



TEAM ADELAIDE WORKING ON A HEALTHY BUSINESS TOURISM GENRE

With the influx of activity around infrastructure coming to a peak, the Adelaide Convention Bureau is bringing its Team Adelaide and its Conventions Adelaide ambassadors together to work to bring business events to South Australia.

Of particular focus is the health, pharmaceutical and medical research genre given the newly opened \$200m SAHMRI (SA Health and Medical Research Institute) and the currently under construction Medicine and Cancer schools and new Royal Adelaide Hospital and Women's & Children's Hospital– all positioned within the CBD and adjacent the soon to be completed Adelaide Convention Centre upgrade.

“Our new health precinct will be world class on so many levels and presents a unique opportunity to position South Australia as the destination of choice for medical conferences” said Damien Kitto, CEO Adelaide Convention Bureau

“Health, Pharmaceutical and Medicine are extremely active fields of business within the business tourism genre. With our soon to be completed Convention Centre adjacent the new health precinct, we are positioned perfectly to attract these lucrative events” he said.

The Bureau has been working closely with SAHMRI over last year to attract major conventions related to SAHMRI's themes with \$51m of events already having been won including the 2016 International Symposium on Supportive Care in cancer which will attract 1,500 of the world's top supportive care practitioners and researchers, and contribute \$5.7 million to the state's economy.

In addition there are currently 28 major conferences related to SAHMRI worth a further \$85million to the state in the pipeline.

Prof Steve Wesselingh, CEO of SAHMRI echoed the sentiments of Mr Kitto. In outlining the facilities within the SAHMRI building – a 25,000 sq/m floor-space housing over 600 medical researchers working in conjunction with the Royal Adelaide Hospital as well as the Flinders Medical Centre – all within easy walking distance of the Adelaide Convention Centre and the Adelaide Oval which are all part of the \$3b Riverbank precinct redevelopment.

With air access to Adelaide at an all time high, Adelaide remains one of the most affordable, walkable and accessible convention destinations in Australia. It is extremely economical, and event organisation and delivery is easy.

The SAHMRI was officially opened by Prime Minister Tony Abbott and Premier Jay Weatherill on Friday 29th November 2013. The new Royal Adelaide Hospital is due for completion in 2017 with the adjacent Women's and Children's hospital set for completion in 2023.

About Adelaide, South Australia

- The City of Adelaide is enjoying an unprecedented infrastructure investment across the city
- The \$3b CBD Riverbank development includes a new entertainment and dining precinct as well as a footbridge over the River Torrens connecting the Riverbank Promenade with the Adelaide Oval
- \$535m Adelaide Oval upgrade
- The Festival Centre and Plaza in planning stages
- The redevelopment and upgrade of the Skycity Adelaide Casino due for completion in 2016
- The \$350m, two stage redevelopment of the Adelaide Convention Centre
- \$30m upgrade of the city's premiere shopping precinct – Rundle Mall
- New health precinct including SAHMRI, new Royal Adelaide Hospital and Women's & Children's Hospital
- Named one of Lonely Planet's Top 10 places to visit 2014
- Named 'Australia's wine capital, which doubles as a food mecca' by New York Magazine 10/2013
- Adelaide to be the first film in the National Geographic series about 'Smart Cities of the World'
- Three new hotels with a total 650+ rooms opening in mid 2014



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