

A “Team Adelaide” approach to delivering SA a unique recovery advantage with the nation’s only end-to end COVID-safe plan for business events

“Team Adelaide”, convened by the Adelaide Convention Bureau (ACB), has developed a COVID economic recovery end-to-end marketing campaign. It is aimed at the business event guests whom the State’s economy needs to return as soon as possible.

This SA FE campaign markets an Adelaide South Australia promise of exemplary health and safety standards and procedures as our COVID freedoms return. Its promise is that we will do everything we possibly can to ensure that from arrival to departure – end to end, our business event guests will be in the safest possible COVID SECURE environment.

ACB Chief Executive Officer Damien Kitto says that “the suite of multi-use marketing material, to be utilised by ACB members who include Adelaide Airport, AHA (SA), IHG, Accor, Hilton, Adelaide Convention Centre, Adelaide Showground, Adelaide Oval, All Occasions Management and Adelaide Expo Hire promotes the unique capability of South Australia as the State which can develop and market an end-to-end SA FE strategy.

“Such a strategy should ensure our intra and interstate business guests can feel confident to travel here to join us, and to stay, and work with us,” he said.

Mr Kitto said that the airport, hotels, venues, event managers, exhibition construction each gave their time to meet, plan a road to recovery, and construct a joint promise to the State and to our guests that we could do this in a united way.

“Only in SA can such a team of like-minded, economically committed CEs be formed – each with a strong determination to work willingly with each other to signal to the State and its guests that they come first and, because of that, there must be a true, non-competitive team COVID-SECURE end to end approach, like in no other jurisdiction in the nation.

“The campaign adds our “Team Adelaide” united weight behind South Australia’s post-COVID economic health recovery; a necessity that each ACB member organisation strongly supports”, said Mr Kitto.

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