

MELBOURNE SHOWGROUNDS OPENS ITS DOORS TO THE INDUSTRY

23 May 2007

The Melbourne Showgrounds showcases its unique and innovative transformation into a world-class venue tonight (Wednesday 22 May, 2007), when it opens its doors to key industry players for an exclusive tour of the state-of-the-art facilities, in what is now Melbourne's newest and most versatile venue.

"We are staging this event specifically for key industry players to gain a comprehensive understanding of the Melbourne Showgrounds and its flexible facilities," said Mark O'Sullivan, CEO, Royal Agricultural Society of Victoria. "Following the successful launch of the redeveloped venue in September for the 2006 Royal Melbourne Show, The Royal Agricultural Society of Victoria recognised the importance of ensuring event organisers and industry leaders now have the opportunity to view our world-class facilities for themselves and to be inspired into new ideas for the staging of their events here in the future."

The evening also allows the team at the Melbourne Showgrounds to introduce their newly appointed General Manager of the venue, Ian McDonald. With more than three decades of experience in the hotel, airline and events industries, Mr McDonald is renowned as one of the most knowledgeable and accomplished tourism professionals in Melbourne today.

"The Melbourne Showgrounds offers a team that is prepared to go the extra mile to maximise any event experience. The inclusion of Ian McDonald further outlines the commitment of the Melbourne Showgrounds to provide the best for each and every customer by delivering engaging experiences and memorable events," said Mr O'Sullivan.



Melbourne Showgrounds
Epsom Road
Ascot Vale 3032
(Enter via Gate 5, Langs Road)
Tel: +61 3 9281 7444

Web www.melbourneshowgrounds.com



The Melbourne Showgrounds, which has hosted some of Victoria's biggest and most exciting events, is now a leading state-of-the-art facility offering a world-class indoor and outdoor exhibition and event space, 60,000 square metres of exhibition areas across 15 pavilions and the striking Grand Pavilion. The new purpose-built pavilions and landscaped outdoor spaces combine with the meticulous restoration of heritage buildings in a unique style.

The Grand Pavilion, which is the centrepiece for the Melbourne Showgrounds, is 8,000 square metres of covered exhibition space with the capacity to seat 4,500 people. The remarkable structure features an impressive 'big top', now established as the newest icon on Melbourne's skyline.

Many major exhibitions, corporate events and conferences have already been scheduled for what is shaping up to be a healthy 2007. Managed by a team dedicated to meeting their customer's needs the Melbourne Showgrounds has versatile and diverse facilities to host galas, functions, exhibitions, events and conferences.

Conveniently located less than half an hour from Melbourne's International Airport and only 10 kilometres from Melbourne's CBD, the Showgrounds are fully serviced by public transport including trains, buses and trams.

For further information please contact or visit: www.melbourneshowgrounds.com

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