

Invest Adelaide



Contents

Introduction	2
Adelaide: Up Close	4
A City That's Going Places	6
Building Momentum	10
Competitive? It's Advantage Adelaide	14
Arrive Sooner, Connect Faster	16
A Liveable City	18
Rundle Mall	20
About AEDA	22



Adelaide Economic Development Agency tampendi, ngadlu Kaurna yertangga banbabanbalyarnendi (inbarendi). Kaurna meyunna yaiya mattanya Womma Tarnpanyako. Parnako yailtya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kaurna meyunna itto yailtya, tappa purruna, yerta kuma burro martendi, burro warriappendi, burro tangka martulyaiendi. Kumarta yaiya miyurna iyangka yalaka ngadlu tampinhi.

The Adelaide Economic Development Agency acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging. We recognise and respect their cultural heritage, beliefs and relationship with the land.

We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

Adelaide. The ideal investment location. Where world-changing ideas flourish and opportunity abounds.

Adelaide is the ideal investment location. It is an ambitious, confident and forward-thinking city that's not just adapting to change, but driving it. The city remains one of Australia's most competitive places to do business. It has high-quality infrastructure, commercial assets and public realm, as well as access to decision makers, lower regulatory imposts and rent that is 56 per cent lower than eastern states¹.

It is a recognised centre of excellence for education, defence, innovation, medical research, space technology and, more recently, emerging sectors in AI and machine learning, software engineering, cyber security, gaming and animation. This is reflected in a growing city workforce that is the ideal location for talent attraction and retention of young professionals and key city workers.

Adelaide has a well-established standing as a centre of learning and education. This has been further enhanced with the recent merger of the University of Adelaide and the University of South Australia (UniSA) to form a new institution, Adelaide University, which will be fully operational from January 2026. The merger will establish a globally ranked university, closely aligned with priority industries and known for producing highly sought-after graduates. The future-focused university will deliver a world-leading curriculum, a premium student experience, attract an

increasing number of international students, grow domestic enrolments and drive powerful research and commercialisation capability.

Adelaide is thoughtfully designed for comfortable living, offering the right balance of scale and amenities to support its growing population. City living is in high demand, creating impetus for inbound investment in new residential apartments, purpose-built student accommodation, commercial and institutional office towers and international hotels.

The Adelaide BioMed City, South Australian Health and Medical Research Institute (SAHMRI) and Lot Fourteen continue to grow the profile of the city in size and reputation.

Creativity is an integral part of Adelaide's DNA, with arts and cultural festivals, galleries and artisans aplenty. Adelaide, part of the UNESCO Creative Cities Network, pushes the boundaries of creative expression as Australia's home of visual effects, film post-production and video gaming.

Significant inbound investment has been made in hotels and businesses that have grown the city's skyline over the past decade. The investment has contributed to a fast-paced city with infrastructure that includes Australia's first 10Gbps data network².

It's a city of confidence –
Adelaide is now the place to be.



Adelaide: Up Close

Adelaide is the capital of South Australia. A city that proudly acknowledges and celebrates its traditional owners — the Kaurna people — and their cultural heritage.

 **\$25.51 billion**
city economy in YE June 2023/24 ³

 **390,000**
daily city visitors ⁴

Find out more



City in a park

well-designed city bordered by
760 hectares of Park Lands



Sustainable city

commitment to zero waste, a circular
economy and a carbon neutral future



Modern public transport network



awarded Australia's best capital city airport
7 kilometres
from the city



12,000+
city businesses ⁵



172,651
city workers ⁶



1 in 4 students
live in the city



4 universities
have campuses in the city ⁷



National Visitors to
South Australia in 2024

8 million
visitors ⁹

26 million
visitor nights ¹⁰

\$9.9 billion
visitor expenditure ¹¹

10,000
hotel rooms in
Greater Adelaide ⁸

70%
are in the
City of Adelaide



A City That's Going Places

Adelaide has always been a forward-thinking city, and its pioneering spirit extends to technology, medical research, education and space industries.

Optimism and substantial investment from the private and public sectors have spawned the rise of innovation districts Lot Fourteen and Adelaide BioMed City, attracting world-leading talent to North Terrace.

Adelaide is a city on a global stage, with a wealth of new industries and collaborative thinking.



Lot Fourteen currently supports a skilled workforce of 1,700 across 160+ businesses. Approximately \$756 million will be invested into the site by 2028.

The Innovation Centre, to be located at the heart of Lot Fourteen, will bring together business, research and government to accelerate innovation and research collaboration at scale. It will provide a secure environment for government and defence. The Centre has a pre-committed tenancy of 77 per cent and includes the Innovation Hub, the Australian Defence Technologies Academy, the Space Assembly Integration and Testing facility, and BAE Australia as the anchor tenant.



Lot Fourteen Entrepreneur and Innovation Centre and Innovation Hub (CGI concept)



Tried and Tested

Adelaide is a test city where brilliant minds develop, test and sell brilliant ideas to the world. Wireless LAN was invented and patented in Adelaide by a team at the Commonwealth Scientific and Industrial Research Organisation (CSIRO) and is now used in Wi-Fi spots around the world. Myriota, founded in Adelaide in 2015, developed low-cost, low-power satellite connectivity for the Internet of Things; the company has since expanded globally.

Adelaide has a well-deserved reputation as a city where innovation and entrepreneurial thinking thrives.



Defensive Strengths

Seven of the world's top 10 defence companies have a significant presence or are headquartered in Adelaide operating across the aerospace, maritime, land, systems and cyber domains, which in turn are attracting other businesses in the supply chain.



Lot Fourteen

Lot Fourteen is a launchpad for organisations involved in space, defence, cyber and critical technologies, many that are now going global.

It's also home to tenants like the Australian Space Agency headquarters, Adelaide University's the Australian Institute for Machine Learning, Amazon Web Services, Stone and Chalk and Australian Cyber Collaboration Centre.

Lot Fourteen harnesses the power of collaboration and co-location to fuel innovation and accelerate the translation of ideas within emerging industries. As a result, it's a hub where commercialised products and services are solving global challenges.

The Innovation Centre will support the continued transformation of Adelaide's economic, technology and capability sectors. It will be a hub for defence related activity, such as AUKUS and the Hunter-Class Frigates, creating jobs to support the state's economy over the coming decades.



Lot Fourteen



01



Adelaide BioMed City

Home to more than 2,000 researchers¹², the \$3.6 billion Adelaide BioMed City¹³ is one of the Southern Hemisphere's largest health and life science clusters. It includes the South Australian Health and Medical Research Institute (SAHMRI) and the Australian Bragg Centre.



02



03

- 01 Lab at SAHMRI
- 02 Adelaide BioMed City
- 03 SAHMRI communal space
- 04 Lab at SAHMRI
- 05 Australian Bragg Centre treatment room (CGI concept)

Find out more



04



05



Support for Start-Ups

In Adelaide, it's not unusual to find a start-up hub located next to the head office of a giant like Santos or BHP. Adelaide has a strong start-up culture, with multiple successful ventures emerging in recent years, including Fusetec, MyVenue and Myriota. Their success can be attributed to the city's strong focus on deep tech, high-quality research institutions, and supportive government policies. The city also hosts several start-up accelerators and incubators. Renew Adelaide matches emerging ventures with vacant space across the city.



Renewing for Sustainable Business Growth

South Australia has a notable track record of fostering renewable energy initiatives and reducing carbon emissions. The City of Adelaide is a key partner in sustainability programs that can facilitate business growth and investment. Through targeted incentives, these programs help make sustainable practices and technologies more accessible and affordable for residents, businesses, stakeholder groups and investors.

These can include, but are not limited to, solar PV, energy storage, electric vehicle charging stations, insulation, switchboard upgrades, resource recovery and more. Incentives and rebates help with costs, increase the value of the property and support a reduction in carbon emissions, contributing to the creation of a circular economy.

Building Momentum

Adelaide's rapid growth is testament to the city's competitive cost base, progressive mindset and the ease of doing business. The city is primed for a host of major new developments, with world-class, city-shaping projects valued at nearly \$9 billion recently completed or in the pipeline.¹⁴



01 Eighty Eight O'Connell (CGI concept)
02 Market Square (CGI concept)
03 Marriott Hotel



Where Adelaide's growth lies



+\$9 billion
visitor economy industry value by 2030¹⁵



100%
net renewable energy generation by 2030¹⁶



16,000
new tourism jobs by 2030¹⁷



\$3.1 billion
education industry value in 2023¹⁸



89,400
tech jobs by 2035¹⁹

Grow Where it's Greener

South Australia is leading the global energy transition, increasing its share of net electricity generation from renewable sources from just 1 per cent to 74 per cent in just over 16 years.²⁰ According to the Australian Energy Market Operator, this figure could rise to approximately 85 per cent by 2025-2026.

The state is targeting 100 per cent net renewable energy by 2027. In 2021, South Australia met 100 per cent of its operational energy demand from renewable sources on 180 days — nearly half the year (49 per cent).²¹

To date, South Australia has attracted more than \$6 billion in large-scale renewable energy and storage projects, with a further \$20 billion in the investment pipeline.²² The state offers significant opportunities for climate-tech businesses, providing access to abundant renewable energy resources, world-class research institutions, and strong support from government agencies.

A Booming Tourism Industry

Since 2020, the Adelaide CBD has experienced significant growth in the tourism sector, supported by strong investment in accommodation, visitor experiences and infrastructure. This aligns with South Australia's goal to grow the visitor economy to \$12.8 billion and reach 52,000 jobs by 2030.²³

Nine new hotels have opened in the city since 2020, including five-star properties EOS by SkyCity, Crowne Plaza Adelaide and Sofitel Adelaide. Other recent additions include Vibe Hotel Adelaide, Hotel Indigo, TRYP by Wyndham, Hotel Alba, and the \$200 million Marriott Hotel. The Marriott Hotel opened within the heritage General Post Office (GPO) in August 2024, marking the brand's first hotel in South Australia.²⁴

Adelaide's hotel pipeline, valued at nearly \$2.2 billion since 2020, reflects continued investor confidence in the city's tourism and business events potential, backed by coordinated state and city-led initiatives to attract and grow visitation.



01 Her Majesty's Theatre, Adelaide Festival Centre
 02 City Cross, Rundle Mall
 03 Defence SA
 04 Women's and Children's Hospital (CGI concept)
 05 Trinity City (CGI concept)

Creative Industries

Adelaide is renowned as a special effects hub for some of the world's biggest movies. Award-winning visual effects studio Rising Sun Pictures has 30 years of experience contributing to some of the biggest blockbuster films including *Thor: Ragnarok*, *Spider-Man: Far From Home* and *X-Men: Dark Phoenix*. The city is also home to a vibrant and growing gaming industry. There is a rich history of creative industry in the city with both JamFactory and Adelaide Festival Centre celebrating their 50th anniversaries in 2023.

Rundle Mall Evolution

Established in 1976 as Australia's first pedestrian Mall in a central city location, Rundle Mall is a major driver of growth in the life and economy of the City. It is widely recognised as Australia's premier pedestrian shopping precinct, with growing visitor numbers and ongoing investment in retail outlets, attractions and ancillary services. Private investment in the Rundle Mall Precinct continues to grow, with developments valued at around \$800 million recently completed or in the development pipeline.²⁵

Health Projects

A new multi-billion dollar Women's and Children's Hospital, which is currently under construction, will give South Australian families access to the most advanced hospital care for generations to come.

The WCH project is one of the largest undertaken in Australia and will provide world-class facilities in proximity to the Royal Adelaide Hospital and the Biomed Precinct.

A Place of Higher Learning

International education is South Australia's top export and has become the state's first export sector to ever exceed the \$3 billion mark.²⁸

Student visa applications are at their highest level since 2015, marking an increase in international student arrivals in the future.²⁹

Find out more



A Force in Defence

South Australia is at the forefront of the nation's defence industry capability. Renowned for its innovation, world-class research and development, and a highly skilled workforce, the state has a proud history of delivering some of Australia's largest and most complex Defence projects.

Watch This Space

Technology is the state's fastest growing employment sector with 42,000 jobs.²⁶

The space industry is growing rapidly, and Adelaide will be an integral part in meeting a national target to triple the sector by 2030.²⁷

"Our company has become an active investor in Adelaide. We see it as a city with an enormous future."

Shane Quinn, Executive Chairman, Quintessential Equity



Competitive? It's Advantage Adelaide

Adelaide's competitive and confident edge is helping the city create its own future.

A Global State of Mind

Cities and economies are being shaped by the move to decarbonisation, an increasingly complex geopolitical situation, the escalating challenges of climate and energy, health and wellness initiatives and an increasingly autonomous society. Adelaide's future-focused industries are responding to this across health sciences, climate-tech, research, education, advanced manufacturing, space technology, artificial intelligence and cyber security.

Adelaide thrives on entrepreneurial spirit and start-ups are welcomed by a supportive community. Entrepreneurs can take advantage of diverse funding options and resources to help launch and scale their businesses, with acceleration programs, mentorships and more than 18 co-working spaces.



"After more than a decade in the United States my family and I decided to make Adelaide our home as the city is an international leader in artificial intelligence. Global companies are increasingly looking to Adelaide to access our high-tech talent."

Professor Simon Lucey, Director, Australian Institute for Machine Learning



Australian Institute for Machine Learning

Doing *business* in Adelaide

Adelaide's competitiveness makes starting, running or expanding a business more viable than the east coast. With lower rents, food and public transport costs, residents have more disposable income to enjoy more of what the city has to offer.



No payroll tax
applies when total annual wages are under \$1.5 million

No stamp duty
on commercial and industrial property

Lower workers' compensation premiums
than Victoria and New South Wales

Adelaide compared to Sydney

premium office space	cost of living	average labour costs
56% lower	21% lower	8% lower



Adelaide premium city office space ³⁰

21%
less expensive than
Melbourne

31%
less expensive than
Brisbane

13%
less expensive than
Perth



Find out more



Arrive Sooner, Connect Faster

Adelaide is perfectly positioned between the hills and the sea and divided by the River Torrens / Karrawirra Parri. Dubbed the '20-minute city', Adelaide offers one of the shortest commute times in the nation, with the airport located just two runway lengths away from the city.



"Adelaide is the ideal place to deliver some of the world's biggest films, but it's Adelaide's connectivity and two degrees of separation that's enabled us to grow exponentially over the last two years."

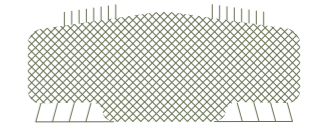
Tony Clark, Co-Founder, Rising Sun Pictures



In Adelaide, you're not just close to home, but to the world. Here's why it's *Australia's best-connected city.*



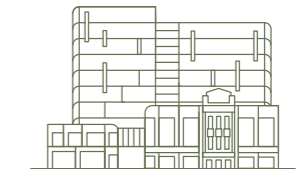
The **Ten Gigabit Adelaide** project is an Australian first, offering symmetrical speeds of up to 10Gbps to 1,000 commercial city buildings for unparalleled access to low cost, high-speed data networks.



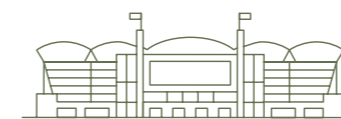
North Terrace, Adelaide's **cultural and innovation boulevard**, is home to Adelaide BioMed City, Lot Fourteen, numerous university campuses, as well as cultural institutions such as the Art Gallery of South Australia, State Library of South Australia, South Australian Museum, Adelaide Botanic Garden and National Wine Centre of Australia.



The city is well-served by an **extensive public transport network** including trains, free buses and trams, which are amongst the world's best for short wait times.³¹



Infrastructure projects are underway to further enhance the city's ease of use, including dedicated bicycle lanes.



The multi-billion dollar revitalisation of the **Riverbank Precinct** includes an expanded Adelaide Convention Centre for conferences and events, sports and concerts at Adelaide Oval, performances at the Adelaide Festival Centre and entertainment at the Adelaide Casino, all connected by walkways and a river footbridge.



The world's only city in a park, Adelaide's simple grid layout boasts wide streets, terraces and public squares. In 2008, the city layout and Park Lands were added to Australia's National Heritage List.

A Liveable City

Adelaide is consistently ranked as one of the most liveable cities in the world.



Great Weather

Adelaide has a true Mediterranean climate, with hot dry summers and cool, wet winters. Spring and autumn bring a seemingly endless procession of near perfect days.



Diverse Culture

Adelaide is a vibrant city offering arts, sport, culture and entertainment, with a new experience or celebration around every corner. It is Australia's first, and only, UNESCO City of Music.



Australia's Festival Capital

From the Adelaide Fringe and Adelaide Festival to Illuminate Adelaide and the world's largest cabaret festival, there's a dizzying array of internationally renowned events staged each year. With one festival beginning just as another ends, Adelaide attracts the world's best events to entertain, educate and engage all year round.



The Food

Adelaide is home one of Australia's best restaurants, Restaurant Botanic, and the iconic Adelaide Central Market, one of the largest undercover fresh produce and gourmet markets in the Southern Hemisphere. The city offers a rich array of culinary and hospitality experiences to suit every taste.



World-Class Education

In Adelaide, students have access to high-quality secondary and tertiary education, with three of the state's universities featured in the 2025 Quacquarelli Symonds World University Rankings.



All This for Less

Residential house prices in Adelaide are among the nation's lowest. The median home price in Adelaide is \$796,000 in comparison to Sydney \$1,104,000 and \$778,000 in Melbourne.³²



Like Wine With That?

As one of 11 Great Wine Capitals of the World, Adelaide boasts the country's most impressive wine list, reflected by the quality available in city restaurants, bars, hotels and the National Wine Centre of Australia.



Rundle Mall

A unique blend of the iconic and the unexpected, Rundle Mall is where flagship retail, buzzing laneways, rooftop bars and cultural moments collide in the heart of Adelaide. Attracting more than 54 million visitors annually, it's Australia's busiest mall and the largest outdoor shopping precinct in the Southern Hemisphere. ³³

Rundle Mall snapshot

700

stores

300

services

300+

annual events and activations

15

shopping centres and arcades

45,000

workers in the Rundle Mall catchment area ³⁴

54 million

annual visitors ³⁵



Lowest commercial retail strip vacancy rates nationally in 2025 ³⁶

Specialised and Luxury Goods is the largest retail expenditure category ³⁷

Largest retail share in metropolitan Adelaide

\$1.5 billion total annual expenditure in FY 2024/25, reaffirming its position as Adelaide's premier retail destination ³⁸

85% of all discretionary retail expenditure in the City of Adelaide



Rundle Mall

"Our investment in Adelaide reflects the growth of the city in recent years and our optimism about the future of the Adelaide CBD."

David Harrison, Managing Director and Group Chief Executive Officer, Charter Hall

Charter Hall

Exclusive brands and flagship stores



THE HOUR GLASS



SEPHORA



BREITLING
1884



R. M. WILLIAMS
EST. 1922, AUSTRALIA



SHEIKE

VANS

GLASSONS

Dr. Martens

Archie Brothers
CIRQUE ELECTRIQ



STRIKE

rebel

Sportsgirl

DYMOCKS

MECCA

H&M



Aje., Rundle Street

Mainstreets

There are seven mainstreets across the city that complement Rundle Mall, including Rundle Street, that are home to some of Australia's most sought after fashion labels.

Head to Hutt, O'Connell, Melbourne, Hindley, Gouger and Waymouth Streets to experience one-of-a-kind retail experiences, high fashion, rare wines, bespoke bags and handmade delicacies.

About AEDA

The Adelaide Economic Development Agency (AEDA) is a subsidiary of the City of Adelaide, established in January 2021 to accelerate economic growth in the city.

AEDA works closely with businesses, industry groups, state government agencies and other relevant organisations to stimulate the city's economic growth.

AEDA's mission is to accelerate economic growth in the city by attracting investment and supporting businesses, growing the visitor economy, supporting residential growth, growing the city's events calendar and marketing the city as a whole, including Rundle Mall.

The AEDA Board is made up of some of Australia's leading businesspeople from sectors including hospitality, property development, place making, business development, investment, events and tourism.

How we can *help*

Launching or relocating a business is a major undertaking, however, AEDA offers assistance to make it as easy as possible.

AEDA helps businesses achieve success by connecting them with local decision makers and identifying funding and support options.

Business Support

Helping establish a business case for setting up in the city, which includes assisting with site selection.

Free Pre-Lodgement and Pre-Design Advice Services

This includes making planning approvals quick and efficient, providing advice for specific land sites and development application preparation.

Connection with Local Capability

Giving insights into local industry capabilities and linking with new technologies, services, skills or processes to add value to your organisation.

Business Assistance

Be a part of AEDA's Welcome to Adelaide relocation and introduction to the city program.



Get in touch



business@aedasa.com.au

Discover more at
aedasa.com.au



City of Adelaide



Sources

- 1 Office Market Report - CBD Snapshot 2024, Colliers
- 2 Case Study: Ten Gigabit Adelaide, TPG Business & Enterprise
- 3 Economic Profile: Adelaide, economy.id; Vakulczyk, Brad. National Institute of Economic and Industry Research, National Institute of Economic and Industry Research
- 4 Retail Sales Improvement and Network Optimisation, Kepler Analytics
- 5 City of Adelaide Economic Profile, economy.id
- 6 City of Adelaide Workers' Place of Residence, economy.id
- 7 Census, Australian Bureau of Statistics, 2021
- 8 South Australian Accommodation Summary for the Year End: December 2022, South Australian Tourism Commission
- 9 National Visitor Survey Results December 2022, Australia Trade and Investment Commission, 5 April 2023
- 10 National Visitor Survey Results December 2022, Australia Trade and Investment Commission, 5 April 2023
- 11 National Visitor Survey Results December 2022, Australia Trade and Investment Commission, 5 April 2023
- 12 SA Productivity Commission Review of Health and Medical Research in South Australia, Adelaide BioMed City, 2020
- 13 SA Productivity Commission Review of Health and Medical Research in South Australia, Adelaide BioMed City, 2020
- 14 South Australian Tourism Plan 2030, South Australian Tourism Commission
- 15 South Australian Tourism Plan 2030, South Australian Tourism Commission
- 16 South Australia's 100% Renewable Energy Transformation, CDP
- 17 South Australian Tourism Plan 2030, South Australian Tourism Commission
- 18 International Education – First SA Export to top \$3 Billion, Study Adelaide
- 19 Today, Meet Tomorrow: Australia's Digital Pulse 2025 (page 63) ASC, Deloitte
- 20 Leading the Green Economy, South Australian Government, Department of Energy and Mining
- 21 Leading the Green Economy, South Australian Government, Department of Energy and Mining
- 22 Leading the Green Economy, South Australian Government, Department of Energy and Mining
- 23 South Australian Tourism Plan 2030, South Australian Tourism Commission
- 24 South Australian Tourism Plan 2030, South Australian Tourism Commission
- 25 Plan SA Portal, City of Adelaide Development Assessment Team
- 26 ACS Australia's Digital Pulse 2022, ACS Australia
- 27 Space Industry: Rocketing Ahead to 2030, Lot Fourteen
- 28 International Education-Bulletin: June 2024, Study Adelaide
- 29 Student Visa Arrivals, Department of Education
- 30 Office Market Report - CBD Snapshot 2024, Colliers
- 31 Public Transit Statistics by Country and City, Moovit Insights, 2022
- 32 PropTrack Home Price Index, PropTrack
- 33 Retail Sales Improvement and Network Optimisation, Kepler Analytics
- 34 Geospatial Insights to Inform and Support Your Customer Strategies, propella.ai, 26 June 2023
- 35 Retail Sales Improvement and Network Optimisation, Kepler Analytics
- 36 Australian CBD Retail Vacancy H2 CBRE. CBRE, 2022
- 37 CommBank iQ. Quantum
- 38 Spendmapp Geografia, 12 July 2022



Scan QR code for all sources and credits.
Publication printed and accurate as of July 2025.

