

# SUSTAINABILITY LIVES HERE

MELBOURNE, AUSTRALIA

## MELBOURNE CONVENTION BUREAU SUSTAINABILITY STRATEGY 2019 - 2021

### DESTINATION'S VISION

A first-choice destination for the world's most progressive organisations and their delegates, through a strong brand with sustainability at its heart.










### OUR COMMITMENT

Making Melbourne a sustainable destination for international business events is a key goal for the Melbourne Convention Bureau (MCB). We recognise that many International Associations want to host events in-line with recognised sustainability standards. MCB is committed to making Melbourne internationally recognised as a clean, safe, and sustainable city for business events.

### ALIGNING WITH THE UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS

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 10 goals that are most relevant:

 <p><b>ZERO HUNGER</b></p>	 <p><b>GOOD HEALTH AND WELL-BEING</b></p>	 <p><b>QUALITY EDUCATION</b></p>	 <p><b>GENDER EQUALITY</b></p>	 <p><b>AFFORDABLE AND CLEAN ENERGY</b></p>
 <p><b>DECENT WORK AND ECONOMIC GROWTH</b></p>	 <p><b>INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p>	 <p><b>SUSTAINABLE CITIES AND COMMUNITIES</b></p>	 <p><b>RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>	 <p><b>PARTNERSHIPS FOR THE GOALS</b></p>

### MAPPING THE SDG'S

For the first time in 2019, MCB's strategy looks at how the Bureau's own sustainability goals will contribute positively to the above SDG's.

We recognise the SDG's as an overarching framework to help guide Melbourne's business events industry and allow us to communicate and report on our sustainability strategies, goals and activities. As well as MCB's own sustainability goals, we have addressed opportunities for the wider business events industry that are beyond our own operations.

# MCB'S SUSTAINABILITY GOALS

## PRIORITY 1

### EDUCATE STAKEHOLDERS

Organise educational events for partner organisations and wider industry

Distribute regular communications highlighting benefits of sustainable initiatives and how to get involved

Undergo research into sustainability relevant to business events

Investigate opportunities to incorporate sustainability in business event legacies in Melbourne

Invite MCB Strategic Partners to have input into the destination's sustainability strategy

### SDG GOAL



## PRIORITY 2

### PROMOTE MELBOURNE'S SUSTAINABILITY

Incorporate Sustainability requirements into funding contracts for international events

Provision of a Meeting Planners Toolkit

Incorporate Melbourne's sustainability initiatives in business event collateral

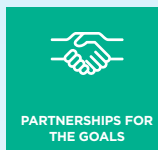
Support industry events promoting sustainability

Provide a "Sustainability Lives Here" section on the MCB website with resources and news, as well as integrate sustainability into the wider MCB website

Secure media opportunities to promote Melbourne's sustainability globally to the business events industry

Provide relevant and up-to-date content via MCB's communication channels

### SDG GOAL



## PRIORITY 3

### CULTIVATE GDS-INDEX STANDARDS

Maintain a GDS Index Working Group to drive industry engagement and advocate for sustainability in business events in Melbourne

Partner with key industry stakeholders to deliver sustainable outcomes in the business events industry

Conduct staff training in sustainability in business events

Secure and maintain a top 10 GDS-Index ranking and improve score year on year

Host regular meetings to discuss opportunities to improve performance against key sustainability criteria

### SDG GOAL



## PRIORITY 4

### INCREASE SUSTAINABILITY CERTIFICATIONS

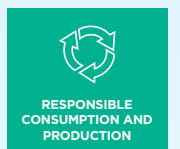
Promote 3rd party sustainability certifications available and the benefits

Increase the number of Professional Conference Organisers and Event Agencies with sustainability initiatives through provision of resources

Support and encourage accommodation providers to obtain a third-party sustainability certification - increasing certified inventory from 38% to 50% by 2020

Encourage clients to obtain event-specific sustainability certifications

### SDG GOAL



**MS JULIA SWANSON,**  
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MELBOURNE CONVENTION BUREAU

