



ADELAIDE CONVENTION BUREAU 'AMBASSADORS' INSPECT SA'S PRIME MEETING VENUES

Adelaide Convention Bureau has treated its Conventions Adelaide Ambassadors to Adelaide's first class business event facilities to help them promote South Australia as a world class business travel destination.

"The outcomes of the weekend were exceptional. As delegates in their own backyard our ambassadors experienced first-hand the unique selling points that a business event in Adelaide can offer," says Damien Kitto, Adelaide Convention Bureau CEO.

"This experience has strengthened their motivation and ongoing commitment to promote South Australia, and indeed Australia, as a world class convention destination with focus on our unique selling points."

Conventions Adelaide Ambassadors represent key sectors and areas of specialty including education, medicine, science, environment, agriculture, politics, media and innovation. All are South Australian leaders, contributors and beneficiaries at the highest levels of their respective fields.

"Our ambassadors have been invited by the Adelaide Convention Bureau to help identify, bid and host international conventions related to their industry in Adelaide," Damien says.

Conventions Adelaide Ambassadors have been directly or indirectly responsible for 17 event bid wins worth almost \$60 million in economic benefit to SA.

For example, 'Ambassador' Professor Brendon Kearney, Director of the Institute of Medical and Veterinary Science, when travelling to international meetings in and "will be on the lookout for opportunities".

"The Conventions Adelaide program has already proven to be a success in terms of economic impact however the legacies of hosting interstate and international delegates in SA are far reaching and go beyond the obvious," Damien says.

The opportunity to profile SA's industry expertise and achievements to Australia and the world, create new business networks and research links in the Asia Pacific and world markets is invaluable.

Business events stimulate trade exports and investment opportunities through business to business relationships and attract globally recognised leaders and speakers who will profile and promote SA as an international destination.

"Our business events also contribute to longer term benefits such as the development of industry skills and the creation of new jobs."