

Centre Boosts Flexibility Ahead of Busy Year for Sydney

Australia's leading venue, the Sydney Convention and Exhibition Centre, has completed a major refurbishment of its rooms to make the venue even more flexible as it prepares for another busy year of meetings.

The move reflects growing interest from organisers of smaller meetings, who are keen to introduce a boutique exhibition element at their event as a means of increasing revenue.

Anticipating a growth in this trend, the Centre has completed a refurbishment of its Convention Centre Parkside, including the installation of more operable walls.

The latest changes within the Parkside rooms will enable meeting organisers to offer small exhibitions of more than 2,000 square metres in close proximity to their meetings and in a more intimate setting than the larger exhibition halls. It follows a recent upgrade of the Centre's Bayside rooms, also aimed at providing a greater range of room configurations for smaller meetings.

The changes come as the Centre gears up for a strong year of meetings in 2009/10 including the 2,000-delegate World Federation for Ultrasound in Medicine and Biology, the 4,000-delegate International Orthodontic Congress, the 2,000-delegate International Federation of Surveyors Congress and a host of smaller 500-1,000 delegate meetings.

Centre Chief Executive Ton van Amerongen said the enduring popularity of Sydney and the Centre as a meetings destination meant it was important to keep ahead of trends.

"As an industry leader, we are constantly looking for new ways for our venue to evolve and offer our clients new options," Mr van Amerongen said.

"Increasing the flexibility of our rooms means that we can accommodate smaller, more intimate meetings as well as the many major international congresses which are held in our city."

Celebrating 21 years as a leader of the Australian business events industry this year, the Sydney Convention and Exhibition Centre features more than 30 meeting rooms, 30,000 square metres of exhibition space, Sydney's only pillarless ballroom for 1,000 guests and two auditoria, including one seating up to 3,500 delegates.

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