

## GLOBAL INNOVATION AWARD WIN FOR DARWIN CONVENTION CENTRE

Friday 10 July 2009

In a gala dinner celebration at the annual International Association of Congress Centres (AIPC) Congress in A Coruna Spain, Australia's Darwin Convention Centre (DCC) was announced winner of the Members' Choice Award for innovation.

The bi-annual AIPC Innovation Award reflects the organisation's mission of encouraging and recognizing excellence in congress centre management. AIPC represents 160 convention centres across 53 countries.

AIPC President Mr Edgar Hirt said the award was made for specific projects or initiatives that represent innovation in the true sense of the word; that is, the development of a new, more creative or more effective approach to congress centre management, operations or marketing.

The DCC's award submission was based on its Workforce Development Strategy (WDC) and addressed eight key criteria. The WDC was developed during a booming Australian economy to address inadequate supply of skilled workforce and/or high staff turnover that could impede the Centre's ability deliver quality service.

On accepting the award, DCC General Manager Mrs Malu Barrios said the Members' Choice Award was a tribute to her dedicated team.

Eleven finalists were invited to conduct brief presentations during the Innovation Poster Market Place. This gave the conference delegates the opportunity to vote for the Members' Choice Award.

"To be chosen by our peers for a prestigious award in our first year of operations is testament to the positive impact that the Darwin Convention Centre has created in the regional community. We are pleased to have the opportunity to train and provide employment for indigenous Australians, migrants and refugees and the long-term unemployed," added Barrios.

The submission showed that the development of an efficient and productive workforce requires more than just an adequate number of workers. People deliver a world-class experience. People make the difference.

The Darwin Convention Centre cultivates an enviable 'people climate' which has proved vital in attracting national and international conventions.

[Download hi resolution images to support this media release](http://www.darwinconvention.com.au/image_library.asp) [http://www.darwinconvention.com.au/image\\_library.asp](http://www.darwinconvention.com.au/image_library.asp)  
For further media information or comment, please contact:

Ms Malu Barrios

General Manager

Darwin Convention Centre,

PO Box 735, Darwin NT 0801

T: + 61 8 9823 9000 E: [mbarrios@darwinconvention.com.au](mailto:mbarrios@darwinconvention.com.au) [www.darwinconvention.com.au](http://www.darwinconvention.com.au)

Darwin Convention Centre is a project of Darwin Cove Consortium and the Northern Territory Government and is proudly operated by international venue management specialist, AEG Ogden. [www.aegogden.com](http://www.aegogden.com)

## EDITORS NOTES

AIPC [www.aipc.org](http://www.aipc.org)

AIPC is an international association of convention and exhibition centres whose mission is to support, encourage and recognize excellence in convention centre operation and management. The total membership is 160 centres representing 53 countries.

Its programs are directed towards enhancing the profile and performance of its members, who represent facilities whose primary purpose is to accommodate and service meetings, conventions, congresses and exhibitions and who are already engaged in or are interested in participating in the international meetings market.

As its name suggests, the AIPC Innovation Award recognises the creation of new approaches in any aspect of management, marketing or operation of convention centres.



DARWIN CONVENTION CENTRE, AUSTRALIA'S NORTHERN TERRITORY