

MEDIA RELEASE

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ADELAIDE'S INNOVATION IS KEY TO SUCCESS

Adelaide Convention Centre recognised for business practices

Receiving worldwide recognition for innovative business practices, the Adelaide Convention Centre has taken home a prestigious international award, the AIPC Innovation Award presented in A Coruna, Spain.

The coveted AIPC Innovation Award was presented to Adelaide Convention Centre Chief Executive Alec Gilbert at the annual conference for AIPC – the International Association of Congress Centres – last night.

The Centre beat tough competition from across the world including Montreux Music & Convention Centre, Centre des Congrès de Québec, Washington State Convention & Trade Center, Toronto Congress Centre, Darwin Convention Centre and Melbourne Convention and Exhibition Centre.

“Adelaide Convention Centre is recognised as a leader in Australia’s meetings and events industry, but to be presented with this award which recognises innovation and the creation of new approaches in any aspects of management, marketing or operations, is a real feather in Adelaide’s cap,” Adelaide Convention Centre Chief Executive Alec Gilbert says.

“In winning this award, we presented to the judges the innovative methods the Centre applies to the minimisation of food waste which includes the worm farm, biobin compost program and the donation of unused food to Foodbank SA.

“Most recently, the Adelaide Convention Centre has also received silver Green Globe accreditation, the highest level awarded to any Australian convention centre, in recognition of the excellent standard of sustainable environmental practices within the centre.

“We’re extremely proud of the environmental and socially responsible initiatives that we have introduced over the past two years and it is particularly rewarding to win some of these prestigious awards, cementing our reputation as one of the most socially responsible organisations on the planet.”

In May, the Centre was recognised for its environmental excellence and innovation within the meetings industry receiving the 2009 IMEX Green Supplier Silver Award in Germany, while in London, it was one of only seven companies in the world and the only organisation in Australia to receive the International Presidential Corporate Award for its significant and valuable corporate support to Variety Club SA.

And early last year, Adelaide Convention Centre became the first convention centre in Australia to offer *Go for Green* conference packages that help conference organisers reduce the carbon footprint of events while also receiving international attention when it established a worm farm to munch through up to 350kg of organic waste each week.

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