

**CASE STUDY**

<b>10th International Conference on Synchrotron Radiation &amp; Instrumentation 2009 (SRI2009)</b>	
<b>TYPE OF EVENT:</b> International Association Conference	<b>DATE OF EVENT:</b> 27 September – 2 October 2009
<b>EVENT DESTINATION:</b> Melbourne, Australia	<b>EVENT VENUE:</b> Melbourne Convention & Exhibition Centre
<b>ORGANISER/HOST:</b> The Australian Synchrotron	<b>CONFERENCE ORGANISER:</b> ASN Events
<b>ACTUAL ATTENDANCE:</b> 681 delegates from 25 countries	

**PROFILE/OBJECTIVE OF CONFERENCE:**

The conference is the world's largest and most important forum for synchrotron radiation science and technology communities.

The conference promotes international exchange and collaboration among scientists and engineers involved in developing new concepts, techniques and instruments related to the production and utilisation of synchrotron radiation.

**REASONS FOR DESTINATION/VENUE SELECTION:**

Australian Synchrotron Director, Professor Robert Lamb, says the bid win is a significant coup given the conference, which promotes international exchange and collaboration of all aspects of synchrotron radiation, has never come to this part of the world before.

“The event normally rotates between Asia, Europe and the USA and it could be another two decades before it returns down under.”

He says the bid was secured because of Melbourne’s acknowledged worldwide reputation as a centre for scientific excellence; having one of the world’s latest third generation synchrotrons; and the newly developed state-of-the-art 6 Star Green Star rated Melbourne Convention Centre.

Professor Lamb says the Victorian Government’s investment in both the synchrotron and the convention centre is clearly paying dividends.

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Conventions Australia is a partnership between the 14 leading Australian convention centres and bureaux which are active in the international market, specifically in relation to international association meetings.

“Attracting these types of significant scientific conventions is vital to the intellectual and economic growth of Victoria. We are thrilled to be able to partner with the MCEC to showcase our ability to the world.”

#### **LOCATION/VENUE/ACCOMMODATION INFRASTRUCTURE:**

The Melbourne Convention and Exhibition Centre is Australia’s premier venue, located in the heart of the country’s undisputed events, food and wine and cultural and sporting capital - Melbourne.

It comprises the state-of-the-art Melbourne Convention Centre, which has been fully integrated with the Melbourne Exhibition Centre, to create the most versatile and advanced convention and exhibition centre in the Southern Hemisphere.

Setting new world benchmarks as the first convention centre to be awarded a [‘6 Star Green Star’ environmental rating](#) by the Green Building Council of Australia, the centre is also raising standards to new heights in innovation, technology and its imaginative food and wine offering.

It features thirty-two meeting rooms of various sizes, a grand banquet room and a 5,500 seat plenary that can be divided into three self-contained, acoustically separate theatres.

While it has only just opened its doors for business this year, the centre has already won a string of awards for its food and wine, operations, architecture and environmental features.

#### **SOCIAL PROGRAMME/ACTIVITIES:**

The welcome reception was held at Government House, and a public lecture was held at Melbourne Museum. Indigenous dancers performed at the conference dinner. Entrée at the gala dinner was a Victoria selection plate and the main (Angus steak and Ocean Trout) was sourced locally as were dessert plates and Victorian wines were served.

Tours involved Phillip Island, Yarra valley and Great Ocean Road.

#### **EVENT CHALLENGES AND TRIUMPHS:**

The challenges were around the global financial crisis, the strong Australian dollar, and swine flu on top of the distance required to travel, given this conference had never been held ‘down under’ before.

The triumph was getting such high delegate numbers, sold out trade booths and an extraordinary number of papers submitted all with no financial loss to the Australian Synchrotron.

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## **CONFERENCE OUTCOMES:**

Synchrotron science is applicable to all scientific endeavours so crosses a broad range of categories. Some highlights were use of imaging for new discoveries in palaeontology, use of imaging to improve ventilation techniques in premature babies. Release of first results of Free Electron Lasers (FELs) which are the next big thing in this field and promises to be complementary technology enabling investigations into impossible to crystallise substances such as many new drug candidates. New detector developed by collaboration between As, CSIRO and Brookhaven in NY.

## **QUOTES/FEEDBACK:**

*The Melbourne Convention Exhibition Centre was “very impressive” and “first rate”. “It’s so light, has a nice feel to it and is close to a diverse range of restaurants and hotels.”*

**Thomas Ellisa**

**Canadian light source research director**

*“This is one of the best convention centres I have seen so far. The location is convenient and the building is impressive with great architecture.”*

*Melbourne’s transport, hotels, food and wine and facilities make it a great destination.*

**Professor Fulvio Parmigiani**

**Italy’s University of Trieste’s Physics**

*“Melbourne is an excellent conference destination. Public transport worked well, and it was nice to have the accommodation, conference centre and the town centre all within walking distance.”*

**Professor Andy Dent**

**UK synchrotron Diamond Light Source**

*“There is so much to do in walking distance of the MCEC, the city is beautiful, the people are friendly, and the food both in Melbourne and at the MCEC has been great.”*

**Professor David Gore**

**Illinois Institute of Technology Research**

*“To attract this number of delegates, from all over the world and have them here on our home turf, seeing what we can achieve from a research and science perspective, is invaluable to our global reputation.”*

**Professor Keith Nugent**

**University of Melbourne**

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