

VISION

Strengthen Melbourne's position as a global leader in business events and enhance Victoria's reputation as Australia's event capital.

OUR COMMITMENT

Ensuring Melbourne is a sustainable destination for business events is a key mission of Melbourne Convention Bureau. We are committed to our role in securing business events for Melbourne that will have a positive social, environmental and economic impact for our city, and will reiterate our position globally as a safe, sustainable and innovative destination.

MCB recognises that Melbourne has an unparalleled opportunity to embrace, promote and leverage our industry's initiatives, efforts and programs focused on sustainability and ensure it is at the forefront of our client's minds when hosting events in our city.

PROGRESS TOWARDS THE SDG'S

The United Nation's Sustainable Development Goals (SDG's) are a roadmap for a better, more sustainable and equal world. MCB mapped the UN Sustainable Development Goals against the business events industry in Melbourne and identified the following goals that are most relevant:



ALIGNING WITH MCB'S ORGANISATIONAL STRATEGY

MCB is committed to embedding sustainability in our operations. In addition to our key objective being to drive economic and social progress for Victoria by securing and delivering world class business events, sustainability in all its forms has been identified as a key KPI of MCB's organisational strategy, which will be achieved through the implementation of MCB's Sustainability Strategy 2021-22.

KEY PILLARS

The following pillars structure MCB's work to advance the sustainability of the business events industry in Melbourne and are demonstrative of our commitment to our vision.

- Pillar 1: Promote Melbourne's Sustainability Credentials and Efforts
- Pillar 2: Enable and Educate Stakeholders incl. Staff
- Pillar 3: Drive Social and Economic Progress for Victoria
- Pillar 4: Cultivate GDS-Index Standards
- Pillar 5: Lead by Example

REVIEW

MCB will review this Sustainability Policy on an annual basis as part of our reporting on our Sustainability Strategy to ensure the policy reflects new data and insights and the current climate of the business events industry.

APPROVAL AND IMPLEMENTATION

This Sustainability Policy 2021-22 has been reviewed and approved:



Date Approved: 21/09/2021

Julia Swanson
Chief Executive Officer,
Melbourne Convention Bureau