



\$5M HAPKIDO SEMINAR AND CHAMPIONSHIPS FOR ADELAIDE

Adelaide, Australia: The 2017 World Hapkido Federation Championships and Seminar will be held in Adelaide. Leon Bignell MP, Minister for both Recreation & Sport and Tourism made the announcement at the welcome cocktail party for the Adelaide Convention Bureau's Destination South Australia (Destination SA) - a showcase event promoting Adelaide to the business events sector.

The Bureau hosted a delegation from Korea and Germany representing the World Hapkido Martial Arts Federation enjoyed a tour of Adelaide including site inspections at a number of potential Adelaide venues for their event ahead of the Destination SA welcome reception. They confirmed their decision to have Adelaide host their 2017 event with the Bureau just one hour before the welcome reception cocktail party held in the newly opened west wing of the Adelaide Convention Centre.

"We couldn't have asked for a better way to start Destination SA. The confirmation of this event which is worth \$5m to the state was a fantastic way to launch our four day showcase. To have the Minister break the news in front of the local industry as well as our guests comprising major convention hosts and decision makers in addition to media from NZ, Asia and interstate was perfect" said Damien Kitto, CEO Adelaide Convention Bureau.

The Adelaide Convention Bureau – in conjunction with Events South Australia and with assistance from David White, President of the Australian Hapkido Federation, has held discussions with the World Hapkido Martial Arts Federation in Korea since 2013 with respect to hosting the 2017 World Championships and Seminar. A visit to Korea by a South Australian delegation in 2014 led to a formal invitation to tender being offered to Adelaide and the bid was submitted in late 2014.

The 2017 World Hapkido Championships and Seminar will involve around 2,500 people of which, 2,000 will be international competitors and delegates and 500 will be Australian. It has a \$5 economic benefit and will create around 50 jobs. Whilst the exact dates have not been confirmed it is expected to be held in May.

Tourism Minister Leon Bignell said "This is a huge coup. We are thrilled the World Hapkido Martial Arts Federation has chosen Adelaide to host the 2017 World Championship and Seminar."

"South Australia's reputation as a world class events destination continues to grow both intrastate and internationally. We have shown South Australia has the infrastructure, the environment and the culture conducive to attracting international visitors to our state" said Mr Bignell.

About Hapkido (from Wikipedia)

Hapkido is a highly eclectic Korean martial art. It is a form of self-defense that employs joint locks, grappling and throwing techniques of other martial arts, as well as kicks, punches, and other striking attacks. There is also the use of traditional weapons, including knife, sword, rope, jool bong (nunchaku), cane, short stick (dan bong), and middle-length staff which vary in emphasis depending on the particular tradition examined.

Hapkido contains both long- and close-range fighting techniques, utilizing jumping kicks and percussive hand strikes at longer ranges and pressure point strikes, joint locks, or throws at closer fighting distances. Hapkido emphasizes circular motion, redirection of force, and control of the opponent. Practitioners seek to gain advantage through footwork and body positioning to incorporate the use of leverage, avoiding the use of strength against strength.

About Destination SA

Destination SA is the Adelaide Convention Bureau's annual four day showcase event which creates highly effective business to business opportunities showcasing South Australia's business event industry to fully qualified buyers -

people who are directly involved in organising meetings, conferences, special events, exhibitions or compiling tour itineraries for incentive travel to be awarded by businesses to their customers or staff.

Over 50 event buyers and organisers from interstate and overseas visit Adelaide to experience the city's offering first hand and meet with local suppliers experiencing South Australia first hand via a series of two day famil tours to various parts of the state. A national and international media contingent also attend with the aim of preparing feature stories in their publications about Adelaide, South Australia.

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