



SA TO HOST AUSTRALASIAN MENTAL HEALTH CONFERENCE

ACTA (Adelaide Convention and Tourism Authority) has announced that South Australia has won a bid to host the 2011 Mental Health Services Conference, an international forum for advancing mental health services in Australasia.

The official announcement was made by SA's Mental Health and Substance Abuse Minister Jane Lomax-Smith to Business Travel and Events media and managers at the Destination SA business events exchange at the Adelaide Convention Centre.

ACTA CEO Damien Kitto said "This is a fantastic win for South Australia with the conference expected to attract more than 1000 delegates, and generate around 4500 bed nights for South Australia with an economic benefit of about \$3.5 million. It is also a prime example of the effectiveness of our Team Adelaide approach to winning business events for the state. We are pleased to invite some of our Team Adelaide partners, the Adelaide Convention Centre and Department of Health to assist us with preparing and submitting this bid"

He added "business events such as this not only benefit the state financially but the spin offs are priceless. The timing of this event coincides with work to build a brand new \$130 million plus mental health and substance abuse hospital at Glenside and the presence of industry leaders and specialists will give us a chance to tap in to world trends in mental health provision and treatment"

Team Adelaide

Is an ACTA initiative based around statewide unity for the purpose of bidding for national and international business events. Prior to this, individuals and ACTA worked independently and at times in competition with each other to achieve the same outcome for the state. Team Adelaide has been developed to present the opportunity for South Australian organisations and businesses to unite and combine their resources with ACTA's contacts and expertise for the common goal of boosting the city's business events appeal.

-ends-

issued on behalf of ACTA by Foster Hill PR & Marketing - Sue Hill T: +61 8 8231 3555

E: suehill@fosterhill.com.au

For further ACTA information, Damien Kitto, CEO, ACTA T: 83032333 E: damien@acta.com.au