



7 July 2015

POWERFUL ASSOCIATIONS GROUP MEET IN ADELAIDE NEXT WEEK

STAKES ARE HIGH AS 300 COULD BRING HUNDREDS OF MILLIONS

In conferencing terms 300 delegates is not a large number however in this instance, the delegate number defies the importance of the event.

The stakes are high for Adelaide as the city showcases itself to the delegates attending the **Associations Forum National Conference 2015** on July 14 and 15. Delegates comprise CEO's and other high level executives from a range of national Associations including health, science, engineering, education technology to name a few.

"The Associations segment represents South Australia's largest business events contribution and potential with regard to hosting conventions, meetings and other related events. This group of 300 has the ability to add hundreds of millions to the state's visitor economy by bringing their convention to Adelaide in the future" said Adelaide Convention Bureau CEO, Damien Kitto

"Over and above that, should these association leaders decide to bring their national or international Association's conference here in the future, the opportunities and legacies their event affords the local industry and practitioners is priceless in terms of business dialogue, networking, investment, knowledge transfer and skilled migration" he said.

Of equal importance for the state, the Associations Forum National Conference will serve to highlight to the decision makers in attendance, the economic benefits and ease of operating their Association members offices in Adelaide.

The Adelaide Convention Bureau worked with Associations Forum to secure this event for Adelaide in 2015. The timing was deemed perfect to highlight the completion of our investment in infrastructure at the Adelaide Oval, The Adelaide Convention Centre and SAHMRI whilst showcasing the projects still in work at the Bio-Medical hub and across the Riverbank Precinct. The recent spate of announcements re new hotel builds in Adelaide is also an attractive proposition for the city's future hosting of events.

However – competition is fierce and whilst we have the luxury of being the host city, exhibitors and guests at the Conference next week will include interstate business events venues and operators.

About Associations Forum

The mission of Associations Forum is 'bringing associations together to boost performance'. It is the leading organisation assisting associations and charities in governance, operations, membership and finances in Australia. Established in 2004, Associations Forum is a commercial, member-based network of over 500 associations, charities, clubs, societies and other not-for-profit organisations.

The purpose of the annual national conference is to share knowledge and best practice with a small but high-level delegation of CEO's and senior staff from a range of different industry sectors around Australia.

www.adelaideconvention.com.au

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