



news views & events

spring 04



Adelaide Convention Centre



talking point

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Corner of South Australia

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Sweet Adelines

Trainees graduate

Ask the Chef



Brussels, Professor Emeritus Dr. Andre Cops, (Katholieke Universiteit Leuven), Barbara Fromme (Hamburg Messe and Congress GMBH), and Amanda Millard, (Int. Wool Textile Organisation)



Hugo DeJonghe (European Industrial Packaging Association) with Emma Saunders (Intelligent Transport Systems and Services - Europe).



Global Alliance in Washington Alec Gilbert (Durban Int. CC), Monica Lee-Müller (Hong Kong Convention and Exhibition Centre), Barbara Fromme (Hamburg Messe and Congress GMBH), Guy Kolb (SRA International), Monica B Welch (World Information Technology and Services Alliance), Gloria Franklin-Austin (Industry Data Exchange Association), and Sue Hocking (ACC)



Global Congress Alliance Roadshow comes to town

During July, Global Congress Alliance partners, Hong Kong Convention and Exhibition Centre, International Convention Centre – Durban, CCH Congress Centrum – Hamburg, and the Adelaide Convention Centre, conducted functions in Paris, Brussels and Washington.

Response in Europe was particularly strong with 10 clients participating in Paris, 14 in

Brussels, and in the USA our visit to Washington involved 8 participants. The agenda included presentations from each partner Centre, with guests moving from Centre to Centre in a process involving a continuous exchange of information across a wide spectrum of activities, expectations and facilities.

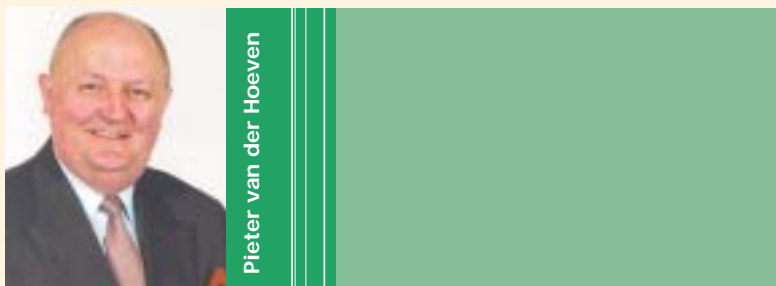
This project, marking an extended co-

operative programme of the Alliance, was particularly successful, and underlined the developing strength of our association, where a prospective (or existing) client can gain first hand knowledge from a representative cross-section of the world's leading convention centres, without even having to leave their home city.



Adelaide Convention Centre

www.adelaidecc.com.au



Success in Troubled Times

Last month, CEO Pieter van der Hoeven responded to ICCA's invitation to deliver the ICCA Executive Talk – "View from the Top" in Kuala Lumpur, with an address titled "Success in Troubled Times – A Global Viewpoint".

His message for the meeting was, as extensively reported in KL's *New Straits Times* newspaper, that although we as an industry should always seek to make the world a safer and better place, in most instances this is beyond our control, so we should be realistic and plan to work around it, and not use this as an excuse. "We must go on, we must do what we can to improve the global situation, but above all we must maintain focus and recognise that our charter is that of attracting visitors to our own Region, irrespective of external influences," he said.

In his address, Mr van der Hoeven was not sympathetic towards individuals or organisations which used the current world situation as an excuse for poor performance. "It's easy and convenient to fall back and blame our woes on the world situation. It's a believable scenario, and in instances may be partially correct, but let's not lose sight of the wider picture. I think this is most clearly illustrated by using the airline experience

as an example," he said. "In the USA alone, there have been 156 airline failures since 1979 – most of them going in to Chapter Eleven bankruptcy. Of the 156, only eight occurred after "September Eleven, 2001", and evidence suggests they were in trouble before then.

So even allowing that there was substantial Government support in the wake of the attacks, we should not use these as a crutch to excuse other separate problems. In Europe, Swissair collapsed on October 1, and in Australia, also in October, Ansett ceased operations. They impacted the MICE business, but neither failure had anything to do with Terrorism" he said. "So we must accept that for one reason or another these occurrences are part of our business environment. "

Talking with *New Straits Times* correspondent, Rupinder Singh, Mr van der Hoeven said that "Malaysia's excellent transport system, secure environment, political stability and healthy economy are, like Adelaide's, some of the reasons why the country is one of the rising nations in the MICE industry in the Region. Now easily accessible, providing outstanding value for money and a superb service ethic, the Region will show considerable growth in the next ten years".

"Regional MICE players should work as a team when bidding for major international events instead of competing among each other, as this will enable participants to share a larger piece of the pie".

Chaine des Rotisseurs Award for apprentice, Melanie Gowers

Adelaide Convention Centre Apprentice Chef, Melanie Gowers has achieved first placing in South Australia in the recent Chaine des Rotisseurs competition, and was subsequently runner-up in the National finals.

La Chaine des Rotisseurs Baillaige d'Australie is part of the International Chaine des Rotisseurs, a society committed to the preservation of fine dining, with traditions going back to the Burgundian Court of the 15th Century. As a contribution to the culinary industry and the development of young chefs, the society conducts a series of regional and national competitions each year, with the national winner going on to compete in the international finals – this year in Canada.



Melanie Gowers with CEO Pieter van der Hoeven.



The Property, Franchise and Investment and Traders' Expo

Investment Expo celebrates five consecutive years

Now considered to be South Australia's dominant financial exhibition, the Property, Franchise, Investment & Traders' Expo was held for the fifth occasion at the Adelaide Convention Centre during July. Attracting exhibitors from across a wide spectrum of financial organizations, the three day Expo featured banks, building societies, property development and investment, real estate franchising - and many other forms of business enterprise which were represented by more than 150 booths at the Centre's Hall H.

Three exhibitions were staged simultaneously, offering visitors the unique opportunity of being able to review and compare all major areas of investment at the one time, and in the one venue.

The Australian Property Institute and the Society of Auctioneers and Appraisers supported the Property Expo, the Franchise & Business for Sale Expo was presented by the Franchise Council of Australia and The Investment & Traders' Expo was supported by some of South Australia's leading share market representatives.

Exhibition organiser, Sandy Clark said that "the lift in the share market and increased superannuation benefits this financial year

may have encouraged visitors to top up their superannuation or consider self managed superannuation. Others have looked towards real estate for financial growth and income, and some have considered appointing a financial planner or stockbroker."

People looking to buy a business or franchise had plenty of opportunities to compare the largest collection of business franchises ever assembled in Adelaide. Franchises included Ella Bache, cleaning franchises such as "Duster Dollies", TeleChoice demonstrated technology franchising, and video hire was represented by Mobile Video Express. A variety of coffee outlets, food vending franchises, financial groups, courier franchises, furniture retailers, vending machine, car servicing, photography, gardening, home service and other categories demonstrated strong growth in Franchising.

Included in the seminars presented during the Expo were keynote speaker Clifford Bennett, better known in Europe as a share trading speaker, Craig Strawhan from Jones Lang LeSalle – speaking on Commercial Property – and presenter Margaret Lomas who spoke on "Investing in positive cash flow property".



Sweet Adelines in concert

Sweet Adelines in concert

From Rae Knight

The sweet sounds of harmony rang throughout Adelaide during the Queen's Birthday long weekend when 1,000 "Sweet Adelines" from throughout Australia came together at the Adelaide Convention Centre for their annual convention and competition. From the first notes on Friday afternoon, the Convention Centre staff were kept entertained until the last delegates reluctantly departed Monday afternoon, ringing the last chords as they left for their home towns.

"Sweet Adelines" is a worldwide singing organization for women with 30,000 members in many countries. The Australian (Southern Cross) region has one of the largest memberships, with more than 30 choruses and a similar number of quintets meeting weekly in venues throughout the Nation.

Members of the public fortunate enough to attend were impressed with the professionalism of the participants, with 27 choruses competing for the honour to represent Australia at the International competition in New Orleans during October 2005. For the fifth time, the Perth Harmony Chorus was successful. On Sunday, it was the turn of the quartets in which 27 groups also performed, with Sydney's "Accolade" taking the gold medals. They will compete in Indianapolis next month, and we wish them all success!

Our next competition will be held at the Adelaide Convention Centre during the weekend of May 13-16 2005, and if you want to know more about what we are and what we do – and perhaps even consider joining, you can visit <http://sweetadelines.org.au/>



Frank Seifert
(Adelaide Convention
Centre – Berlin) with
Dr Michael Duggett
(International
Institute of
Administrative
Sciences) in Brussels.

Letter from Europe

Visiting Adelaide for Site Inspection

Being well into the process of planning a summertime site inspection early 2005, for European based organisers of International events, it's opportune to revisit some of the principles for a successful, and thus rewarding "famil".

First and foremost is that a "famil" is not a "junket". It's a serious business journey into which is packed every possible factor to ensure maximum benefit is gained by the visitor. Of course, it's important to have a structured balance of work and pleasure, because above all, the visit must be both educational and enjoyable, with good memories of what Adelaide and South Australia has to offer.

General criteria for eligibility is that Adelaide should be a serious consideration in your choice, you are an established, regular organiser of International events, and the event should be intended to take place within the next ten years. It's also important for us to know details of the organization involved, type of event, and the number of delegates or exhibitors expected. From there we can go on to discuss the detail.

In turn, we will make the necessary travel arrangements, prepare your programme, arrange accommodation and introduction to Adelaide counterparts of any relevant International association, whether university, commercial, government, or technological – who could possibly act as national hosts for the meeting.

Of course, a detailed tour of the Adelaide Convention Centre is the keynote part of the visit, we call at hotels, tour the city and inspect potential sites for inclusion in accompanying persons' or the social programmes. There's a lot on offer, so we're constantly on the go.

Perhaps you're considering Australia for your International meeting within the next ten years, and you may like to consider discussing how a visit to Adelaide may assist in your decision. Contact details for the European Office are: Telephone +49 30 886 796 77 or E-mail acc.europe@c-m-int.de

If you're interested, so are we!

Frank Seifert
Berlin

Last Call approaching!

If you're considering organising a table for Santa's workshop or New Year's Eve, they're just over three months away, and the Saturday "Santa's Workshop" is already completely booked.

Santa's Workshop Friday 10 December

There are still a few tables for Friday, but on past experience they will suddenly be snapped up.

It's the perfect event for an office Christmas windup, or social occasion with friends. Three courses, with drinks included in the \$95, two bands, and a good time guaranteed.

But don't delay!

Bookings: Rachel Ellett – 8212 4099,
or E-mail rachele@adelaidecc.com.au

Online bookings www.adelaidecc.com.au

New Year's Eve Friday Night Fever

With the reputation of being one of the best parties in town, New Year's Eve at the Adelaide Convention Centre is something special! All inclusive, four courses and drinks - two bands, (Flaming Sambuccas and Acoustic Juice) just \$125, – all good reasons to Act Now! ... Before it's too late.

Bookings: Rachel Ellett – 8212 4099,
or E-mail rachele@adelaidecc.com.au

Online bookings www.adelaidecc.com.au

Coming Events

A range of events large and small, recently held, or coming soon to the Adelaide Convention Centre.

September:

National Parenting
Conference & Child & Youth
Health Staff Conference (700
delegates)

Australian & New Zealand
Burns Association (200)

Business SA Export Awards
Luncheon (300)

7th International
Neurotrauma Symposium
(1,000)

Printing Industries' Dinner
(500)

PACRIM 2004 - (300)

Eastern Australian Basin
Symposium 2004 (500)

National Divisions of General
Practice Forum 2004 (1,000)

October:
Global Social Work 2004
(1,500)

Port Adelaide Football Club
Best & Fairest Dinner (700)

AHA Awards Dinner (700)

Fertility Society of Australia
Conference (400)



Boyd Christenson,
St Paul



Hospitality trainees:
Rachel Carlyle, Julie Norman (outgoing), Rhiannon O'Dea, Damian Hill, Amanda Beaumont (outgoing), Victoria Parsons, Joanna Saville, Lauren Smith and Erin Phillips (outgoing).

USA Desk

Australia-US Free Trade Agreement great for everyone

Political considerations completely aside, the Agreement recently signed between our Governments is an exciting commercial development in the relationship between our two countries.

It will be interesting to observe how it plays out in the long run, but from a sheer business standpoint, nothing is better than freeing the hands of commerce. It's just another indication of how our world is becoming smaller and in the process becoming one giant market – in contrast with the fast disappearing situation of many small markets tending to their own individual cultural and economic requirements.

On the surface this seems ideal: Abolition of trade barriers, 97% of tariffs removed, (2/3 of tariffs removed from Agricultural exports), almost all customs duties removed from automotive exports.....what an incentive to encourage brisk trading!

Digging further into the Agreement, you'll find the fine print spelling out all the stopgap measures preventing one party from dominating the other. I guess this is to be

expected, and it's only reasonable to have safeguards in place when a radical step is taken to virtually sweep away a century of trade barriers with one document.

What does AUSFTA mean for Adelaide and the Adelaide Convention Centre?

With some of South Australia's strength industries of agriculture, automotive, pharmaceutical and technology being directly impacted by the agreement, I can see nothing but good coming from it. Our business is based upon interaction between "interested parties", whether buyers, sellers, trainers, professionals in all vocations. And whether their event is a new product launch, a trade show, professional or industrial convention, the Adelaide Convention Centre is ideally placed to fulfil their requirements. And nothing fuels business more than this type of activity!

You can visit the AUSFTA and see the DFAT website at: <http://www.dfat.gov.au/trade/negotiations/us.html>

Boyd Christenson
St. Paul

Second Trainee Group graduates

Our second intake of trainees graduated at a small ceremony marking their success, during which Deputy Chair Sheila Saville underlined that "The Board and Management have long believed that the Centre's greatest strength lies in our staff." "While the words sound rather seventy-ish," she said, "we do seek to empower our staff with the knowledge and information about the Centre which enables everyone to understand the objectives of the enterprise, which is One Team, One Direction – Committed to Excellence.

The three graduates - Amanda Beaumont, Julie Norman and Erin Phillips, received their Certificate 2 in Hospitality (Operations) Certificates, which now qualifies them to proceed through Certificates 3 - 4, Diploma, Advanced Diploma and Degree. The programme is registered with the State Training Authority, and has been so successful that this year's trainee intake has doubled.

Erin Phillips, Julie Norman and Amanda Beaumont at their graduation



- Housing Industry Association Awards Dinner (1,000)
- Australian Parking Convention (200)
- Business SA Annual Dinner (1,000)
- Optometrists Association Australia National Conference (400)
- Australian Nursing Homes & Extended Care Association 23rd Annual Conference & Federal Educational Forum (450)
- The Flinders Medical Centre Foundation's 15th Annual Pink Ribbon Ball (350)
- November: Australasian College of Emergency Medicine 21st Annual Scientific Conference 2004 (400)
- Association of Superannuation Funds of Australia National Conference (1,500)
- Young Leaders' Foundation Seminar (2,000)
- CPA Australia State Congress (500)
- Australian Credit Union Convention (600)
- Classic Adelaide Rally Dinner (850)
- SDA Christmas Dinner (500)
- Coopers Club Christmas Party (1,000)



Corner of SA

The Coorong

South Australia's Coorong, including Younghusband and Sir Richard Peninsulas, is one of the world's most unique waterways. Separated from the Southern Ocean by the Peninsulas' towering sandhills, and extending for 95km (60miles), the Coorong is home to many species of birds. Now predominantly a sanctuary, this narrow inland sea attracts visitors from throughout the world to the Coorong National Park. The region's comparatively sparse settlement contributes towards preservation of its unique features. Together with conservation action, the result is a predominantly unspoilt countryside where dark blue waters separate vivid white sandhills on one side from the green of pasture lands which run down to the water's edge on the other.

Anglicised from the Aboriginal word *Kurangh*, the Coorong offers a contrast of scenery from the sheltered waters of the Coorong itself to the breakers of the

Southern Ocean. The region is rich in historical significance and well known for its archaeological sites. Aboriginal middens, centuries old mounds of shells marking ancient campsites, can be found in the sandhills. And from time to time artifacts of Chinese origin come to light. Possessions of now long-gone immigrants heading to make their fortunes in the Victorian goldfields, the Chinese were landed secretly on what was then a remote coastline.

Boating and fishing is enjoyed in sheltered safety, or surf fishing yields many varieties of fish from the often wild breakers which in previous centuries were the undoing of many a vessel.

This lee shore was feared by seafarers plying the route between Adelaide and Melbourne, or beginning the

24,000km, (15,000 mile) haul between South Australia and Europe. The latter included the famous "Grain Races" in which fast grain clippers carrying large sail areas competed to bring their cargoes from South Australian ports to be first on the European markets. The Coorong is about two hours by road from Adelaide and leads to the Limestone Coast region, famous for fine wine and fresh rock lobster bought direct from the wharf.



Book now for Regattas Bistro Spring Gourmet Night

On Saturday 23 October our next Gourmet Night will be presented by Chef-in-Charge, Nick Filsell. Featuring a superb six course menu, each course is accompanied by a spectacular wine to complement the food. Numbers are limited to 100, so don't delay in booking for a sensational

evening. It is a combination to delight the most critical gourmet, priced at \$85/person, all inclusive, representing incredible value. Bookings: Larissa - 8210 6785 or email larissaf@adelaidecc.com.au



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I am considering hosting a conference in 6 to 12 months 2 years.

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

anything
 is possible

Ask the Chef

Your oven does most of the work in this simple, delicious recipe from Regattas' Nick Filsell

Braised Lamb Shanks

You will need:

- 6 Lamb Shanks (lean and tipped)
- 2 carrots, peeled and diced
- 2 onions, peeled and diced
- 2 sticks of celery, diced
- 1/4 bunch of Thyme
- 3 cloves of garlic (optional)
- 1 cup of Red Wine
- 50ml Balsamic Vinegar
- 1 litre of Lamb Stock (Beef or Vegetable stock can also be used)

Method

Seal Lamb Shanks in a small amount of vegetable oil until evenly coloured

In a large pot, sweat off the onion, garlic, celery, carrot and thyme (very low heat – lid on)

Once the vegetables have started to colour, add Balsamic Vinegar and reduce liquid by one-third.

Add Red Wine and reduce liquid by one-third

Add stock and shanks and bring to the boil

Transfer to baking tray and cook at 120°C in oven until meat begins to come off the bone (This will take 3-5 hours)

Serves four people with winter vegetables or salad, and a four year old Cabernet.



Braised Lamb Shanks

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