Welcome to Adelaide, South Australia – a congress city that ticks all the boxes and delivers a truly ‘Australian’ experience.

With world-class facilities, easy access, a commitment to sustainability, value-for-money, safe surrounds and a superb climate, it’s easy to see why Adelaide is consistently rated as one of the world’s best destinations for business travel and events.

Known as the ‘20-minute city’, Adelaide has regular direct international and domestic flights, the fastest airport-to-city transfer in Australia and a convenient walkable layout with free tram service. Added to this, Adelaide ranks as the most affordable capital in Australia, meaning that delegates and organisers enjoy exceptional ease and value during their event. Such characteristics were authenticated when Adelaide was lauded by the Chicago Tribune as one of the world’s best designed cities.

Adelaide has recently invested $3 billion in a world-class convention, entertainment and research precinct, indicating that the future is definitely here for conventions and business events. A highly connected precinct is being created around major redevelopments to the Adelaide Convention Centre and Adelaide Oval, offering an enticing base for events of any size. Organisers of health and medical conventions will also benefit from engagement with the new South Australian Health and Medical Research Institute (SAHMRI) and the new Royal Adelaide Hospital, both part of this new precinct.

In addition to medical research, Adelaide is home to global leaders of industry and innovation across a number of other key specialty sectors, including minerals and energy, bioscience, water, defence, aerospace, education, advanced manufacturing and aquaculture. Indeed Adelaide continues to attract major conventions in these fields; examples being the World Aquaculture Congress 2014, Defence + Industry Conference 2014 and International Congress of Asia Scholars 2015.

It is no secret that Adelaide, South Australia produces some of the world’s best wine, with iconic regions, such as the Barossa, McLaren Vale and Adelaide Hills within touching distance of the city and home to renowned brands, such as Penfolds. Naturally there is also the food to match, and with Adelaide home to the largest fresh food market in the Southern Hemisphere, the city has been referred to as the ‘Culinary Capital of Australia’ (New York Times).

A vibrant multicultural city, Adelaide boasts a year-round program of exciting festivals and events, and is perfectly placed for those seeking that authentic ‘Australian’ experience. On the city’s doorstep delegates and organisers alike can enjoy awe-inspiring natural wonders, such as the breathtaking outback landscape of the Flinders Ranges, the unspoilt wilderness of Kangaroo Island and many miles of white sandy beaches; just to name a few.

Adelaide, South Australia in a word...
WALK IN THE SHOES OF AN ADELAIDE DELEGATE
SAFETY AND STABLE
Adelaide is a safe and politically-stable city. It boasts a Mediterranean climate and healthy lifestyle, which, for international visitors, helps reduce the need for travel advice and expensive immunisations.

This creates comfort and assurance for both delegates and organisers.

GREAT VALUE
Adelaide is widely recognised as an extremely affordable and accessible destination, and indeed was recently voted the ‘Third Best City in the World for Business Travel’ by The Economist and ‘Australia’s Most Liveable City’ by the Australian Property Council. Statistics from the ABS show that Adelaide has the most affordable hotel accommodation of any Australian capital city.

ACCESSIBLE FOR ALL
Getting to Adelaide couldn’t be easier, with frequent direct international and domestic flights into Adelaide International Airport.

International flight access continues to grow, highlighted by Emirates recently introducing daily direct services from Dubai to Adelaide, providing even stronger access from Europe, the US and the Middle East. Other major international carriers flying directly and regularly into Adelaide include Singapore Airlines, Malaysia Airlines, Cathay Pacific and Air New Zealand. Furthermore, there is expected to be an announcement in 2013 regarding direct flights to and from China.

Adelaide’s new International Airport provides the perfect first impression and was recently voted ‘Best in Australia’ at the Australian Airport Awards.

For added assistance, the Adelaide Convention Bureau can advise organisers on the visa process, with fast online business visa applications available for most nationalities.

PLANNING THE TRIP
With ease of access coupled with affordability, it is no surprise that delegates enjoy attending conferences in Adelaide. Take a few moments to view Adelaide from a delegate’s perspective.
Adelaide is one of the most affordable, convenient and accessible destinations in the world. Settling in is quick and easy for delegates – it’s just seven kilometres and 15 minutes from the airport to the city, with no road tolls.

Where else in the world can you touch down, claim luggage, transfer to the city and check into your hotel... all within 45 minutes? Delegates can then relax on the beach or be at world-famous wineries within just 20 minutes.

The adjoining table highlights just how affordable and easy it is for delegates compared to several other major cities around Australia.

To help delegates get around the city once they’re here, Adelaide has a free tram service operating within the CBD. The free service begins at South Terrace and runs along King William Street – the very centre of the city – before turning down North Terrace and passing our internationally-renowned hotels and convention centre. Some of the stops include the Adelaide Convention Centre, Hilton Adelaide, Adelaide Town Hall and the Adelaide Entertainment Centre.
THE CONFERENCE EXPERIENCE
THE CONFERENCE EXPERIENCE

ADELAIDE HAS OUTSTANDING CONFERENCE AND EVENT VENUES, ALL HIGHLY ACCESSIBLE FROM THE CBD.

THE MAIN VENUE
Situated on North Terrace, the Adelaide Convention Centre is only a short distance from most accommodation within the CBD. This multi award-winning convention centre is soon to be the most advanced in Australia and will be able to accommodate up to 6,000 guests. Delegates can enjoy a morning walk to their conference venue and take in the sights and sounds of Australia’s most liveable city.

A range of other key stand-alone venues and conference hotels located across the city offer flexible options for business events of any size or nature.

HOTELS IN ADELAIDE
Adelaide has over 4,500 accommodation rooms offering delegates a wide range of choice, with options ranging from budget through to five-star luxury. Of these 4,500, the majority are within minutes by foot from the Adelaide Convention Centre and main events precinct.

Such proximity helps to cut transfer fees that may be incurred in larger, more congested cities. Hotel rates in Adelaide are the most affordable of any capital city in Australia.

ACADEMIC AND BUSINESS DIALOGUE
Adelaide provides an excellent location for academic and business dialogue to take place, and is proud of its significant international business links to Asia, Europe and North America. Adelaide also has three renowned universities that bring in thousands of international students each year to study in Adelaide. This creates a large international student community (50,000+), as well as significant alumni networks for graduates and professionals.

CREATIVE SOCIAL EVENTS
Adelaide has a wide selection of great venues that are full of character and can be transformed to suit a theme. Catering at these events is just as flexible, with plenty of different options on offer for event organisers. Organisers often choose to theme events around South Australia’s key wine regions (e.g. Barossa, Adelaide Hills and McLaren Vale), setting up tasting stalls and engaging expert winemakers to interact with guests.

To take this concept further, events can match wine stations with local food stations to complement the specific wines. A live cooking demonstration could even be organised for guests!

Team Adelaide will arrange some of Australia’s best live performers to provide delegates with memorable entertainment. Options are extensive and can be designed to suit all tastes.

South Australia has a strong arts community and, for example, can provide delegates with an exclusive performance by the Adelaide Symphony Orchestra. Alternatively, passionate Indigenous performers are available and will provide guests with a connection to South Australia’s cultural heartbeat.
THE CONFERENCE EXPERIENCE

ADELAIDE NIGHTLIFE AND DINING
Famous for its food and wine, Adelaide boasts more restaurants per capita than any other city in Australia, and is home to the National Wine Centre of Australia.

Adelaide has many pubs, bars and clubs in the central business district, ranging from chic modern venues to restorations of historic buildings. The place for trendy hip venues is Rundle Street in the city’s east; then there’s vibrant Leigh Street, with its range of boutique bars; while clubbing enthusiasts often head to Hindley Street in the city’s West End. For those seeking a worldly experience, there are a number of alternative venues and bars across the city, drawing on influences and cultures from all over the world.

EVENTS BEYOND THE CITY
Throughout its appealing regions, South Australia is able to host residential conferences and events for organisers wishing to provide their delegates with an experience out of the city.

International and Australian event organisers regularly opt for venues in the world-famous wine regions of the Barossa, McLaren Vale and Adelaide Hills, and also at picturesque coastal locations, such as Kangaroo Island and Port Lincoln. For a resort-style event in the city, conferences often select Glenelg, set around a beautiful beach just minutes from the city centre.
THE AUSTRALIAN TOURING EXPERIENCE

ADELAIDE AND BEYOND.

IN ADELAIDE
Adelaide is highly convenient for delegates and widely regarded as the ‘20-minute city’. Major tourist attractions include the famous Adelaide Oval, Adelaide Zoo, South Australian Museum, Adelaide Festival Centre and Art Gallery of South Australia, which are all within walking distance of the major hotels and convention venues.

BEYOND ADELAIDE
Delegates need not let their South Australian experience finish when the conference does. They may choose to explore some of South Australia’s exceptional regional destinations, such as the world-famous Barossa, McLaren Vale, Adelaide Hills or Clare Valley wine regions. Another option is to take the short trip over to Kangaroo Island, which has been referred to as Asia Pacific’s most unspoilt wilderness destination, and is where delegates can get acquainted with some of Australia’s native animals in their natural habitat.

If the preference is to get the blood pumping, then Port Lincoln is the place to visit. Here in Australia’s seafood capital, delegates can sample freshly-caught Blue Fin tuna or some of the most succulent oysters fresh from the water. Port Lincoln is also the only place in Australia where visitors can swim with Blue Fin tuna or cage dive with Great White sharks in their natural habitat!

To enjoy the Australian outback and its Indigenous culture, delegates have fast access to the breathtaking Flinders Ranges, where they may choose to take a dawn hot air balloon ride across this ancient landscape. Of course the ‘Red Centre’ and Uluru is a direct route up from Adelaide – travellers can choose to stay in an underground hotel at Coober Pedy on the way.

Delegates may wish to make interstate connections and get up close and personal with wildlife on the Great Barrier Reef (one of the Wonders of the World) or in the Northern Territory’s breathtaking Kakadu National Park. The sights and sounds of Sydney and Melbourne are also just a short transfer from Adelaide.
5 EXCEPTIONAL EXPERIENCES

ADELAIDE AND BEYOND.

South Australian operators will create experiences built around each event’s requirements, with a great selection of itineraries available through the Adelaide Convention Bureau and South Australian Tourism Commission. Here are 5 exceptional South Australian experiences as examples:

1. YEAR OF BIRTH WINE TASTING, BAROSSA

Visit a historic winery in the heart of the Barossa, famous for its fortified wines, and let the winemaker escort guests to a private barrel hall where they can locate – and taste – a glass from the year of their birth. As an added memento, take home a bottle of their birth wine in a personalised presentation case.

2. MARINE ADRENALINE IN PORT LINCOLN, EYRE PENINSULA

Under the guidance of experienced dive operators, cage dive with Great White sharks in Port Lincoln – the only place in Australia where this is possible! Another exciting option is to swim with energetic Blue Fin tuna and you can even feed them their lunch!
3. **EXPLORE THE OUTBACK, FLINDERS RANGES**

Experience this ancient landscape, including the breathtaking Wilpena Pound, by plane, hot air balloon or four-wheel drive. Guests can explore from a base of luxury eco-villas found in the heart of the Flinders Ranges.

4. **LUXURY ESCAPE, KANGAROO ISLAND**

Kangaroo Island is described by *National Geographic Traveller* as ‘the most unspoilt wilderness in the Asia Pacific’. After getting up close and personal with wildlife, including seals, penguins, koalas and kangaroos, delegates can embark on a food safari discovering fresh Kangaroo Island produce. To stay, guests may choose a six-star luxury lodge or the Island’s newly refurbished hotel... both facing the ocean.

5. **ADELAIDE CENTRAL MARKET INTERACTIVE GOURMET TOUR, ADELAIDE**

Embark on a sensory and interactive gourmet walking tour, with a local chef and food expert, through the Adelaide Central Market. This is the largest fresh produce market in the Southern Hemisphere and a window into the South Australian food industry. Visit stallholders, taste many foods and experience the exciting buzz of the market.

For more information on pre/post conference touring packages and experiences please visit www.adelaideconvention.com.au or alternatively the Bureau’s partners at the South Australian Tourism Commission www.southaustralia.com
Adelaide, South Australia... an exceptional host destination.

World-class convention, entertainment and research precinct.

Rundle Mall artist’s impression.

World-class convention, entertainment and research precinct.
A HUB FOR CONVENTIONS AND EVENTS

ADELAIDE’S INTEGRATED WORLD-CLASS CONVENTION, ENTERTAINMENT AND RESEARCH PRECINCT

As a state, South Australia has made an astonishing $100+ billion commitment to infrastructure with $3 billion being spent on the city’s Riverbank convention, entertainment and research precinct alone.

With a world-class convention centre, medical research centres, a major new hospital and university campuses all located within metres of each other, Adelaide’s fully integrated Riverbank precinct will offer exceptional infrastructure and benefits for conventions.

Within a short walking distance, delegates will find a range of accommodation options, hundreds of restaurants, cafés and the majority of tourism attractions. All of these elements contribute to an exceptional conference experience full of convenience and accessibility.

These developments will include:

• A newly redeveloped Adelaide Convention Centre... the latest and greatest in Australia. A $350 million two-stage redevelopment of the already world-class Adelaide Convention Centre is currently underway.

Stage 1 will see additional capacity and offer state-of-the-art facilities and services, and will be available for use in 2014.

• A newly redeveloped Adelaide Oval... Australia’s spiritual home of cricket. A $535 million upgrade to this iconic sports arena will be completed by early 2014, making it one of the most versatile and impressive sporting grounds in Australia. A new footbridge over the River Torrens will link the Oval with the Adelaide Convention Centre.

• A new world-leading South Australian Health and Medical Research Institute (SAHMRI). Opening in late 2013, the centre will house 600 researchers, cutting-edge projects and importantly offer a fertile ground for attracting specialist conventions, providing organisers with expertise, networks and subject content.
THE HUB

- Australia’s Prime Minister recently committed a further $100 million for a Centre for Cancer Biology close to the Riverbank. The University of Adelaide will open a new Medical School, while the University of South Australia will have a new centre for cancer biology, further strengthening Adelaide’s credentials with regard to health conventions.

- A new state-of-the-art Royal Adelaide Hospital. The new $1.8 billion Royal Adelaide Hospital will open in 2016 adjacent to the South Australian Health and Medical Research Institute. This will only further the level of activity on the Riverbank and the professional support and engagement for conventions.

- A range of new and expanded hotel accommodation, including the new IBIS and Mayfair properties in Adelaide’s CBD. In late 2013, the new 170-suite Mayfair Hotel will open in the heart of Adelaide, which will be closely followed by the new 307-room Ibis Hotel. A number of existing city hotels also plan for significant refurbishments.

- Plans and concepts are at advanced stages for a $400 million overhaul of the Adelaide Festival Centre and surrounding festival plaza including a single-level, and also a $300 million transformation of Adelaide Casino which is reported to include a new luxury hotel, signature restaurants and bars, rooftop entertainment facility and international VIP gambling suites.

- A rejuvenation of Victoria Square. The $24 million project will introduce Victoria Square as an accessible, lively and people-focused space. The construction is expected to finish by December 2013 for use by the Santos Tour Down Under pro cycling event in January 2014.

- A redevelopment of the Rundle Mall precinct. A city block comprising the longest shopping mall in Australia – Rundle Mall – along with a labyrinth of laneways, arcades and alleys had a masterplan for its redevelopment finalised in late 2011, with much of the work already completed.
ADELAIDE CONVENTION CENTRE

WORLD-LEADING CONVENTION INFRASTRUCTURE.

EXPANSION
The Adelaide Convention Centre’s two-stage redevelopment will significantly increase capacity and flexibility, providing three distinct iconic buildings. The three buildings will flow seamlessly internally to host one single conference or three separate conferences concurrently.

The design is inspired by the South Australian landscape, particularly the layers, striations and colours of the cliffs, rock formations and escarpments of the Flinders Ranges. The design of the redevelopment places great emphasis on enhancing the delegates’ experience, with the inclusion of networking areas, an ever-expanding range of new audio visual technologies and emerging virtual technologies.

STAGE 1
Construction of Stage 1 commenced in September 2011 with a completion date of 2014.

The Stage 1 extension includes:
• An additional 4,300 square metres of multi-purpose convention floor space, associated pre-function spaces and multiple meeting spaces.
• A 500-seat ballroom built with spectacular views over the River Torrens and parklands.
• Approximately 15 new break-out rooms.
• Organisers’ offices.
• Speaker preparation rooms.
• A new alternative main entry that includes pedestrian and vehicle drop-off from Montefiore Road.

Due for completion 2014.

STAGE 2
Stage 2 of the redevelopment will replace the existing Plenary Building and has a completion date of 2017.

Full plans for this exciting space will be made available by the venue in due course.

Due for completion 2017.
For cricket fans, Adelaide Oval is practically a sacred ground – rich in sporting history and charmed heritage. The iconic Oval is currently undergoing a $535 million redevelopment, due for completion in March 2014. This unique project will see the famous heritage of Adelaide Oval preserved while also promising to make it one of the most versatile and impressive grounds in Australia.

Key elements of the redevelopment include:

- 22 new dedicated function spaces.
- A footbridge connecting the convention and medical precinct directly to Adelaide Oval.
- A new international indoor cricket centre located within the stadium complex.

THE ADELAIDE OVAL RED CARPET EXPERIENCE
Designed to welcome guests with impact and start a social event with a bang, Adelaide Oval allows guests to utilise the Oval’s hallowed turf and stadium atmosphere. When entering at the Victor Richardson Gates, a red carpet will stretch out before the delegation across the fully-lit playing surface. Video and sound blares from the giant replay screen to carry a message of choice to guests. A walk across Adelaide Oval, with a glass of champagne in hand, is a memory not soon forgotten. A personalised welcome message can also be featured on Adelaide Oval’s 100 year-old scoreboard.

Private tours are a great idea for visiting delegates and can also be incorporated into VIP events.

Adelaide Oval has an especially rich cricketing history, underpinned by the achievements of Australian cricket legend Sir Donald Bradman. ‘The Don’ set a record here for a high score in a Test match in 1931 (299). Later, the pivotal chapter in the ‘Bodyline’ strategy, used by the British to counter Bradman’s batting skills, was played out here in 1934, resulting in bounces striking members of the Australian team during a Test.

Due for completion March 2014.
Recognising the challenges facing health and medical research, the South Australian Government commissioned the Review of Health and Medical Research in South Australia, which recommended the establishment of a dedicated, flagship research institute for South Australia.

In response to this recommendation, the South Australian Government committed to establish SAHMRI in 2008, and the Federal Government allocated $200 million to build the research facility.

The formation of SAHMRI marks the beginning of a new era in health and medical research excellence, which will translate into greater health and wellbeing for South Australia. As a new entity, SAHMRI will significantly increase the nation’s capacity for leading scientific research.

Some of the core practices that will be undertaken at SAHMRI include:

- Building a team of more than 600 outstanding researchers, who will work together in the search for better treatments and cures for some of the world’s most challenging diseases.
- Creating a world-class precinct of medical research and clinical application, with state-of-the-art laboratories and equipment in a purpose-built, iconic, 25,000 square-metre facility, adjacent to the site of the new Royal Adelaide Hospital.
- Actively foster and nurture a new generation of the finest research minds, and undertake extensive and interactive community engagement and education programs.

Due for completion 2013.

In addition to SAHMRI, the Australian Government, together with the University of Adelaide and the University of South Australia, has supported the development of two further key research centres.

- University of Adelaide Medical School, catering for over 1500 students.
- University of South Australia Cancer Centre, housing 250 researchers undertaking leading research into blood cancers.

The addition of this school and centre means that teaching, research and patient services will be centralised.

Together such initiatives will represent the largest medical research precinct of its type in the Southern Hemisphere, and present an exciting opportunity for major health and medical conventions.
NEW ROYAL ADELAIDE HOSPITAL

The new Royal Adelaide Hospital will provide world-class health care and facilities for South Australians.

Located on North Terrace in the heart of the CBD, construction started in September 2011 and is scheduled to be completed in 2016. The new hospital will replace the existing Royal Adelaide Hospital, which opened in 1840.

The new Royal Adelaide Hospital will be the state’s flagship public hospital and will be the cornerstone of the reformed South Australian health system and is expected to see more than 80,000 admissions per year.

The hospital will have 800 beds (700 multi-day beds and 100 same-day beds) and 100 per cent of overnight patient rooms will be single bedrooms. There will be more operating theatres, intensive care beds and emergency care capacity.

PATIENT CENTRED APPROACH TO CARE
The new hospital will harness the latest in architectural design to create a healing environment for patients and a positive working environment for staff, all while minimising the building’s environmental footprint. This will be achieved by ensuring all rooms have access to natural light and easy access to internal gardens on balconies and the roof.

The hospital will be designed to improve functionality and efficiency, with patient and staff journeys in mind to ensure that patients and staff travel minimal distances between treatments. It will be a technologically-advanced hospital, and will have information communication technology (ICT) that will allow doctors and nurses to view patient records in the patient’s room, with easier consultation with fellow clinicians. It will also allow for more secure patient record keeping and improved tele-health services, sharing information with regional areas.

The new Royal Adelaide Hospital will remain the major teaching hospital in South Australia and will continue to be integrated with the health faculties of the universities in Adelaide providing the full range of undergraduate and postgraduate education.

Due for completion 2016.
WORLD-CLASS CONVENTION, ENTERTAINMENT, AND RESEARCH PRECINCT