

29 September 2018

**ADELAIDE CONVENTION
BUREAU, EOFY 2017/18.
THE FUTURE'S BRIGHT**



An ambitious plan announced 12 months ago by the Adelaide Convention Bureau is now the cornerstone of its strategy to grow the business events sector as confirmed by Chair Jim Kouts at the Bureau's Annual General Meeting.

Designed to maximise the benefits and opportunities arising from the investment in infrastructure across the public and private sector, the plan will better leverage the \$400m redevelopment of the Adelaide Convention Centre, greater international accessibility of the State, and growth in the Asian incentive tour group market.

The legacy opportunities that arise from hosting business events from the moment they are won until well after the last delegate has departed should not be underestimated in advancing the growth of industries and the creation of jobs.

The Adelaide Convention Bureau's EOFY figures include a number of achievements:

- \$180m economic benefit to the State from business secured to South Australia. The figure includes bid wins for two international events of major global significance within their genre. (The World Indigenous Peoples Conference on Education (WIPCE) conference 2020 - 3,000 delegates and The World Congress on Medical Physics and Biomedical Engineering conference 2024 – 2,500 delegates)
- It is the first time two events of this size and calibre have been secured in one year in the Bureau's 43 year history. These two events alone will deliver \$31m of economic benefit and 36,500 bed nights
- Business won in 2017/18 will provide our hotels with 187,700 bed nights, attract 46,000 delegates into the State and create 1682 jobs.
- A focus on the Asia Pacific region has yielded strong results with the \$62m of economic benefit from bids won being double the previous year.
- The year has also created one of the largest business development pipelines in the Bureau's history worth \$470m.
- Highlights of the past twelve months have included hosting the state's largest congress, (68th International Astronautical Congress) and two large incentive tours from China - a 3,000 pax Perfect China tour and a 750 pax Joymain tour.

QUOTE FROM JIM KOUTS, CHAIR ADELAIDE CONVENTION BUREAU

The funding support for the business events sector from the new Liberal Government through Hon David Ridgway MLC, Minister for Trade, Tourism and Investment delivers a golden opportunity for South Australia to capitalise on our advantage as a world-class international business events destination. It increases funds at the right time in the economic cycle and builds on the previous government's commitment to the business events sector. On behalf of the sector, the Bureau thanks and commends the Minister for this funding support and looks forward to continuing to work alongside key government agencies, including the South Australian Tourism Commission, Treasury & Finance and the City of Adelaide as key stakeholders to grow the value that high-spending visitors who attend business events contribute to the State economy.

I would also like to acknowledge the significant contribution from Phil Baker who prepares to leave the Board after 20 years - 11 as Chair. The industry and for that matter the State has benefited significantly through the tireless and enthusiastic contribution of Phil to this not for profit organisation and to the many other leadership roles he has had in South Australia.

QUOTE FROM DAMIEN KITTO, CEO ADELAIDE CONVENTION BUREAU

The past 12 months have seen a concentrated effort in key strategic areas for the Bureau and the results speak for themselves with the value of pipeline business in a realm we've not previously experienced. Winning the two significant international events in one financial year speaks volumes in terms of where the destination sits on the world stage, not only in our physical ability to host such conferences but also for our reputation for staging world-class events. Similarly, we have received significant plaudits from the Chinese delegations visiting South Australia on incentive tours and our reputation for delivering world class experiences within this genre of our business is increasing. With the State Government's increased funding support, the future for South Australia for Meetings, Incentive, Conferencing and Expositions is bright.

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