

# ADELAIDE, SOUTH AUSTRALIA

Adelaide, South Australia is an inspiring and innovative destination which is set to surprise, impress and delight with its connected precincts, celebrated food and wine and pristine natural wonders.




# YOUR OFFICIAL INVITATIONS



“Adelaide, the capital city of South Australia is a vibrant city, globally renowned for its innovation, world class facilities and ease of getting around.”

— Hon. David Ridgway MLC  
Minister for Trade, Tourism and Investment



“Adelaide is a city designed with people in mind, a city designed for life and we look forward to welcoming you...”

— Sandy Verschoor  
Lord Mayor, City of Adelaide



# 5 REASONS TO CHOOSE ADELAIDE

Prepare yourself to be surprised by a vibrant, clean and safe Adelaide, South Australia, with its recent unprecedented level of infrastructure and development.



## 1. CONNECTED & CONVENIENT

Adelaide is Australia's best connected business, events and entertainment precinct. World-leading venues, hotels, dining and leisure is all just a short walk between each other.



## 2. ACCESS & VALUE

Adelaide is easy to get around, and offers superb value. Ranking as the most affordable capital city in Australia, it's arguably also the most walkable: getting around is a breeze.



## 3. INDUSTRY & INNOVATION

We're global leaders of industry and innovation across a number of key specialty sectors including, health, life sciences, energy, space, defence, minerals and more.



## 4. EXPERIENCES & LEISURE

South Australia is spoiled for choice with its premium food and wine offerings and experiences. Delegates can enjoy an authentic Australian experience. There is so much to choose from and it's all so close.



## 5. CUSTOMISED & COMPLETE

'Team Adelaide' will support you as one, offering a complete and unified solution to event organisers and delegates, with each element presented collaboratively and customised to what you need.

BE IMPRESSED

# ADELAIDE'S RIVERBANK

Australia's best connected business,  
events & entertainment precinct

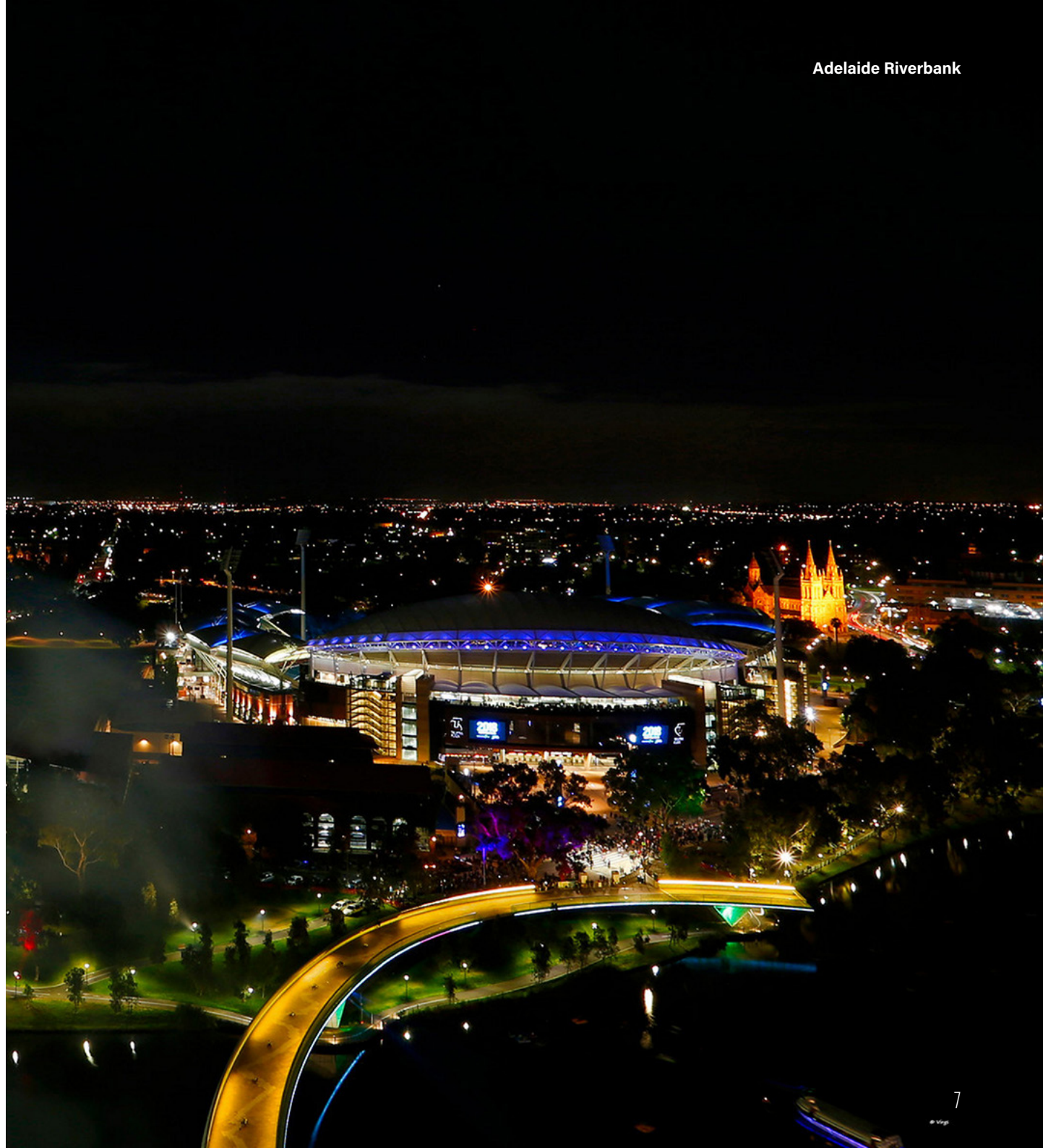
The Adelaide Riverbank is one of Adelaide's iconic public spaces, offering panoramic views across the River Torrens and surrounding parklands.

This area is developing as a world-class business, events and entertainment precinct creating a lively and highly connected riverside space for delegates to meet and do business by day and be entertained by night.



# RIVERSIDE EVENTS & ENTERTAINMENT

Adelaide's riverbanks are bordered by it's major infrastructure which ideally places it to host world-class and unique events.





## ADELAIDE CONVENTION CENTRE

The Adelaide Convention Centre is 'A Centre Transformed' and enjoys a reputation as one of the world's most modern, versatile and technologically advanced meetings and event spaces.

Set in the heart of Adelaide's Riverbank Precinct, the Adelaide Convention Centre is the focal point for business events in the South Australian capital.

The venue's central positioning provides fantastic panoramic views of the Riverbank Precinct to deliver guests a heightened sense of destination.

Innovation has been the core of the Adelaide Convention Centre experience from the very beginning. Its latest innovation comes in the form of its all-new Honest Goodness menu. Developed in collaboration with South Australia's BioMed City partners the menu has transformed the convention centre culinary experience.



## ADELAIDE FESTIVAL CENTRE & PLAZA

Adelaide's iconic Festival Centre has undergone a \$90m redevelopment, with improvements to the building's exterior and an internal technical upgrade.

The redevelopment has enabled the Adelaide Festival Centre to continue to attract the biggest and best shows and events to Adelaide. The redevelopment better supports presenters and rewards patrons with the best arts and entertainment attractions within Adelaide's Riverbank.

A further significant commitment relates to the exciting redevelopment of the Festival Plaza. The Festival Centre sits at the heart of the Plaza and will be a key part of this transformative project that will enhance the arts and entertainment attractions in the Riverbank precinct.



## ADELAIDE CASINO

The Adelaide Casino is currently being transformed into a world-class integrated entertainment destination with a \$330m redevelopment.

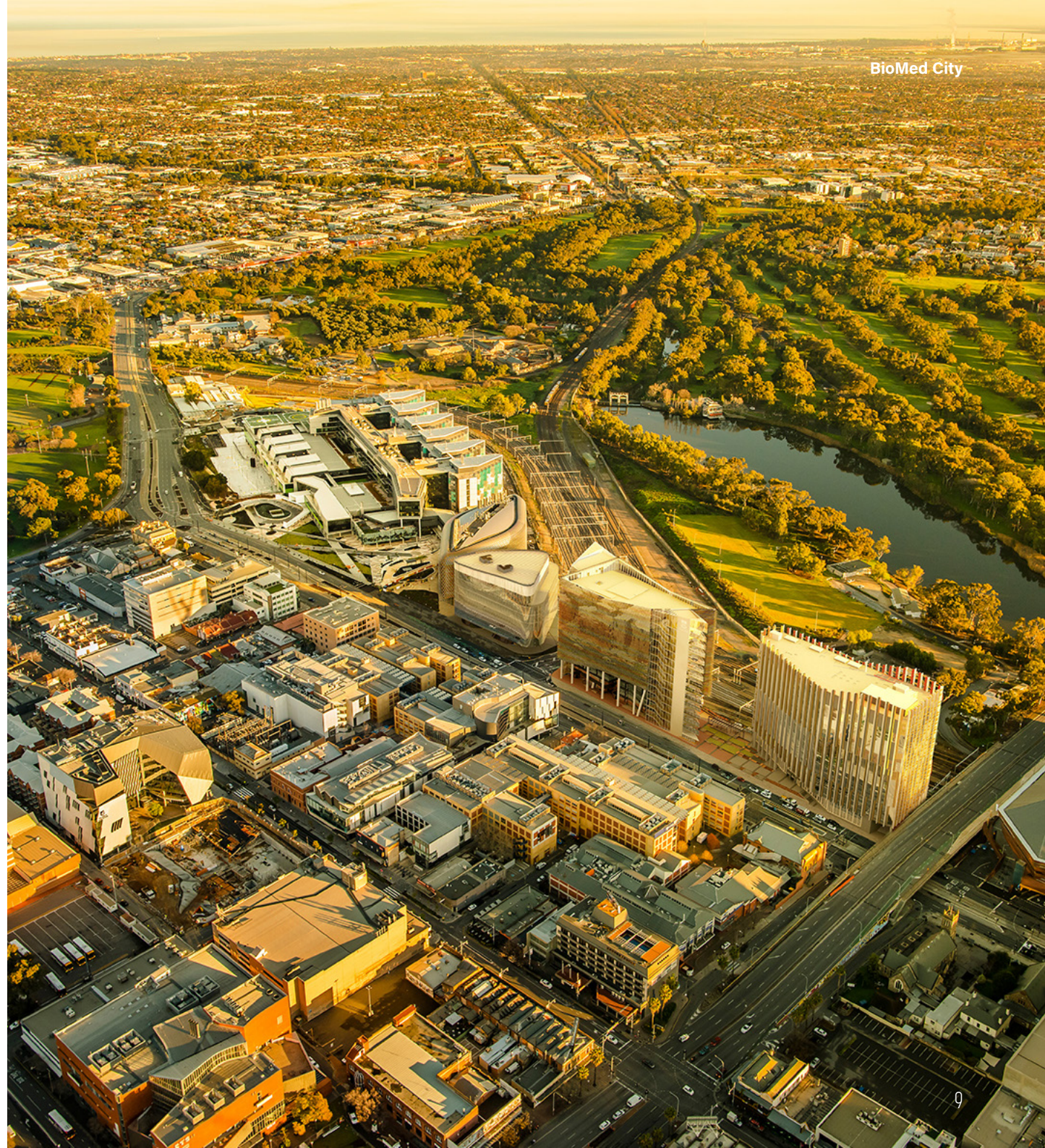
The Adelaide Casino already boasts two of the cities favoured restaurants, Madame Hanoi and Sean's Kitchen, along with Station Lane and a new sports bar. The new development is underway and is due for completion in late 2020.



# ADELAIDE'S BIOMED CITY

At the Eastern End of Adelaide's Riverbank the BioMed City is the largest cluster of health and biomedical research institutions in the Southern Hemisphere.

This significant development has created fertile ground for successful international and domestic conventions in the fields of health, medicine and related sciences.







## SAHMRI

The South Australian Health & Medical Research Institute (SAHMRI) has significantly increased Australia's capacity for leading scientific research.

Within SAHMRI is a team of 600 researchers, who work together in search of better treatments and cures for some of the world's most challenging diseases. Creating a state-of-the-art output of medical research and clinical application with advanced laboratories and equipment in a purpose built iconic facility.



## NEW ROYAL ADELAIDE HOSPITAL

The RAH is South Australia's new patient-centred model of care by delivering safe, quality health services to South Australia.

It leads the world through innovative delivery methods like the automated robots for patient meals and 'hyperloop' like piping that can deliver medicines and messages in fractions of seconds.

Co-located with SAHMRI, the RAH is a major teaching hospital and maintains strong ties with other training and research institutions.





## UNIVERSITY OF SOUTH AUSTRALIA CANCER RESEARCH INSTITUTE

University of South Australia's Cancer Research Institute (UNISACRI) houses the Centre for Cancer Biology, an alliance between the university and SA Pathology, developing links between the UniSA community and up to 250 of Australia's top researchers who are working to develop a more in-depth understanding of cancer and health issues.

The Centre has a specific focus on fundamental research that is relevant to many types of cancer, as well as the research of blood-related cancers, such as leukemia and lymphoma.

With the BioMed City positioned conveniently next door to the Convention Centre, having these clinicians, researchers and physicians in weight of numbers for delegates and key note speakers.



## THE UNIVERSITY OF ADELAIDE HEALTH & MEDICAL SCIENCES BUILDING

The largest building project in the University of Adelaide's history that is transforming health treatment, training and discovery.

The new Adelaide Health and Medical Sciences Building is home to 1,600 medical, nursing and dental students. It is an epicentre of clinical teaching in Adelaide, addressing some of the world's greatest challenges.

The building houses 400 research staff, across four levels of integrated laboratories, where they undertake ground-breaking research to address problems such as cancer, the symptoms of chronic diseases and ageing, and improving reproduction and children's health. This building is at the eastern end of the Biomed City and is located right next door to Adelaide's Convention Centre.





BE DELIGHTED

# LIVE LIKE A LOCAL

Adelaide's vibrancy has been dialed up in recent years; and thanks to the city's easy access, visiting delegates can experience it as though they are living like a local.



# BARS & RESTAURANTS

Adelaide's premium cuisine and drinks offering has extended itself in every laneway, cafe, bar and restaurant. Be spoiled for choice with these hidden gems.

National Wine Centre



Adelaide Laneways



Adelaide's Cafe's



Peel St Credit: Meaghan Coles





# LANEWAYS

Adelaide's laneway scene has emerged suddenly and spectacularly to become a vital part of city life. Sprawled into hidden alleys throughout the city. Discover this vibrant side to Adelaide.



## LEIGH STREET

It reigns supreme as one of Adelaide's best laneways. As one of the original laneways before they were popular, this gorgeous street is a must visit.



## PEEL STREET

Blink and another bar will pop up! This ever evolving street takes on a life of its own as the sun sets. These unique venues are some of Adelaide's best restaurants, ensuring this street is always full of life.



## EBENEZER PLACE

Just a few steps away from Vardon Ave, you can easily spend a whole day bar and cafe' hopping.





# DESTINATION SOUTH AUSTRALIA SHOWCASE EVENT

Get a closer look at the experiences, products & services South Australia has to offer.

An exciting annual business event tailored to organisers of corporate events, conferences and conventions from across Australia and the Asia Pacific.

- A fully hosted experience including flights, accommodation and ground arrangements for the duration of the event.
- Pre-scheduled, targeted one-on-one appointments allowing guests to negotiate directly with suppliers relevant to them.
- Guests have the opportunity to discover new and innovative venues, products and services.
- Interactive and appealing social events.
- Through a familiarisation program guests are also introduced to the very best and most enjoyable experiences South Australia has to offer.
- The event facilitates new networking opportunities amongst guests sharing similar roles and objectives.

## INTERESTED?

If you plan conferences, events or incentives with the potential to come to Adelaide, South Australia or if you're seeking solutions for events already confirmed in our vibrant city, contact the Adelaide Convention Bureau for more information and to book your place.



[Destination SA Showcase  
Event Overview](#)



[\*\*enquiries@adelaideconvention.com.au\*\*](mailto:enquiries@adelaideconvention.com.au)



# DELEGATE EXPERIENCES

A delegate in Adelaide will experience the efficiencies of the city's accessibility, ease and value.



# GETTING HERE & GETTING AROUND

Adelaide is one of Australia's most accessible cities, on the doorstep of South Australia's unique cultural experiences.



## REGULAR DIRECT FLIGHTS

Adelaide has the fastest airport-city transfer in Australia – only 10 minutes! Adelaide's multi award winning international airport welcomes a high frequency of direct international flights with over 319 international cities only one stop away from Adelaide.



## GREAT VALUE

Adelaide has the most affordable accommodation in Australia (ABS) and offers quality visitor experiences at highly competitive prices.

Saving on your typical expenses means you can deliver an event beyond expectations.



## TRANSPORT

Adelaide is a walkable city. Over 3,500 hotel rooms are within a 5 minute walk of the Convention Centre. With just a 20 minute stroll along North Terrace you will view: the BioMed City, Convention Centre, Festival Plaza, Cultural Blvd and the Adelaide Botanic Gardens. It's all so close!

For those that want an easier ride, Adelaide has a free tram within the CBD to connect you to so much more.



## STAY CONNECTED

Delegates can stay connected during their time in Adelaide, with free Wi-Fi internet for the duration of their event at key locations including: Adelaide Airport, Adelaide Convention Centre and throughout the city centre.

"Australia's most liveable city."

— **The Australian Property Council**

"One of the world's top ten regions to visit."

— **Lonely Planet**

"World's Most Liveable Cities."

— **The Economist**



# CONFERENCE EXPERIENCE

From days spent in world leading conference venues to nights enjoying some of the best food & wine in Australia, Adelaide offers a complete & exciting experience for all visitors.

## MAJOR EVENT VENUES IN THE HEART OF ADELAIDE

There are a range of major event venues located in Adelaide's city and surrounds, including the globally awarded and conveniently located Adelaide Convention Centre, just a short walk from key hotels and CBD attractions.

## HOTELS IN ADELAIDE

Before the end of 2021 Adelaide will see another 1,500 rooms be available as projects like the Sofitel, Crowne Plaza, QT and Adelaide Oval's hotels are built to completion.

## DINING OUT, SMALL BARS & MORE!

Delegates heading out in Adelaide will benefit from a plethora of new restaurants, small bars and laneway establishments. Famous for its food and wine, Adelaide boasts more restaurants per capita than any other city in Australia. As a host of the annual Tasting Australia festival, Adelaide's award winning restaurants represent a wide range of culinary flavours and fresh produce to rival anywhere in the world. The great news is that such venues are all in close walking distance from one another and invariably adapt their programs to align with Adelaide's year round program of festivals and events.

## MEMORABLE SOCIAL EXPERIENCES

Attend memorable social events at a range of venues to suit any theme, in Adelaide or close by in one of South Australia's amazing regions. The choices are endless!



### ADELAIDE TOWN HALL

Steeped in tradition and ornate glamour, a perfect backdrop for any event.



### STATE LIBRARY

The Mortlock Chamber in the State Library of South Australia is filled with first editions and history.



### D'ARENBERG CUBE

South Australia's newest icon located in the heart of the McLaren Vale wine region, offers amazing new and unique experiences.



### PENFOLDS MAGILL ESTATE

Enjoy dinner at Penfolds, home of Grange.



# TOURING EXPERIENCE

Your delegates will want to linger longer in South Australia once they find out all there is to see and do.

## CITY TOURIST ATTRACTIONS

All in close proximity in one of the world's most walkable cities!

- Adelaide Central Markets
- Adelaide Zoo
- South Australian Museum
- State Library of South Australia
- Adelaide Festival Centre
- Art Gallery of South Australia

## RESTAURANT AUSTRALIA

Restaurant Australia is a campaign by Tourism Australia. Research shows Australia's abundance of great produce, creative high-quality cuisine and outstanding wine all resonate with prospective delegates and visitors from across the world.

Unique food and wine experiences are available across Adelaide and South Australia, and often represent the lasting memories of a delegate's experience.

## BEYOND THE CITY

Beyond Adelaide, delegates may choose to explore:

### Iconic Wine Regions

Over 200 cellar doors within 1 hour drive of the city, including the Barossa Valley, McLaren Vale and the Adelaide Hills.

### Kangaroo Island

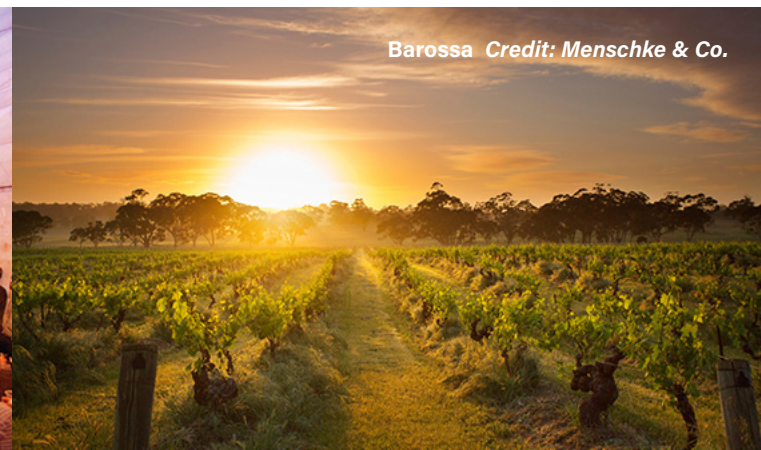
Take a ferry from Cape Jervis on Adelaide's Fleurieu Peninsula and experience the unspoilt wilderness that Kangaroo Island has to offer.

### Flinders Ranges

Experience Australia's outback, with breathtaking views, natural wilderness and memorable experiences for all.

## A DOOR TO THE REST OF AUSTRALIA

Across Australia, touring options are endless. Delegates may wish to swim amongst the coral on the Great Barrier Reef, or get up close and personal with wildlife in the Northern Territory's majestic Red Centre or Kakadu National Park. The sights and sounds of Sydney and Melbourne are also just a short transfer from Adelaide.







# STRATEGIC PARTNERS

The destination is committed to a 'Team Adelaide' approach to hosting business events.

Strategic Partners meet regularly to discuss opportunities for Adelaide, South Australia as a business events destination. Team Adelaide consistently demonstrates a complete and unified solution to event organisers and delegates. The Strategic Partners of the Adelaide Convention Bureau are listed opposite.





# MAKE AN ENQUIRY

Contact the Adelaide Convention Bureau for  
FREE advice and support for your next event.



+61 8 8237 0100



[adelaideconvention.com.au](http://adelaideconvention.com.au)



[enquiries@adelaideconvention.com.au](mailto:enquiries@adelaideconvention.com.au)