

News Release

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Minister for Urban Development, Planning and the City of Adelaide

Hon John Rau

Deputy Premier

Attorney-General

Minister for Justice

Minister for Tourism

Minister for Food Marketing

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STUNNING NEW CONVENTION BUILDINGS REVEALED

A stunning new Adelaide Convention Centre building inspired by the South Australian landscape will be the first stage of the centre's \$350 million expansion, Tourism Minister and Deputy Premier John Rau revealed today.

The second stage, also inspired by the South Australian landscape, will be an equally distinctive new high-tech plenary building, featuring a strikingly translucent and angled façade, reminiscent of a cut gem stone.

The redevelopment, expected to boost the centre's economic and tourism contribution to South Australia by more than \$1.92 billion over the next 25 years, will provide Adelaide with two of its most remarkable buildings.

At the same time, it will rejuvenate the unsightly and unused corner of Morphett St and North Terrace, providing a dramatic face to the west of the convention centre and an integrated presentation to North Terrace and the river bank.

Mr Rau revealed the concept designs for the new buildings today. He said the redevelopment, collaboration between Adelaide-based international architectural firm Woods Bagot and London-based architect Larry Oltmans from Vx3, would re-establish Adelaide as a key national and international conference destination.

“As well as allowing the centre to host much larger conferences and more of them, these remarkable buildings will help to establish a stunning visual identity for Adelaide,” Mr Rau said.

The redevelopment will be delivered in two stages. Construction of the first stage, which expands the existing facility westwards over the railway lines to link with Morphett Street bridge, will start in September this year and be completed in time to host the World Aquaculture Conference in May 2014.

Stage two, replacing the existing plenary building (home of the original centre in 1987) with a multi-purpose, state-of-the-art facility with capacity of up to 3,500 seats, is scheduled for completion in June 2017.

Mr Rau said the State Government's investment recognised the vital importance of the Adelaide Convention Centre as a major catalyst for tourism and economic growth in South Australia.

“Over the past two decades, the centre has generated around \$960 million in direct economic benefits to the State from delegates and associated tourism,” he said.

“While it has been very successful, the centre operates in a highly competitive global convention and exhibition industry which demands larger, multi-purpose spaces with the latest in facility quality and service. Adelaide will have that facility once the two stages are completed.”

Mr Rau said the development was also a crucial part of the State Government’s vision for a rejuvenated Riverbank Precinct.

Key features of the expanded Adelaide Convention Centre will include:

- A striking shape, roof structures and façade inspired by the South Australian landscape, particularly the layers, striations and colours of the cliffs, rock formations and escarpments of the Flinders Ranges;
- Three distinct and individually iconic buildings which also flow seamlessly internally to host one single major event or three separate events concurrently;
- In Stage One, an additional 4,300 square metres of multipurpose convention floor space, associated pre-function spaces, multiple meeting spaces and 1000-seat ballroom built on a “bridge-like” structure over the railway tracks up to Morphett Street Bridge;
- Demolition of the existing plenary building constructed in the 1980s and its replacement with a more functional, highly flexible, multi-purpose facility as Stage Two of the redevelopment including capacity for up to 3,500 seats or 3000 square metres of flat floor space;
- A new alternative main entry including pedestrian and vehicle drop off from Morphett Street Bridge;
- A new urban boulevard (Montefiore Road) linking North Terrace to the Riverbank Promenade.

The redevelopment will be undertaken by a multi-disciplinary consortium including Woods Bagot, Vx3, Boulderstone, Aurecon, Bestec, Rider Levett Bucknall and Thinc Projects.

ACC Chair Jane Jeffreys said the centre had been an economic success story for South Australia since its establishment as Australia’s first purpose-built convention centre in 1987.

“This investment in a major redevelopment of the centre will again position South Australia as a leader in the international convention market,” she said.

“It will create one of the largest, most flexible and up-to-date meeting places in the world. The development will also remove the capacity restraints which have meant we have in recent years lost hosting opportunities interstate and overseas.”