

TALKING POINT

APRIL – MAY 2010

THIS ISSUE

- > For sparkle, just add water
- > Cycle around the city
- > Music to your ears



ADELAIDE CONVENTION CENTRE

WORLD AQUACULTURE



Photo courtesy David Ellis.

ADELAIDE LANDS AQUACULTURE'S BIG FISH

Adelaide has won the bid to host the 2014 World Aquaculture Conference.

More than 3000 visitors and 200 exhibitors from around the globe are expected to attend the four-day event, organised by the World Aquaculture Society.

'South Australian aquaculture is highly regarded around the world,' said SA Premier, Mike Rann, when he announced the win.

'We are known for our high quality seafood – including

southern bluefin tuna, kingfish and oysters – for our research and management expertise, and for our effective government-industry partnership to build aquaculture as a growing contributor to our economy.'

Adelaide Convention Centre Chief Executive, Alec Gilbert, says the bid win is testament to the 'Team Adelaide' approach to co-operative marketing. 'Once again, key players in town banded together to produce a fantastic proposal for the client.'



CYCLE AROUND THE CITY

Grab a bicycle and explore Adelaide with the new free *City Bikes Scheme*.

You can start right outside the Convention Centre's front door, where racks and bikes have recently been installed.

'You can't miss them,' says Market Development Manager, Lisa Davies. 'And delegates are loving them. It's such a fun way to explore the River Torrens and parklands – or hit the Rundle Street cafes or Gouger Street and the Central Market.'

All you need is a passport or driver's licence, and 'hire' includes the use of a helmet and lock.

Bikes are available from Monday to Friday, between 9 am and 4 pm.

GOOD TUCKER

Our kitchen is now preparing up to 1000 'fork food' meals each month for welfare agencies around Adelaide. So far, we've donated more than 10,000 meals through the Foodbank SA program.

FOR SPARKLE, JUST ADD WATER

E-Water – our new chemical-free cleaning and sanitising system is dramatically reducing the use and cost of cleaning products around the Centre.

This simple system combines ordinary tap water, a mild salt solution and an electrical current (electrolysis) to produce both alkaline cleaning water and acidic sanitising water.

'It's our latest environmental initiative,' says Deputy Chief Executive Sunil Malik. 'We're using the cleaning water in our main kitchen, the kitchen in Regattas, in serveries and stewarding areas – and the cleaners are now using it in the public bathrooms and staff canteen as well.'

'We use the sanitising water to wipe down kitchen benches and work areas before use, to rinse fruit and vegetables and to wash seafood.'

'Apart from the obvious environmental benefits, we're



particularly happy with the health and safety aspects of E-Water.

'Although it's still early days, we estimate that, in a full year, we could save up to 30% on cleaning fluids.'

'And, because we now need very little water to rinse off detergents and chemicals, we hope to save more than 100,000 litres of water each year.'

CORPORATE TRAVELLERS LOVE ADELAIDE

For the past three years, Adelaide has topped the list of Australian cities favoured by international business travellers, according to UK-based *The Economist Business Unit*.

Since 2006, the unit's annual Business Travel Index has also ranked Adelaide third out of 140 cities for business trips, conferences and training locations. The methodology accounts for cost considerations alongside environmental factors such as

stability, infrastructure, culture and health care.

'Surveys of this kind usually focus exclusively on costs,' the researchers say. 'But this ignores the things that help to make business tolerable, or even a pleasure.'

'Crime, climate, transport and recreation all play a part in this index, along with airport distances and the availability of good hotels.'

Sounds like Adelaide to us!

IT'S MUSIC TO YOUR EARS

Concert quality sound – with even distribution and clear stereo for every person in the room.

That's what our Meyer line array speaker system enables us to promise for all major events.

'It's a superb system that's in use in some of the world's most prestigious concert venues, like Festival Hall in London,' says Technical Services Manager, Richard Builder. 'For a convention centre, the beauty is not only in the quality of music we can deliver – from



The Meyer line array speaker system.

string instruments to rock – but the crispness and clarity of the human speaking voice.

'It doesn't matter whether you're listening at the front or from a back corner, you'll hear the same quality and volume.'

The Technical team has also recently invested in a Yamaha PM5D large format digital audio mixing console, to add to its existing mixing equipment.

The new console allows our highly skilled technicians to manipulate audio inputs and outputs to a much greater depth and accuracy.

'Without doubt we now have some of the best audio technology in a convention venue in Australia,' says Richard.



Singer-songwriter Guy Sebastian in concert at the Adelaide Convention Centre – pure sound everywhere.

SECOND NATIONAL TOURISM AWARD



We hate to boast – but we've done it again. For the second year in a row the Adelaide Convention Centre has won both the national and South Australian awards for Meetings and Business Tourism.

And in early December, news came from Barcelona, Spain, that we'd been highly commended in the *Sustainable Initiative of the Year* category of the EITBM (European Incentive, Business, Travel and Meeting Exhibition) Awards.

Proud smiles – Chief Executive, Alec Gilbert, and Market Development Manager, Lisa Davies, at the Qantas Australian Tourism Awards in Hobart in February.

At the local Tourism Awards dinner, which we hosted in November, we also gained a silver medal in the highly contested Qantas Award for Excellence in Sustainable Tourism category.

Said Chief Executive Alec Gilbert (after all the celebrations had died down): 'These accolades – and the others we've won in the past couple of years – are incredibly important to us, not only because they are recognition of all the effort and commitment of the people involved but because they instil a great deal of pride and motivation in our team.'

'The philosophy of 'Gold Service, Green Attitude' is no longer just a slogan – it's becoming a core value within our organisation's culture.'

TECHNOLOGY FOR A CLEANER WORLD

Nobel prize winner John Byrne, Professor of Energy and Climate Policy at the University of Delaware in the US, was a special guest speaker at *CleverGreen*, South Australia's first major sustainable industries conference in February.

Professor Byrne talked about the need for policy change to help drive behavioural change, while experts from Europe, the US and Australia focused on innovation and the all-important issue of securing funding for 'green' products and initiatives.

A 'showcase' run in tandem with the conference – which attracted 500 delegates – gave more than 50 local companies an opportunity to promote their products and services and demonstrate the depth of 'green' innovation in South Australia.

As a leading venue committed to sustainable initiatives, Adelaide Convention Centre was proud to host the event and help foster the cross-fertilisation of ideas and knowledge to support and enhance the state's clean technology sector.

As part of our contribution we provided low food-mile catering, recycled the vast bulk of the event's waste, and even gave away 'sample packs' of organic fertiliser from our worm farm, and sanitising and cleaning water from our new E-water system (see story page 2).

The conference's carbon emissions – which by our calculations equated to 10.25 tonnes – were offset through a native tree planting program run by our corporate partner, *Trees for Life*.



The *CleverGreen* Conference & Showcase formal dinner.



Nobel Laureate Professor John Byrne.

GREEN FEEDBACK

An encounter with an ACC staff member at the *CleverGreen* Conference & Showcase so impressed international tourism consultant Sandy Pugsley that she emailed this note to Chief Executive, Alec Gilbert:

'I had another delightful serendipitous experience in the Adelaide Convention Centre on Monday evening.

'I was leaving the Centre and walking away from the meeting rooms when I got chatting to one of your staff.

'He was collecting up all the boxes and cardboard waste. We had a few laughs about the worm wee and poo (by the way he told me how good that was for the garden) and, quite unsolicited, he began to tell me that, as a result of the sustainability practices you have in place at the Centre, you have halved the amount of waste in the last year.

'I was so impressed that he had such pride in telling me all about it that I wanted to share it with you. It was excellent PR for the Convention Centre.'



MAKE IT MEMORABLE

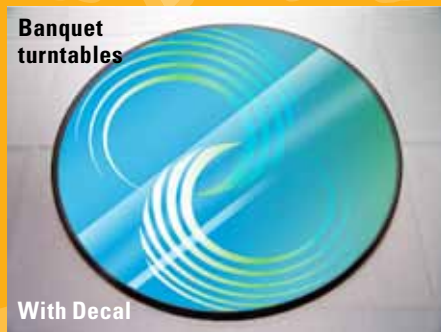
From conferences to banquets, the events that make the best impression are invariably those well branded.

We have a raft of new ways to help clients make an impact using their signage and logos.

We'll put giant banners on the front of our building, decals on the sides, and hang flags from the poles on our courtyard plaza. We'll even make decals for banquet turntables, lanterns for the table and cylindrical lights that hang from the ceiling.

'The best part is, we design and produce everything in-house,' says Director of Marketing & Sales, Jo Robinson, 'This not only makes good branding cost-effective but makes us a one-stop-shop for busy event organisers.'

It's ideal if we're supplied with quality logos and images but we can do some graphic design in-house. For more information about options and prices, email sales@adelaidecc.com.au, or phone +61 8 8212 4099.



SCIENCE & MEDICINE ALL STITCHED UP

Twenty-five health, science and research-related conferences in the past 12 months – we think that says a lot about the Adelaide Convention Centre's reputation in this significant sector of the associations market.

'For many years we've made this area a specialty,' says Director of Marketing & Sales, Jo Robinson. 'We've worked hard to get to know the clients and the organisations they represent and, most importantly, what their members need and want when they come together.'

'That genuine interest and personal attention – and, of course, the results we deliver – has seen word of mouth bring us a large number of new events, as well as a lot of repeat business.'

'While we've hosted some really big health and science-related conventions and exhibitions over the years, we're also very happy to accommodate professional development meetings for smaller organisations. On occasions we've even brought two or three together to help them achieve a critical mass.'

In the past few months we've hosted:

- International Surgical Week
- International Conferences on Community Health Nursing Research
- SimTecT 2009 (simulation technology)
- Australian Marine Sciences Association National Conference.

HIGH PRAISE FOR SMALL SERVES

Sharing food is one of the great pleasures of life – so why not at a conference or business event?

Adelaide Convention Centre banquet fare now includes a delicious selection of *Food to Share* platters for 10 guests, served on a central turntable.

We offer cold platters, hot platters, accompaniments and desserts – beautifully presented either as 10 miniature individual serves, or in portions that can easily be carved, sliced or spooned for each diner.

'The style of eating is a little bit Asian, a little bit Spanish tapas – but overall very Australian, in that it stimulates conversation, gives a focus for everyone at the table and it's casual and relaxed,' says Tze Khaw, Executive Chef.

'Clients tell us they feel like they're at a social gathering, rather than a formal event – so it's great for networking.'

If you're tempted, email sales@adelaidecc.com.au, or give us a call on +61 8 8212 4099.



COMING EVENTS

APRIL

Routes Asia 2010

COSMETEX 2010
(Cosmetic surgery)

PICA *Fuel for Thought* Conference
(Petroleum Industry Contractors Association)

MAY

Employers Mutual Changes & Challenges Conference

Australian Farm Institute Conference

Australian Tourism Exchange (ATE)

Clean Energy Council National Conference

JUNE

The AusIMM International Uranium Conference

NIDAC 2010
(National Indigenous Drug & Alcohol Conference)

11th International MPS Symposium (Mucopolysaccharide and related diseases)

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