



## **THE LAW OF SPORT AT THE OVAL**

Adelaide Oval our much lauded ground for all things sport is also making its mark as a conference and function venue with it recently being named the host venue for the 2014 ANZSLA (Australian & New Zealand Sports Law Association) conference in October.

In announcing the host destination, Ms Venetia Stewart, President of ANZSLA said "Adelaide was an easy choice as the host city for this 2014 conference. It is clearly a city on the move and the option to hold the conference at the new Adelaide Oval was one we could not ignore – it is most attractive for our delegates as a destination".

It is expected the 150 delegates will deliver \$550,000 to the state economy during the 2 day conference to be held 22-24 October 2014 which was won with the assistance of the Adelaide Convention Bureau's Conventions Adelaide programme.

Damien Kitto explained "Conventions Adelaide is essentially an ambassador based programme with business leaders from various genres asked to help identify conference opportunities for South Australia. The Bureau then works with the ambassadors in helping Adelaide win the right to become the host city for the event. In the case of ANZSLA, Nigel Wilson (Senior Lecturer, Adelaide Law School) and ANZSLA Conference Committee member is also a Conventions Adelaide ambassador.

The ANZSLA conference will be the second conference to be held at the Oval with the AFL holding its national coaching conference there 31 Jan to 2<sup>nd</sup> Feb with an attendance of 500 expected.

"The Adelaide Oval is a world-class sporting and entertainment venue. However, a significant focus of the stadium's redevelopment was also to create an outstanding location to host conferences and corporate events – and the new Adelaide Oval delivers just that," said Adelaide Oval SMA CEO Andrew Daniels.

"We have already hosted a number of large conferences and, with 22 events spaces capable of catering for functions of all sizes and formats, the interest in using this unique and iconic venue has been overwhelming."

Adelaide, having recently been voted 9<sup>th</sup> in the world's top 10 cities to visit in 2014 is being used to help attract delegates to the conference from interstate and overseas. Lonely Planet's Chris Zeiher says the Adelaide Oval redevelopment sparked the city's nomination – ANZSLA are taking full advantage of this in promoting their event and our state.

### 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 of 650+ rooms opening mid 2014



@adlconv



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