

WHEAT'S UP IN SOUTH AUSTRALIA – as State wins right to host prestigious 2024 International Wheat Congress

Adelaide has been chosen as host city for the third International Wheat Congress 2024. Agtech is one of the South Australian Government's key economic growth pillars and the win is important as an economic driver for the State, and also as global recognition of the State's commitment to, and success in, the Agtech sector.

The 2024 International Wheat Congress will attract some 1000 delegates to South Australia over its five-day program and provide an economic benefit in excess of \$5 million.

SA Premier Hon Steven Marshall MP said he was delighted that the Congress had selected Adelaide as its host destination for the International 2024 business event. "Hosting this prestigious Congress is an exciting opportunity to showcase globally why South Australia is such a successful leader in Agtech".

Mr Marshall said the State looked forward to welcoming international and national delegates and would be encouraging them to seek out long-term business and research collaborations while in Adelaide. "We will also be encouraging them to stay longer and enjoy the wonderful tourism experiences we can offer," he said.

The successful bid team was led by the Adelaide Convention Bureau, (ACB) with the University of Adelaide and the South Australian Research and Development Institute (SARDI). As always it came with strong support from the South Australian Government, and Tourism Australia's Business Events Bid Fund Program.

Wheat is one of Australia's largest exports because of its consistent high quality. Some 70 per cent of the average 22 million tonnes produced annually is traded globally. Within South Australia, the \$2.4 billion wheat industry represents 12 per cent of national exports and is an integral part of the world-renowned grains research programs of the University of Adelaide.

Wheat breeding efforts undertaken at the University's Waite Institute have underpinned the national sector for many decades, with South Australian-based wheat varieties consistently representing a major share of the annual wheat harvest.

Damien Kitto, ACB Chief Executive, said the ACB's strategy for winning business events for South Australia to underpin the State Government's key economic drivers, is delivering an increasingly long-term success story for the entire state.

"This significant international business event win, in addition to the successful World Potato Congress bid, certainly adds merit to our approach in attracting Agtech events and to our reputation internationally as an agriculture destination specialist," he said.

"With the sector a substantial part of our state's economy and food security, having Adelaide as the host destination for this event is significant," he said.

The Hon Steven Marshall MP, Premier of South Australia

I'm delighted that the Wheat Initiative has selected Adelaide, Australia as their host destination for the International Wheat Congress in 2024. Hosting this prestigious Congress is an exciting opportunity to showcase why South Australia is a leader in agriculture on a global stage.

We look forward to welcoming international and national delegates to Adelaide and will also be encouraging them to stay longer and enjoy the experiences on offer in our wonderful tourism regions.

Damien Kitto, CEO Adelaide Convention Bureau

The Bureau's strategy for winning business events for South Australia that underpin the State Government's key economic drivers is giving rise to an increasingly long-term success story for the entire state. This significant international business event win, on top of the recent successful World Potato Congress bid certainly adds merit to our approach in attracting events within this field and our reputation internationally as an agriculture destination specialist.

With the sector being a substantial component of our state's economy and food security, Agtech and innovation being increasingly globally significant, the legacies and opportunities available to South Australia as the host destination for this event are significant. On behalf of the Adelaide Convention Bureau, we congratulate the local committee on their bid process and look forward to a highly successful event.

Statement from Professor Jason Able (University of Adelaide) & Affiliate Associate Professor Tim Sutton (SARDI/ University of Adelaide); Co-Chairs, Local Organising Committee

On behalf of Australia's Bid Committee and the Australian wheat industry, we are delighted that the University of Adelaide and SARDI will lead and co-host the third International Wheat Congress in 2024 in Adelaide, South Australia.

Inviting the global wheat community to join us in Australia in 2024 will facilitate sharing new knowledge, experiences and innovation that will push this vital sector of the Agrifood industry further ahead - not just nationally but globally.

This congress will provide the opportunity for a whole-of-industry alliance to celebrate what is arguably the world's most important food crop. The program will cut across the entire wheat industry and will include a unique day specially aimed at growers and other industry stakeholders. We have much to be proud of in Australia. Our wheat industry today has three world-class breeding companies developing the new varieties for growers to adopt and profit from and a substantial pool of scientific talent underpinning the latest pre-breeding research, which is reinforced by excellent industry relationships both nationally and internationally.

Media Release



Phillipa Harrison, Managing Director, Tourism Australia

“This is a great win for Adelaide given food and agribusiness is such a significant sector for the state,” said Tourism Australia Managing Director Phillipa Harrison. “The long lead time involved in securing these large-scale conferences means that by securing wins such as this one now, we are ensuring Australia remains a strong choice for global event decision makers into the future.”

*SARDI is the research division of the Department of Primary Industries and Regions (PIRSA)

Media contact: ACB Chief Executive Damien Kitto +61 401 124 413