

talkingpoint

news views & events

SPRING 2005



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 Adelaide
Convention Centre
www.adelaidecc.com.au



First-class gateway to Adelaide

On time and on budget – Adelaide's new \$260 million airport terminal opened for business on October 15.

And from the Adelaide Convention Centre's point of view, it should be a big boost for tourism in South Australia and prove a marketing "ace in the deck" for conferences, exhibitions and meetings. (See *Touchdown for opportunity* page 2)

The new terminal will service domestic, international and regional travellers across all airlines.

It has state-of-the-art passenger facilities and security systems, 34,000 square metres of retail space, 500 solar panels on the roof – and the first glass aerobridges in the country.

Passengers and visitors also will have free wireless web access throughout the facility.

It's been designed to provide an exciting and welcoming gateway to Adelaide, making the most of the city and hills as a backdrop.

And one of the best things about it? It's just 10 minutes drive from the Central Business District.

Adelaide Convention Centre's CEO Pieter van der Hoeven and Director of Sales and Marketing, Sue Hocking, got a sneak preview of the new terminal just before opening. Adelaide Airport Limited's Corporate Affairs Manager, John McArdle walked them – and our photographer – through.



From our CEO
Pieter van der Hoeven

Touchdown for opportunity

We heralded the new Adelaide Airport Terminal in the Autumn edition of *Talking Point* and we've been marketing its advantages nationally and internationally for the past 12 months.

It's here, it's magnificent and we can't wait for our clients to see it.

A logical consequence of this world-class facility should be more airlines flying into the city, and more flights direct from Asian hubs like Kuala Lumpur, Singapore and Hong Kong.

The removal of the "double hop", via the eastern states or Perth, makes Adelaide a far more accessible and convenient location and we are confident it will help us attract new business.

As you can imagine, the opening celebrations went on for days. And as

one of the biggest attractors of visitors to the State, we made sure we were there, with some of our own VIPs in tow. Our two overseas representatives, Frank Seifert from Berlin and Boyd Christenson from St Paul, Minnesota, flew in to see it all at first hand.

It's vital that they are familiar with the facilities now on offer so they can talk with confidence and accuracy to clients and potential clients in their marketplaces.

We also timed the visits of some key clients and potential clients to coincide with the airport opening. From all of our clients' perspectives, it's terribly important that they know their delegates can get to Adelaide easily and will have a good experience on their arrival.

I've been in many, many airports in my working life and I would like to venture that visitors flying into Adelaide from now on will have more than a typical, logistical airport experience – they'll be delighted. As I was.

Pieter van der Hoeven

Ultra smart ultrasound

The scientific expertise came from around the globe – from Canada and the US, to France, Britain, South Korea and New Zealand. And the equipment on show came from some of the biggest names in technology – GE, Philips, Siemens, Toshiba and Sony.

It was ultrasound that brought them together in Adelaide recently for the 35th annual scientific meeting of the Australasian Society of Ultrasound in Medicine (ASUM).

ASUM combined their annual meeting with an exhibition of state-of-the-art equipment worth millions of dollars, conveniently displayed right next door to the main conference area. It's increasingly common for our clients to use our versatile space for exhibits that complement a conference, or vice versa.

In ASUM's case, according to conference organiser Madeleine Cullity of ICMS, the combination worked perfectly, with the 500 delegates able to share knowledge about the latest advances in the field in one room, and see and "test drive" the latest equipment in another.



South Australian-born Astronaut Andy Thomas presented a memento of his last Space Shuttle flight to Adelaide Airport Ltd's Phil Baker to mark the opening of the new terminal.



GE Healthcare's Ian Murphy shows client Kevin Williams the new Voluson 750 Expert ultrasound machine, used in women's health care.

When quality and timing must be perfect

A first-class guest list – entrepreneurs, business leaders, Government ministers and more. The client – a professional services firm whose motto is "Quality in everything we do".



Entrepreneur Of The Year 2005 Central Region Finalists on stage with (centre) Tony Smith, Managing Partner for Ernst & Young South Australia.

The 2005 Entrepreneur Of The Year Award Ceremony had to be more than good; it had to be excellent.

Ernst and Young's Regional Marketing Coordinator and Manager of the awards program in SA, Susannah May, set the Convention Centre the task of delivering an event that would reflect the quality of the Entrepreneur Of The Year program as a whole. This was to be no easy task.

"The night had to be planned intricately," she said. "The running sheet had to be meticulously timed. Food couldn't interrupt speeches and presentations. Quality is paramount for this type of event and we worked closely with the floor manager and food and beverage staff to ensure it all ran seamlessly."

From the Convention Centre's perspective, that included allocating one staff member to every 15 guests and meant being flexible enough to allow Ernst and Young to supply its own wine.

"Our 388 guests enjoyed the spectacular evening and they were visibly impressed on the night of the Award Ceremony. Everything worked according to plan," said Susannah. "Thank you to the Convention Centre staff who worked hard to deliver a memorable evening for our finalists and guests."



Learning for all

Training, development and continuous improvement. You can't stay on top without a constant focus on bettering the skills and expertise of every staff member in an organisation of our size. In 2004-05, almost 500 employees completed a total of 8,600 hours of training. And we don't stop at developing our own people either.

Every year we provide one-to-two weeks of work experience for about 200 senior secondary and post-secondary students from across South Australia.

ACC's coming events

A selection of functions on our calendar at the moment

NOVEMBER

- Flinders Medical Centre Foundation's Pink Ribbon Ball (550)
- SA Tourism Awards Dinner (600)
- Reconciliation Patrons Dinner (500)
- Classic Adelaide Car Rally Dinner (1000)
- Business of Sustainability Conference and Exhibition (400)
- CPA Australia State Congress (500)
- Premier's Food Awards (500)
- Wine Outlook Conference (400)

DECEMBER

- Sacred Heart College Graduation Ball (800)
- St Mary's Celebration Mass and Graduation Dinner (2000)
- Adelaide Bank Christmas Dinner (800)
- Flinders University Graduation Ceremony (2000)
- Plan Australia Breakfast (400)
- TAFE Fashion Show (600)
- Boral Christmas Dinner (350)

USA desk



Our man in Miami - Boyd Christenson is surrounded by smiles at an international education conference in Florida.

How many times have you struggled with the idea of what new promotional item or idea could be used to "set yourself apart" from the competition? How many ways can you "build a new mousetrap"? At the end of the day, it seems the creative marketing juices take over and that special idea comes to mind.

Walking down a trade show aisle, you see many different marketing themes. There is no set way to promote – it just needs to be different, eye-catching and relevant to the audience. You see the cute, the exciting, the dramatic, the technical – you name it, it's there.

One of the most important rules of marketing, however, is to match the customer's needs with those of the seller. At the recent MPI World Education Conference in Miami, Florida, Tourism Australia did exactly that. In a city famed for its golden sands, and with Australia having some of the best beaches in the world, a beach theme it was. The Australian Life Saving Association helped deck us all out in the official Australian life saving

uniform – bathing caps and all.

This relaxed and fun theme proved to be one of the most popular booths at the show; turning into great rewards for us as sellers.

It was also an example of the creativity that can be delivered in Australia – and, of course, Adelaide. At the Adelaide Convention Centre we have an entire staff devoted to the creation of special events. A manager is assigned to each client and they work together from creation through to execution. Expertise plus dedication to detail invariably equals quality. You can see it in the final product.

So, next time you're at a trade show and a particular booth among many catches your eye, think about why. If it's smart, if it's good, if it's relevant to you, it's my bet that what you see is what you'd get from the product. Go on. Reward their creativity. Stop by.

A handwritten signature in blue ink, reading 'Boyd Christenson'.

Boyd Christenson
ACC's USA Representative, Minnesota

NUMBER CRUNCHING

Clattering cutlery

Dishwashers aside, if you need to produce 27,000 meals in a day (which we can and do) you need an arsenal of cutlery. Our kitchen has 20,000 settings on hand, just in case.

Convention city

Roughly the population of Canberra; not far off Anaheim; perilously close to Bonn; about the same as Belfast; and getting close to Johore Bahru. 300,000. That's roughly the population of these cities – and the number of people who pass through the Adelaide Convention Centre's doors each year.

Speak my language?

Staff from 47 nationalities come in handy with guests visiting us from all over the world. Says Simon Hockridge, Director Human Resources: "We conduct regular surveys of staff members' language proficiency to keep the database updated for if and when we are called upon to assist with translation. We're expecting some of them will come in very handy when an expected 12,000 competitors descend on Adelaide in for the 2007 World Police and Fire Games.

Tourism spotlight

The largest tourism trade show in the Southern Hemisphere is coming to town in June 2006. The Australian Tourism Exchange provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals. It also gives the international travel trade the opportunity to experience the destination first hand.

"With 1700 delegates here for 7 days, we will be on show to our own industry arguably more so than ever before." said Sue Hocking, Director Sales and Marketing.

The great V-day invasion

In the end, South Australia's 60th Victory in the Pacific Day celebrations in August was a quiet but well-deserved victory for the organisers – but only after they'd "battled" an unanticipated response from the troops.

The Protocol Unit of the Department of Premier and Cabinet teamed up with the Convention Centre to put on a giant event for war veterans, their families and supporters to mark the anniversary of the end of World War II in this part of the world.

"In the early stages of preparation," said Dean Dempsey, Chief of Protocol, "the RSL and allied organisations estimated we could expect about 1200 attendees." That was before the word spread – like a rumour through the ranks – and the phones started running hot in the Protocol Office.

"In a matter of three or four weeks, we went from 1200 to 1500, then 1700, 1800 – and it kept going," said Dean. "We were ringing the Convention Centre almost daily with updated requirements. Ultimately we had to draw a line in the sand."

On the day, 2450 people from all over the city and State poured in. Ensuring there was appropriate seating and catering arrangements for the aged and those with disabilities was an important part of the team planning.

TV screens were set up outside the hall so everyone could see and hear the speeches and entertainment, which fittingly included an Army band and the Andrews Sisters look-alike, sound-alike singers.

"It was a testing but rewarding time for all of us," said Dean. "There was a lot of extra work and people came in on Saturday to help set up. On the day, everyone seemed to acknowledge their satisfaction and pleasure at having been a part of this special celebration. It was a marvellous event and a wonderful team effort."



Top: Lest we forget – a lone bugler stills the crowd on VP Day.
Bottom: We'll meet again - war veterans and their families and friends marked 60 years of peace in the Pacific
(Pictures courtesy The Advertiser)



On the mark - helicopter pilot Garry Clark brings it down on the back of a utility - all in the name of charity.

Flash bash with a flying star

The things we do for the "Wow" factor...

When Variety, the Children's Charity held its national "Bash" dinner at the Centre recently, they decided they needed to do something pretty special to impress the 2000 slightly crazy, hard-core fundraisers who had driven ("bashed") their vehicles to Adelaide from all over the country.

Variety in SA had held its annual gala dinner for 1100 guests in our banqueting room for the past four years. They leapt at the chance to host the national dinner for the first time in 17 years – confident, according to Variety's Events Manager Jane Coldbeck, that doubling the numbers would present no problems for our catering and technical people. Then they decided they wanted a helicopter as a prop in a Flinders Ranges scene. How were they going to get it into the room and then onto a raised platform?

"As we have found in the past nothing is ever too hard or too much trouble for the ACC staff," said Jane. "It took only a few minutes' discussion to come up with the solution.

"In another corner of the room we had an SA fishing industry scene, with a tray-top utility attached to a fishing boat. We unhitched the boat and drove the ute into the loading dock. The pilot, with extraordinary skill, landed it on the back of the traytop and we just drove it in." Needless to say, the themed décor was a hit and the 2300 guests celebrated, as only "Bashers" can, having raised a national total of \$6.48 million for kids in need.

While you're here...



It's not just the world-class quality of the Convention Centre that makes Adelaide a great place to hold a meeting, convention or exhibition. There's just so much to see in South Australia. In this issue, with the help of Tourism SA, we'd like to tempt you with a glimpse of the Adelaide Hills.

The Adelaide Hills are the city's dress circle in more ways than one. And it's picture postcard scenery at every turn.

But while the views from Mt Lofty are great, it's what you'll find along the winding roads that really pleases.

Galleries, eateries and some of the best cool-climate wines in Australia. Koalas, kangaroos and other native animals are enough to melt even the most world-weary heart. And there are beautiful places – from country manors to bushland cottages – to rest your head at the end of a gentle day's discovery.

This little pocket of paradise is so close to Adelaide. Just a few minutes' drive along the South Eastern Freeway and you're away from the rat race and surrounded by manicured vineyards

and market gardens, natural Australian bushland and lush green pastures.

Each season offers its own appeal: leafy landscapes ablaze with changing colours in autumn; warm fires and historic bed and breakfasts in winter; blooms and berries in spring; and cool cellar door retreats in summer.

The region is home to more than 200 grape growers and 50 wine labels. Look out for famous names like Petaluma, Nepenthe, Shaw & Smith, Ashton Hills and Chain of Ponds at Gumeracha.

Visit Hahndorf for its German heritage; Woodside for its antiques; Stirling for its organic market and excellent shops; Gumeracha for its giant rocking horse (voted best big thing in Australia); Bridgewater for the

award-winning cellar door and restaurant at Bridgewater Mill; Birdwood for the National Motor Museum; Macclesfield for its Sunday market; and Norton Summit for the Scenic Hotel.



For further information about visiting the Adelaide Hills, contact Tourism SA, telephone (within Australia) - 1300 655 276; international enquiries - +61 8 8303 2220, or visit



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PAN FRIED HALOUMI WITH TOMATO CONFIT AND STICKY BALSAMIC

Regattas spring menu is a fresh and lively contrast to some of the warmer, comforting foods of winter. We asked chef Matthew Fryar for the recipe for just one of his luscious creations.

6 pieces of good quality haloumi cheese (approx. 80gms each)
Balsamic reduction or vin cotto*

6 medium tomatoes

1/2 brown onion

1 clove garlic

2 sprigs thyme

Flour for dusting

Vegetable oil for frying

Milk to soak haloumi

- At Regattas, we use Kangaroo Island sheep's milk haloumi, but any good quality will do.
- Place haloumi into some milk to soak (this helps leech out the excess salt).
- Cut tomatoes into quarters and remove the seeds.
- Finely dice the onion and garlic then sweat off in a little oil until translucent.
- Add the tomatoes and thyme and simmer on low until ingredients become a paste. Season to taste.
- Pour a thin layer of vegetable oil into another frying pan. (You want to gently fry the haloumi, not deep fry it!)
- Remove the haloumi from the milk and dust with flour.
- Fry in the oil, in batches, until golden on both sides. Place onto an oven tray.
- Put haloumi into the oven at 180°C for about 5 minutes or until the centre of the cheese becomes soft.
- Make a pattern with the balsamic on the plate and then, with a spatular, move the haloumi onto the plate.
- Arrange the tomato confit on top of the cheese and garnish with a light salad, preferably green.

*Vin cotto – literally, cooked wine. Available from good gourmet shops, or reduce balsamic vinegar with brown sugar until it becomes syrupy.



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