Opportunity
The Adelaide Convention Bureau in collaboration with Health SA presented a bid to attract the National Rural Health Alliance’s National Rural Health Conference to Adelaide in 2013.

Background
The National Rural Health Alliance’s (NRHA) vision is to establish equivalent health and well-being in rural, regional and remote Australia by 2020. The NRHA believes that all Australians should have equitable access to appropriate health services regardless of where they live. Twenty-nine member bodies, each a national body in its own right, comprise the NRHA.

Conference Details
The National Rural Health Conference is held biennially, and attracts approximately 1200 delegates from across Australia for a 4 day conference. The conference features an exhibition of 50 exhibition booths as well as various social functions.

The conference is traditionally held in March; however the Bureau indicated that April would be more preferable to avoid the cities festival period and high hotel occupancy rates.

Competition
Competition was cities serving as regional centres that could accommodate NRHA - Northern Territory, Victoria and Tasmania.

Bidding Process
Through research and various business development activities, the bidding process was able to begin as outlined below.

2008 - A bid was submitted for the 2011 conference, however unfortunately Adelaide was unsuccessful. This then meant the next opportunity for Adelaide to bid was for 2013.

2008 to 2010 - The Bureau continued to build on the relationship with the client, including a meeting at AIME (Asia Pacific Incentive & Meetings Expo) in February 2010. This is where the opportunity to bid for the 2013 conference was further explored.

May 2010 - Bureau agreed a high level of engagement with Health SA and following this an official bid was submitted.

October 2010 - Client attended the SA National Road Show held in Canberra.

November 2010 - Final decision was made...Adelaide announced the winner for 2013!

In securing the 2013 conference, the Rural & Remote Health Scientific Symposium Conference for June 2012 (100 delegates over 3 days) was also confirmed to Adelaide.
Relevance of SA to the Bid

- The size of the event was ideally suited to the Adelaide Convention Centre’s capacity.
- Adelaide is considered a smaller capital city; therefore this met with their rural connections.
- Significant planning and investment in rural health was currently underway in SA - This included GP Plus Medical Centres, which provide a broader range of services in rural areas, and is in line with the National Health & Hospitals Reform Commission proposal which is strongly supported by the NRHA.
- As part of country Health Strategic Plan, greater emphasis was to be placed on attracting and retaining rural health workers and professional development.

Benefits

The National Rural Health Conference 2013 is forecast to generate 1200 delegates over 4 days, producing $4.2 million forecasted economic impact and 5,460 forecasted bed nights to the state.

This conference supports the key groups of the Government of SA and Health SA in developing healthcare in rural areas. The conference is an ideal way to showcase initiatives underway.

“Planning for the next conference starts two years out with the selection of the destination. The NRHA accepts bids from interested destinations and venues and takes into account many aspects including the size of the venue, number of accommodation rooms in close proximity, travel costs for delegates and transport in and around the city.

The bid received from the Adelaide Convention Bureau was comprehensive and professionally presented.

The team at the Bureau were very knowledgeable about their city and provided excellent advice about Adelaide as a destination. Apart from the fact that Adelaide met all our requirements, it was chosen to host the 12th Conference to be held in April 2013 because it is centrally located, was very cost competitive in terms of the venue and travel and accommodation costs for delegates suited a variety of budgets.”

Leanne Coleman
Conference Manager, National Rural Health Alliance