

Media Release

For immediate release

Australia's most advanced business events venue, Melbourne Convention Centre, to be officially opened by Premier

The Melbourne Convention Centre, the new jewel in Australia's business events industry crown, will be officially opened by Victoria's Premier, John Brumby next month [subs: June 5].

Built adjacent to the existing Melbourne Exhibition Centre, creating Australia's largest and most advanced convention and exhibition district, the Melbourne Convention and Exhibition Centre will open for business at the end of June.

The first major international event at the centre will be the 7th International Conference on Geomorphology held from 6 - 11 July 2009 – the first time the conference has been held in the Southern Hemisphere.

Forty nine major international conventions are booked for the centre and a predicted 190 national conventions, meetings and seminars bringing a total of 268,800 people through its doors.

The centre's globally groundbreaking environmental design features, and its flexibility, are lauded as the reason why it is drawing such significant business.

It is not only the only convention centre in the world to hold a six star green star environmental rating, but also has a state of the art 5,000 seat plenary hall that can be divided into three self-contained, acoustically separate theatres and an entry level foyer capable of hosting 8,400 guests.

Its environmental features mean delegates literally breathe easier because of the displacement ventilation system, and there is less need for artificial lighting, due to the 18 metre high specially treated glass facade which allows vast amounts of natural light.

Melbourne Convention and Exhibition Centre chief executive Leigh Harry says the venue is looking forward to showcasing its exceptional features.

"We're particularly proud of our ability to offer the most sophisticated, but easy to use audio visual communications and information technology with self-manageable capabilities, at no additional cost."

He says in addition to this delegates and visitors can continue to experience the centre's renowned end to end service and five star culinary options, 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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