AN INVITATION TO DEVELOPERS, LANDOWNERS & INVESTORS TO BUILD THE HOMES OF OUR GROWING CITY.

# BUILDING ON THE 2036 CITY PLAN

Our Adelaide.
**Bold.**
**Aspirational.**
**Innovative.**

CITY OF ADELAIDE

Adelaide Economic Development Agency

BUILDING ON THE 2036

# CITY PLAN




Image: South Australian Tourism Commission

Image: South Australian Tourism Commission

Our city is open.
**Come build it.**

# LORD MAYOR FOREWORD

**DR JANE LOMAX-SMITH AM**
THE RIGHT HONOURABLE
LORD MAYOR OF ADELAIDE

**Everyone seems to be talking about Adelaide.**

Whether it's our festivals and cultural life, our universities, our affordability or just the quality of life, increasingly people want to live here.

More than $9 billion worth of housing developments are either planned, approved, or under construction within the CBD and North Adelaide, putting more than 4000 apartments in the pipeline.

By 2036, the City of Adelaide is planning for 50,000 residents. That means roughly 1000 new residences need to be built every year. An ambitious target? Yes, but one that with your help we can make happen.

We've done our homework and through City Plan 2036 understand how we can sustainably double our population by identifying underutilised and high-potential development sites across the city.

The challenge is adding homes while also keeping Adelaide liveable, walkable, and maybe a little greener. It's also about recognising that heritage buildings and the Adelaide Park Lands aren't obstacles to development, but a main reason people want to live here.

Because Adelaide's future won't be defined simply by how many homes we build, but by the city we build around them.

After all, if everyone is talking about Adelaide, let's give them even more reason to.

# ADELAIDE IS OPEN FOR BUSINESS, NOW MORE THAN EVER.

**The City of Adelaide is all in on housing growth. Now we're looking for partners to help deliver it. This is a capital city with the ambition, the demand and a council on your side of the table.**

The city has set a target of 50,000 residents by 2036. To get there, Adelaide needs around 1,000 new homes every year. A citywide assessment has identified 1,986 underutilised properties, including 491 high-potential development sites. Just 48 strategic sites could deliver around 8,640 homes.

The demand is already here – the jobs, the students, the renters, the amenity. The missing piece is supply.

More than half of city households rent. Around 30% of CBD properties are underutilised. More than 150 major projects are already in the pipeline.

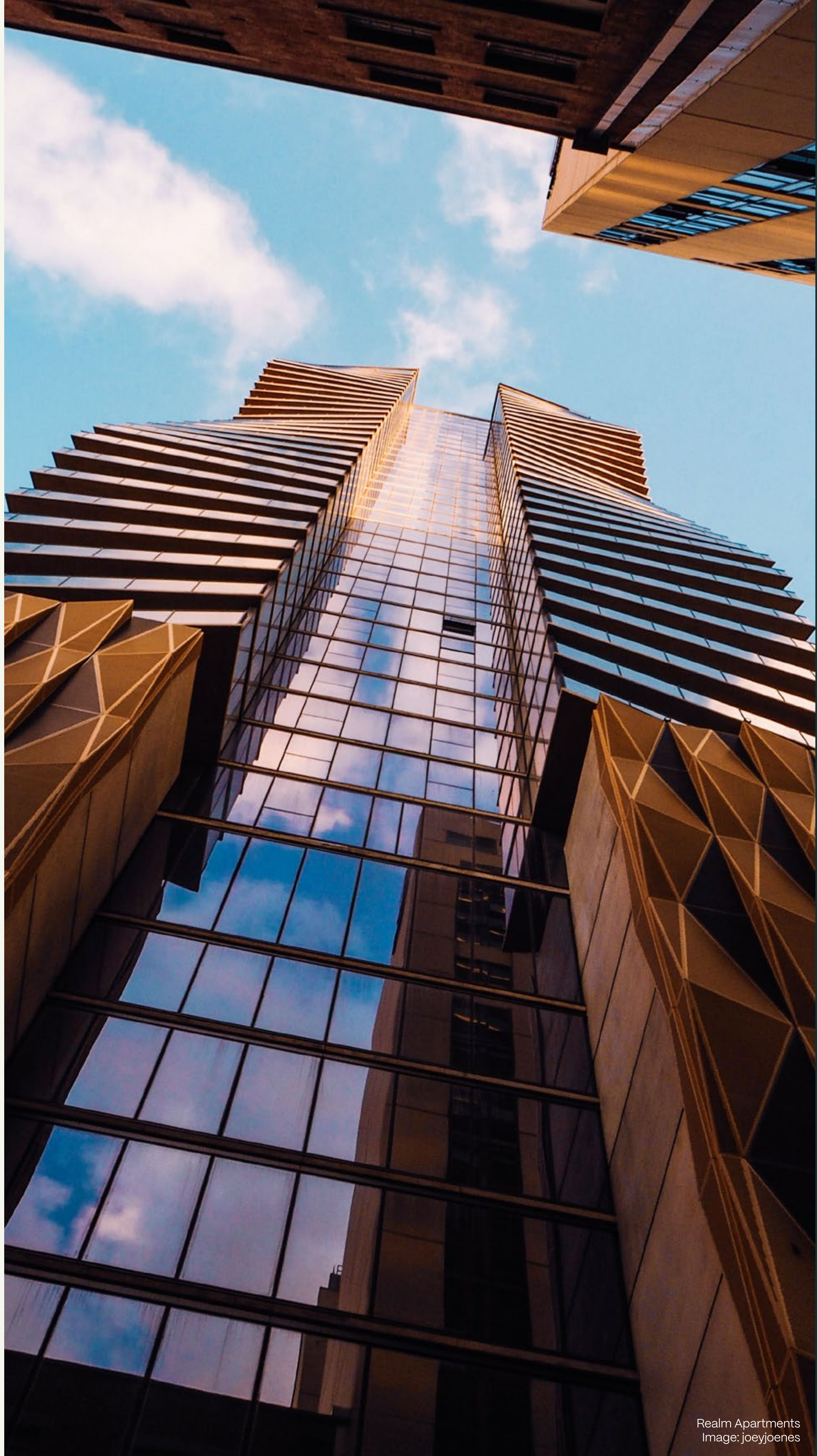
**For developers, investors and delivery partners, Adelaide offers something increasingly rare: capital city scale without eastern states entry costs, identified development opportunities and a city committed to housing delivery.**

The City Plan – Adelaide 2036 does not just support housing growth. It plans for it through strategic site identification, adaptive reuse, mixed-use renewal and transport-connected development.

If you already have a site, concept or mandate to invest, the City of Adelaide and the Adelaide Economic Development Agency (AEDA) will help you understand the opportunity, identify where your strategy fits and navigate a clear path to delivery.

We are backing the growth of the city with our own investment: in infrastructure, public spaces and the pathways that will shape the city's next chapter.

**Now we need you to build it.**



Realm Apartments
Image: joeyjoenes

**50,000**
TARGET RESIDENTS BY 2036

**8,640***
POSSIBLE HOMES ON 48 STRATEGIC SITES

**56.5%**
CITY HOUSEHOLDS THAT RENT

**153**
MAJOR APPROVALS IN THE SYSTEM

**1,986**
UNDERUTILISED PROPERTIES

**491**
HIGH-POTENTIAL DEVELOPMENT SITES

**30%***
UNDERUTILISED CITY PROPERTIES

*Approximately.
Sources:
The City Plan – Adelaide 2036.
Future Urban Vacancy Assessment Ground Truthing Report.

# POTENTIAL IN EVERY MODEL.

**No single project, product or developer will deliver Adelaide's housing ambition.**

A city of 50,000 residents will require new apartments, build-to-rent communities, student accommodation, affordable and key worker housing, adaptive reuse projects, mixed-use developments and medium-density neighbourhoods.

Whether you develop, invest, operate or own property, Adelaide offers multiple pathways to participate in the city's next phase of growth.

The opportunity is not confined to a single precinct, product type or investment strategy.

It extends across the CBD, North Adelaide, key main streets, adaptive reuse opportunities and strategic redevelopment sites identified throughout the city. Whatever your model, Adelaide has a place for it.

| MODEL | OPPORTUNITY | EVIDENCE |
|---|---|---|
| **Develop, build and sell apartments** | A deep pipeline of well located infill sites | 491 high-potential sites mapped, 116 over 1,000 sqm |
| **Back build-to-rent** | A renter market ready for institutional scale | 56.5% renter base and low vacancy |
| **Run a property fund** | A parcel-level land bank inside the core | 1,986 underutilised properties across public and private ownership |
| **Take on mixed-use or urban regeneration** | Precinct scale sites where amenity, employment and density work together | 48 strategic sites capable of delivering ~8,640 homes |
| **Specialise in adaptive reuse** | Older stock, vacancy and council-backed support with grants of up to $75,000 per dwelling on offer | Underutilised commercial stock and Council support programs |
| **Deliver affordable, social or key worker housing** | Strong demand, public sector intent and a willing partner | Clear housing targets. 600 affordable rentals by 2028, 150 affordable homes a year |
| **Provide student accommodation** | Education anchors and central locations | 23% of the city residents studying at university, 45.4% born overseas |
| **Invest from interstate or offshore** | A capital city growth story without eastern states entry pricing | Around $1m median, below Sydney $1.58m and Brisbane $1.23m, up to $80,000 saved per dwelling infill over greenfield |

The opportunity is diverse.
The sites are identified.
The pathway is clear.
**The next move is yours.**


Image: joeyjoenes


# FROM THE CITY OF CHURCHES

# TO THE CITY OF CRANES.

**Adelaide built its reputation on liveability. Today it is turning that advantage into growth.**

Across the city, cranes are reshaping the skyline. New homes, hotels, workplaces, research and education facilities and mixed-use developments are changing the way people live, work and invest in Adelaide.

This momentum is not confined to a single precinct. From Eighty Eight O'Connell and Market Square to Adelaide BioMed City, Lot Fourteen and the new Women's and Children's Hospital, major investment is helping create a larger, more connected and more vibrant capital city. Together with upgrades to city main streets, public spaces and transport connections, these projects signal a city entering its next phase of growth.

The City of Adelaide is South Australia's economic, civic and cultural core. It supports more than 174,945 jobs, welcomes more than 350,000 daily visitors, generates a $25.5 billion economy and is home to the state's major institutions, universities, hospitals and innovation districts.

**Adelaide already has the jobs, the talent, the infrastructure and the lifestyle. What it needs now are the homes.**

Unlike other Australian capital cities, Adelaide has capacity to grow. Significant redevelopment opportunities remain across the city, supported by planning policy, infrastructure investment and a clear commitment to population growth.

## Invest in a capital city entering its next growth cycle, not waiting for one.

- The investment is happening.
- The demand is established.
- The opportunity is *ready*.

# ADELAIDE WINS ON THE NUMBERS.

**For developers and investors, the case for Adelaide comes down to fundamentals: cost, demand, supply and timing.**

This is a capital city market with its own growth story, where entry costs remain comparatively low, demand continues to strengthen and development opportunities remain available.

**Build in the core for up to $80,000 less per dwelling.**

Building in the core can cost up to $80,000 less per dwelling than master-planned greenfield. Infrastructure SA finds CBD land costs less to prepare than land on the fringe. You spend less to get started and that saving can hold even when the market turns.

**Buy in below Sydney and Brisbane and earn more on it.**

The median property price is just under $1m, against $1.58m in Sydney and $1.23m in Brisbane and the rental return sits near 3.4%, ahead of both. You pay less and the rent works harder.

**Get in while prices are rising.**

Home values rose by approximately 12% in the year to May 2026, while Sydney managed about 2% and Melbourne under 1%. You are getting in early, not late.

**Adelaide's tight rental market supports leasing demand.**

This is one of the tightest rental markets in Australia, with house rents at $640 per week. Tenants are plentiful and homes are scarce, so places lease quickly as rents climb.

**Move early in an emerging build-to-rent market.**

56.5% of city households rent, yet no large-scale rental operator has entered the market. Strong rental demand supports apartments, build-to-rent, student and key worker housing, with significant opportunity still available.

**Investigate sites that are already mapped.**

Unlike many capital cities, Adelaide's opportunity is already mapped. A citywide assessment identified 1,986 underutilised properties, including 491 high-potential development sites. Of these, 48 sites alone could accommodate around 8,640 homes.

**Know where you stand before you commit.**

Planning reform, strategic growth areas and coordinated development support are helping provide greater clarity earlier in the development process. For investors and developers, that means better visibility of the pathway before major capital is committed.

Image: Michael Waterhouse

# SOUTH AUSTRALIA IS BACKING HOUSING DELIVERY.

**The State Government is also investing alongside you.**

The South Australian Government has put a $2.5 billion housing package behind the delivery of more homes, with measures aimed directly at Adelaide CBD apartments, build-to-rent and buyer demand.

South Australia is already building at a record pace. Latest ABS data cited by the South Australian Government shows 12,692 homes were completed in 2024–25, the highest ever, with 14,311 homes under construction, the highest ever excluding the year the HomeBuilder program was active.

For developers, landowners and investors, this matters. Adelaide's growth target needs homes to move from planning approval to construction and Government is now putting funding, tax settings, buyer support and delivery mechanisms behind that shift.

**$500m to unlock CBD apartments.**

The standout measure is the Apartment Fast-Track Fund. It is designed to help eligible off the plan apartment projects clear the pre-sale thresholds that financiers often require.

Through the Fund, the Government can guarantee dwellings in an eligible project, with fees and criteria applying.

The measure responds to a clear delivery gap and will accelerate the delivery of more homes for South Australians.

**Build-to-rent support through to 2039-40.**

Eligible build-to-rent projects can access a 50% reduction in land value for land tax purposes, available from the 2023-24 financial year up to and including 2039-40.

For a city with a large renter base, tight vacancy and limited institutional-scale rental supply, that strengthens the case for build-to-rent and long-term rental investment.

**Buyer support that strengthens demand.**

The Government is also backing the buyers and residents who help absorb new city housing.

Eligible first home buyers can access stamp duty relief on new homes and off-the-plan apartments, with no price cap applying to eligible contracts from 6 June 2024, plus the First Home Owner Grant where eligible.

HomeStart Finance will also be broadened to support multi-storey apartment purchases, while seniors aged 60 and over may be eligible for stamp duty relief when they downsize into a new home, off-the-plan apartment or vacant land to build. Full relief may apply for a new home or off-the-plan apartment valued up to $2m, with partial relief available above that threshold.

Together, these measures help widen the buyer pool for new homes in the city.

**$2.5B**

HOUSING PACKAGE

**$500M**

APARTMENT FAST-TRACK FUND

**2,023** & **742**

STUDENT APARTMENTS | DWELLINGS

APPROVED BUT NOT YET CONSTRUCTED

**50%**

BUILD-TO-RENT LAND TAX REDUCTION

**$0 Stamp Duty**

FOR ELIGIBLE DOWNSIZERS AND FIRST HOME BUYERS

# GOVERNMENT SUPPORT IS REDUCING BARRIERS TO DELIVERY.

**The City of Adelaide has identified the opportunity. The state is adding mechanisms that can help more projects move.**

### Land and housing supply

The $500m Housing Fast-Track Fund will secure and sell strategic land for housing development and fast-track housing supply.

### Investment facilitation

Invest SA connects proponents with opportunities, industry networks and relevant Government agencies. It has helped secure $2.93 billion in investment since 1 July 2022.

For major project proponents, it provides a clearer pathway into Government, AEDA and the City of Adelaide.

### Workforce capacity

Through its Housing Skills package, the 2026–27 Budget commits $29.5m over eight years to create 1,000 new pathways into the construction workforce through apprentice training, industry partnership incentives and scholarships.

This supports the wider delivery environment for residential, mixed-use, build-to-rent and apartment projects.

## SUPPORT AT A GLANCE

| MEASURE | SUPPORT |
|---|---|
| **Apartment Fast-Track Fund** | $500m pre-sale guarantee fund for eligible Adelaide CBD apartment projects. |
| **Housing Fast-Track Fund** | $500m to secure and sell strategic land for housing development. |
| **Build-to-rent land tax concession** | 50% reduction in land value for eligible build-to-rent projects, available up to and including 2039–40. |
| **First home buyer support** | Stamp duty relief on eligible new homes and off-the-plan apartments, with no price cap for eligible contracts from 6 June 2024, plus the First Home Owner Grant where eligible. |
| **HomeStart Finance** | Shared equity to be broadened to multi-storey apartment purchases, with some income thresholds lifted to $110,000. |
| **Seniors downsizing relief** | Stamp duty relief may be available for eligible buyers aged 60 and over downsizing into a new home, off-the-plan apartment or vacant land to build. Full relief may apply for new homes and off-the-plan apartments valued up to $2m. |
| **Foreign Ownership Surcharge relief** | Case-by-case ex gratia relief may apply to significant residential developments that contribute to housing supply. The surcharge otherwise applies at 7%. |
| **Construction workforce pathways** | $29.5m over eight years to create 1,000 new construction workforce pathways. |
| **Pattern Book** | Funding for pre-approved designs to reduce design costs, fast-track planning approvals and lower delivery risk. |
| **Invest SA** | Investor facilitation and connection into Government, with $2.93b in investment secured since 1 July 2022. |

Image: South Australian Tourism Commission

- Demand is established.
- Sites are identified.

**Now Government support is helping more homes move from approval to delivery.**

# ADELAIDE BY COMPARISON.

| | ADELAIDE | SYDNEY | MELBOURNE | BRISBANE | PERTH |
|---|---|---|---|---|---|
| Median property value | **$995k** | $1.58m | $960k | $1.23m | $1.10m |
| Annual value growth | **12%** | 2% | 1% | 19% | 26% |
| Gross dwelling yield | **3.4%** | 2.9% | 3.1% | 2.9% | 3.7% |
| Rental vacancy | **0.7%** | 0.7% | 1.3% | 1.5% | 0.8% |
| Median property rent | **$640** | $800 | $580 | $730 | $740 |

Cotality Home Value Index, 1 June 2026; rents Domain, March 2026 quarter; vacancy SQM, April 2026. All figures are approximate. Property values include all residential dwelling types to provide a consistent comparison across capital cities.

LOWER ENTRY COSTS THAN SYDNEY, PERTH AND BRISBANE

STRONG RECENT VALUE GROWTH

ONE OF AUSTRALIA'S TIGHTEST RENTAL MARKETS

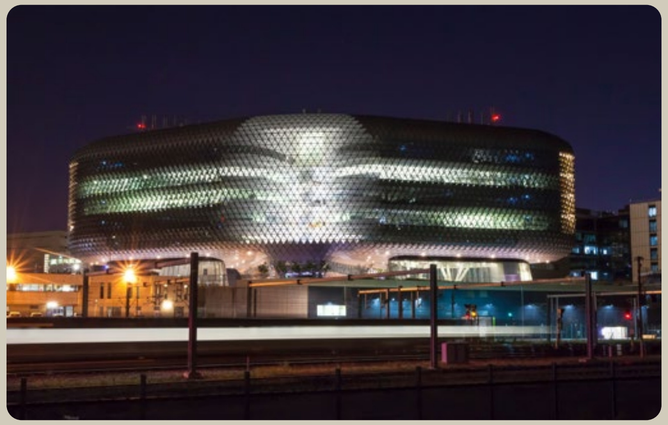
Image: Elliot Thompson

# HOMES FOLLOW JOBS.

**Housing demand follows employment, education and amenity.**

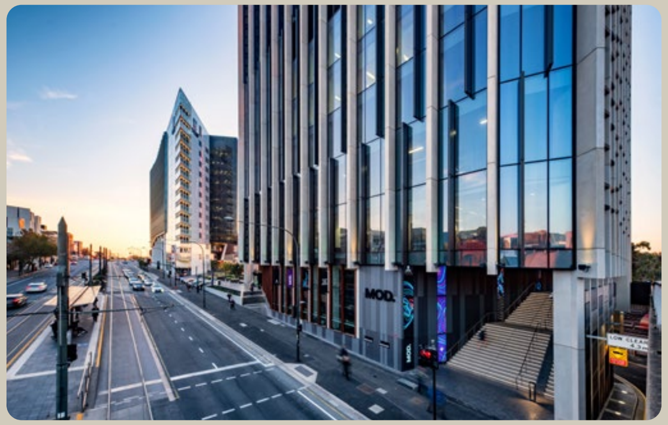
Adelaide's strongest growth drivers are concentrated within and around the city centre, creating a rare concentration of jobs, institutions, culture and investment. The people who work, study and spend time in Adelaide increasingly want to live there too. For many, the housing simply does not exist yet.

Adelaide's innovation, health, education, cultural and commercial anchors are already in place. Adelaide's next phase of growth is about connecting more people to the city they already use every day. That means delivering homes close to employment, education, transport, culture and open space.



### The Biomedical Precinct

The Royal Adelaide Hospital, SAHMRI, the Bragg Centre and the new Women's and Children's Hospital.




### North Terrace

The cultural spine, lined with the Art Gallery of South Australia, the South Australian Museum, the State Library and the Botanic Gardens.

### Rundle Mall

The Southern Hemisphere's longest outdoor pedestrian mall and South Australia's premier retail destination, attracting more than 22 million visitors annually to over 700 retailers and hospitality venues.

### Adelaide Oval

AFL, Test cricket, Gather Round and headline concerts, drawing crowds and hospitality spend year-round.

### Lot Fourteen

Defence, space, cyber and AI, all in the city's innovation district.

### O'Connell Street

North Adelaide's renewal catalyst, led by the Eighty Eight O'Connell mixed-use development and a revived dining and retail strip.

### Market Square Precinct

A $600m mixed-use extension to the Adelaide Central Market, with food, tourism, retail and wellness offering.


### Adelaide University

Following a landmark merger of two institutions, Adelaide University launched in 2026 and ranks #79 globally in the QS World University Rankings.

# A YEAR-ROUND EVENTS ECONOMY THAT DRIVES HOUSING DEMAND.

**Adelaide's appeal extends beyond jobs and education.**

A year-round calendar of major events brings millions of visitors into the city, supports hospitality, tourism and retail businesses and reinforces the vibrancy that attracts people to live in the CBD.

From major sporting events and international concerts to food, arts and cultural festivals, Adelaide's events calendar helps create a city that remains active well beyond the traditional working week.

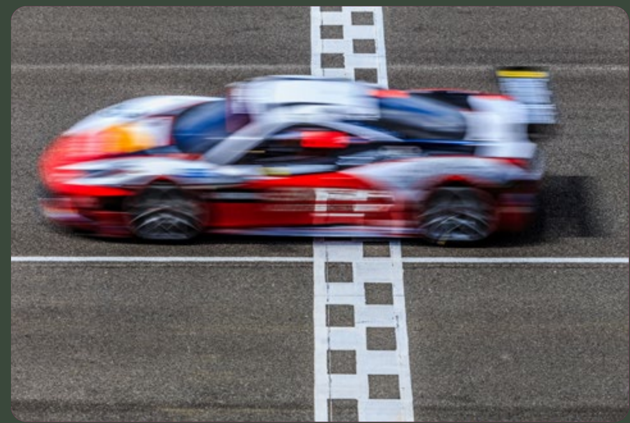
For residents, it means more activity, more amenity and more reasons to live in the city. For investors, it supports the long-term strength of Adelaide's hospitality, accommodation and mixed-use economy.

### Adelaide Fringe

The largest arts festival in the Southern Hemisphere. Over 1 million tickets and $197.7m into the state economy in 2025.


### AFL Gather Round

269,506 fans across nine matches, more than 54,000 from interstate, worth a record $113.9m for the state in 2025.



### Adelaide 500

259,400 people over four days of Supercars racing on the city's Park Lands circuit in 2024.


### WOMADelaide

Around 100,000 attendees over four days of world music in Botanic Park.


### Santos Tour Down Under

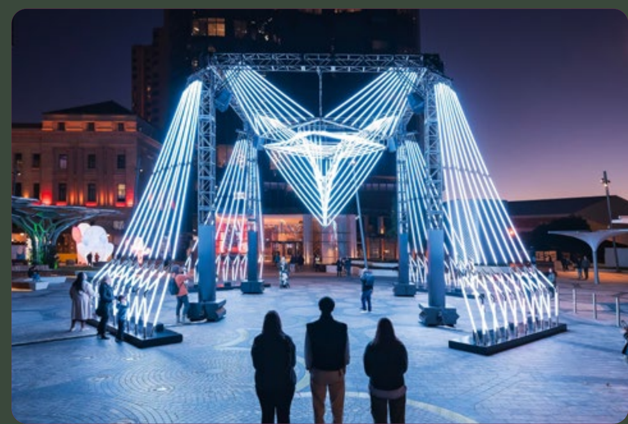
807,900 spectators across ten days in Adelaide and the regions, worth about $98m in 2025.

### OzAsia Festival

Australia's leading Asian contemporary arts festival, drawing more than 210,000 attendees each year.

### Tasting Australia

The Town Square hub alone attracted more than 65,000 visitors in 2025 as well as sold out events at venues across the city.



### Illuminate Adelaide

Adelaide's winter festival, generated a record $74.7m in economic activity in 2025 and attracted 1.5 million attendees.

# ONE CITY, MANY HOUSING NEEDS.

**Adelaide's housing demand runs deeper than one buyer type. For years the story was about students and young couples. The truth for our growing, activated city is far broader.**

The City of Adelaide needs homes for families who want a fifteen-minute life without leaving the city. For downsizers trading decades of equity for walkable comfort. For the key workers who keep the city running. For the students and young professionals who start here and want a reason to stay.

Adelaide's growth will not be delivered by a single housing product. It will be delivered through a mix of housing types, prices and delivery models that reflect how we live today.

For developers and investors, that creates multiple pathways to participate in Adelaide's next phase of growth.

Image: joeyjoenes

### THE DEMAND STACK

| MARKET | EVIDENCE | HOUSING RESPONSE |
|---|---|---|
| **Population growth** | Target of 50,000 residents by 2036 | Around 1,000 new homes required every year |
| **Renters** | 56.5% of city households rent | Build-to-rent, apartments, key worker rental, flexible tenure |
| **Students** | 23% of city residents are at university | Student accommodation and rental apartments |
| **Smaller households** | 40.1% lone-person households | Studios, apartments and one-to-two-bedroom homes |
| **Families** | A growing resident population seeking a walkable, connected lifestyle | Larger apartments, mixed-use neighbourhoods and family-friendly housing |
| **Downsizers** | Demand for low maintenance living close to services and amenity | Apartments and premium residential development |
| **Key workers** | Health, education, Government and city employment anchors | Affordable and key worker housing |
| **New arrivals** | 45.4% of residents born overseas and continued migration growth | Rental housing, first homes and flexible tenure options |

### MATCHING PRODUCT TO DEMAND

| PRODUCT | WHY IT FITS ADELAIDE |
|---|---|
| **Build-to-rent** | A large renter market, tight vacancy and limited institutional-scale rental supply |
| **Apartments** | The city needs around 1,000 new homes every year and demand is strongest near jobs, transport and amenity |
| **Mixed-use residential** | Growth is concentrated around employment, education, culture and public transport |
| **Mid-rise and missing-middle housing** | Main streets and neighbourhood centres need greater housing choice |
| **Student accommodation** | Major education institutions are concentrated in/around CBD |
| **Affordable and key worker housing** | Strong employment growth and clear housing targets create ongoing need |
| **Adaptive reuse** | Existing buildings and underutilised sites can accommodate more residents and new forms of city living |

# THE CITY IS NOT FULL, IT IS UNDERUTILISED.

**The city core isn't full, it's underutilised. The data shows there is still substantial capacity for growth and development.**

The City of Adelaide is full of underutilised land, low yield sites, vacant buildings and stalled opportunities that can work harder. The City Plan evidence base draws on more than 400 data layers. A citywide ground truthing study has turned that evidence into a parcel level land supply pipeline across public and private ownership.

The city does not need to expand to accommodate growth, it needs more of its existing capacity brought into use.


Image: Illuminate Adelaide, Frankie The Creative

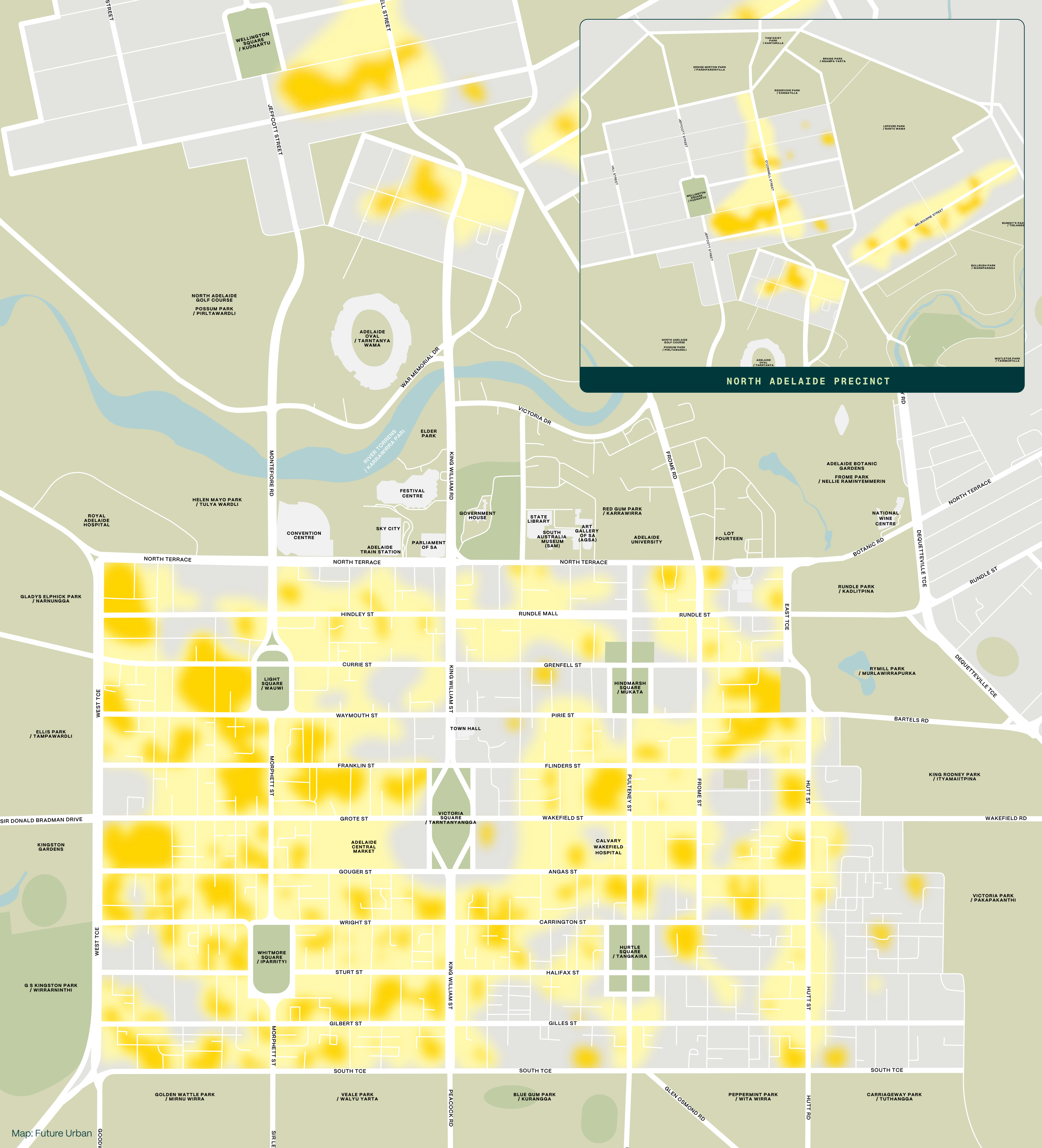
| | |
|---|---|
| UNDERUTILISED PROPERTIES | 1,986 |
| HIGH-POTENTIAL SITES | 491 |
| HIGH-POTENTIAL SITES OVER 1,000SQM | 116 |
| STRATEGIC SITES IN GROWTH ZONES | 48 |
| POSSIBLE RESIDENCES ON THOSE 48 SITES | 8,640* |
| CBD PROPERTIES UNDERUTILISED | 30%* |

*Approximately.

**FIVE WAYS TO DEPLOY CAPITAL**

| OPPORTUNITY | DEVELOPMENT LOGIC |
|---|---|
| **Vacant land and open lot car parks** | The cleanest path to new apartments and mixed-use housing |
| **Underutilised and low-yield sites** | Redevelopment, uplift and site amalgamation potential |
| **High vacancy office and commercial buildings** | Office to residential, hybrid conversion and adaptive reuse |
| **Approved, but not progressed sites** | Projects with a planning head start, waiting for delivery capital |
| **Main street and medium-density infill** | Lower scale housing in places with food, footfall, transport and identity |

**The sites have been identified, the demand is clear. Now, the task is delivery.**




Map: Future Urban

# PRIORITY INVESTMENT PRECINCTS.

### WEST TERRACE

A major regeneration boulevard with large sites, gateway exposure and public-realm upside. Well placed if height settings change.

### WEST END

One of Adelaide's most dynamic renewal precincts, combining education, culture and open space with opportunities for apartments, build-to-rent, adaptive reuse and mixed-use development.

### NORTH TERRACE

The city's institutional spine, with education, health, culture and innovation anchored in one corridor. Suited to higher-density housing, office conversion, student accommodation and short-stay.

### CBD CORE / KING WILLIAM STREET

A transit-rich central boulevard. Redevelopment and adaptive reuse along the tram line, with strong public realm and address value. Suited to apartments, build-to-rent, adaptive reuse and mixed-use renewal.

### MARKET PRECINCT / GROTE GATEWAY

The airport-to-market arrival corridor – the Grote Gateway is a mixed-use precinct anchored by the Adelaide Central Market, with larger plots, apartment potential and westward expansion.

### EAST END

Scarce, high-amenity addresses. Boutique, with a strong lifestyle and visitor economy story.

### HUTT STREET

Premium main-street development with Park Lands access, food, high foot traffic and established neighbourhood appeal.

### WAKEFIELD GATEWAY

An eastern mixed-use growth corridor with larger parcel masterplanning potential.

### WHITMORE SQUARE

Cultural mixed-use renewal close to Gouger Street, the Adelaide Central Market and the south-west city. Suited to residential, community facing mixed-use and adaptive reuse.

### HURTLE SQUARE

Character led infill and small-scale residential opportunities. More heritage sensitive and boutique than volume.

### O'CONNELL STREET

North Adelaide's major main-street renewal corridor, with Eighty Eight O'Connell as a key first move. Suited to mixed-use, shop top housing and apartment development.

### MELBOURNE STREET

North Adelaide's established eating and retail strip. Character led infill, shop-top housing and adaptive reuse rather than scale.

### WELLINGTON SQUARE

Heritage sensitive infill and character residential opportunities around one of North Adelaide's defining square.

HIGH-POTENTIAL SITES
MODERATE POTENTIAL SITES

200 East Terrace

# A CITY THAT WANTS HOUSING DELIVERED.

**The City of Adelaide is not sitting on the sidelines.**

We have set a clear direction for growth, identified where housing can be delivered and committed to working alongside the people who can make it happen.

This pathway is designed to make the first conversation more useful, connect proponents with the right people and provide greater clarity from the outset.

Adelaide's next phase of growth will not be delivered by policy alone. It will be delivered by projects.

**We want those projects in the city.**

| STEP | ACTION | PROJECT BENEFIT |
|---|---|---|
| STEP ONE<br>Identify opportunity | Access city data, growth priorities, site intelligence and housing needs. | Start with the city's growth strategy, not a blank page. |
| STEP TWO<br>Test the fit | Discuss the project against planning settings, neighbourhood context and housing objectives. | Understand alignment before investing heavily in design and due diligence. |
| STEP THREE<br>Understand the path | Explore planning, infrastructure, design and delivery considerations early. | Surface challenges before they become significant delays. |
| STEP FOUR<br>Build connections | Connect with Council, AEDA, Invest SA and relevant State Government agencies where required. | Bring decision makers into the conversation earlier. |
| STEP FIVE<br>Progress with confidence | Maintain engagement throughout the project journey. | Greater continuity from first conversation to delivery. |

# VOICES FROM THE INDUSTRY.

**The strongest endorsement of Adelaide's growth story comes from the people already investing in it.**

Across the city, developers are delivering new homes, backing major mixed-use projects and transforming sites that sat dormant for decades.

Artist Impression

## Market Square

"Adelaide is entering a new phase of growth. The demand fundamentals are strong, the city is investing in itself and there is still genuine capacity to deliver transformational projects in the heart of the CBD.

For us, Market Square represents the convergence of everything that makes a city successful – housing, jobs, culture, hospitality and public life. Those ingredients already exist in Adelaide. The opportunity now is to bring more people into the city and create places they want to live in.

We see Adelaide as a market with momentum, a clear long-term vision and the capacity to support city-shaping investment."

**MATT KHOO**
ICD PROPERTY

## Franklin Tower & Victoria Tower Adelaide

"We've invested in Adelaide because we believe in the long-term future of the city.

Over the past decade we've seen demand for city living continue to strengthen, driven by population growth, education, employment and lifestyle. Projects like Victoria Tower Adelaide and Franklin Tower reflect that shift and the growing appeal of living in the heart of Adelaide.

What makes Adelaide compelling is that it still offers the fundamentals developers look for: demand, affordability, amenity and room to grow. The city is changing and we believe the next chapter of that growth is still ahead of us."

**JAMES GUO**
MANAGING DIRECTOR, AUTA GROUP

Artist Impression

Market Square
Artist Impression

## Proof in the pipeline

The city's growth is already visible in the skyline and in the approvals system.

| | |
|---|---|
| **153** | MAJOR PROJECTS IDENTIFIED ACROSS THE CITY |
| **62** | PROJECTS ALREADY COMMENCED OR COMPLETED |
| **$1.5B+** | DEVELOPMENT UNDERWAY OR APPROVED |
| **158 Apartments** | DELIVERED ON A SITE VACANT FOR MORE THAN 30 YEARS (EIGHTY EIGHT O'CONNELL) |
| **700 Apartments** | POTENTIAL TO DELIVER (CITY EAST) |
| **234 Apartments** | MARKET SQUARE |

# OUR NEXT CHAPTER IS ALREADY TAKING SHAPE. WE NEED YOUR HELP TO BUILD IT.

**Every project starts with a conversation.**

This roadmap is designed for those bringing a site, a concept, capital or an ambition to invest, helping you understand where you fit and how to move forward.

The demand is established.
The sites are identified.
The city is ready for growth.

Now we are looking for the people who will help deliver it.

Image: South Australian Tourism Commission


If you're exploring your next residential, mixed-use, build-to-rent, adaptive reuse or city-shaping project, **start with the city.**

JULY 2026

# BUILDING ON THE 2036 CITY PLAN

CITY OF ADELAIDE

Adelaide Economic Development Agency

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