

CASE STUDY

2015 International Driverless Cars Conference

5-6 November, 2015



Government of South Australia

Department of Planning,
Transport and Infrastructure

THE CLIENT

The Department of Planning, Transport and Infrastructure works to deliver efficient policy, transport and social and economic infrastructure. Part of their future strategy is the development of driverless technology. This year's conference marked the first time it has been held not only in Australia, but in the Southern Hemisphere.

Governments around the world are embracing driverless technology with many having legislation in the early stages of development. As an emerging and increasingly important field, driverless technology provides many advantages, particularly in terms of reducing costs, maintenance and travel time. The conference provided delegates with an opportunity to explore the technology and discuss the research, trials and legislation changes needed to make the driverless car future a reality.

THE CONFERENCE

Over two days the conference saw technical experts, industry, government and legal bodies come together at the Adelaide Convention Centre (ACC).

The opening ceremony marked the commencement of the first day, with an address by the Premier Jay Weatherill MP, and featuring a traditional didgeridoo performance by the Tauondi Aboriginal College. The day was largely session based, focusing on the future of automated vehicles as well as safety, innovation and community integration issues. After the sessions a cocktail reception was held across from the ACC at the Adelaide Oval.

The second day focused on live demonstrations giving attendees a deeper insight into driverless technology. Practical demonstrations were held at the Torrens Parade Ground with car manufacturers Tesla and Volvo showcasing their automated driver technology and the display of simulation and in-car technology by other companies. Volvo held a closed vehicle demonstration on the Southern Expressway featuring their fully automated driverless technology.





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CONFERENCE HIGHLIGHTS

The Southern Expressway demonstration was certainly the conference highlight. Closed to the public with only media and select participants present, the demonstration showcased the fully automated driverless technology currently in development. The video footage was streamed live via Telstra for people to watch.

Similarly, the Torrens Parade Ground gave a practical element to the proceedings, with high profile manufacturers such as Volvo, Tesla and Bosch displaying upcoming automotive technologies. The proximity of the parade grounds to the Adelaide Convention Centre made this part of the program easy to facilitate.

INNOVATION AND CHALLENGES

The Driverless Cars Conference was an opportunity to deliver a practical conference element and allow attendees to see this automotive technology in action.

All Occasions worked with the Department of Planning, Transport and Infrastructure (DPTI) to bring the Torrens Parade Ground event to fruition. From concept to execution, we managed the safety, planning and logistical elements surrounding this part of the program. The high level of technical integration involved was an exciting challenge for us and All Occasions was able to draw on their considerable expertise to meet the requirements set out by the DPTI and deliver an exciting, informative event. In addition, with only a short time frame of approximately 2-3 months to plan and initiate, All Occasions was able to work quickly and efficiently to deliver a world-class conference program on time.

OUR ROLE

In this instance, the All Occasions Group offered full conference management services including social functions, sponsorship in conjunction with the DPTI, accommodation management, venue and audiovisual management with full delegate services. We also designed and executed the Torrens Parade Ground demonstration as an adjunct to the main conference. A turnout of over 300 delegates (international and local) representing more than 150 businesses, universities and industry groups made this an informative and distinctive conference.



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