

# Corporate Profile



The Adelaide Convention Bureau is a private sector, non-profit, membership-based organisation supported by the Government of South Australia and the City of Adelaide. Established in 1972 and formerly known as Adelaide Convention Tourism Authority, the organisation adopted a new name, logo and strategic direction to become the Adelaide Convention Bureau in February 2010.

As the peak body for Business Events in South Australia, the Adelaide Convention Bureau is the official organisation responsible for promoting Adelaide and South Australia as a desirable business meeting and conference destination. It actively markets and promotes the state both nationally and internationally to convention, meeting, exhibition and incentive travel buyers. Our clients include corporations and major associations who may share a motivation to host exceptional events in the destination.

In addition, the Adelaide Convention Bureau provides a range of services to its locally based members that may either be of an advisory nature or directly assist them in securing business related to conventions and/or incentive travel.

The Bureau operates under a board comprising industry leaders from a variety of sectors and local Government, with a locally based team that is set to expand its marketing team into other territories in the future.

In 2008, the Adelaide Convention Bureau was recognised by 'Meetings and Events Australia' as the most efficient destination marketing organisation of its kind. Adelaide was rated the 3rd best destination in the world for business travel by The Economist in July 2009.

#### **The Adelaide Convention Bureau mission...**

We thrive in our role as the peak body for business events in Adelaide, South Australia.

We bring people together toward a common purpose, and our brand underlines this.

Our organisational objectives are clear:

- Promote and develop Adelaide, South Australia as a leading business events destination
- Achieve full support and commitment of industry stakeholders, and in return represent their best interests
- Attract business events to Adelaide, South Australia

Our promise to the consumer reads:

"Adelaide, Australia an inspiring and innovative destination, which brings people together to share in the exceptional!"

Key initiatives and programs of the Adelaide Convention Bureau, designed to assist the organisation in achieving its goals, include...



Destination SA is an exciting annual business events showcase held in Adelaide, South Australia. The event presents the best experiences, products and services available within the destination to the organisers of all types of business-focussed events (conventions, conferences, and exhibition and incentive groups). Hosted buyers come from Australia, New Zealand and Asia.

Since its inception in 2004, Destination SA has grown to become South Australia's leading opportunity to showcase products and services available and to secure future events. It has also proven to provide great business and networking opportunities for both exhibitors and buyers. Feedback from the market place is that Destination SA is considered as one of the most targeted and effective Australian destination showcases.

Destination SA continues to grow in popularity, with plans underway to make DSA 2010 the largest event to date.



Launched in mid 2008, the Conventions Adelaide Program is an initiative of the Adelaide Convention Bureau and is designed to increase Adelaide and South Australia's ability to attract successful national and international conventions via a state-wide cooperative approach from key industry contributors and beneficiaries.

The Conventions Adelaide Program has attracted high level support from across industry including Patron, Hon Jane Lomax-Smith MP Minister for Tourism, Government Ministers and Executive level Government officials, the city's universities and state industry leaders.

A key component of Conventions Adelaide is the Ambassador Program. High profile industry leaders representing a range of industry sectors have been recruited as Ambassadors to support and assist the development of leads and bid submissions to win conferences for the benefit of their sector and the State and the mutually beneficial legacies these events provide.



Always a destination looking forward, Adelaide, South Australia aims to delight and inspire with its programme of bespoke incentive experiences.

Whilst some Australian destinations are delivering incentive experiences to large international groups on a grand scale, research shows that today's discerning incentive buyers and travellers are seeking more personalised experiences.

Focussing on small to medium-sized groups, The Adelaide Convention Bureau now works with experienced destination specialists to produce unique tailor-made itineraries that offer an exceptional blend of excitement, nature, culture and cuisine, all within truly amazing South Australian settings and landscapes. Whether it is making their own wine, swimming with wild dolphins or great white sharks, dining under the stars in the Australian outback, or sampling an underground hotel - our guarantee is that guests will receive a highly inspirational and memorable experience.