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AUSTRALIA'S TROPICAL HARBOUR CITY READY TO HOST THE WORLD

Darwin is gearing up to become Australia's newest convention city when the Darwin Convention Centre welcomes its guests in July 2008.

With construction right on schedule, the world-class facility is fast taking shape on the foreshore of the vast Darwin Harbour.

"The opening of the Centre means planners will have an exciting new venue option in Australia's Northern Territory," said Malu Barrios, General Manager of Darwin Convention Centre. "People will be impressed by its waterfront location. The Centre will put Darwin City firmly on the local and global map as a top destination for meetings and conferences," she continued.

Barrios and her sales team are very pleased with the progress of bookings at the Centre. To date, 25 major conventions and two exhibitions have been secured as well as numerous banquets, gala events and regional meetings. These events alone will bring over 20,000 conference delegates and their families to Darwin City.

"People have told us in the past that they would have liked to hold their events in Darwin City, but there has not been a purpose-built convention venue," said Paul Henderson, Chief Minister of the Northern Territory. "Now we will have one of international calibre, designed to meet the needs of planners in terms of capacity, capability and the latest in conference technology. We are excited as demand and interest levels are high," he added.

Equivalent in height to six storeys, the Darwin Convention Centre spans a total floor area of 22,900 square metres offering a wide selection of conference, exhibition and function facilities.

The plenary hall seats up to 1,500 delegates and can be subdivided into two equal spaces. Exhibition space of 4,000 square can be adapted for up to four concurrent exhibitions including space for catering and coffee breaks. Meeting rooms cater for 70 to 170 people and function spaces including waterfront rooms can accommodate up to 420 people banquet style.

Darwin Convention Centre is the missing piece of the city's business and leisure infrastructure jigsaw. Having a world-class convention facility recognises both Darwin's long-standing reputation as a unique destination as well as its emerging status as a dynamic business hub.

A place for *Gwalwa-Gai*

The Larrakia people are the traditional owners of Darwin. *Gwalwa-Gai* is the Larrakia word for 'meeting'; it is used to call clan groups together.

The Centre's Darwin Harbour setting is quite befitting. To the Larrakia people the harbour is a place of connection where, for centuries, they have welcomed visitors while trading with other indigenous tribes and Southeast Asian neighbours.

The Darwin Convention Centre is unique in that it is located in a 'harbour city within a city'. It is the centrepiece of the Darwin City Waterfront, a 25-hectare lifestyle precinct which will have waterfront promenades, a wave lagoon, wharf apartments, hotels, al fresco restaurants, retail outlets, wide open parklands, a cruise terminal and beach.

This new seaside heart of Darwin is symbolic of the vibrant future the city is ardently planning for.

"As a vital regional centre with world-class aspirations we are continually looking at ways to reinforce our position on the national and international stage, to bring significant economic benefits to both the Northern Territory and Australia as a whole," said Chief Minister Paul Henderson.

"The development of Darwin Waterfront precinct and Darwin Convention Centre displays the confidence and commitment that my government has in positioning Australia's tropical harbour city as a vibrant, exciting and attractive destination for convention delegates," he added.

Make it Darwin

"Darwin is Australia's best kept secret ... it's an exciting city in a unique part of the country," said Noel Pettersen, Chief Executive of the National Insurance Brokers Association. NIBA is holding its 26th annual convention at the Darwin Convention Centre.

With air access from all major Australian cities, Australia's tropical harbour city is compelling in its uniqueness, thanks largely to its geographical location. It is perhaps Australia's most cosmopolitan city, boasting 50 nationalities within its population of over 100,000. With the highest daily average sunshine hours of any Australian capital, Darwin has an enviable relaxed tropical, outdoor lifestyle.

Darwin City is the gateway to Australia's natural and cultural treasures. The World Heritage-listed Kakadu National Park, Katherine Gorge and Litchfield are all within driving distance from the city.

Northern Territory Convention Bureau Manager, Lynn Fairbrass said, "The Northern Territory is a conference organiser's dream. 'Experiential' is one of the latest buzz words, that is another reason Darwin is 'hot'! Everyone I talk to has always wanted to visit the Northern Territory but there has not been a custom built convention venue large enough - until now," she added.

PULL-OUT QUOTES

"The choice of Darwin for our 26th NIBA convention recognises the need for a new and very different destination. We can't wait to get there!"

Noel Pettersen, Chief Executive

**National Insurance Brokers Association [NIBA] Annual Conference, September 2008,
600 delegates**

"Due to the growth of our annual conference, returning to Darwin was not possible until the development of the new Darwin Convention Centre. APPEA is very excited to be working with the local suppliers and convention bureau to give the delegates a real taste of Northern hospitality."

Julie Hood, Director of Events

**Australian Petroleum Production and Exploration Association [APPEA] Annual Conference and
Exhibition
May 2009, 1500 delegates**

This will be the first time Darwin will host the national, 'Coast-to-Coast' Conference - thanks to the opening of Darwin Convention Centre. Its relaxed, waterfront location, proximity to the stunning coastal wetlands and the diverse marine life of Darwin Harbour will ensure that 'Coast-to-Coast 2008' will be an outstanding success.

Professor Karen Edyvane

**Australian Coastal Society Coast to Coast Conference,
August 2008, 600 delegates**

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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