

## Media Release

# Melbourne's newest meeting place: South Wharf Meetings & Events

Tuesday 15 November 2011

The Melbourne Convention and Exhibition Centre (MCEC) and Hilton Melbourne South Wharf have designed South Wharf Meetings & Events (SWME), a unique offering for small to medium sized meetings and events that perfectly combines the two venues' facilities.

Launching the website today [www.swme.com.au](http://www.swme.com.au), SWME offers an intimate setting for meeting and events from 10 to 250 people, flexible and tailored menu choices, state-of-the-art technology and rooms with spectacular Yarra River views, in one of the most stunning Melbourne locations.

As a special introductory offer to coincide with the launch SWME is offering organisers the chance to win 1 million Hilton HHonors points which can be redeemed for hotel rooms, flights, meals and more. Simply book and contract a meeting for up to 250 people before 30 June 2012.

MCEC Director of Sales and Marketing Anne Jamieson said, "SWME was designed to attract organisers of small to medium events who tend to choose hotels for their intimate atmosphere.

"We've created SWME with this in mind and aim to provide organisers the ultimate flexibility with the variety of contemporary meeting rooms available; menu options specially created by our chefs; and Hilton's range of luxury accommodation," she said.

Hilton Melbourne South Wharf's General Manager Brett Christ said, "SWME combines two of the most experienced brands in meetings and events to provide something compelling and unique to local and national markets. We know how to deliver memorable events, and this is a product we are excited to deliver in true Hilton style."

Sitting alongside the Yarra River in central Melbourne, South Wharf Promenade is surrounded by bustling restaurants, thriving bars and a variety of shops. The architecture has retained much of its distinctive maritime heritage and it's just a short stroll to Melbourne's CBD, arts and sporting precincts and only 20 minutes from the airport.

Melbourne agency Badjar Ogilvy created the contemporary and friendly branding for SWME to signify the new offering, including the link to South Wharf Promenade represented by the flock of seabirds gathering together, which also represents movement and people converging in the one place. The colours also link to South Wharf Promenade's natural environment.

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