

# Ambassador Update

FEBRUARY 2011

Welcome to the Conventions Adelaide Update, designed to keep our Ambassadors and Team Adelaide partners informed on the activities and results of the Conventions Adelaide Program.

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## Conventions Adelaide Welcomes New Patron

The Adelaide Convention Bureau is very pleased to announce the appointment of the Hon John Rau MP, Minister for Tourism, as the new Patron to the Conventions Adelaide Program.

Minister Rau's appointment demonstrates the high level of support and backing the Conventions Adelaide Program has from State Government in attracting major convention business to South Australia.

Minister Rau said, "I am delighted to lend my support to the Conventions Adelaide Program and the work being undertaken by the Adelaide Convention Bureau to attract the convention market to South Australia".

Our Government recognises the great importance of hosting conventions in this State as a way of significantly enhancing Adelaide's profile in the business, professional and scientific world, creating lasting legacies and economic benefit for South Australia.

That is why we have made a long term commitment to continue building Adelaide as a truly international convention city with the \$394 million expansion plans of the Adelaide Convention Centre and Riverbank precinct.

I strongly encourage all South Australian industry leaders to consider the benefits of bringing their industry conventions to Adelaide and look forward to supporting our team of Conventions Adelaide Ambassadors in promoting our great State to world convention markets", said Minister Rau.



**John Rau**  
Minister for Tourism

The Adelaide Convention Bureau and Team Adelaide partners look forward to working with Minister Rau in developing Conventions Adelaide further so that it is a strong contributor to the State Strategic Plan in delivering a \$6.3 billion tourism industry by 2014.

## New Ambassadors

The Adelaide Convention Bureau also welcomes the following leaders as new Ambassadors to the Conventions Adelaide Ambassador Program:

- **The Right Honorable, The Lord Mayor, Mr Stephen Yarwood**
- **Mr Lance Worrall, Chief Executive, Department of Trade and Economic Development**

And a warm welcome back to:

- **Dr Jane Lomax-Smith, Acting Director, The Royal Institution of Australia**

We look forward to working with all of our Conventions Adelaide Ambassadors in achieving our goal of attracting more conventions to South Australia.

# Ambassador Update

## How Can Ambassadors Help?

A Conventions Adelaide Ambassador's role is predominantly an advisory responsibility, introducing business opportunities and assisting in opening doors for the Adelaide Convention Bureau team.

Conventions Adelaide Ambassadors are leaders in their field, recognised nationally and internationally for their professional achievements and acknowledge the great benefits of hosting conventions in South Australia.

Ambassadors contribute to the Conventions Adelaide Program through:

- Providing input and support to bid preparation
- Providing insight and expertise on factors that may sway bids to Adelaide
- Liaison with national and international association executives
- Providing leads on potential conference opportunities
- Promoting Adelaide as an international convention city wherever possible

Please contact:

**Kathryn Pullman, Conventions Adelaide Manager,** email: [kathryn@adelaideconvention.com.au](mailto:kathryn@adelaideconvention.com.au) should you require further information on the various ways you can help in your role as a Conventions Adelaide Ambassador.

## In Memoriam - Professor Gavin Brown

The Adelaide Convention Bureau pays tribute to one of our Conventions Adelaide Ambassadors, Professor Gavin Brown, who sadly passed away on 25th December 2010.

Professor Brown was the inaugural Director of The Royal Institution of Australia and was a former Vice-Chancellor of The University of Adelaide.

The Adelaide Convention Bureau greatly appreciated Professor Brown's support of the Conventions Adelaide Program and his interest and involvement in promoting Adelaide as a great convention city.

## Ambassador Advisory Workshop

A workshop was recently held with the combined sales and marketing teams from the Adelaide Convention Bureau and Adelaide Convention Centre – our key drivers in attracting convention business to the State.

Three Conventions Adelaide Ambassadors kindly lent their time and support to this workshop and offered advice that will assist the teams in developing stronger strategies for winning international convention bids for South Australia.

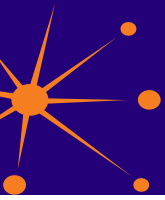
Thanks to Professor Glyn Jamieson (Professor of Surgery, The University of Adelaide), Professor Geoff Fincher (Deputy Chief Executive Officer, Australian Centre for Plant Functional Genomics), Professor Robert Vink (Head of School of Medical Sciences, The University of Adelaide).



Glyn, Geoff and Robert have all successfully hosted an international convention in Adelaide, so were the ideal candidates to offer their expertise and insights into their experiences and successes.

Following the workshop, the Adelaide Convention Bureau has been able to make improvements to Adelaide's bid document including a stronger emphasis on promoting the safety/security component of holding a convention in Adelaide and the destination's great appeal for delegates to combine a family holiday.

All Ambassadors are welcome to view the Bureau's new bid document as it is a highly professional, user-friendly and very appealing presentation on Adelaide as a world class convention city.



# Ambassador Update

## Adelaide Convention Bureau's New Name a Winner

The Adelaide Convention Bureau has taken out the award for "Tourism Marketing" at the recent South Australian Tourism Awards Ceremony.

"We're of course thrilled with the award" said Damien Kitto, Adelaide Convention Bureau CEO. "I'm so proud of the entire Adelaide Convention Bureau team who worked tirelessly on our re-branding campaign which as anyone who has undertaken such a task, understands is not easy. The research, consultation, strategy, design, marketing and final presentation of the product we were able to present to the local, national and international market was incredible".

Media interest from national and international publications has resulted in a number of multi-page features on South Australia being published in the past few months.

The Adelaide Convention Bureau's Tourism Marketing award submission will now be submitted for the National Awards to be announced on 11th March 2011.



## Premier's Games Appeal Dinner

Ambassadors enjoying the hospitality of the Adelaide Convention Centre for the 2010 Premier's Games Appeal Dinner included Professor Ross McKinnon and partner, Ms Jill Pengelley, and Ms Elizabeth English and partner, Dr Don English. Also pictured: Ms Jo Robinson and Ms Vanessa King from the Adelaide Convention Centre and Kathryn Pullman from the Adelaide Convention Bureau.

"Adelaide and indeed South Australia is for me the best kept secret in Australia. Adelaide itself is one of those few cities which has all of the amenities and attractions of a big city, but has the intimate and friendly feel of a smaller town. One gets the feeling that Adelaide is small enough to care yet big enough to make anything happen. For me, travellers to Australia can choose to follow the tourists to the bridge, rock and reef or they can find the real Australia in Adelaide and South Australia. Here it is less touristy but more authentic."

Mr Gerard Brown, International Business Development Director  
Routes Development Group, Routes AP Conference

## Conventions Adelaide Program Results

Since its inception the Conventions Adelaide Program has secured nineteen international conventions and seven national conventions which will attract over 20,000 delegates to Adelaide and contribute around \$70 million to the South Australian economy.

Some of the major conventions secured through the program include:

- AusBiotech National Convention 2011 - 1500 delegates
- Asia Pacific Conference on Sustainable Energy and Environmental Technology 2011 - 150 delegates
- International Congress of Women Engineers and Scientists 2011 - 500 delegates
- 19th Biennial Congress of the World Council of Enterostomal Therapists 2012 - 1000 delegates
- International Rural Network Forum 2012 - 600 delegates
- 4th International Barcode of Life Conference 2012 - 350 delegates
- World Aquaculture Congress 2014 - 3000 delegates

Many of our Conventions Adelaide Ambassadors have been directly or indirectly responsible for these wins and thank-you to all Conventions Adelaide Ambassadors for their strong support.



# Ambassador Update

## What Makes Adelaide a Great Conference Destination?

There are 5 key reasons that set Adelaide apart as an exceptional conference city:

- 1. Team Adelaide** – industry partners are committed to a strong team approach to securing major conventions and events. From client site inspections to familiarisations, bid presentations and event marketing support, Team Adelaide ensures conferences are welcomed by the whole city.
- 2. The 20 Minute City** – where else in the world can conference delegates arrive at an airport, take a 15 minute ride to a 5 star hotel, be adjacent to an internationally acclaimed convention centre and just 20 minutes from beautiful beaches and stunning wineries?
- 3. World's Best Wine** – fabulous festivals and amazing events. Famous for its world renowned wine regions, home to vibrant arts and music festivals, and an annual calendar of major sporting events, Adelaide offers visitor experiences that rival any major city.
- 4. Thinking City** – Team Adelaide recognises that a convention needs more than our fabulous destination and infrastructure to ensure success. The city is home to many renowned specialists from the fields of healthcare, mining, defence, renewable energy, biosciences, technology and higher education. The engagement of these industry leaders allows successful delivery of conference programs.
- 5. The Australian Experience** – Adelaide is the gateway to unique and genuinely “Australian” touring experiences.

Electronic and hard copy presentation materials promoting Adelaide's strengths as a convention city are available for all ambassadors to utilise when required.

Please contact Kathryn Pullman should you wish to obtain a copy. Email: [kathryn@adelaideconvention.com.au](mailto:kathryn@adelaideconvention.com.au)



“Adelaide is the most civilised city in Australia. It's always at the forefront of everything that's progressive and innovative. This tradition, coupled with the collaboration and teamwork displayed by all the business events service providers makes it the perfect place to hold a conference”.

Bryan Holliday, Managing Director, ICMS  
Australasia Pty Ltd

For further information regarding the Conventions Adelaide Ambassador Program, please contact:

**Kathryn Pullman, Conventions Adelaide  
Program Manager  
Adelaide Convention Bureau  
GPO Box 351, Adelaide, SA 5000  
Ph: 8237 0100  
Email: [kathryn@adelaideconvention.com.au](mailto:kathryn@adelaideconvention.com.au)**

