



DOUBLE OPENINGS REINFORCE ADELAIDE AS THE HEALTH SCIENCES DESTINATION OF CHOICE

Adelaide, South Australia's solid reputation as a premier health sciences destination has been further enhanced with two major events occurring within the past week.

30th August marked the official opening of the final phase of the A\$397m Adelaide Convention Centre redevelopment. This outstanding venue with state-of-the-art facilities will have a capacity for 3500 delegates and is the culmination of a full upgrade and expansion to almost three times of its original size when it was constructed as Australia's first purpose built convention centre.

In addition, on 5th September, Adelaide's new A\$3bn Royal Adelaide Hospital opened its doors thus completing the current stage of the \$3.6bn BioMed City. This too is a world class building with some of the most advanced and hi-tech facilities and services to rival any hospital in the world. That the hospital is located within the largest BioMed City* in the Southern Hemisphere which is adjacent the Adelaide Convention Centre, which in turn sits on the doorstep of 1500 hotel rooms - and all are within the sporting, dining and entertainment laden Riverbank precinct, consolidates Adelaide's position internationally as a destination of choice for Health-Science events.

Additionally – the airport is just 15 minutes from the CBD through which a free tram service connects all conference facilities should walking – though easily done, is not desired. This combination of venues, facilities, globally recognised personnel and the fantastic fresh food and fine wine offering for which Adelaide is noted makes it one of the most highly desirable, easily accessible and convenient conference destinations in the world as experienced first-hand by a group of invited personnel earlier this year.

The Adelaide Convention Bureau recently held its annual 'medical famil' with a number of association executives and key media in attendance. The touring party was privy to a sneak peek at the new wing of the Convention Centre, toured the South Australian Health & Medical Research Institute (SAHMRI) and enjoyed the sumptuous fresh food and fine wines that are synonymous with Adelaide and over which guests consistently enthuse. As with previous years, the feedback was exceptional with both a high level of satisfaction over the destination and a likelihood to bring business to Adelaide. (see infographic below)

Quote – Damien Kitto, CEO Adelaide Convention Bureau

"For the past four to five years we've been focussing a lot of our attention on winning health sciences events and it's certainly paid handsomely with a high percentage of the business won in our consistently record breaking years being within this genre. We're currently sitting on A\$223m of business with a further A\$120m value in the pipeline

"With the openings of both the final stage of the Convention Centre and the new Royal Adelaide Hospital – on top of the recently completed Adelaide University and the imminent opening of the

University of South Australia’s educational and research buildings within the BioMed City it is certainly an exciting time to be selling Adelaide. We know that people visiting our city are surprised and excited by our offering as is evidenced year on year by our famil programs and we look forward to more record breaking figures in the coming years.”

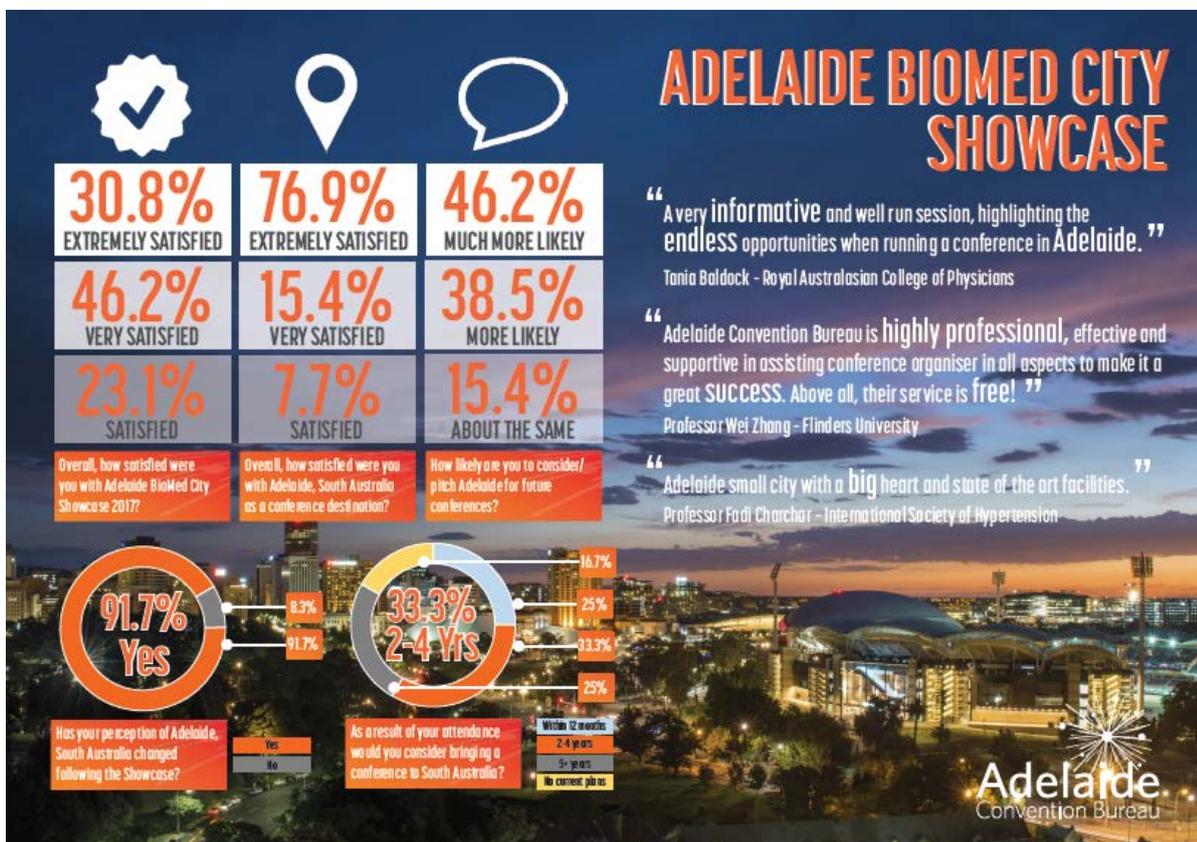
*the Bio-Med City comprises the new Royal Adelaide Hospital, SAHMRI, SAHMRI 2, University of Adelaide Health & Medical Sciences Building and University of SA Health Innovation Building. Vision is at <https://www.youtube.com/watch?v=jYIUdHg4T1E>

Additional sites for further information:

- Health Industries SA <http://healthindustries.sa.gov.au/adelaide-biomed-city.html>
- Royal Adelaide Hospital <https://www.newrah.sa.gov.au>
- Adelaide University <https://health.adelaide.edu.au/engage/facilities-and-services/adelaide-health-and-medical-sciences-building>
- University of SA <http://unisa.edu.au/hib>
- Adelaide Convention Bureau <http://www.adelaideconvention.com.au>
- Adelaide Convention Centre <https://www.adelaidecc.com.au/>

KEY HEALTH SCIENCE CONFERENCES HEADED TO ADELAIDE

- 38th Australian Dental Congress, 3,000 delegates, 2019
- 2018 Australian Diabetes Society Annual Scientific Meeting, 2,000 delegates, 2018
- Royal Australian College of Ophthalmologists 50th Scientific Congress, 1,700 delegates, 2018
- HUPO World Congress, 1,200 delegates, 2019
- Asia Oceania Conference on Obesity, 800 delegates, 2017
- 10th Asia Pacific Conference on Clinical Nutrition, 700 delegates, 2017



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