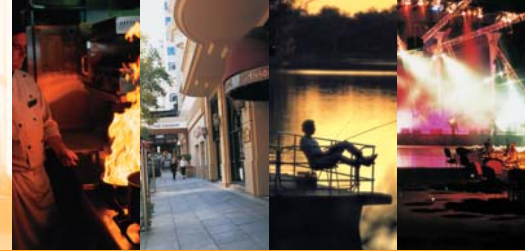


Talking Point



Summer 2003

- Its easy in Adelaide!
- USA desk / Letter from Europe
- Taste test at Regattas
- A Corner of South Australia: The Riverland
- Festival and Event Management course
- Plant biology congress for Adelaide



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Meetings recover despite world situation

It's well documented that the meetings industry and tourism in general were severely effected by events in 2001. When, six months ago we cautiously forecast that the meetings industry would be well on the way to recovery from this downturn by the end of 2002, there was no indication that we would be impacted by a tragedy so close to our country.



However, despite the gloomy global situation, indications of recovery persist, and our current experience is that organisers and delegates have concluded they cannot stand still forever, and have decided to get on with business irrespective.

This was reflected by our highest turnover month ever in November. Additionally, in the short space of four months, there was record booking activity for events to be held from 2003 – 2005.

In this period, 18 conferences were booked, worth more than \$32million in economic benefits to South Australia. Hotels will be the first to benefit when reservations we expect to be in the vicinity of 40,000 room

nights begin to arrive. On a pro rata basis this is triple the normal booking activity, as the Adelaide Convention Centre is generally credited for being responsible for a consistent input of between 35,000 and 43,000 hotel room nights annually.

The figures:

For the months of July, August, September and October, new bookings made in this period, in addition to bookings already held, involve 18 events from April 2003 to September 2005. They will involve 11,780 delegates, 41,350 hotel room nights, and using recognised measurement formulae, will produce an additional economic benefit to South Australia of \$32,146,770.

Record November activity

November was a busy month for the Adelaide Convention Centre when we conducted events to the value of \$2.6million. This translates into a record \$23.4million in economic benefits for the South Australian economy.*

Back to back events were held, ranging from luncheons to formal banquets, conferences, and even a car launch. There was often a constant turnaround, with staff working 24 hour rotating shifts. The Centre's kitchen has the capacity to produce 9,000 freshly cooked meals at one time, and ran three shifts a day around the clock to provide three courses for each event.

The Centre's Chief Executive Officer, Pieter van der Hoeven, welcomed the achievement as being confirmation of a forecast turnaround in business following the world events of 2001 and 2002.

(continued on next page)

Record November activity (continued)

Mr van der Hoeven said that the Centre's focus is upon maintaining momentum.

"To ensure this has the best opportunity of success, we are in the process of forming contingency plans so they will be in place should further events occur."

"Our book of business is steadily filling, and the trend was confirmed in November when we recorded the biggest month ever experienced in the 15 year history of the Adelaide Convention Centre.

Our charter is to be a generator of income for the State through attracting visitors who attend events, stay here during the event, and also may go on to have a look at South Australia and tell their friends back home".

"We use South Australian produce, from grain fed chicken to an enormous amount of fresh fruit and vegetables,

South Australian dairy produce and of course our seafood, some of which is grown especially to order. Apart from generating prosperity and employment throughout the community, we also directly employ 511 full-time and casual staff members."

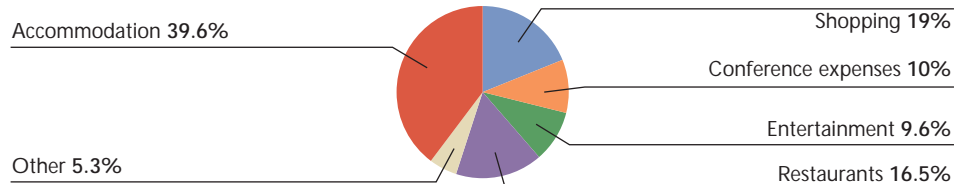
"So far, bookings worth more than \$170million in economic benefits to this State have been taken and are directly the result of our extension."

During November, the Centre's shopping list would have compared

with that of a small cruise liner. In addition to tonnes of fruit and vegetables, the list included:

bread rolls	25,000
beef fillets	2 pallets
chicken breast	One tonne
salmon	One tonne
prawns	400 kg
milk	1000 litres
cream	500 litres
eggs	10,000
assorted cheeses	500 kg

* The acknowledged formula for establishing economic benefits for a region recognises that of every \$10 spent at a convention centre, only \$1 is spent at the centre itself. The remaining \$9 is spent on accommodation, meals, entertainment, fares, shopping and other expenses normally incurred by a visitor. The accepted split is:



It's easy in Adelaide !

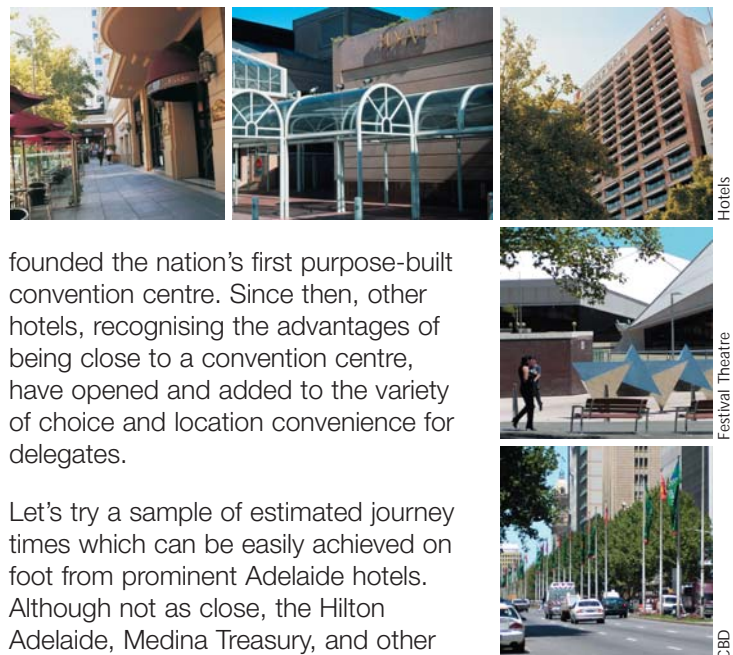
Probably the least attractive aspect of many conventions is having to catch a cab or bus to the venue, a situation made even less attractive by having to do this when just about everyone else in town wants to do the same! Or being shepherded on to a function shuttle bus for a tedious milk run around the hotels according to their timetable, not yours.

Then, you can look forward to the return journey, when all the human contents of the venue pour out at the one time – except those who have taken an early minute and missed some of what they came for – all anxious to return to their hotels and change for the evening.

We've all done it – time, expense, inconvenience, all taking the edge off the experience and making it hard work, when, if the event was held in Adelaide, this wouldn't be an issue at all.

Complementing the 15 minute journey from our airport, your Adelaide hotel is likely to be only a few minutes' walk from the Adelaide Convention Centre.

The Centre was strategically placed close to hotels and parklands by those planners, who seventeen years ago



founded the nation's first purpose-built convention centre. Since then, other hotels, recognising the advantages of being close to a convention centre, have opened and added to the variety of choice and location convenience for delegates.

Let's try a sample of estimated journey times which can be easily achieved on foot from prominent Adelaide hotels. Although not as close, the Hilton Adelaide, Medina Treasury, and other hotels have their individual ambience of parkland and cityscape views.

Minutes walk from:	The Adelaide Convention Centre	Festival Theatre	Retail area and CBD
Hyatt Regency	1	3	6
Radisson Playford	2	3	5
Corus Grosvenor	2	3	5
Embassy	2	4	5
Stamford	3	3	4
Hilton	10	13	6
Richmond	10	10	Nil

USA desk: Now for the future

When in 1997, I began representing the Adelaide Convention Centre in North America, I was concerned that the long lead time involved in the business we were sourcing was not producing immediate results. But the reality was, I was assured, that things would happen.

The fact is, that in this business the tangible benefit of the work we do today will not be felt for many years to come. Considering that decisions on locations and venues for future conventions are made four, five, six and up to ten years in advance, to be considered for this business in the future, the legwork must be done today.

Last March, Sue Hocking and I made a trek across the bayous of Louisiana to Louisiana State University. We met with a Professor to discuss a future conference, which will be held in 2010. Now, for some in the travel industry, 2010 might as well be 2050 in regard to their interest from a revenue standpoint. Why would anyone make a special trip to discuss this one piece of business...and, when it will not happen for so long?

If one does the math, the answer to that lies in considering that 1,500 people for 6 days – based on today's rate – at \$US500 dollars per day, will return \$US4,500,000 in economic benefit to Adelaide and South Australia. For us impatient beings, it's very hard to get real excited about an event that will pay the bills in 2010, when the rent needs to be paid in 2003. The reality of this business is that if we don't do the primary work today, in July 2004, when they choose the location for this conference, we will not be considered.

While world events may be affecting how quickly some people are willing to travel to far off lands, we know this won't last for ever. People live to interact...to meet...to learn how others do things around the world. This is our custom, and relinquishing this entitlement does not even bear consideration. With that thought in mind, we will continue to pursue our long range marketing strategy to sell Adelaide and our Centre as much, if not more, than ever.

Boyd Christenson – St Paul – Minnesota

Letter from Europe

This year, for the first time, the Adelaide Convention Centre is participating at a trade show in the joint booth of the Global Congress Centre Alliance. The Alliance will have a booth at the new show "IMEX – The Worldwide Exhibition for incentive travel, meetings and events" in Frankfurt, Germany, from 8 to 10 April 2003. Organiser of IMEX is Ray Bloom, who, with his team many years ago, created the EIBTM in Geneva.

This is the first major step into a joint sales promotion activity of the Convention Centres from Adelaide, Boston, Durban, Hamburg and Hong Kong. Meeting planners from international and European associations and organisations and from European companies will visit, and a comprehensive hosted buyers programme will bring buyers from the

USA and all European countries to Frankfurt. Co-operation with the German Convention Bureau will guarantee additional visitors.

The Adelaide Convention Centre and the Alliance will be part of this hosted buyers programme and groups from the United States, the UK, Germany, France, Belgium and the Netherlands are scheduled to visit the stand. This is an excellent opportunity for direct business contacts.

In addition to the IMEX booth, the Global Congress Centre Alliance will host a business dinner for some 12 – 15 international clients.

All readers who are planning to come to Frankfurt are invited to visit the Adelaide Convention Centre at the Global Congress Centre Alliance booth at the Frankfurt Fairgrounds, Hall 3.1, where you will be assured of a warm welcome!

Frank Siefert – Berlin

Taste test at Regattas

Eight of Adelaide's most discerning diners put Regattas' menu to the test when they visited at the end of January. Key staff from one of Australia's oldest, and the only family owned brewing company, Coopers, came to experience the blend of their beverages with Regattas' cuisine, appearing to be wholeheartedly participating in the experience when our photographer arrived.



Although they were able to enjoy only a fraction of the entire menu, delights selected included Wok fried prawns with Thai Apple salad, peanuts, lemongrass, lime, shallots capsicum and herbs: Char grilled turkey fillet with macadamias, roast capsicum, tomato, kalamata olive and seeded mustard: Pandan wrapped chicken with a salad of Asian greens and peanut sauce: Pan cooked kingfish fillet with braised fennel, roast potatoes, saffron sauce and black olive emulsion: And for one guest preferring to venture into the vegetarian menu, a large roasted red onion filled with Moroccan spiced chickpeas on semi dried tomato couscous.

Accompaniments included roasted Swiss brown mushrooms and an asparagus green bean and kalamata salad, each moderately priced at \$5.00 and \$8.50 respectively. All complimented by crisp, chilled white wine, and Cooper's famous bottle-fermented "Jolly Good Ale".

Cooper's, a wholly owned South Australian business, is one of our most important business partners, supplying their range of beverages to the Adelaide Convention Centre.

PS Remember... "Snacks on the House" – complimentary hot and cold snacks and reduced price drinks at Regattas from 5 until 7pm.

Regattas Bistro is open for meals and refreshments from 8am until late. Bookings 8210 6785.

Education – keynote of success

Much is written and said about training, but no matter how many words or how long the speech, execution of this vital component in operating a successful business comes down to the simple fact of ensuring this training is appropriate.

Obviously, as a service organisation, we depend upon our staff to deliver service at a level above the expectations of our clients and always above that achieved by our competitors. Our end-product is the complete satisfaction of a delegate who departs with a positive experience and the wish to return.

All full-time staff are involved in a form of training appropriate to their position, and in all instances their preferences form the major consideration in selecting the actual course to be undertaken. We are fortunate to have 39 nationalities blended into our workforce, which alone creates an atmosphere in which staff informally expand their knowledge within a structured environment.

The Adelaide Convention Centre is a Registered Training Organisation, and can issue qualifications equal to a University or TAFE College.

We regularly take in trainees representing various disciplines, and through an initiative believed to be the first of its kind in the State, four hospitality students are studying as trainees within the Centre for Certificate 2 in Hospitality (Operations).

They work alongside our six cookery apprentices under the supervision of twelve international chefs and their staff, so the education they receive is of an exceptionally high standard. We conduct study and formal units of education for the trainees in a fully equipped purpose-built facility within the Centre, and they will progress in practical work through Banqueting, Stewarding, House Services, Kitchen, Regattas Bistro and Set-up crew duties.

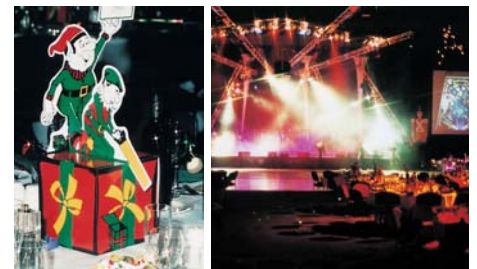
Arrangements for the project were assisted by Business SA's new Apprentice Centre, and the programme is formally registered with the State Training Authority. This is only a small start, but we expect it to develop into a major activity where we can offer traineeships for an extended range of special skills.

Of the many instances we could relate, few would eclipse the performance demonstrated during the leadup to and the opening of the extension, where in the space of four months, our staff numbers increased by 318, all of whom, irrespective of experience, had to be trained to our standards.

Even as we acknowledge that our young people are the future, so the quality of education provided will determine how bright that future is. In this, the Adelaide Convention Centre has a firmly defined commitment to achieving an exceptional level of excellence.

End of year celebrations hit a high note

To tunes from "E-Type Jazz" and the "Smarty Boys", our annual "Christmas in the Snow" evenings rolled out the theme of "Santa's Workshop" when 6,000 guests attended the two separate events in December. Maintaining the usual imaginative theme, guests assumed the role of elves, amongst elaborate oversize sets. Chosen by many organisations as their preferred Christmas staff celebration, "Christmas in the Snow" is firmly established in the staff social calendar of many organisations and with groups of friends seeking a big party atmosphere with quality and value the keynote.



A Black and White Ball was the Centre's signature for new Year's Eve, featuring a sumptuous banquet of four courses, and selection of wines, ales and soft drinks.

A crowd of 1,500 revellers enjoyed a variety of bands, and were already talking about next year before the evening concluded.

Our successful client survey

As anybody conducting a survey would know, obtaining a worthwhile response is often difficult, so we were pleasantly surprised when a response rate of 43% was recorded when we surveyed clients late in 2002.

Apart from assisting in maintaining current details on file, respondents were included in a draw, with prizes ranging from a dinner for two at Regattas Bistro to a framed commemorative numbered print by Hossein Valamanesh.

The three categories in the draw were Local, Interstate and Overseas, winners being Ms Libby Raupach (Helpmann Academy – South Australia), Ms Maria de Souza (Optometrist's Association – Victoria, Australia), and Mr Leon Dure (International Society of Plant Molecular Biology – USA).

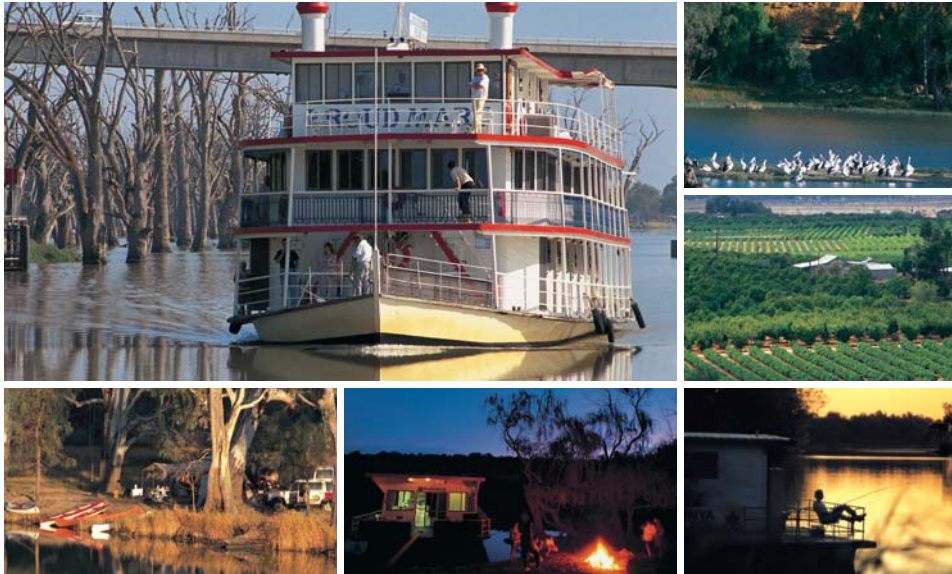
Mr Dure receives his Valamanesh print from Boyd Christenson, Business Director – North America



Corner of South Australia: The Riverland

The Murray River is the principal part of Australia's largest river system, combining waters which originate in four Australian states into one mighty river which has been likened to the Mississippi. Once navigable for 6,400 kilometres (4,000 miles) through the Darling and Murrumbidgee Rivers, today the Murray is still navigable for 1,900 km (1,200 miles) on its winding route to the sea. Of this, the Riverland region comprises 300 km (190 miles).

Photographs courtesy South Australian Tourism Commission



All images – Murray River, Riverland, South Australia

Once a busy commercial waterway on which hundreds of paddle steamers carried wheat and wool to markets and for export, before Australia's states combined in 1911 under Federation, customs offices were established at State borders for the taxing of cargoes. Some of the buildings remain to this day, and the river, whilst now principally a tourist attraction, still fulfils the vital commercial task of providing irrigation for the vineyards and orchards lining its banks. Australia's largest winery is in the Riverland, so if you wish to add to your winery experience, there is ample scope.

Enjoying hot summers and temperate, clear winter days, the Riverland attracts tourists throughout the year, visiting the wineries, museums, historical homesteads, villages and towns. They experience the native wildlife, and enjoy the preserved or developed wetlands of world renown, where many species of birds abound.

For the energetic, there are walking trails, canoeing and other watersports, and for those who prefer their

comforts, a fully catered paddle steamer holiday, or a self-drive luxury houseboat are the ideal ways of travelling the river for a lazy week or two. Calling at towns, mooring for the evening at a remote riverbank, a bonfire in winter, watching wildlife in the early morning and evening, a Murray River holiday is one of life's unique experiences. The reassurance of a constant choice of refreshments from the houseboat's refrigerators, and the chance of an unlucky fish or crustacean being caught for supper, completes the picture.

Travelling by car to the Riverland after your meeting or exhibition takes from one to two hours, depending upon your destination. It's an easy journey via the freeway, or in the northerly direction through the famous Barossa Valley where you may decide to stop off for a day or two en route enjoying the people, the countryside, vineyards, townships and some of Australia's premier wines.

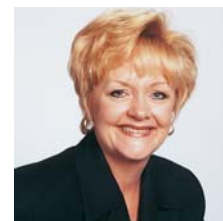
Further information: www.riverland.info and www.southaustralia.com

Festival and Event Management course at Flinders University

As one of Australia's most progressive universities, it was no surprise to learn that Flinders University had enlisted the practical experience of Adelaide's leading event executives to participate in their three day Applied Festival and Event Management course. Held at the beginning of February, participants were mostly graduates building upon their existing qualifications, all with the common interest of becoming involved with events.

The University presents their course as a "Suite of Festival and Event Programmes" incorporating short courses available in Regional Australia as well as those based at Flinders University. Content is designed to equip those who are actively involved with events with a heightened level of awareness relating to issues involved in today's complex meetings and exhibitions environment.

Speakers included Martin Winter CEO of the Adelaide Convention and Tourism Authority (ACTA), who reviewed the bidding process, Graham Teague of Hartley Management Group presenting the PCO's viewpoint in designing a conference, and the Adelaide Convention Centre's Director of Sales and Marketing, Suzanne Hocking, covering management of the event on-site.



Suzanne Hocking
Director of Sales
and Marketing,
Adelaide Convention
Centre

Sue's address also focussed upon the leadup to the event, from the building of a relationship with the client so lines of communication are always open, the roles of staff involved throughout, the importance of clear handovers at each stage, and of the event document itself. The session also examined the requirement for flexibility to accommodate a wide range of event specifications, and the significance of a structured system for mandatory post-event reporting.

Stop Press:

Plant biology congress for Adelaide

Following our record breaking period winning a series of international conventions estimated to net South Australia \$32million, the Adelaide Convention Centre, in conjunction with The Adelaide Convention and Tourism Authority, has successfully bid for a congress which is expected to attract an additional \$5.8million to the State.

With headquarters in Atlanta, Georgia, the International Society for Plant and Molecular Biology's Congress in September 2006 will draw 1,500 delegates to Adelaide for their five day event.

Following recent decisions by other global organisations to select the Adelaide Convention Centre as the

venue for their conferences, and the success of the ISPMB Congress bid, international confidence in South Australia as a destination has been further underlined.

Our office in the United States was instrumental in sourcing the business, and on this occasion, we pay tribute to Professor Anna Koltunow of the CSIRO in Adelaide. It was her encouragement that prompted the Society to consider Adelaide, and without her faith in South Australia's ability to conduct conferences of high standard, our task would have been more difficult.

ISPMB will hold their 2003 congress in Barcelona.

Coming events

A cross section of current and future events, large and small, an indicator of typical events amongst the average of 12.5 we conduct each week.

February

Australasian Computer Science Week Conference

AFTA Advertiser Holiday and Travel Show

Australian Society of Exploration Geophysicists (ASEG) National Conference

2002 National Tourism Awards Gala Dinner

South Australian Wound Management Association Seminar

March

Neways Pacific Rim Convention 2003

CIDESCO International

A.I.R. National Conference

Procurement Conference

Taxation Institute of Australia National Convention

Planning Institute of Australia Conference

April

Thoracic Society of Australia and New Zealand 2003 Annual Scientific Meeting

Herbalife Conference

Office for Economic Development Seminar

UniSA MBA Graduation Dinner

New MS&R Manager

Tania Williamson, Business Development Manager, has now added the management of the Centre's Medical Science and Research Affiliation (MS&R) activities to her responsibilities. MS&R is an active association formed by the Adelaide Convention Centre during 1998 in conjunction with CEOs of major hospitals in Adelaide, the IMVS and Hanson Centre. The Affiliation's purpose is to coordinate and assist prospective convenors in formulating bids for conferences. Tania's background includes a Bachelor Degree in Business, an Advanced Diploma in Hospitality Management, and experience within the Centre in Team Leadership, Sales Support and in Business Development.



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