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New CEO appointed to lead Adelaide Venue Management's growth trajectory



New AVM CEO Martin Radcliffe

Adelaide Venue Management (AVM) is delighted to announce that it has appointed **Martin Radcliffe** as the organisation's new Chief Executive Officer to lead its continued growth.

Martin has been the Adelaide Convention Centre's General Manager since May 2022, leading the Centre to a record trading year in 2022/23 and helping it become the first in the world to be awarded the prestigious EarthCheck Master Status sustainability certification. He has been acting CEO of AVM since August 2023 and currently serves as the Chair of Adelaide Hills Tourism.

Since arriving in Adelaide from England in 2004, Martin has held leadership roles at organisations including the Mayfair Hotel, Business Events Adelaide and The Playford Hotel. He has also worked for international brands including Hilton, Regus and David Lloyd Leisure and has previously run his own consultancy.

A global recruitment process for the CEO position attracted more than 100 applicants from around the world.

"While we were extremely impressed with the quality of the applications we received, Martin's vision for the future of the business stood above all others," AVM Chair Andrew Daniels said.

“In Martin, we have an energetic and accomplished leader who understands the relationships we have nurtured, sees the opportunities in front of us and has a clear plan of how to capitalise on these and continue our growth trajectory.”

AVM achieved a record financial trading profit of \$13.1 million in 2022-23, attracting over 300,000 visitors to the state.

“We have had some outstanding recent international events such as FIFA Women’s World Cup games, the World Indigenous Peoples Conference on Education, and concerts from Paul McCartney and the Foo Fighters,” Martin said.

“I believe there is significant further growth potential in positioning ourselves as a key global player to both ensure the continued strength and growth of AVM as well as the success of Adelaide and South Australia as a destination for major events.

“I’m also committed to building on our leadership in sustainability. We will continue to invest in environmental and social initiatives to ensure our growth is responsible and considered.”

Martin will commence in the role immediately.

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About Adelaide Venue Management

Adelaide Venue Management operates three of Adelaide’s most iconic venues: Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, in addition to AVMCatering, the corporation’s outside catering arm. AVM hosts more than 1000 events every year, attracting more than 300,000 visitors to South Australia. It employs over 1000 South Australians and delivers more than \$250 million in annual economic benefit to the state.

Media: Kristy Macfarlane, Michels Warren PR on 0402 557 527