

REALISING SOUTH AUSTRALIA'S BUSINESS EVENT POTENTIAL

2. INTERNATIONAL DEVELOPMENT

INTRODUCTION

The Bureau showcases South Australia's industry strengths to attract business events. This is a core pillar of success for the Bureau and provides a strong platform to research key events, identify local bid champions and engage industry in supporting bids.

A key contributor to the success of the Bureau's international bid program is its invitation to key decision-makers to visit and experience Adelaide first-hand. During a recent biomedical educational showcase, the Bureau hosted a key stakeholder from Canada, who three months after their visit confirmed an 1,800-delegate conference for Adelaide which will result in 12,699 bed nights and \$10.3 million in economic benefit for the State.

International conferences have the flow-on benefit of attracting global experts and business leaders to Adelaide - boosting international recognition of South Australia and increasing opportunities for foreign direct investment in the state.

This scale of support would allow the State to capitalise on record levels of infrastructure expenditure spanning the extended Adelaide Convention Centre, BioMed City, the Adelaide Casino expansion and multiple hotel projects while also serving to showcase its emerging new economy to the world. Now is the time to maximise the high level of interest in South Australia.

After 9 years of development the Bureau won the rights to host the 2017 International Astronautical Congress. This single event injected over \$24m into the local economy and propelled Adelaide, Australia forward into the International industry with the announcement of a National Space Agency and multiple local companies immediately obtaining business.

Supporting this initiative will provide the Bureau with resources to obtain frequent large scale international conferences and leverage the Convention Bid Fund at a higher rate of efficiency.

DELIVERY

The Bureau proposes to appoint a research officer dedicated to identifying industry-based conventions which complement South Australia's pillars of excellence and to harnessing local bid champions to enhance bidding opportunities.

The Bureau will leverage the state's established reputation in biomedical, agriculture, technology and sustainability industry by conducting annual educational showcases to attract international decision-makers to Adelaide for the purpose of convincing them to host their next international conference in Adelaide.

The Bureau proposes an annual awards program delivering 12 grants a year to South Australians excelling in the areas of life sciences, technology, research and innovation. This awards program is intended to uncover local industry experts who will identify key international events and work in collaboration with the Bureau to bring the events to Adelaide.

In addition, the Bureau will employ a business development manager to develop these international opportunities. Their primary focus will be to engage with key South Australian industries including medical, food and wine, agriculture, advanced manufacturing, resources and defence.

The Bureau will engage international advocates in-market to promote Adelaide as Australia's most desirable conference destination. International Ambassadors will be encouraged to promote Adelaide as a conference destination overseas but also provide them with the resources to develop sector-specific site visit programs in Adelaide.

INVESTMENT

In order to support the additional staffing, resources and program development the Bureau requests an additional \$500,000 per annum of program funding.