

# MEDIA RELEASE

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## Latest Melbourne eGuide out now

### *Special edition: Melbourne's sustainable suppliers, products and experiences*

In a move to champion sustainable business events, Melbourne Convention Bureau (MCB) has unveiled its latest interactive [Melbourne eGuide](#), spotlighting the city's sustainable suppliers, products, and experiences. Aimed to guide event planners and delegates alike to meet with purpose, this special edition of the Melbourne eGuide is set to inspire event planning with a focus on sustainability.

MCB Chief Executive, Julia Swanson explained this special edition of the Melbourne eGuide is an exciting and important inspiration tool for event planners.

“Event planners are increasingly seeking to integrate sustainable options into their programs. MCB works hard to prioritise sustainability efforts within the business events industry, and we hope that the special fourth edition eGuide will help inspire planners to reimagine their events with sustainability at the forefront of their planning.”

Melbourne's commitment to sustainability has earned it recognition as a global sustainability leader, its position as the top sustainable city in Australia for business events in the Global Destination Sustainability Index. The special edition eGuide reflects why Melbourne holds this coveted title, highlighting a range of sustainable initiatives across the city.

From carbon-neutral certified suppliers to leading dining options advocating the circular food economy with sustainable sourced produce and upcoming environmentally responsible hotels built with reclaimed and recycled materials, the eGuide showcases Melbourne's business events offerings dedicated to sustainability at every page turn.

Learn how conference and incentive programs can take inspiration from flora and fauna conservation trailblazers and elevate team building with a sustainability twist connecting community, country and culture.

Local and international business event planners can also find out about Melbourne's capability to host a conference at the world first 6-star Green Star environmental rating venue, the [Melbourne Convention and Exhibition Centre](#). While conference, meeting and incentive planners can enjoy learning about inspiring organisations such as [Phillip Island Nature Park](#) and the [Melbourne Zoo](#) where incentive groups can contribute to the organisation's conservation activities.

MCB places a strong emphasis on sustainability, recognising its critical importance as a key mission. Its goal is to secure business events that have a positive impact on the social,

environmental, and economic aspects of the city, and to reinforce the position as a safe, sustainable and innovative destination worldwide.

"At MCB, we encourage event organisers to integrate concepts that focus on broader social and economic outcomes when hosting events in Melbourne," Ms. Swanson added.

Business event planners can access the latest free [Melbourne eGuide](#) and MCB Recommended Supplier Directory to find inspiration for planning their next impactful business event in Melbourne that will contribute to the ongoing push for social change.

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**Note to editors:**

Images to use - [download here](#)

Link to eGuide homepage - [view here](#)

