

Media Release

For immediate release

Melbourne set to change the business events industry as we know it

Melbourne, Australia's business events capital, is about to change the meetings industry as we know it; when the new Melbourne Convention Centre opens its doors in a matter of weeks.

A structurally striking building on the banks of the Yarra River in central Melbourne, the venue is unequalled in its ability to host both simultaneous and a diverse range of events, and the only convention centre in the world to hold a six star green star environmental rating.

It is fully integrated with the existing Melbourne Exhibition Centre, creating Australia's largest convention and exhibition district.

Forty nine major international conventions have now been won for the centre, bringing 100,800 delegates to Melbourne between 2009 and 2014, injecting hundreds of millions of dollars into Victorian State economy.

Delegates and visitors to the centre will have an entire new experience, literally breathing easier because of the centre's displacement ventilation system, which sees cool air released at a lower level of the building.

The centre also features an 18 metre high specially treated glass facade reducing the need for air conditioning; the first privately funded black water treatment plant in a public building in Australia; and has sourced 8,500 sqm of sustainable harvested timber veneer board for the ceiling and wall panelling.

As well as setting the global benchmark with its environmental features, its flexibility in the events it can hold is unequalled.

It boasts 32 meeting rooms of various sizes, a grand ballroom, an entry level foyer for 8400 guests, and a state-of-the-art 5000 seat plenary hall that can be divided into three self-contained, acoustically separate theatres, offering unlimited options in event planning.

Each meeting room features the most sophisticated but easy to use audio visual, communications and information technology available, offering unequalled technology services to the convention and exhibition industry.

Self-prompting 'smart lecterns' are monitored in-house via centralised or satellite control rooms offering event organisers and guest presenters unprecedented self-manageable capabilities at no additional costs.

Five star culinary options are prepared by MCEC's in-house brigade of chefs, using local Victorian seasonal produce and quality wines sourced from the best boutique vineyards in the State.

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The venue has already won four Meetings & Events Awards in Australia in the last twelve months for best practice in its operations and food and beverage.

Melbourne Convention and Exhibition Centre chief executive Leigh Harry says it's humbling to already been winning awards, when the jewel in the venue's crown is yet to open.

"Our hard work has paid off in winning the Australian business events industry version of the Oscars for our food and beverage product and service and operations."

He says once the new centre is operational it'll only build on that best practice.

"We're committed to ensuring we lead the way both environmentally and generally in the way we operate and will continue to assess our operations to ensure we maintain that standard both now and in the future."

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