



news views & events

winter 04



Adelaide  
Convention Centre



# talking point

Australia Firms  
as Destination  
of Choice

Corner of South  
Australia

Medical Science  
& Research  
Affiliation

Coming Events

Letter from  
Europe

USA Desk

As we've  
been saying...

Ask the Chef

Spectacular  
Presentation  
for State  
Dinner/V8 Ball

Durban Passes  
Through

Global Congress  
Alliance at IMEX



IMEX stands



Guests of the Australian  
Ambassador (Ms Pamela  
Fayle) - from left, Pieter  
van der Hoeven, His  
Excellency the Governor  
General of Australia  
Major General Michael  
Jeffery AC CVO MC  
(Retd.), Frank Seifert  
(ACC Berlin) Sue Hocking,  
Mark Hockey, (Both ACC  
Adelaide), Marita  
Bittersmann (ACC Berlin).

## IMEX 2004

For the second year, we maintained a presence at both the Australian and the Global Congress Alliance stands in Frankfurt, resulting in a strong flow of contacts and enquiries.

Co-inciding with IMEX, the Australian Ambassador (Ms Pamela Fayle), in Berlin, hosted a reception for 200 people at the

Berlin Intercontinental Hotel, providing a valuable adjunct to the Frankfurt event. The Adelaide Convention Centre appreciated the invitation and endorses the supportive role taken by our embassies throughout the world. Their willing involvement is a vital element in making our overseas marketing activities more effective.



Adelaide  
Convention Centre

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Pieter van der Hoeven

## Good news on a number of fronts

In business, we have to be realistic, and whilst there is often the temptation to talk-up every situation, responsible management must of course be positive, but also realistic. However, even the most ardent pessimist would conclude that in Adelaide, with record business and turnover, we are riding the crest of a wave. Of course, riding any wave is always a precarious occupation, and we must be alert to changes, not be complacent, and balance ourselves perfectly - which we do.

The current world situation does not appear to have impacted our level of activity, and as mentioned in the last issue of "Talking Point", we have a general feeling of confidence that Australia is now poised to take the lead in the global convention scene. Within the next two years, Australia's purpose-built convention centres will cover all climates and a variety of local cultures, which, if coupled with the unique nature of the country and our unpolluted, safe environment, is a package difficult to beat. Closing the financial

2003/4 year, our turnover results will be around \$A19.5million, which is \$A1.5million ahead of budget. This turnover has more than doubled in the past three years - a small period of time when compared with our total of seventeen years in business. Our programme of upgrading and integrating the original building with the relatively new extension is almost complete. By continuing our programme of meticulous maintenance and technical upgrades, coupled with superb standards of catering and service, we represent one of the world's best venues in terms of both standard and value for money.

And the world seems to recognise this, as indicated by the sudden rush of international bookings within the space of one week, (see this page). In addition, we will soon be in a position to formally announce another four international events which will attract \$A7million to the local economy. Our present task is to maintain this extraordinary momentum - but of course, not slip off that wave!

## Market successes continue

Having recorded a doubling of revenue within the past three years, and an influx of international bookings, the Adelaide Convention Centre's marketplace success appears to be continuing, with the booking in one week of events which will be worth more than \$14million to the South Australian economy.

The new bookings at the Centre are: Health Technology Assessment International Annual Scientific Meeting (details page 5), the 15th Australian Weeds Conference in September 2006, the Australian College of Ambulance Professionals in November 2006, and the Australian Menopause Society Annual Scientific Meeting - September 2007.



A wide range of irrigation equipment on display



## Irrigation Australia 2004 - The most successful yet

**From IA's Event Manager - Robby Clark**

Although it had been ten years since Adelaide last hosted Irrigation Australia, the return of the conference and exhibition to the city was most timely given the intense interest in irrigation, especially related to the River Murray. The Irrigation Australia 2004 Conference & Exhibition held at the Adelaide Convention Centre from May 11 to 13, provided a vital meeting of minds for an industry in the spotlight.

According to Jolyon Burnett, CEO of the Irrigation Association of Australia which presents the conference, the 2004 event was the most successful to date, highlighting the maturity of the industry and its desire to tackle issues head on. "The record attendance at the conference highlights the industry's commitment to improving efficiency and innovation.....and the improvements in practices presented show the industry is equal to the challenges ahead," he said.

The exhibition component of our event was also a success, presenting more than 100 irrigation industry exhibitors, making it the largest exhibition of irrigation technology and equipment seen in Australia. The exhibitors were also kept busy, with 2,500 industry professionals passing through the doors.

Visitors came from a variety of industry areas, ranging from irrigation end users, dealers, resellers, agents, distributors, contractors, installers, designers, specifiers and consultants. Interestingly, of the 2,564 visitors, 52.6% came from interstate or overseas, and of the 11.5% component of overseas visitors, more than 65% of them came from New Zealand.

## Defibrillator - Just in case

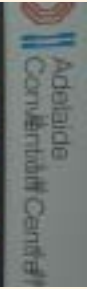
Although we hope it will never occur, and in seventeen years it hasn't, there is always the risk of a staff member or delegate suffering a heart attack. And whilst not foremost in anyone's mind, the underlying truth is that 30,000 Australians die of cardiac arrest each year - more than from any other cause - and we have to accept the fact that this risk is always present.

In conjunction with St John who actually owns the unit, the Adelaide Convention Centre has now installed a defibrillator as part of St John's programme "Project Heartstart Australia". Units are installed in strategic points where large numbers of people gather,

and staff at the particular venue are trained to operate the equipment. Unlike the dramatics we see on television, this unit is automated for use by non medical people, and will not operate unless a heart problem is detected by its sensors. We thank St John for this initiative and at the same time hope it will never be used.



**Lucy Steiner, Chris Devine with St. John instructor, Supt. Richard Cook.**



Left to right:  
 Mike Smith (Adelaide Convention Centre)  
 Jason Smyth,  
 Tim Hawkins,  
 Greg Nightingale,  
 Tim Beadman,  
 Jane Jeffreys,  
 Chairman, Adelaide Convention Centre Board, Jason Sifis

## Destination SA expo success

"Destination SA", a select event organised by the Adelaide Convention & Tourism Authority (ACTA) in June, attracted key invited buyers from throughout Australia. At the Adelaide Convention Centre booth, we welcomed nominated buyers from Victoria, New South Wales and Queensland, and were busy assisting with additional enquiries from visitors. Wherever possible, site inspections of the Centre were conducted. The first event of this nature, it was limited in size, but the result was an outstanding success. The Adelaide Convention Centre stand completed a number of appointments with positive responses and others are waiting for suitable dates. From our point of view this initial venture into widening our scope of business opportunities has been well worthwhile.

## First technical trainees graduate

Recently, our first five graduates received Certificate 3 in Entertainment (Audiovisual) presented by the Adelaide Convention Centre's Chairman (Jane Jeffreys), at a ceremony to mark the occasion. Appreciation for the formal recognition of years of experience and success in passing the course was best expressed by spokesman Tim Hawkins, who said: "I learned my job in real workplace situations....and while this has made me a skilled technician it has been difficult to gain respect and value due to the lack of recognised certification. The recognition and commitment by the Adelaide Convention Centre to offer work based training and assessment will be extremely helpful in improving work standards within the industry".

Chairman, Jane Jeffreys commented that "The Adelaide Convention Centre holds accreditation as a Registered Training Organisation, to assess staff in the Entertainment

and Training Package up to Advanced Diploma level. During the last ten years, (in other courses) we have accommodated approximately 900 students from 35 countries, including Japan, Taiwan, Indonesia, South Korea, Germany, France, India, USA, Canada, Colombia and Holland. This exposure to so many different cultures provides a wonderful benefit for the Centre and involves us with training which overlaps seamlessly with the tourism world at large."

Ms Jeffreys summarised a number of the Centre's other training activities, which include:

- A work experience programme involving 36 secondary schools in which each year more than 100 students are offered work experience activity at the Centre.
- A "Mentoring Contract" with Windsor Gardens Vocational College where the Adelaide Convention Centre provides a structured, detailed work experience programme for 50 students - by far the largest individual agreement.
- An ongoing relationship with Murray Institute of TAFE's "Convention Connections" programme as one of 18 virtual businesses conducted within TAFE Colleges.

## Coming Events

Our usual cross-section of events, of varying size, coming soon to the Adelaide Convention.

July:  
 Money Expo

McKenna Diamonds  
 Winter Conference  
 (2,000 delegates)

Adelaide Boat Show  
 SA Great Annual  
 Dinner (400 guests)

23rd International  
 Conference on  
 Thermoelectrics (200)

Scotch Old Scholars  
 Annual Dinner (300)

August:  
 Clipsal Annual  
 Ball (700)

Tupperware  
 Seminar (500)

Nadia Pignini, a Technical Production and Design student who made and designed her costume.



From left: The Hon Jane Lomax-Smith, Minister of Education and Children's Services, Professor Eleanor Ramsay, Adjunct Professor Hawke Research Institute, Mrs Judith Roberts, AO, Ms Kerry Heysen-Hicks.



## First time in Southern Hemisphere for Health Technology Conference

The Health Technology Assessment Annual Conference will be held at the Adelaide Convention Centre during May-June 2006, coming to the Southern Hemisphere for the first time, and attracting delegates from throughout the world.

Representative organisations will include the National Institute for Clinical Excellence (UK), the American Agency for Healthcare Research and Quality (USA), and peak national organisations from Sweden, France, The Netherlands, Canada and other countries.

The six day Conference will focus upon the scientific evaluation of how new drugs, equipment and procedures can be introduced safely and effectively for maximum benefit to the community. The event is expected to attract \$A3.75million to the South Australian economy.

## Helpmann Academy holds successful fundraiser

Perpetuating the name of one of South Australia's famous sons, Sir Robert Helpmann, the Helpmann Academy for the Visual and Performing Arts' dinner and auction grossed nearly \$70,000, when held at the Adelaide Convention Centre during June. Most of this was committed in one hour during the evening. Titled the "Maestros' & Apprentices' Dinner", the event sold out five weeks in advance, and attracted more than 500 people.

Students of the three year Diploma in Entertainment and Costume course starred, having the opportunity to express their involvement with the Arts through Costume. Most students of the Costume course also train in design and props manufacture, which broadens their skill base and their employability.



Tim Budas and Noni Dunstone, the hosts of the 2004 Maestros and Apprentices Black Tie Fundraising Dinner.



(Photographers: Ashley Starkey and Steve Donovan)

Catholic Archbishop's Dinner (350)

School Aerobics 2004 National Championships (1 000)

Thoroughbred Racing Dinner (800)

Ronald McDonald House 10th Anniversary Dinner (2 000)

International Paediatric Nephrology Conference (1 500)

Australian Submarine Corporation Social Club Spring Ball (220)



Rufous Bettong



Red Necked Pademelon



Koala

## Corner of SA

### Wildlife in abundance

Australia is famous for the country's unique wildlife, and no other mainland capital city provides better access to nearby conservation parks than does Adelaide. Some claim Adelaide to be the world's wildlife capital, and this may well be true. Within 20 minutes of the CBD is Cleland Wildlife Park where visitors can walk amongst kangaroos and wallabies, perhaps hold a koala bear, feed the Cape Barron geese, or watch the dingoes and Tasmanian devils from a safe distance.

At night, a visit to Warrawong Earth Sanctuary is only a 25 minute drive from the CBD, and is a rare opportunity for visitors to enjoy a nocturnal walking tour - venturing with a guide into the bush to view unusual animals such as the rufous bettong, the woylie, potoroos, bandicoots, bilbys and the famous but rare platypus. Warrawong has overnight packages

offering guests an enjoyable dinner, the nocturnal walk, a night's stay in the Homestead and next morning a guided dawn walk to see an entirely different range of animals and birds. Available to all is the "Adelaide Wildlife Trail" which includes ten completely differing wildlife venues, including those just mentioned, extending from our open range zoo which contains endangered world species, extending to an exciting "shark experience".



Whales often come close to South Australian beaches





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I am organising business meetings for \_\_\_\_\_ people in  3  6  9 months.

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 is possible

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anything  
is possible



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## Last Call for "Santa's Workshop" and New Year

Highlighting the popularity of "Santa's Workshop", Saturday 12 December is now fully booked, and time is running out fast for Friday 11. It's the ideal Christmas celebration for friends, clubs and associations, or as a spectacular office party. Plenty of Christmas cheer, with four courses, wine and other beverages, and two bands - **Flaming Sambuccas and Banana Republic** - all for only \$95. Only Friday is now available - but hurry!

Celebrate New Year at one of the best parties in town! "Saturday Night Fever" is the theme for New Year at the Adelaide Convention Centre - and as usual, it's something special. Three courses, with beverages included, and two bands - **Flaming Sambuccas and Acoustic Juice**. All inclusive at \$125. Bookings are just opening, but from experience we recommend you book early!

**Bookings for Santa's Workshop (Friday) or New Year, please phone Rachel Ellet (8212 4099) or email [rachele@adelaidecc.com.au](mailto:rachele@adelaidecc.com.au).**

Online bookings [www.adelaidecc.com.au](http://www.adelaidecc.com.au)



## Don't forget Regattas' Winter Gourmet Night!

At Regattas, on Saturday 24 July, Premium Wirra Wirra wines introduced by winemaker Sam Connew, will accompany the superb six-course degustation menu designed by Chef-in-Charge, Nick Filsell. What better reason for planning to join us for another memorable Regattas' evening of fine food and wines! With guest numbers limited to 100, it's a select winter combination to delight the most critical gourmet. At \$75 (all inclusive), it's incredible value.

**Bookings: Larissa - 8210 6785, or email [larissaf@adelaidecc.com.au](mailto:larissaf@adelaidecc.com.au)**

