Convention Servicing team offers extensive post-bid support services to local bid partners and event organisers. This support includes everything from assistance with marketing and delegate boosting, to sourcing accommodation and venue providers. Most importantly, the team liaises with local, state and federal government on behalf of their clients to manage funding agreements, ministerial speaking engagements and city logistics.

SECURING INTERNATIONAL INCENTIVE TRAVEL REWARD PROGRAMS



INCENTIVE TRAVEL IS ARRANGED BY AN EMPLOYER AND AWARDED AS A MOTIVATIONAL BONUS TO EMPLOYEES.

MCB's International Incentives team is charged with the task of identifying potential incentive travel opportunities, which are comprised of business sessions in addition to high end touring. These events generate substantial revenue for the state economy and drive dispersal to regional Victoria.

The team carries out the full spectrum of support services for potential incentive events or corporate meetings; from providing organisers with accommodation and venue recommendations, to arranging site inspections and sourcing relevant potential suppliers.

Upon arrival in Victoria, the MCB team supports groups throughout their travel experience.

COMMERCIAL PARTNERSHIPS – SUPPORTING THE BID PROCESS



MCB'S BIDDING ACTIVITIES ARE SUPPORTED BY THE COMMERCIAL PARTNERSHIPS TEAM WHICH COMPRISES OF STRATEGIC PARTNERSHIPS, MEMBERSHIP SERVICES, MARKETING AND COMMUNICATIONS, AND EVENTS.

This team performs tasks which are integral to securing national and international events for Melbourne and regional Victoria, including building alliances with strategic partners and members, profiling the city as a premier conference destination and running major trade events.

MCB's 260+ members are leading suppliers to the business events industry and include accommodation, transport and entertainment providers, venues, caterers and more. By partnering with MCB, members gain access to the lucrative business events market, which significantly increases their business opportunities. Member properties based in the city centre contribute almost 198,000 square metres of conference space, along with 15,000 accommodation rooms within a four square kilometre radius alone, therefore MCB-secured conferences and other business events are vital to maintaining their occupancy.

MCB members also benefit from the Melbourne Meetings + Events Service (MM+ES), which offers meetings and event planners a free referral service exclusively and directly to member products and services.

AIDS 2014 CASE STUDY



Photographer: David Hannah

AIDS 2014

THE EVENT

14,000

HELD EVERY TWO YEARS, THE XX INTERNATIONAL AIDS CONFERENCE (AIDS 2014) IS THE LARGEST REGULAR CONFERENCE ON ANY HEALTH OR DEVELOPMENTAL ISSUE IN THE WORLD.

delegates are expected to come to Melbourne for AIDS 2014



HOW DID MCB SECURE THE EVENT?

MCB originally engaged the International AIDS Society (IAS) in 1997.

As with all international conferences, MCB maintained this relationship through regular contact over many years to cement Melbourne as a contender to host the event.

In 2011, MCB was invited to bid for AIDS 2014, alongside Istanbul. MCB worked with the Australasian Society for HIV Medicine (ASHM) which was the bid partner for the conference and the leading Australasian professional association supporting the HIV, viral hepatitis and sexual health workforce.

In preparing the bid for Melbourne, MCB worked with Tourism Victoria and City of Melbourne (CoM) to secure support and with the Department of Foreign Affairs and Trade and AusAid to obtain federal government assistance for the event. Support for the bid was also provided by 30 different associations, universities, academics and organisations across Asia and the Pacific.

MCB arranged and conducted site inspections of the Melbourne Convention and Exhibition Centre, hotels and venues for the IAS. To prove that the city could accommodate in excess of 14,000 delegates, MCB obtained support from more than 182 hotels in Melbourne and Victoria, securing 13,000 rooms. In addition, MCB worked with the Department of Immigration concerning visas for the large group and the Australian Government regarding the allowance of delegates' medicines to be brought into Australia.

MCB's services did not stop when the bid was won for Melbourne; the organisation is now taking the lead for the Melbourne Planning Group, comprising of the IAS, CoM, Department of Health and ASHM, to maximise the benefits of hosting AIDS 2014.

WHAT DOES IT MEAN FOR VICTORIA?

Held over six days in July 2014, the conference is expected to bring over 14,000 delegates to Melbourne and is projected to generate more than \$80 million for the Victorian economy. In previous years the conference has attracted leading philanthropists such as Bill Gates and Bill and Hillary Clinton.

WHY IS IT IMPORTANT?

Holding a conference of this calibre in Melbourne will significantly enhance the capacity of medical researchers to deliver ground-breaking technologies in the fight against AIDS, with the aim to ultimately find an effective vaccine and a cure.

AMWAY INDIA LEADERSHIP SEMINAR 2012 CASE STUDY



AMWAY INDIA LEADERSHIP SEMINAR 2012 THE EVENT

4000

AMWAY INDIA, A GLOBAL LEADER IN DIRECT SALES, REWARDED APPROXIMATELY 4000 OF ITS INDIAN INDEPENDENT BUSINESS OWNERS WITH A BESPOKE INCENTIVE TRAVEL REWARD PROGRAM, THE 2012 AMWAY INDIA LEADERSHIP SEMINAR, HELD IN AND AROUND MELBOURNE.

Amway delegates were presented with a seven-day itinerary, including a business session at the Melbourne Convention and Exhibition Centre, a day trip to Ballarat's Sovereign Hill and Phillip Island, and a gala dinner at the Melbourne Cricket Ground (MCG).

delegates were rewarded
with a trip to Melbourne



HOW DID MCB SECURE THE EVENT?

To win the bid to host Amway India, MCB worked closely with the organisation for more than three years; from the bidding stage to event execution. Along with organising venue inspections, event marketing, welcome ceremony entertainment and gifts for all Amway delegates, MCB collaborated with Australian Tours Management and nine hotels across Melbourne to secure rooms for all 4000 attendees.

In India, MCB assisted in securing 100% visa approval for the entire Amway group and worked with key airline offices to support delegates with flight arrangements. In Australia, MCB worked closely with Melbourne Airport to facilitate arrivals and welcome messages, fast track group movement with immigration and customs, and arrange for bus transfers from the airport to hotels.

WHAT DID IT MEAN FOR VICTORIA?

Amway India was the largest Indian incentive group ever accommodated in Australia, contributing approximately \$16 million to the Victorian economy and delivering 10,000 room nights across eight hotels within a four kilometre radius. In addition, 95% of delegates surveyed said they felt safe and welcome in the city, 95% also said they would recommend Melbourne as a place to visit to their family and friends, and 79% said they will return in the next five years for a holiday.

WHY WAS IT IMPORTANT?

MCB set a precedent in successfully hosting an incentive group of this scale in Victoria and facilitated two major event legacies for the state's premier attractions.

MCB secured private admission to Phillip Island Nature Parks for the group, the first time in the Park's history that exclusive access had been permitted. To ensure the day ran smoothly, more than 180 Phillip Island Nature Parks' staff along with 10 local volunteers were employed across retail, hospitality and touring, which generated an estimated total group expenditure in excess of \$400,000.

Amway delegates were also treated to a gala dinner at the Melbourne Cricket Ground (MCG) where they played a cricket match on the hallowed turf, listened to a motivational speech by Australian cricketering great Adam Gilchrist and danced the night away to an Indian Bollywood performer. This type of admittance to the MCG for corporate groups during the Australian cricket season was previously unheard of.

WHY ARE BUSINESS EVENTS IMPORTANT?

ECONOMIC IMPACT

The work of MCB has secured significant economic impact for Victoria. For the five year period 2010/11-2014/15 business events secured by MCB will increase Gross State Product by \$1.6 billion.¹ This expenditure helps keep Melbourne's hotels, venues and restaurants full and the broader hospitality sector vibrant.

Business events are a cornerstone of Victoria's economy and are responsible for 22,000 jobs.²

POSITIONING MELBOURNE AS THE KNOWLEDGE CAPITAL OF AUSTRALIA

By securing significant international conferences, MCB showcases Melbourne as the knowledge capital of Australia by assisting local priority sectors and industries to generate valuable business networks. The networking that occurs at these events provides the Melbourne workforce with new business and research collaborations, which generate and foster innovation, ideas and research for decades to come.

These benefits are legacy outcomes for the city of Melbourne and its priority sectors, helping to ensure that our industries stay at the cutting edge.

DRIVING TOURISM

Business events are a lucrative driver of the tourism industry driving regional dispersal, creating repeat visitation and attracting accompanying persons during shoulder and non-peak seasons. MCB's Melbourne Convention Delegate Study 2010 revealed that:

up to
71%

of international conference visitors say they may return to Melbourne for a holiday in the next five years.

63%

of international delegates to Melbourne are first time visitors to Australia.

44%

of international delegates participate in pre or post touring to other parts of regional Victoria and Australia.

27%

of international delegates also bring a travel companion.

97%

of international delegates would recommend Melbourne as a place to visit to their friends and colleagues.

THE DRIVERS OF OUR SUCCESS

MCB IS AN ECONOMIC BUSINESS DEVELOPMENT ORGANISATION.

It works on long-term goals for long-term periods to ensure Melbourne can secure business events that benefit its priority sectors and industries.

MCB's success is driven by the unique skills, experience and international networks of its staff. MCB's staff has worked with thousands of local bid partners (including academics and research institutions), global organisations, international associations and all levels of government. Securing business events for Melbourne requires a collaborative approach and sometimes years of work before the event is won.



INTERNATIONAL ASSOCIATIONS

ALL LEVELS OF GOVERNMENT

GLOBAL ORGANISATIONS

LOCAL BID PARTNERS

