



news views & events

Autumn 05



Adelaide Convention Centre



talking point

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Opportunities as Adelaide Airport redevelopment nears completion

On schedule, and counting down to the beginning of commercial operations in October, Adelaide's eagerly awaited Domestic and International airline terminal will radically improve access to South Australia's capital, and provide the nation's most modern terminal facility.

It's important to note that this is an entirely new development on the existing airport property – not an extension or a refurbishment, so visitors to Adelaide will still enjoy the best located terminal of any Australian capital city, within 15 minutes travel of the CBD, coupled with aircraft

and passenger handling facilities for both Domestic and International flights in the same building.

Extending for 750 metres along the northern side of the main runway perimeter, a proximity which considerably reduces aircraft taxi-ing time and fuel burn, the new terminal features high amenity public and airline lounges, a simple layout for easy gatelounge access, 14 of the most recently developed glass sided aerobridges, and new generation automated baggage carousels. With a capacity of 3,000 passengers an hour, passengers will enjoy speed of transfer from aircraft to the exit doors.

Gone is the claustrophobic, closed in gloom and clutter of the usual airport terminal.



The Airport remains 15 minutes from the CBD.

In an atmosphere which is open and light, for people greeting arrivals or farewelling departing passengers, and for the passengers themselves, there is a spectacular view along the entire terminal frontage.

Continued over



Adelaide Convention Centre

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The new Adelaide Airport under construction.

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Being completed at a cost of \$A260million, the terminal is owned and operated by Adelaide Airport Limited (AAL), the company's shareholders being principally Superannuation Funds.

Internationally, Adelaide is already a direct flight from a number of countries, with airlines operating on a direct basis from Singapore, Indonesia, Kuala Lumpur and Hong Kong. From October the terminal will place Adelaide in a firm position as a single destination, particularly with the introduction of the latest "hub busting" aircraft.

Designed to also handle the high passenger densities, Adelaide Airport will accommodate the radical changes to air travel which will accelerate during the coming five years.

With far-sighted airlines already placing substantial orders as launch customers, other airports are rushing to install facilities to handle the latest aircraft. Ours are already in place – and purpose built from the outset.

Arising from this rare combination of factors, completion of the new airport terminal will have far reaching benefits for South Australia's commercial and tourism sectors. There is now a unique opportunity for Adelaide's business and technological community, particularly those involved with conventions, tourism and hospitality, in conjunction with Government and Airport management, to mount a strong proposal to airlines and travel operators profiling the many positive advantages we have in comparison with other destinations.

Pieter A van der Hoeven

Adelaide Airport 5th and 6th busiest.

In terms of passengers carried on the top 20 domestic routes in Australia, for month ending 31 October, the Adelaide – Melbourne route (145,939 pax - 1,196 aircraft trips) ranks 5th busiest, and Adelaide-Sydney (120,666 - 933 trips), comes in at 6th position. Sydney, Melbourne and Brisbane routes share the top 4 spots, and Perth's highest ranking is 7th (Melbourne - Perth, 108,600 pax – 597 trips).

Source: DoTRS



Adelaide Airport scale model of the new development.



Left: 2005 Neways Pacific Rim Convention.

Right: Australian Dental Association National Conference & Exhibition.



Record number of delegates attend 2005 Neways Pacific Rim Convention

The 2005 Neways Pacific Rim Convention, held from 25 to 27 February, was a resounding success.

Still echoing through the corridors of the corporate office in Adelaide are the words, "It was the best convention yet!"

With well over two thousand delegates, we had a record number in attendance. Neways Distributors came from various parts of its global operations to experience the defining moments of their lives when the movers and shakers of the MLM business came face to face with aspiring go-getters to culminate in three days of learning and sharing. Testimonies were shared, stories told, new products were launched and so were careers, on higher platforms.

The stable of international and Australian speakers was in a league of its own. Emotions ebbed and flowed when Julian Burton delivered a heart-wrenching account of his experience in the Bali bombing.

Hysterics ruled with the ever-vibrant Pat Mesiti and Sandy Elsberg showed the secret to motivation was not just privy to men.

Complementing the runaway success of the convention was the top-notch entertainment, great food, impeccable service and facilities of the Adelaide Convention Centre that ensured the smooth running of Neways' premier event. The Distributors were impressed by all these and the perfect location. Close to 'everywhere', people could easily access activities and places of interest in Adelaide. And when the convention was over, it was from here they could move on to enjoy a few days of leisure.

Jennifer Read-Smith

Australian Dental Association National Conference attracts overseas participants.

More than 1,200 dentists from ten countries, including Sweden, the United Kingdom and the USA, attended the four day Australian Dental Association's National Conference at the Adelaide Convention Centre from 4 March, with exhibitors and other attendees swelling the overall number to around 3,500.

Apart from the professional content, one highlight was the visit by delegates with His Excellency, Mr Bruno Krumin AM, Governor's Deputy, to Adelaide Oval's Bradman Room to re-live past cricket history. By co-incidence, ADA's Federal President, Dr William (Bill) O'Reilly, shares his name with the legendary Australian bowler. A whimsical note was added by MC for the opening ceremony, Don Wilson, who broke a tooth two days previously. "I was unable to get it fixed as I couldn't find a dentist," he said. "Now I know where they all are!"



Hans van der Hoeven, Sunil Malik, Gunther Beissel, Alec Gilbert, Pieter van der Hoeven and Sujoy Dey.



Our Police had a ceremonial presence during the launch at the Adelaide Convention Centre. Historic patrol car with the legendary Police Greys.

Dierk Schmude (sound engineer CCH - Hamburg) with ACC Assistant Technical Production Manager, Garry Willis.



Countdown to 2007 World Police and Fire games

Billed as one of the world's largest mass participation events, the 2007 World Police and Fire Games are expected to attract more than 15,000 competitors and friends when held in Adelaide during March 2007.

Boosted by a sponsorship from local brewer, Cooper's, in addition to Malaysia Airlines' sponsorship, the Games are being held in Australia for only the second time in their history.

Originally established in 1985 by the Californian Police Athletics Federation, the Games' sporting events and other attractions, and the Games Village will be open free of charge to members of the Public.

Busy time for Global Congress Alliance visits

Working visits from staff and management from Durban and Hamburg highlighted the value of the Global Congress Alliance during the past two months. As the first technical staff exchange for Hamburg, Dierk visited us during March and April as works extending the Hamburg Centre to provide 7,500 square metres of conference and exhibition space began. Their new building is expected to open in late 2006. The Executive Sous Chef from Durban ICC, John Moatshe, spent time with ACC Executive Chef, Steven Khaw, when they compared the merits of the Rational Food Preparation System used by each centre. CEO, ICC Durban, Alec Gilbert, and Executive Chef, Gunther Beissel, spent time with us explaining all aspects of the operation.



John Moatshe and Steven Khaw.

Coming Events

Some of the varied events coming in the next two months

May:

Lions Convention
(Lions Club of Australia)
(2,000 delegates)

GAS 2005 (800),

Rockwell Complete
Automation on The
Move (200)

Sweet Adelines
Convention 2005 (1,200)

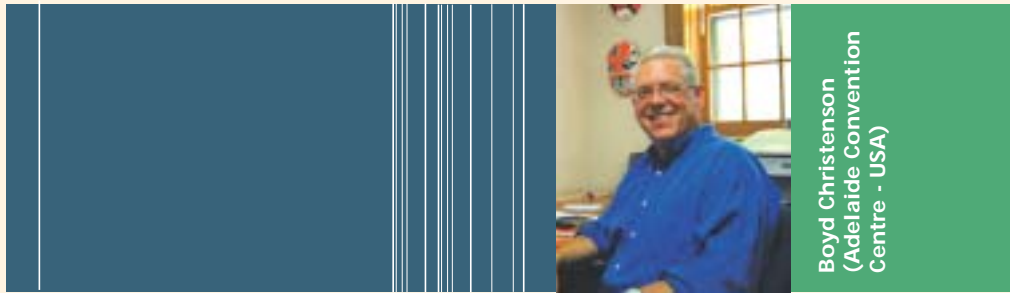
ICAA Business Forum (250)

Variety - The Children's
Charity Dinner (1,000)

The Only Way to Live
Exhibition

June:
AIT Information
technology (450)

Helpmann Academy
Dinner (500)



AIME 2005

This year's AIME (Asia-Pacific Incentive Meetings Exhibition, held in Melbourne during February, was attended by Sue Hocking (Director of Sales and Marketing) and Mark Hockey, (Sales Manager). Although exhibiting with a full appointment book for the two days of the show, at the South Australia stand, we were still able to talk with clients or casual enquirers who passed by, and are now working with a number of potential clients in exploring future opportunities.



ACC at the SA stand - AIME 2005.

USA Desk

A reason for being

In the early days of my "repping" career, I learned a lesson the hard way when determining what information should be used in a sales presentation. I was so excited about my product I forgot to think about what stage of the sales cycle I was in. I talked about all of the bells and whistles of the centre. The high-tech features, the floor ports and wireless capabilities, food service... you name it.. I talked about it!

While all this is very important for an established customer, or to the customer who has already chosen a venue, I was told by a very seasoned exhibition professional, that the most important thing for any organiser in making a decision about a destination is the Business Reason why an event should be held in that place. Without that, there is very little justification, or chance, that a MICE event would be held there.

With that in mind, I refer to a recent study that was conducted by KPMG over an eight month period in 2004, comparing the business environments of 98 cities in 11 industrialised countries. Adelaide has come out a big winner in this study.

Not only have we been identified as the number one place to do business in Australia, but also in the Asia Pacific Region. And for me, here in the U.S., it has been determined that Adelaide has a business cost structure 9% lower than the U.S. average. That alone is a significant incentive in these lean times.

What does this mean for the Adelaide Convention Centre? Well, I'm not suggesting that we rent out the exhibition hall for use in the development of a new business! However, what this study shows is that Adelaide has the local audience that is very important to the success of the events of many industries or fields of study. Whether it's plastics, automotive, metals, food processing - coupled along with the strong university and college medical and high tech programs, we have interested people. People who will benefit and contribute to the knowledge that transpires in most MICE events.

From here, it's obvious that the Adelaide Convention Centre is right in the middle of this Favourable Business Environment, and poised in an enviable position to attract the market seeking new venues, improved standard of facilities, ease of attendance through close proximity of the airport to the hotels and the hotels to the convention centre. All conducted with complete delegate safety in a stable environment, and at excellent value for money.

The South Australian Government has produced an attractive and informative four-page brochure highlighting the results of this study, titled "The CEO's Guide to International Business Costs Competitive Alternatives". I will be sending this to many of my friends in the USA during the coming months, but if you would also like to download from the internet, you can find it on the South Australian Government web site: www.southaustralia.biz

Boyd Christenson, St Paul

- Livestock Transporters'
- Association of South
- Australia Annual
- Conference (150)
- Our Children the Future
- Early Childhood
- Conference (1,000)
- Destination SA (100)
- Meet the Writers Festival
- (1,000)



Frank Seifert
(Adelaide Convention
Centre – Europe)

Letter from Europe

Disability should not discourage event attendance

Although convention venues throughout the world have installed facilities to assist participation by disabled people in events, there is still a question whether airlines, airports and other service providers are as fully prepared. Assistance, security and facilities are readily available when they arrive, but what about getting there and back home? Do they travel at ease?

Disabled people have a travel intensity of 54% compared with a population average of 75%. So although half this sector will not permit disability to be a bar to lifestyle or career success, there is also an indicator of a large proportion who understandably do not travel because of discomfort, and maybe because it's daunting or just too difficult. But according to the population average, they probably would if things were made easier.

There seems to be an opportunity to improve the comfort in which the disabled can travel to conferences or other events, enhancing their personal security during travel, and also extend our understanding that disabilities come in many forms.

Disablement goes far beyond the commonly held view of the person requiring a wheelchair for mobility.

For example, people with hearing impairment usually find it impossible to interpret airport or rail station announcements, either because of deficiencies in the announcing system or because the people delivering the message are not trained to do so in a clear precise manner. Diabetes, another growing disability, is an impairment little understood by the public at large. Mealtimes for a diabetic when travelling can be stressful, particularly on board an aircraft with no food available except that being carried. They usually cannot pre-order a diabetic vegetarian meal, and many diabetics are vegetarian as a dietary strategy. Again, this would seem to be a simple matter to remedy. just two examples of many aspects which can be changed with ease.

In March, the world of tourism met in Berlin at the International Tourism Exchange ITB, and underlining what I have just said, the organiser presented a travel segment titled "Travel for disabled vacationers". Observing the presentation, I formed the opinion that this situation applies equally to travel associated with Conventions and Exhibitions. Embracing the principle of ensuring that transit to and from an event for a disabled person must be just as comfortable as that for a person without a disability, should be a prime objective for any organisation involved with travel.

One professional tour operator presented a paper describing how for the past 25 years, he and his team have been providing travel around the world for the disabled, virtually without barriers.

From romantic Mediterranean tours to jeep safaris across the Serengeti, and diving on Australia's Great Barrier Reef, there appeared to be no impediment whatever to the enjoyment of the experience for his clients. If a tour operator can successfully cater for the complex requirements of adventure tourism, then travelling to and from a conference should be simple.

It's probably time to review how we can encourage travel by disabled people, and by making this travel obstacle-free, open new horizons for them and give us the opportunity to welcome a wider cross section of delegates to our events.

Frank Seifert, Berlin



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Regattas' Autumn Gourmet Night

The first of Regattas' 2005 Gourmet Nights will be held on April 30.

Although each is usually a sellout, there may still be some tables available for a superb evening of fine dining, featuring a gourmet menu prepared by our chefs, and wines presented by the winemaker. This April, our guest presenter is Sue Brown from Browns of Padthaway who will be with us all evening to discuss the wines she has selected to complement this menu.

On arrival:

Goat's cheese and caramelised onion tartlet with rocket pesto.

Button mushroom with pork and prawn farce'.
Sake cured salmon, soy caramel and wasabi roe.

Brown's of Padthaway, Verdehlo

Appetiser:

Parma ham and leek rolled whiting with remesco sauce and octopus salad.

Brown's of Padthaway Melba, Chardonnay

Entrée:

Assiete of duck-foie gras brullee' confit duck tortellini with port wine sauce and crisp duck breast with cumquat chutney.

Brown's of Padthaway, Sparkling Shiraz

Main:

Smoked beef fillet, Roesti potato, green pea and parsnip mash with a cinnamon and clove jus.

Brown's of Padthaway, Family Reserve Edward Malbec

Cheese:

Alexandrina Vintage Cheddar

Brown's of Padthaway, The Brigstock

Dessert:

Vanilla bean and lemon pannacotta with honey tuile and raspberry soup

Hollick Nectar 2003

Brewed Coffee or Tea and home-made friands

At \$85.00 per person, all inclusive, it's excellent value for an evening of relaxation and pure enjoyment of the best in food and wine.

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