

MEDIA RELEASE

19 November 2008

Innovation key to Adelaide Convention Centre's green success

The environmental good news is continuing for Adelaide Convention Centre with the announcement that it has been recognised as a "Climate Action Innovator" under an Australian-wide pilot environmental scheme.

Announced by the Minister for Tourism Jane Lomax-Smith at the inaugural 2008 National Conference on Green Travel, Climate Change and Ecotourism, the Climate Action Australia Certification Program recognises Adelaide Convention Centre's success in measuring and reducing its carbon footprint.

The news comes as Adelaide Convention Centre staff take delivery of the 600 seedlings for propagation as part of an ongoing partnership with Trees for Life. It is the second major delivery to the Centre and this batch, to be planted in the Adelaide Hills between June and August next year, includes South Australian Blue Gums, Pink Gums and River Red Gums.

The Climate Action achievement also follows the recent announcement that – in a South Australian first - the Centre has become part of the international Green Globe community recognised for its commitment and leadership in sustainable environmental practices.

With four of its indicators achieving "at or above best practice", it is the first South Australian based organisation to pass the rigorous Earthcheck Benchmarking Indicators set by Green Globe and joins a select group of companies across the globe.

Adelaide Convention Centre Chief Executive Alec Gilbert said the Centre was firming its reputation as a national and world leader in sustainable environmental practices with its *Gold Service*, *Green Attitude* philosophy driving all parts of its business.

"It is our actions and achievements that speak the loudest which is why we welcome the rigorous testing procedures provided by independent bodies such as Climate Action Australia and Green Globe," he said.

"We are delighted to be involved in this new pilot program and, with our carbon footprint mapping now completed, we look forward to further reducing our carbon emissions as existing initiatives are refined and new projects implemented."

Earlier this 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 and it received international attention when it established a worm farm to munch through up to 350kg of organic waste each week.

"When you consider our outstanding levels of professionalism and service and our commitment to the environment, it's no wonder that Adelaide is regarded as Australia's convention city," Mr Gilbert said.

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