Melbourne 2019 GDS-Index Report

Performance Overview (2019)

DMO Performance Highlights

Does [DMO] have a Sustainability Strategy?

Does [CITY] have a sustainable destination certificate?

Does [DMO] report on its sustainability performance?
Supplier Performance Highlights

Melbourne Convention Bureau and the City of Melbourne are committed to developing the capacity in Melbourne for the delivery of sustainable events and conferences and actively sharing learnings from such events with the broader community. In 2018, significant efforts have been put into developing tools and resources for those in the meeting and events industry to continuously improve the sustainability of their operations. The Melbourne Convention and Exhibition Centre (MCEC) is the first centre in the world to be awarded the 6-Star Green Star rating for the Convention Centre’s innovative environmental design and operational features. MCEC is working with CoM, MCB and the wider community to promote their sustainability credentials, including access to free public transport and third-party certified hotels, numerous programs supporting ‘local’ charities and suppliers, and minimising their carbon footprint and environmental impact.

![Graph showing sustainability certifications](image)

- **60%** of sustainability certified hotels
- **100%** of sustainability certified venues
- **33%** of sustainability certified PCOS/DMCs

Social Performance Highlights

The Economist Intelligence Unit has ranked Melbourne as the world's most liveable city for the past seven editions (2011-2017). The city has received national and international recognition as a top destination and world-leader in many areas such as community engagement, climate leadership, business, sports and more. Melbourne is one of the most cosmopolitan and multicultural cities in the world. Victorians come from over 200 countries, speak over 180 languages and dialects and follow over 110 religious faiths. Melbourne has a great reputation as a hospitable and safe city, recognised as one of the safest cities in the Safe Cities Index 2017, with significant cultural attractions and green spaces that can be explored by both delegates and locals. There are many opportunities for those operating in the meeting industry and hosting events in Melbourne to give back to local communities, recognise the traditional owners of the land, and support ‘local’ businesses through a sustainable supply chain.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>SDG IMPLEMENTATION SCORE</td>
<td>74%</td>
</tr>
<tr>
<td>SCORE ON SOCIAL PROGRESS INDEX</td>
<td>88%</td>
</tr>
<tr>
<td>SCORE ON CORRUPTION PERCEPTION INDEX</td>
<td>77%</td>
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</tbody>
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Environmental Performance Highlights

Melbourne Convention Bureau actively contributes to and promotes the city’s sustainability credentials to the business events industry globally. We recognise the value of sustainable practices to meeting organisers and delegates alike, and are committed to making Melbourne one of the world’s most sustainable cities. City of Melbourne (CoM) has a bold target of becoming a carbon neutral city. Such an ambitious goal can only be achieved through collaboration with key stakeholders across Melbourne, including major event and conference organisers, hotels and meeting venues to deliver best practice sustainable events in Melbourne. There are many innovative programs underway, focusing on improving the sustainability of the city’s buildings, reducing carbon emissions, protecting our world-renowned parks and gardens, offering incentives to local businesses to implement sustainability policies and practices, and providing meeting planners with the resources to host sustainable events in Melbourne.

- **21%** OF ELECTRICITY FROM RENEWABLES
- **30%** OF WASTE RECYCLED
- **428 ha** HECTARES OF GREEN AREA PER 100 000 POPULATION
The mission of the programme is to engage, inspire and enable destinations to become more sustainable places to visit, meet in and thrive in.

Criteria: The 2019 GDS-Index uses 70 indicators that evaluate the destinations across four key areas and against the UN Sustainable Development Goals:

- Climate, Energy and Emissions
- Waste
- Air Quality
- Water
- Transportation
- Green Areas
- Sustainable Development Goals (SDGs)
- Corruption
- Social Progress
- Transportation
- Overtourism
- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Destination Strategy
- Policy & Certification
- Governance
- Staff Engagement & Capacity Building
- Measurement and Reporting
- Sales and Marketing
- Client Support
- Accessibility
- Community Action & Collaboration

Find out more about our methodology, criteria and data verification [here](#)

Ownership: The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA) and European Cities Marketing. Gubi Consulting and Guy Bigwood is responsible for the management of the Secretariat. For more [information](#).