

MEDIA RELEASE

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ADELAIDE CONVENTION CENTRE TAKES ON THE WORLD

International CSR gongs for environmental leader

The multi-award winning Adelaide Convention Centre has beaten tough worldwide competition to win two prestigious international awards, cementing its reputation as one of the most socially responsible organisations on the planet.

Last night at IMEX in Germany, one of the world's largest exhibitions for meetings, incentive travel and events, the Centre was recognised for its environmental excellence and innovation within the meetings industry receiving the 2009 IMEX Green Supplier Silver Award.

And 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.

Closer to home, the Centre has also received a SA Governor's Award for its support of Foodbank, South Australia's largest hunger relief organisation.

The international and State wins top off a stellar year for the Centre which took out top honours at the Qantas Australian Tourism Awards for Meetings and Business Tourism as well as two coveted national Meetings and Events Australia awards.

Adelaide Convention Centre Chief Executive Alec Gilbert said the awards were a great reward for all the hard work the Board and staff had invested in taking a leadership role in the development of corporate social responsibility initiatives across all areas of the Centre's operations, making it the most environmentally and socially responsible Centre in Australasia.

"This award is proof that we are setting global benchmarks that are leading the way in sustainable meetings and events. We are putting into practice our *Gold Service. Green Attitude* philosophy and are committed to reducing our carbon footprint left on the environment," Mr Gilbert said.

"Just some of the initiatives we have introduced include carbon offsetting, low mileage food, composting, recycling, and a native tree growing program to reduce our impact on the ecology of the planet. We also regularly donate unused food to Foodbank SA, the State's largest hunger-relief organisation and donate old uniforms to charity organisations.

"The Centre has generated more than \$711 million in economic benefits for South Australia and this award cements Adelaide's position as Australia's convention city."

The annual IMEX Green Awards are jointly run with the Green Meeting Industry Council and were developed to reward and promote environmental awareness and corporate social responsibility. The IMEX Gala Awards Dinner was held as part of IMEX in Frankfurt, Germany from 26-28 May 2009. The event annually attracts more than 3500 exhibitors from 150 countries, including the world's leading event and meeting planners.

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