ADELAIDE, SOUTH AUSTRALIA... NOW IS THE TIME!
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Adelaide, South Australia is positioning itself on a global scale for major conventions.

The destination is currently undergoing an unprecedented level of infrastructure development and investment, which will further enhance the city’s already renowned ‘ease of use’ functionality and services to the Business Events sector.

A vital component is the re-development of Adelaide’s ‘Riverbank Precinct’ - home to Adelaide Convention Centre, Adelaide Oval, Adelaide Festival Centre, Adelaide Casino, InterContinental Adelaide and surrounding plazas. This area is developing as a world-class convention and entertainment precinct creating a lively and connected promenade including a footbridge linking the Adelaide Oval and northern side of the River Torrens. Complementing these developments is a world leading Health and Medical Research Institute, and other key health and medical developments, cementing Adelaide’s reputation as a hub for related conventions.

Adelaide Convention Bureau CEO Damien Kitto underlines the importance of this commitment;

“As we all know, to be successful in the global convention market, a destination must have the right mix, standard and location of core convention infrastructure. By enhancing and growing the Riverbank precinct Adelaide is not only able to service major conventions of 3000+ delegates, but is also creating unique synergies with institutions that will drive and support convention content. Our city has great ambition and intention in this area.”
Adelaide’s Riverbank Precinct
A CONVENTION, ENTERTAINMENT AND RESEARCH PRECINCT

Adelaide’s Riverbank Precinct is an iconic public space, offering panoramic views across the River Torrens, the North Adelaide Parklands, Adelaide Oval and beyond. It is situated in the heart of Adelaide and fulfils a special role in the life of the city. It incorporates the Adelaide Convention Centre, the Adelaide Oval, South Australian Health and Medical Research Institute (SAHMRI), New Royal Adelaide Hospital, Adelaide Festival Centre, Adelaide Casino and a number of major hotels.

Designed to be a safe and inclusive place day and night, a hallmark of the precinct’s identity and success will be its mix of activities and events, providing South Australians and visitors with the widest possible range of choices. Cultural, commercial, retail, lifestyle, recreational, sporting and civic activities, events and businesses combine to create a multitude of experiences to a diverse demographic, sustaining return visitation.

The redevelopment of the Riverbank Precinct is one of the city’s largest and most significant urban renewal initiatives. It provides connectivity between North Terrace and its many hotels and Adelaide Convention Centre with Adelaide Oval and its surrounding sporting facilities via the footbridge linking the Oval and the Riverbank Promenade.

Through its long-term vision the Riverbank Precinct will provide new opportunities for economic development, tourism and employment, aligning with key elements in South Australia’s Strategic Plan, and helping to achieve a number of targets. This includes contributing towards increasing visitor expenditure in South Australia’s tourism industry from $5 billion in 2013 to $8 billion by 2020.

The precinct’s multiple urban experiences are created through urban and natural landscapes: parklands, streets, lanes and plazas will create an exciting series of journeys.

Plans are also in the pipeline for the re-development of the Adelaide Festival Centre and Adelaide Casino – all of which form an integral part of the Riverbank Precinct.
Central to this exciting period for Adelaide and key to the business events industry, is the $350 million two stage redevelopment of the Adelaide Convention Centre. This will significantly increase capacity and flexibility with the end result being three distinct interlinked buildings.

STAGE ONE
Stage one is underway - a carefully designed construction process will see the centre run ‘business as usual’ throughout the expansion period which is due for completion in late 2014.

- An additional 4,300 square metres of multipurpose convention floor space, associated pre-function spaces and multiple meeting spaces.
- A new 600 seat ballroom built with spectacular views over the River Torrens and Parklands.
- Approximately 18 breakout rooms.
- Organiser’s offices.
- Speaker preparation rooms.
- A new alternative main entry including vehicle drop off from Montefiore Road and pedestrian link to North Terrace.

STAGE TWO
Stage Two of the redevelopment will replace the existing plenary building and has a completion date of 2017.

Internet connectivity required
The iconic Adelaide Oval completed a $535 million renovation, in time to host the Ashes cricket test. This unique project saw the famous heritage of the Oval preserved whilst bringing the very best of new world wide designs and stadium operations to the venue.

The Oval project places Adelaide on the global map for a range of international and national entertainment and sporting events. It will encourage interstate and international tourism and create a dynamic that will allow the people of Adelaide and their visitors to enjoy - in their thousands - the Riverbank Precinct at a point where North Terrace, the River and the Oval come together.

When looking at stadiums across the world, Adelaide Oval is unique in many ways but one of its best attributes is proximity to the city. Located 400 metres across the Festival Plaza and the River Torrens (connected by a new footbridge), Adelaide Oval is twice as close to the city as the MCG is to Melbourne.

From a business events perspective Adelaide Oval offers 22 diverse meeting and event spaces, catering for as few as 5 to as many as 3,000 guests. This includes the flagship ‘William Magarey Room’ offering panoramic views across the city for gala events.

The new stadium includes multiple dining spaces as well as hospitality suites, open boxes, open bars, BBQ terraces and food courts.
Adelaide’s Biomedical Hub
FERTILE GROUND FOR CONVENTIONS

As part of the Riverbank Precinct, Adelaide is creating a fully integrated Biomedical Hub, offering fertile ground for successful conventions in the fields of health, medicine and related sciences.

SAHMRI
SOUTH AUSTRALIAN HEALTH AND MEDICAL RESEARCH INSTITUTE

Adelaide, Australia’s reputation in health and medical research has received a ‘shot in the arm’ through the development of the SAHMRI – the founding members of which are the Government of South Australia, University of South Australia, Flinders University and The University of Adelaide. The project was also backed by the Australian Government.

This $200 million plus investment (pictured above) will fundamentally improve the quality of life for all people through innovative, world class and ground breaking health and medical research.

The institute is home to 600 researchers working in over 25,000 sq/m of world class facilities combining the best bioscience and public health research under one roof ensuring a strong link between fundamental biology, clinical care delivery and policy. Key SAHMRI themes include cancer, heart health, nutrition and metabolism, mind and brain, infection and immunity, Aboriginal health, and, healthy mothers, babies and children.

The institute adds great strength to the Adelaide Convention Bureau’s ‘Conventions Adelaide’ program. This initiative identifies global association conventions with relevance to Adelaide’s key industries and areas of speciality and offers organisers a direct line to leading specialists and institutions operating within their field across Adelaide, Australia and the Asia Pacific.

SAHMRI is the focal point of what will soon be considered one of the most significant health and medical research hubs in the Southern Hemisphere (see further details overleaf).
Adjacent to SAHMRI will be the new Royal Adelaide Hospital at the western end of North Terrace and the Riverbank Precinct. The new hospital — due for completion in 2016 will see a 30% increase in treatment spaces over what the current facility offers. This alone represents a $1.8 billion investment. A new Women’s and Children’s Hospital is also set to be built at this site.

THE UNIVERSITY OF ADELAIDE Clinical Health School

The University of Adelaide will construct a new clinical health building, bringing the schools of Medicine and Nursing together, next to the new Royal Adelaide Hospital and the South Australian Medical Research Institute (SAHMRI), which is due to open in 2016.

UNIVERSITY OF SOUTH AUSTRALIA Centre for Cancer Biology

The Centre for Cancer Biology will form part of the University of South Australia’s significant health and biomedical footprint in the North Terrace hospital precinct and will be housed in a new facility currently being planned. The centre is due to open in 2016.

*Images used are artist impressions*
Other Major Projects

VICTORIA SQUARE
A $24 million rejuvenation of Victoria Square as an accessible, lively and people-focused space. Construction was finished in time to accommodate the world renowned Tour Down Under in January 2014 and signature events of Adelaide’s Fringe Festival.

NEW HOTELS
In mid 2013 the new Quest on Franklin opened offering 117 serviced apartments. In mid 2014 the new 170 suite Mayfair hotel will open in the heart of Adelaide, which will be joined by the new 307 room ibis hotel (pictured) and the 105 room Quest on King William South. A number of existing city hotels also plan for significant refurbishments.

RUNDLE MALL PRECINCT
A city block comprising the longest shopping mall in Australia along with a labyrinth of laneways, arcades and alleys had a masterplan for its redevelopment advanced in 2011, with much of the work already completed.

ADELAIDE CASINO
Plans are at advanced stages for a $300 million transformation of Adelaide Casino which would include a new luxury hotel.
The Adelaide Convention Bureau and its Team Adelaide partners promote key reasons to select the destination for major business events. These are well positioned in relation to this period of development.

‘SUPERB ACCESS, EASE & VALUE’
... in Australia’s most walkable city
Complete accessibility and convenience in a safe environment with excellent cost effective infrastructure.

‘WORLD CLASS CONVENTION, ENTERTAINMENT & RESEARCH PRECINCT’
... Australia’s latest & greatest
$3 billion development project integrating state of the art technology and modern facilities.

‘GLOBAL LEADERS OF INDUSTRY & INNOVATION’
... engaged for your event
A vibrant mix of cultural and industry leaders, fostering innovation, knowledge, creativity and a commitment to sustainability.

‘WORLD’S BEST WINE, FABULOUS FESTIVALS & NATURAL WONDERS’
... the Australian experience
Adelaide, the gateway to unique, inspiring and truly ‘Australian’ incentive and touring experiences.

‘TEAM ADELAIDE’
... supporting you as one
Creative tailor-made solutions delivered by a collaborative and engaged industry.
In recent times the following notable organisations and publications have further underlined Adelaide, South Australia’s global credentials as an appealing, vibrant, affordable and accessible destination.

LONELY PLANET:  
“One of the World’s Top Ten Cities for 2014”

CHICAGO TRIBUNE:  
“In Australia, urban perfection is spelled Adelaide.”

ECONOMIST MAGAZINE:  
“3rd Best City in the World for Business Travel” and  
“5th Most Liveable City in the World”

NATIONAL GEOGRAPHIC:  
Adelaide is the first film in the National Geographic series about ‘Smart Cities of the World’

AUSTRALIAN PROPERTY COUNCIL:  
“Australia’s Most Liveable City”

NEW YORK MAGAZINE:  
“Australia’s wine capital, which doubles as a food mecca”

Now is the time for organisers and delegates to meet in Adelaide and see for themselves!