








TEAM MELBOURNE PARTNERSHIP RENEWAL 2019/2020



MELBOURNE TAKES IT TO THE NEXT LEVEL

Melbourne Convention Bureau's (MCB) is committed to deliver more business events, more delegates and more opportunities to Victoria. MCB support for its MCB partners is unwavering, with significant wins shared across the board for 'Team Melbourne'.

Key highlights 2018/2019

	DELIVERING RECORD RESULTS MCB set a new benchmark delivering \$500 million in economic contribution for the Victorian economy from events secured. This enviable events calendar will be anchored in the state long term providing certainty for MCB partners for years to come.		MEGA MAY INCENTIVE MONTH FILLING HOTELS AND VENUES 29 Asia-Pacific incentive groups with 2,600 delegates came to Melbourne in May generating \$10 million in economic contribution from just one month of visitation. Our proactive strategy to fill the gaps in Victoria's major events calendar is working.
	LAUNCH OF THE MCB'S CORPORATE WEBSITE INCLUDING NEW SUPPLIER SEARCH Enhanced digital presence with new functionality driving increased visitation and engagement with over 112,000 unique visitors and over 2,200 supplier searches.		COLLABORATIVE TEAM MELBOURNE APPROACH TO SITE VISITS WINS OVER DECISION MAKERS The successful Team Melbourne approach saw MCB secure the 2023 Rotary International Convention, the most valuable convention ever for Victoria. It will attract 20,000 delegates , deliver more than \$88 million to the Victorian economy and create 530 jobs.
	REBRAND AND RELAUNCH OF VICTORIAN EVENT SOLUTIONS (VES) The new look VES enabled over 1,240 online request for proposals proving the one-stop-shop referral service provides excellent value and customised recommendations to clients and drives new business to partners.		MELBOURNE INCENTIVE PLANNERS GUIDE (MIPG) DRIVES INSPIRATION AND BOOKINGS The MIPG Chinese and English versions are proving an exceptional tool providing inspiration and driving bookings for Melbourne with over 2,000 downloads , and 500 printed copies distributed reaching influential Chinese incentive decision makers.
	LAUNCH OF THE NEW MELBOURNE STAND AT AIME 2019 Brand new and the largest stand on the show floor, the Melbourne Stand was the place to be seen. 16 partners exhibited across the stand taking advantage of over 2,500 attendees, 50% more hosted buyers than 2018; with 62% coming from outside Australia and 55% never have attending AIME before.		MELBOURNE HOSTED THE BUSINESS EVENTS AUSTRALIA (BEA) GREATER CHINA SHOWCASE Melbourne was the first-ever Australian host city for the BEA Greater China Showcase, with more than 60 Greater China incentive buyers and media attending. The Showcase included business to business meetings, Melbourne business clients showcase and an educational program connecting buyers and media with MCB partners.
	UNCOVER MELBOURNE EXPERIENCES A HIT WITH BUYERS 40 partners were showcased to qualified Asia-Pacific buyers and global media across 12 outstanding Uncover Melbourne Experiences as part of AIME's pre-trade program.		LAUNCHED MELBOURNE VIRTUAL SITE VISIT AS NEW PLANNING TOOL An immersive 360 VR experience featuring over 30 Melbourne venues, hotels and attractions was launched at IMEX Frankfurt to influence international decision makers to choose Melbourne for their next business event.



**GREAT
PARTNERSHIPS
START
HERE**

DELIVERING MORE FOR PARTNERS

MCB is delivering more money and more visitors to Victoria than ever before, reaching the milestone of half a billion dollars in secured business events for Victoria over the 2018/2019 financial year.

This record-breaking achievement cements business events position as the highest yielding sector in Victoria's visitor economy and provides measurable economic benefits to our MCB partners.

2018/2019 has seen 219 events secured, which will attract over 135,000 delegates and deliver over \$500 million in economic impact to the state.

MCB's success is underpinned by the support of our MCB partners and the effective 'Team Melbourne' approach to winning business. As a MCB partner, we are committed to ensuring that your investment is rewarded with relevant and lucrative business opportunities.

MCB Key Results for 2018/2019



219

EVENTS WON FOR MELBOURNE



\$503M

ECONOMIC CONTRIBUTION TO THE STATE



135,105

VISITING DELEGATES TO VICTORIA



224,586

TOTAL ROOM NIGHTS ACROSS THE CITY

39

INTERNATIONAL ASSOCIATION EVENTS

126

CORPORATE MEETINGS & INCENTIVES

54

VICTORIA EVENT SOLUTIONS

98,200

ATTENDING DELEGATES

15,571

ATTENDING DELEGATES

21,334

ATTENDING DELEGATES

168,436

ROOM NIGHTS

32,878

ROOM NIGHTS

23,272

ROOM NIGHTS

**All figures based on preliminary internal results between 1 July 2018 - 1 June 2019*

A woman with short brown hair and glasses, wearing a grey cardigan over a white top and a grey and white striped skirt, is the central focus. She is holding a smartphone up to take a photo. The scene is filled with numerous white bubbles floating in the air. In the background, other people are visible, some also taking photos. A yellow sign on a pole in the background reads 'ENTRY TO THE SHOWS LOBBY'. The overall atmosphere is festive and social.

OPPORTUNITY LIVES HERE

THE YEAR AHEAD: STRONG OUTLOOK

MCB is riding the tailwinds of a successful year culminating in enhanced opportunities for our MCB partners to leverage. This incredibly strong result sets MCB up with the opportunity to consolidate our bid wins and look to building an enviable pipeline of business events for our MCB partners to tap into.

Over the next 12 months Melbourne will host 11 international association events with over 1,000 delegates each, which will attract over 120,000 new business events visitors to Melbourne, approximately 60% of which are coming from international markets; and over 152,000 room nights for international associations delivering over \$390 million in economic impact to the state.

The incentive sector has never looked so healthy. This year we will welcome over 10,500 incentive delegates made up of 110 groups, which is set to increase as the year unfolds providing ongoing direct business opportunities to MCB partners.

MCB initiatives exclusively offered to MCB partners are purposely geared to boost business opportunities for our MCB partners with additional exciting new opportunities only available in 2019/2020. Tangible benefits are assured with access to international associations and incentive travel decision makers, brand exposure through a range of channels, industry insights and knowledge programs, business development and networking opportunities.

Highlights coming in 2019/2020

AIME 2020

This leading event is expected to grow by 30%, with a strong mix of national and international buyers.

VICTORIA EVENT SOLUTIONS

A dedicated short-term digital marketing campaign will drive additional referrals to partners.

AUSTRALIAN TOURISM EXCHANGE (ATE) 2020

Australia's largest annual tourism trade event delivered by Tourism Australia in partnership with Visit Victoria will be hosted in Melbourne in May 2020 with 4,000 exhibitors and delegates staying across the city.

DESTINATION BUSINESS EVENTS CONFERENCE

MCB will host the coveted Destination Business Events Conference powered by the Australian Association of Convention Bureaux in September 2019 providing MCB partners with opportunity to attend and network with national business event professionals.

TOURISM AUSTRALIA'S DREAMTIME FAMILIARISATION

Melbourne will present a pre-famil showcase opportunity for MCB partners to Chinese and Asian incentive buyers in late November.

UNCOVER MELBOURNE EXPANDED

MCB's highly visible destination marketing campaign will feature across four major international trade shows: IMEX Frankfurt, IMEX USA, IBTM World and AIME, showcasing MCB partners on a global stage.

ASIAN INCENTIVE GROUPS

2019/20 will see an expanded presence and enriched marketing program to drive short-term leads by Chinese and South East Asian incentive groups.

TEAM MELBOURNE AMPLIFIED

MCB will evolve its successful 'Team Melbourne' approach to influence decision makers and increase business event opportunities for Melbourne.



130

EVENTS COMING TO
MELBOURNE



\$1B

ECONOMIC
CONTRIBUTION



209K

ATTENDING
DELEGATES



521K

ROOM
NIGHTS

TAP INTO HIGH YIELD BUSINESS EVENT DELEGATES

By partnering with MCB, you are ensuring your business has access to this lucrative sector. MCB provides multiple platforms to reach key decision makers across the broad events sector, providing invaluable brand exposure and access to decision makers.

6.5

NIGHTS INTERNATIONAL DELEGATES

Stay on average in Melbourne

95%

INTERNATIONAL DELEGATES RECOMMEND

Melbourne for a future visit

2.6

ACCOMPANYING PERSONS

on average travel with conference delegates
per trip

76%

DELEGATES PARTICIPATE IN ACTIVITIES

while in Melbourne

\$1,019

SPEND BY INTERNATIONAL DELEGATES

on average in Melbourne per day during their stay

\$4.9M

AVERAGE ECONOMIC CONTRIBUTION

per international association held in Victoria based
on conference organiser expenditure



PARTNERING FOR SUCCESS STARTS HERE



EXTEND YOUR BUSINESS OPPORTUNITIES

MCB stands tall with over 40 years of experience in securing lucrative business events. Affiliate your brand with MCB's strong reputation in international and domestic source markets as the trusted voice of the industry. Partnering with MCB gives your business direct marketing access to decision makers, brand profiling to captive audiences, and enhanced sales and network opportunities.

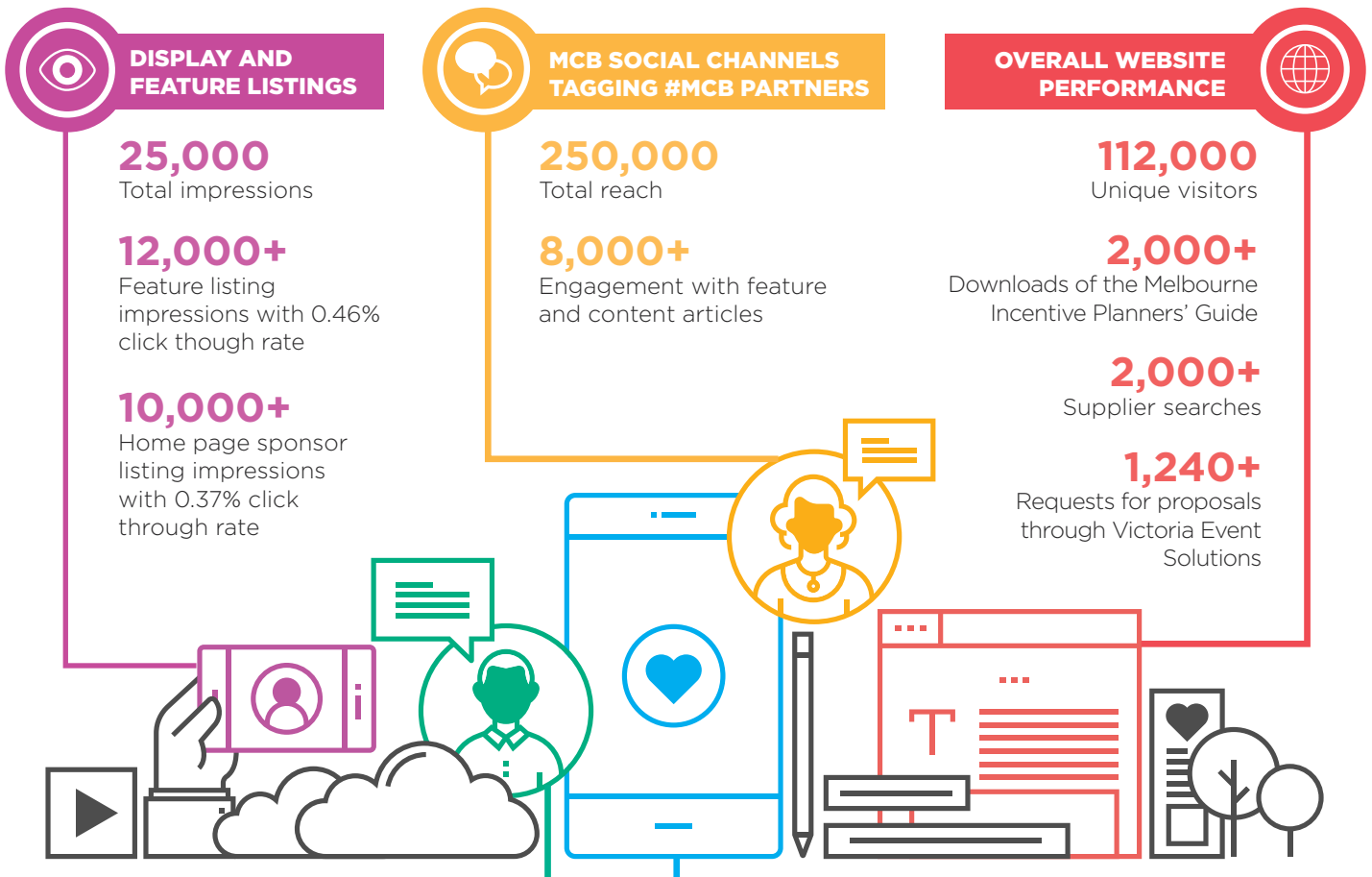
 <p>ENHANCE BRAND PROFILE</p> <p>Generate exposure through MCB's marketing campaigns, PR and media, digital presence (website, microsite, socials, blogs), sales collateral</p>	 <p>GENERATE LEADS</p> <p>Generate additional enquiry through online supplier search with compelling content and imagery; provide offers and upgrades to attract planners through Victoria Event Solutions</p>	 <p>SECURE NEW BUSINESS</p> <p>Extend your reach to drive new business through bid submissions, site visits and famils, innovative incentive offerings and in-language support for incentive groups</p>	 <p>EXTEND YOUR SALES TEAM</p> <p>Tap into our sales and marketing representation in five countries across key international source markets including North Asia, South-East Asia, Europe and North America</p>
 <p>ACCESS GLOBAL NETWORKS</p> <p>Connect with global markets through representation at international trade missions and trade shows; leverage MCB's international affiliations network including BestCities Global Alliance, ICCA, IAPCO and PCMA</p>	 <p>BUSINESS INTELLIGENCE</p> <p>Access international market updates, industry insights, delegates and PCO studies to better understand visitor behaviour and market trends</p>	 <p>CREATE NEW CONNECTIONS</p> <p>Attend facilitated networking functions; access collaborative 'Team Melbourne' activities and leverage Melbourne's undisputed reputation to grow business connections</p>	 <p>COMPETITIVE KNOW-HOW</p> <p>Upskill with professional development opportunities including industry education and knowledge event series curated by MCB</p>



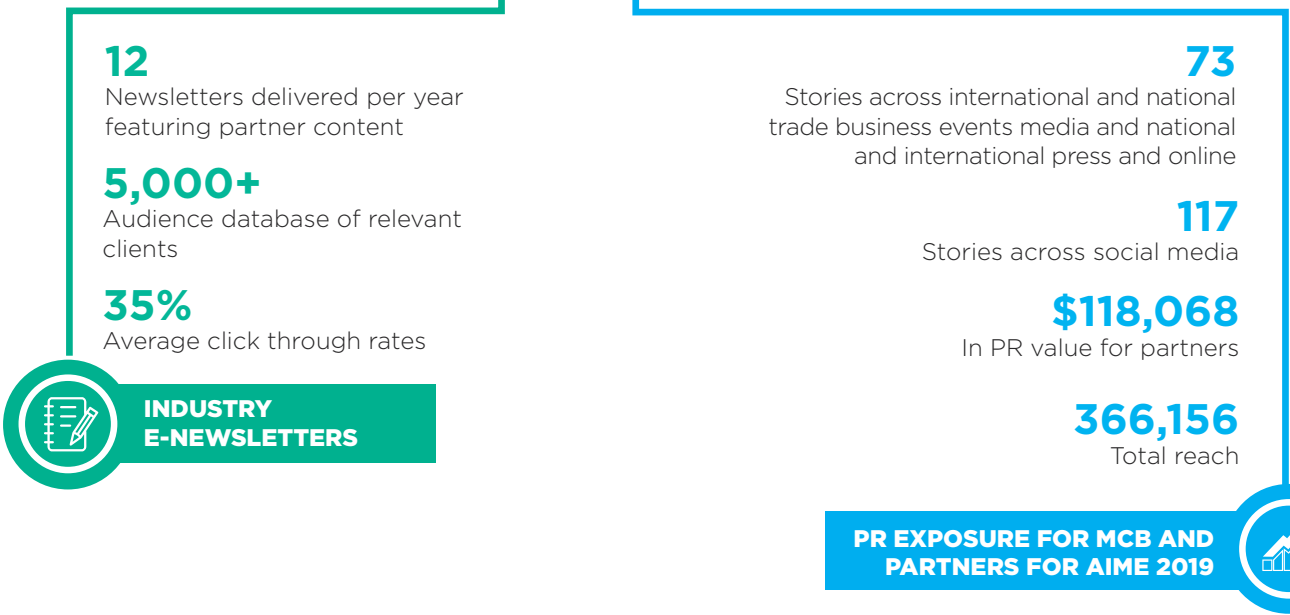
PARTNERSHIP BENEFITS

DIGITAL EXPOSURE THROUGH MCB CHANNELS

Amped up amplification across MCB's digital channels deliver a content-rich experience, expanded brand awareness and referrals through the newly launched MCB corporate website.



Digital marketing results by the numbers

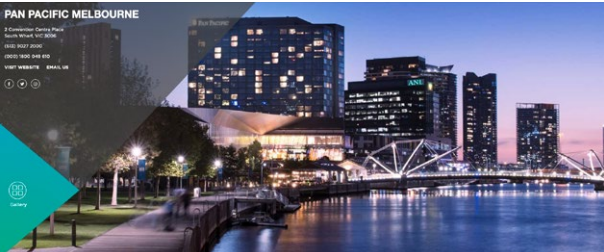
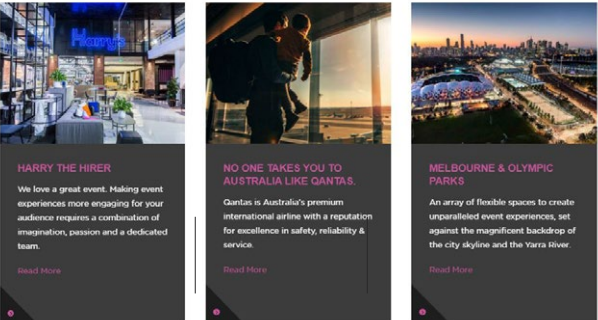


*All figures based on preliminary internal results between 1 July 2018 - 1 June 2019



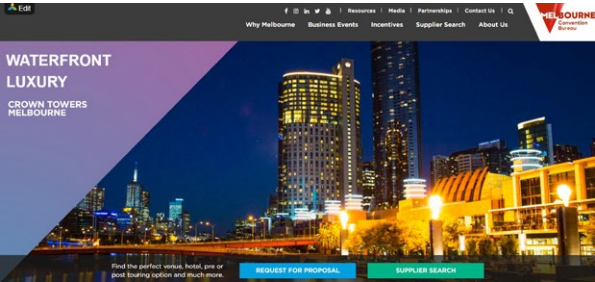



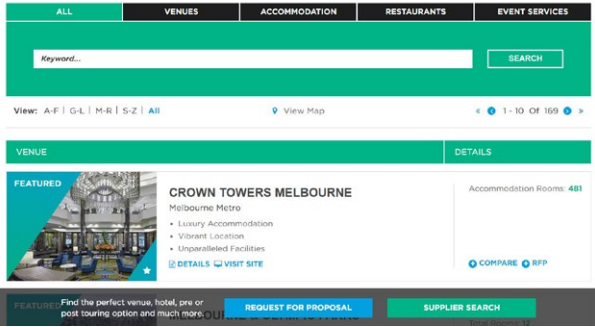



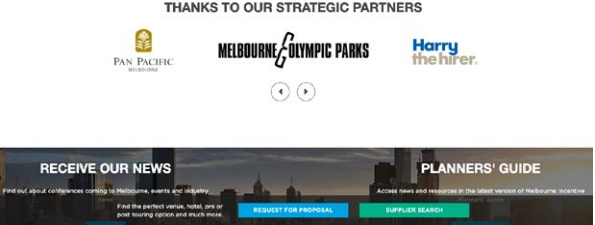







MARKETING AND BRAND EXPOSURE

KEY **Included** **Not included** **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
<p>MCB WEBSITE Partner profile listing (example below)</p> 				N/A
<p>MCB WEBSITE Feature listing on home page (example below)</p> <p>FEATURED BUSINESSES</p> 		<p></p> <p>6 months \$900</p> <p>per year \$1,350</p>		

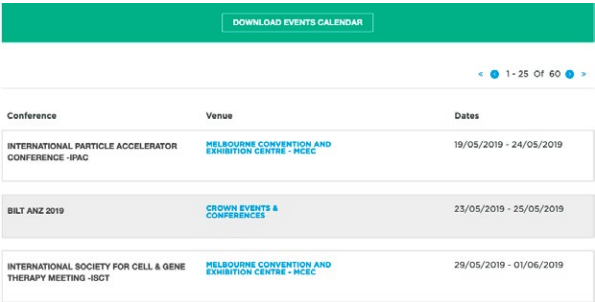
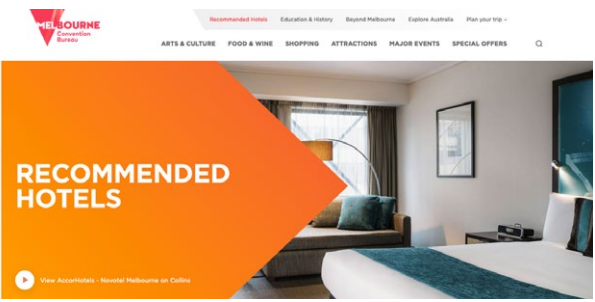
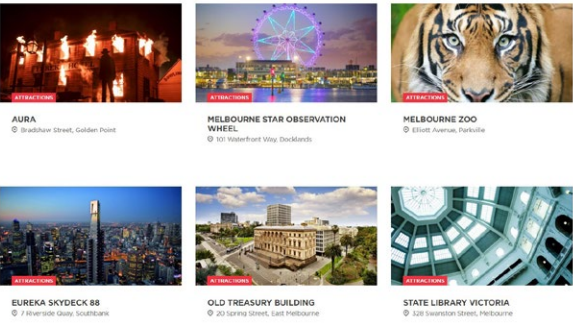
MARKETING AND BRAND EXPOSURE

KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
<p>MCB WEBSITE Feature header image with link on relevant category page (example below)</p> 	<p> 6 months \$1,200 per year \$1,800</p>	<p> 6 months \$1,200 per year \$1,800</p>	<p> 6 months \$1,200 per year \$1,800</p>	
<p>MCB WEBSITE Supplier search featured listing within relevant category (example below)</p> 	<p> 6 months \$510 per year \$765</p>	<p> 6 months \$510 per year \$765</p>	<p> 6 months \$510 per year \$765</p>	
<p>MCB WEBSITE Logo displayed on home page (example below)</p> 	<p></p>	<p></p>	<p></p>	<p>N/A</p>
<p>MCB WEBSITE Business events content article published within Latest News (example below)</p> <p>Showtime Event Group launches Boho - Boutique Events May 18, 2019</p>  <p>Showtime Event Group has launched a new event space Boho - Boutique Events</p>	<p></p>	<p></p>	<p></p>	<p>N/A</p>







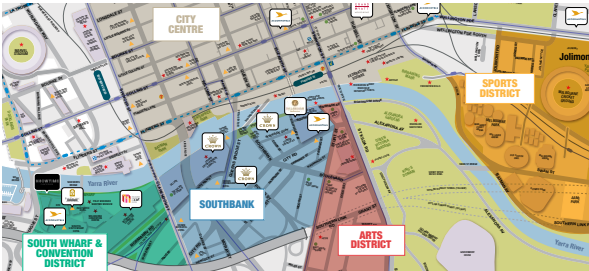















MARKETING AND BRAND EXPOSURE

KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
<p>MCB WEBSITE Venue included in Business Events Calendar with hyper link to listing page (example below)</p> 	✓	✓	✓	
<p>MELBOURNE MICROSITE Feature header image with link on relevant category page (example below)</p> 	\$ per year \$600	\$ per year \$600	\$ per year \$600	
<p>MELBOURNE MICROSITE Feature content within relevant category page (example below)</p> <p>DON'T MISS OUT ON</p> 	\$ 6 months \$900 per year \$1,350	\$ 6 months \$900 per year \$1,350	✓	
<p>INCLUSION IN DEVELOPED MCB MARKETING ASSETS Business events relevant content considered for professional photography, videography, graphic design iconography, VR, AR and other new technology assets</p>	-	✓	✓	N/A

MARKETING AND BRAND EXPOSURE

KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
<p>BID DOCUMENTS, PRESENTATIONS AND MICROSITES Inclusion is subject to individual bid criteria</p>			 Premium Inclusion	N/A
<p>SHARED DIGITAL ASSETS WITH VISIT VICTORIA Opportunity to provide photography, video and content showcased on Visit Victoria's Content Hub</p>				N/A
<p>DIGITAL COLLATERAL Brand logo and website link inclusion on selected collateral (example below)</p> 				N/A
<p>SOCIAL MEDIA Inclusion in business events news circulated via MCB channels when appropriate</p>			 Premium Inclusion	N/A
<p>INDUSTRY E-NEWSLETTER Receive industry insights newsletter and publish relevant article in client newsletter</p>	 An article with link in relevant e-newsletter	 An article with link in relevant e-newsletter	 2 x articles with link in relevant e-newsletter	N/A
<p>YOUTUBE Opportunity to provide relevant business event videos for upload on MCB Youtube channel</p>				N/A
<p>PR AND MARKETING ADVICE Support available based on workload and business events relevance</p>	 POA	 POA		






QUALIFIED BUSINESS OPPORTUNITIES

KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
QUALIFIED SALES LEADS Direct business opportunities			 Priority	N/A
PARTNER PORTAL Access to portal for domestic and international leads and industry insights				N/A
ACCESS TO CALENDAR OF EVENTS List of confirmed events for proactive business development				N/A
PARTNER REFERRALS Recommendations and referrals via Victoria Event Solutions to clients including national associations, international associations and incentive planners				N/A
MELBOURNE STAND AT AIME 2020 Invitation to participate on the Melbourne Stand including stand promotions				N/A
UNCOVER MELBOURNE PROGRAM AT AIME 2020 Invitation to participate in MCB's Uncover Melbourne program at AIME 2020				N/A

QUALIFIED BUSINESS OPPORTUNITIES






















KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
<p>MELBOURNE MICROSITE: DELEGATE SPECIAL OFFER Opportunity to participate (special offer must be valid for minimum 6 months)</p>				N/A
<p>INTERNATIONAL ROADSHOWS Invitation to participate in international roadshows with MCB targeting international clients</p>				N/A
<p>CLIENT SITE VISITS AND FAMILIARISATIONS Invitation to participate in site inspections with international and domestic clients</p>			 Priority invitation	N/A
<p>INTERNATIONAL ASSOCIATION BID WIN ALERTS Receive in real time International Association bid win alerts</p>				N/A
<p>INDUSTRY EVENTS PRESENTATIONS Invitation to be included in MCB presentations at industry events across the globe</p>	 POA	 POA	 POA	
<p>PROPOSAL REVIEW Review upon request</p>				N/A



INDUSTRY AND KNOWLEDGE ENGAGEMENT

KEY  **Included**  **Not included**  **Elevate your benefits**

BENEFITS	PARTNER	PLATINUM	STRATEGIC	UPGRADE
EDUCATIONAL EVENTS				
MELBOURNE EDGE EVENT SERIES Invitation to attend industry thought leadership events			 1 x comp ticket	N/A
PARTNER EDGE EVENT SERIES Invitation to attend partner events including international market update	 Priority tickets			
MCB MASTERCLASSES Invitation to attend information sessions about core industry hot topics				N/A
NETWORKING EVENTS				
MELBOURNE EDGE EVENT SERIES Invitation to participate as a sponsor with logo, photo and speaking opportunity to industry professionals				
INDUSTRY CHRISTMAS PARTY Invitation to attend event				N/A
VIP EVENTS				
MELBOURNE STRATEGIC PARTNERS LUNCH Invitation to attend lunch with special guest speaker(s)				N/A
ELEVATED ENGAGEMENT WORKSHOPS				
MCB TEAM STRATEGY WORKSHOP Participation in a strategy workshop across our core markets				N/A

A photograph of a social event at night. The scene is dimly lit with spotlights from above. In the foreground, several people in formal attire (suits and dresses) are engaged in conversation. In the background, there are decorative elements including large potted plants and several pieces of fabric hanging from a metal structure. The fabrics are primarily red and pink with floral patterns. A large orange triangle is overlaid on the left side of the image, containing the text 'TEAM MELBOURNE STARTS HERE'.

TEAM MELBOURNE STARTS HERE

PARTNERSHIP ANNUAL FEES 2019/2020

VENUES

Please select one category that is most relevant to your business.

SMALL VENUE

Less than 500 pax banquet style

\$2,200 +GST

MEDIUM VENUE

500 pax to 899 pax banquet style

\$3,750 +GST

LARGE VENUE

Over 900 pax banquet style

\$6,600 +GST

BUSINESS EVENTS PRODUCTS AND SERVICES

Please select one category that is most relevant to your business.

BUSINESS EVENTS PRODUCTS AND SERVICES

eg; Attraction, entertainment, PCO, tours etc

\$2,200 +GST

CORPORATE AND GOVERNMENT

less than 10 staff

\$2,200 +GST

Medium Corporate and Government

between 10-25 staff

\$3,675 +GST

Large Corporate and Government

greater than 25 staff

\$6,300 +GST

ACCOMMODATION

Please select one category that is most relevant to your business.

SMALL HOTEL

150 rooms or less

\$3,150 +GST

MEDIUM HOTEL

151 to 250 rooms

\$5,750 +GST

LARGE HOTEL

251 rooms or above

20% average room rate x number of accommodation rooms + \$2.70 x m² of conference space

UPGRADE YOUR PARTNERSHIP

PLATINUM Add crucial value to your package	\$12,000
STRATEGIC Benefit from a customised package	POA

CUSTOMISE YOUR BENEFITS

Do not hesitate to contact our team at partnerships@melbournecb.com.au to discuss tailored programs that will maximise your partnership value with MCB.

PARTNER RENEWAL DETAILS

COMPANY NAME

PARTNERSHIP
ANNUAL FEE

UPGRADE FEE

ELEVATED
BENEFIT FEE

TOTAL AMOUNT
(excl. GST)

FULL NAME

SIGNATURE

DATE

Once this form is complete please scan and send to partnerships@melbournecb.com.au

All prices quoted exclude GST.

***Please note:** Benefits will commence once payment has been made.

CONTACT US

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