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CITY OF ADELAIDE

welcome to
ADELAIDE

In 1837, Colonel William Light, the first surveyor-general of Adelaide, realised an inspired vision: a city with experience at its heart, an active central hub of commercial enterprise, enveloped by green spaces and committed to creativity. Today, that vision remains fundamental to the city's prosperity and growth.

Through our pursuit of excellence in commerce and culture, we have cultivated a vibrant city landscape, rich in experiences for residents and visitors alike. What Adelaide offers today, the world wants – a fact acknowledged by our status as the fifth most liveable city in the world¹. Adelaide continues to prosper with a self-reliant, innovative approach to future development.

The city is home to a growing number of exciting key sectors including; tourism, business conferencing, retail, technology, health, education, design, the arts, events, hospitality and the defence and space industries. From a sophisticated strategy for a luxury retail precinct along North Terrace to TESLA's investment in advanced renewable energy and extensive infrastructure development, ours is an astute city unwaveringly committed to offering the best experiences for the discerning customer.

The City of Adelaide strongly supports innovation and growth and is well and truly open for business. We look forward to welcoming you to Adelaide and working with you to realise your vision.



MARTIN HAESE
Lord Mayor of Adelaide



Madam Tano. Photo credit: Adam Hanoi

ECONOMIC FOOTPRINT

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South Australian Medical Health and Research Institute

ECONOMIC FOOTPRINT

Adelaide, the capital of South Australia, is the State's commercial centre of excellence and the nation's emerging epicentre for business.

The economy is thriving due to substantial growth in the defence, renewables, health, food and wine and space sectors, ensuring Adelaide's long-term prosperity. Business is supported by the State's focus on sustainability, technology and innovation which will ensure long-term progress.

Adelaide is renowned for embracing the potential of visionary ventures, playing a fundamental role in the economic growth of South Australia. This commitment to innovation and sustainability has attracted leading international companies to the city.

Adelaide now has a unique opportunity to design an exciting future that not only adapts to new trends, but leads them. We invite you to be a part of our city's dynamic future with the world's leading global brands.

BUSINESS & INVESTMENT

South Australia is attracting industry-leading global companies that are choosing to establish and operate their Australian and South-East Asian headquarters out of Adelaide. There has never been a better time to join and capitalise on South Australia's dynamic commercial landscape.

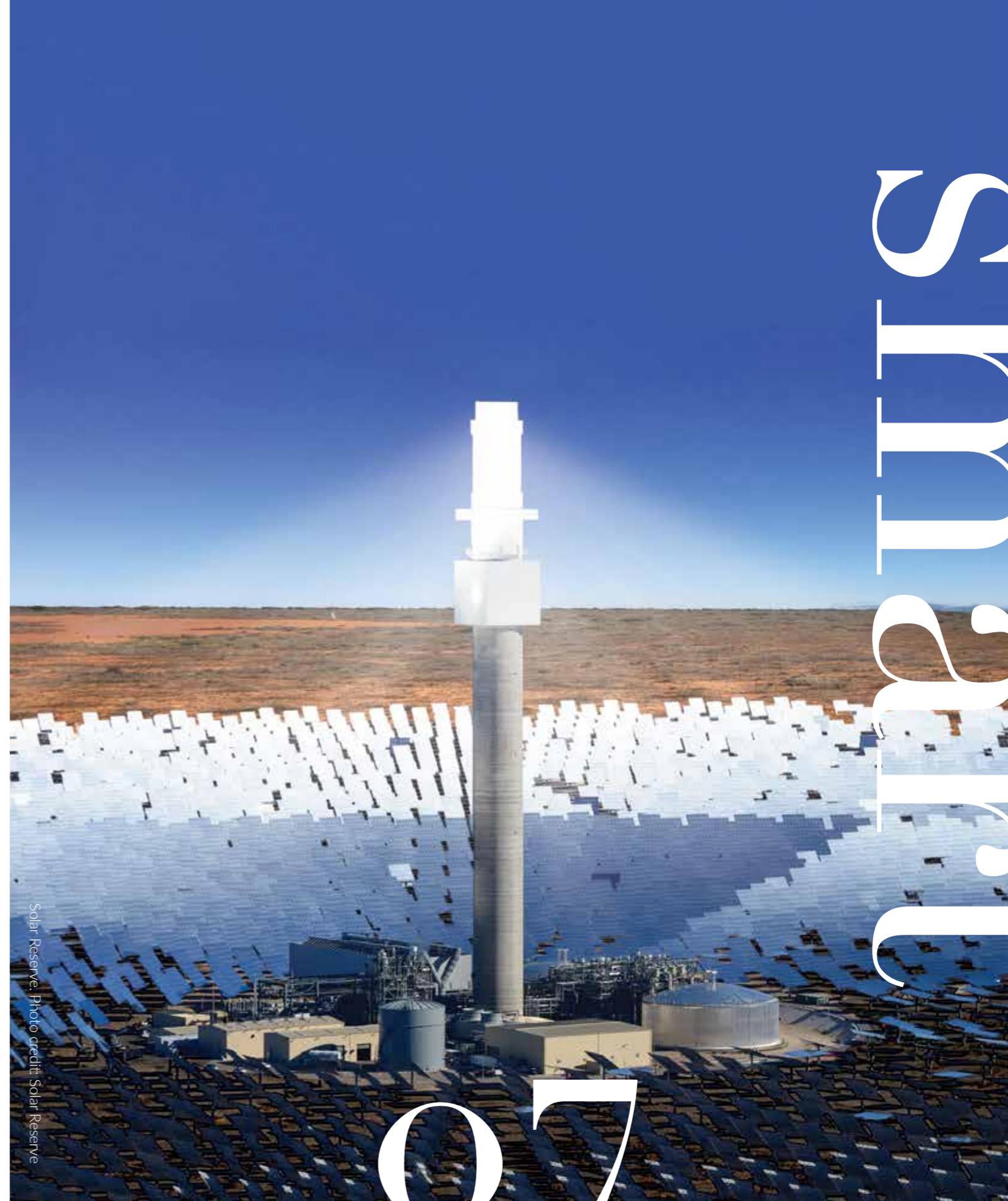
Iconic companies such as Naval Group, Tesla, Enel, Boeing, Technicolor, NEC, and VeroGuard have recently committed to South Australia in high-value industries including defence, energy, space, medical research and technology. This investment into South Australia will create new jobs, largely in high-income specialised fields and advanced manufacturing. One of the world's largest defence manufacturers, French company Naval Group, has commenced the design and build of 12 Future Submarines in Adelaide. This \$50 billion defence project is the largest announced in Australia in recent years and will create 8,000 jobs in South Australia over 40 years and deliver a \$134.4 billion boost to the State.

Tesla has built the world's largest lithium-ion battery in Jamestown, complementing South Australia's commitment to reducing energy costs in the State and delivering reliable power for businesses and individuals. Further to this investment in renewable energy, European energy giant Enel (Italy) has started construction on a \$400 million solar farm on the outskirts of Port Augusta. The 275MW facility will be Australia's largest solar Photovoltaic (PV) project to date. German company, Sonnen has also announced its intention to develop its Australian and Asian manufacturing headquarters facility in South Australia.

The burgeoning space innovation ecosystem in South Australia has already attracted 60 space related organisations fostering a strong commitment to research and collaboration with other leading countries. The establishment of the South Australian Space Industry Centre supports the State in becoming the nation's leading space-industry hub.

Adelaide's scale, size and layout offers a valuable competitive advantage to lead the nation in smart city initiatives, such as the nation-leading Ten Gigabit Adelaide Network. This transformational project allows city-based businesses to connect to a dedicated fibre-optic network with access to a range of cloud-based services and phenomenal 10Gbps data speeds that bypass traditional internet connections.

06



Solar Reserve. Photo credit: Solar Reserve

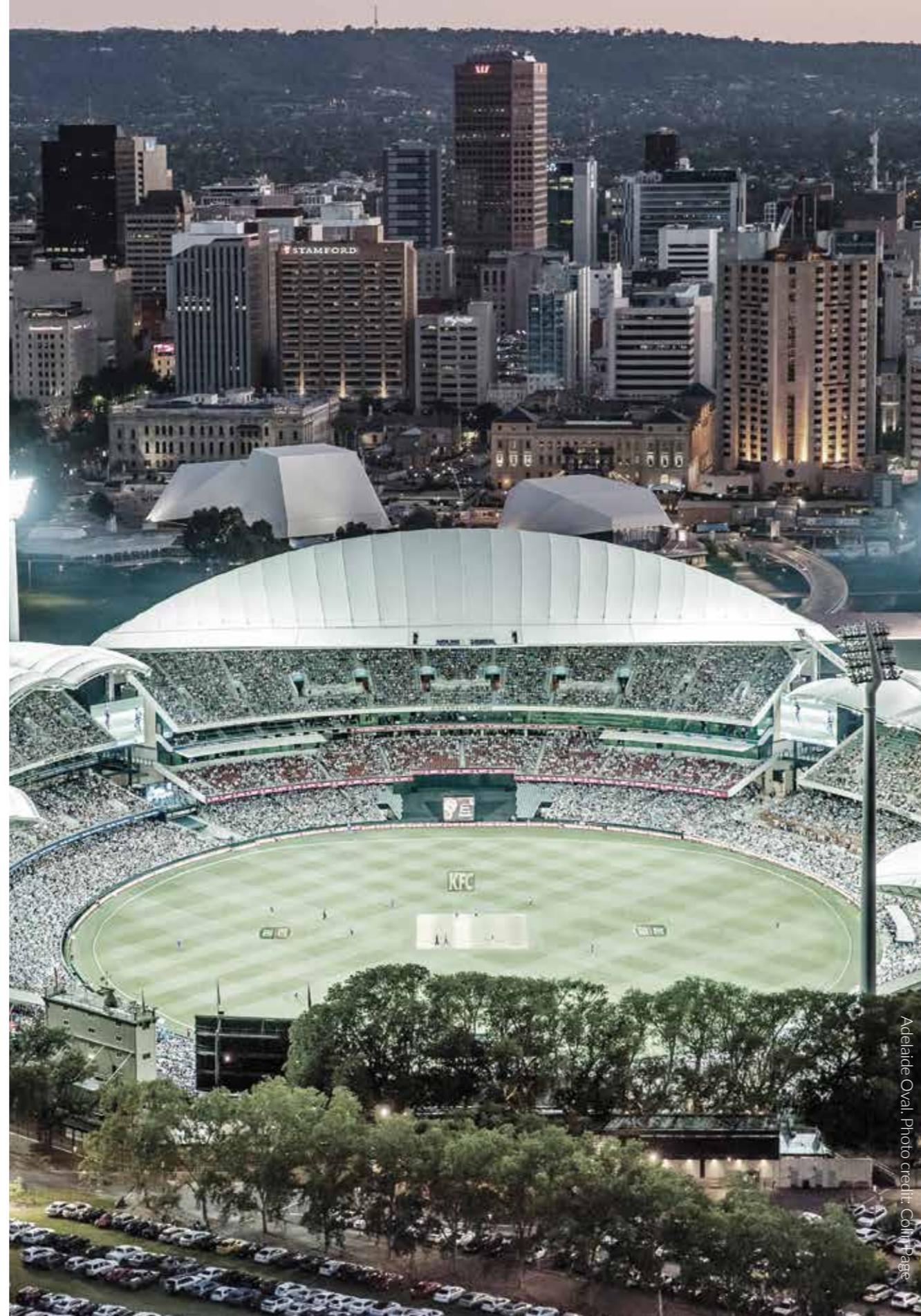
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INFRASTRUCTURE

Over four years, South Australia has invested \$12.1 billion into infrastructure with spectacular outcomes which have activated industry sectors and attracted new investment into the State. The multi-million dollar upgrade of the iconic Adelaide Oval has made the site a preeminent destination for sporting fixtures and concerts which bring spectators into the city in their tens of thousands. As you cross the footbridge from North Adelaide the new \$397 million extension to the Adelaide Convention Centre and works to the Adelaide Festival Centre welcomes you to the heart of the CBD. Progressing down North Terrace, the emergence of Adelaide's flagship bio-medical precinct is unmissable, comprising of the new \$2.7 billion new Royal Adelaide Hospital and the \$200 million South Australian Health and Medical Research Institute (SAHMRI), as well as a \$246 million investment for the development of two new university buildings.

Extensive upgrades to the entire transport network have transformed the grid into a state-of-the-art scheme providing faster, greener and more frequent services for train, tram and bus commuters. The \$80 million tram extension along North Terrace and the \$160 million development of the O-Bahn connection from the North-Eastern suburbs has further activated the Northern quarter of the city.



\$12.1 BILLION
INVESTMENT OVER FOUR YEARS AS OF 2017

\$2.7 BILLION
NEW ROYAL ADELAIDE HOSPITAL

\$200 MILLION
SOUTH AUSTRALIAN HEALTH & MEDICAL RESEARCH INSTITUTE

\$2 BILLION
AIRPORT EXPANSION

15.6 MILLION
VISITORS TO RIVERBANK ANNUALLY BY 2020

+11%
FOOD AND WINE SERVICE

11 MILLION
VEHICLES PASSING NORTH TERRACE ANNUALLY

\$80 MILLION
NORTH TERRACE TRAM EXTENSION

Adelaide Oval. Photo credit: Colin Page



View from the Rooftop. Photo credit: Hayden Lithou

1.4
MILLION

CURRENTLY LIVING IN ADELAIDE WITH A 37% GROWTH IN POPULATION FORECAST BY 2045 ^A

\$6.6
BILLION

TOTAL EXPENDITURE BY VISITORS IN SOUTH AUSTRALIA IN THE YEAR TO DECEMBER 2017 ^B

313,000
DAILY CITY USERS ^C

\$75 MILLION
INTO THE LOCAL ECONOMY BY TOP 10 FESTIVALS ANNUALLY ^D

\$1.7 BILLION
MONTHLY RETAIL SPEND IN SOUTH AUSTRALIA ^A

\$856 MILLION
APPROVED CITY APARTMENT DEVELOPMENTS ^C

INBOUND TOURISM TO ADELAIDE 2013-2017 ^B

+122%
CHINA

+78%
US

+14%
UK

+36%
SINGAPORE

462,000
INTERNATIONAL VISITORS TO ADELAIDE AS OF DECEMBER 2017 ^B

INTERNATIONAL FLIGHTS ^B

50
AVERAGE NUMBER OF FLIGHTS EACH WEEK

9
NUMBER OF AIRLINES



Eyre Peninsula. Photo Credit: Koleha

REMARKABLE EXPERIENCES

Experience has always been Adelaide's competitive advantage. From the vibrant city centre to picturesque regional surrounds, South Australia offers a unique hybrid of interests for residents and visitors to pursue. Luxury experience has gained dynamic momentum in recent years offering the best in travel, nature, food, wine and culture. Rich with options in the city and further afield, Adelaide is the new destination for adventure.

A thriving culinary landscape sets Adelaide apart as an inspiring international destination, rich in experience and diverse in offering. Highly-awarded fine dining establishments prosper alongside pop-up installations and boutique cafes, which extend into small bars, night life and activated laneways. Such is the State's prestigious reputation for exceptional wine that the Barossa excels in the production of its hero variety Shiraz, and redefines expectations for red wine globally through the iconic Penfolds Grange.

TOURISM INVESTMENT

Extensive infrastructure investment is ensuring that Adelaide is thoroughly equipped to cater for the forecasted growth in tourism driven by the city's growing international reputation for delivering world-class and authentic visitor experiences.

An elaborate \$2 billion expansion that will triple the site of Adelaide Airport's existing terminal by 2044 has already commenced through the development of the 165 room Atura Hotel directly connected to the arrivals terminal. Adelaide Airport, just 15 minutes commute to the city, welcomes 50 direct international flights weekly from nine airlines, including China Southern, Emirates, Singapore Airlines and Qatar Airways.

Premium accommodation options in Adelaide have expanded significantly in recent years with the entry of boutique properties like The Mayfair Hotel and The Watson Art Series Hotel. Progressive new strategies to expand the hotel offering have propelled the addition of several global hotel brands into the marketplace including a Sofitel Hotel in 2018, a Sheraton and Langham Hotel in 2019 and a luxury Adelaide Casino hotel in 2020.

The Adelaide Riverbank boasts picturesque views across the River Torrens and is home to an array of iconic landmarks. The Adelaide Riverbank will soon undergo a transformation through significant redevelopment of key areas such as the Adelaide Casino. The Casino's \$330 million redevelopment, will expand the current offering to include a rooftop bar with breathtaking views of the city, function spaces for up to 750 people and premium gaming experiences.

Infrastructure development has also accelerated growth in cruise ship visitation to South Australia. Contributing \$98.5 million to the State's economy in 2017, Adelaide welcomed 99,504 cruise passengers and crew, with increased capacity for the 2017/2018 season of 159,513. The Port Adelaide Passenger Terminal is the state's capital cruise ship port. The facility is one of the very few nationally that can cater for the largest of cruise ships. As a result, premier cruise ship companies like Royal Caribbean International and Norwegian Cruise Line are increasingly including Adelaide in their itineraries.

INTERNATIONAL VISITATION

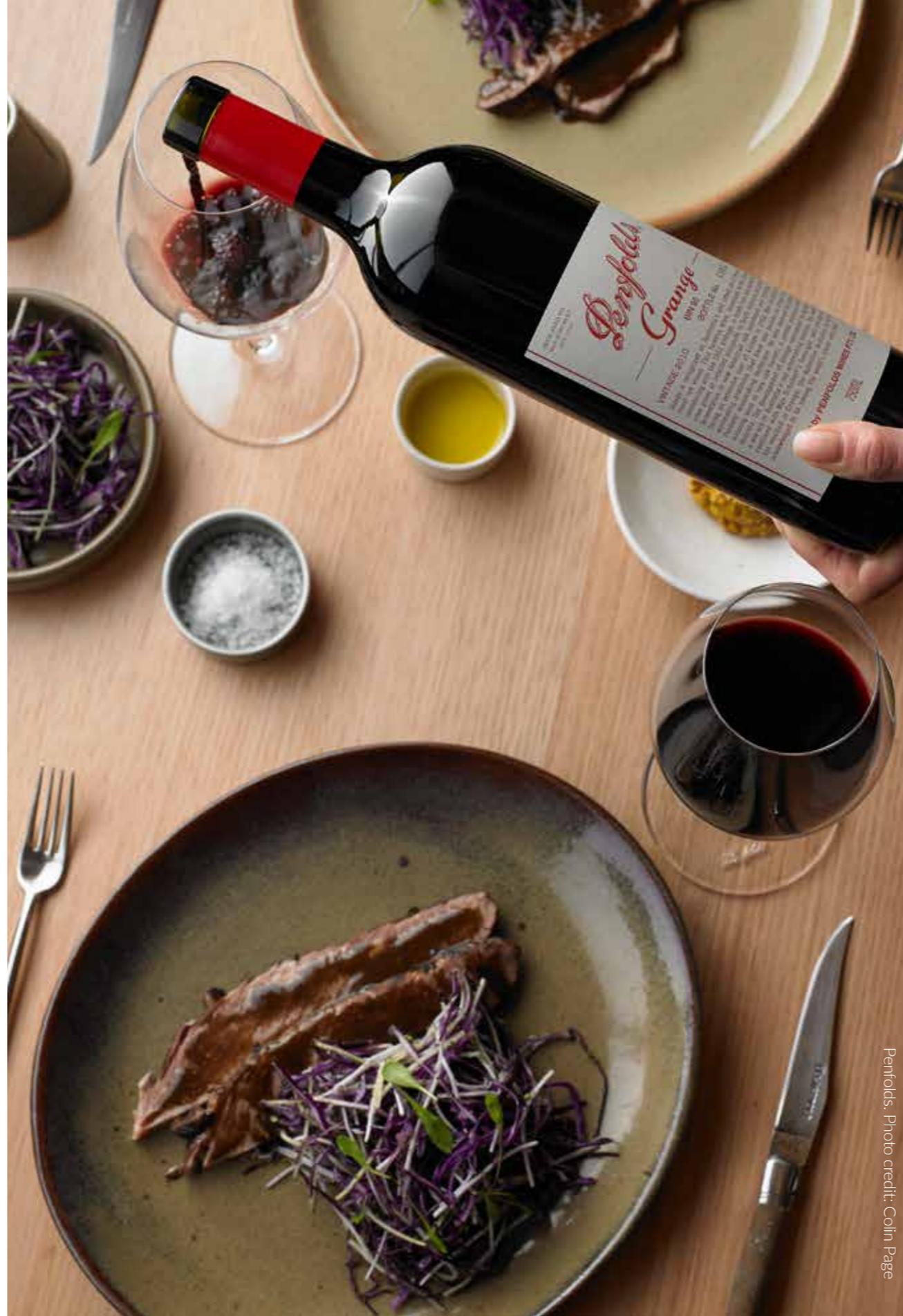
Chinese tourists to Adelaide have increased by 122% since 2013. In 2017, Chinese travellers increased their expenditure in South Australia by 202% to \$389 million, aided by a new direct flight path by China Southern Airlines between Guangzhou and Adelaide. Since 2013 South Australia has also welcomed an additional 78% of passengers from the United States of America, 14% from the United Kingdom and 36% from Singapore.



ADELAIDE

Encompassing multiple lifestyle sectors including; art, dining, accommodation, shopping and scenery, Adelaide offers an extensive array of experience possibilities.

A plethora of elite restaurants can be found in and around the city. Premier establishments like Gourmet Traveller's 2018 Restaurant of the Year, Jock Zonfrillo's Orana, Sean's Kitchen, the sister restaurant of Sean's Panorama in Sydney, and Adelaide's iconic Chianti sit alongside smart, modern destinations like Golden Boy, headed by Universal trained Miles Davies, Duncan Welgemoed's Africola and riverside Jolley's Boathouse. Exceptional dining experiences are delivered at all Simon Kardachi restaurants, most notably Press* Food & Wine, Shobosho and Osteria Oggi, while Penfolds Magill Estate offers a world-class cellar door and outstanding contemporary restaurant just twenty-five minutes from the city.



Penfolds. Photo credit: Colin Page

REGIONAL SURROUNDS

The bountiful regions surrounding Adelaide offer unique experiences in premium food and wine and the chance to embark on outstanding, authentic exploits in exquisite natural locations.

No less than four superb wine regions envelop Adelaide. The Adelaide Hills are just twenty minutes from the city centre and produce some of the finest, most elegant European style wines in the state. Neighbouring the world-famous Barossa, Clare Valley has the picturesque 'Riesling Trail', aptly named for the region's varietal specialty, running through its centre. Finally, McLaren Vale, a local favourite and only forty-five minutes from the city, offers the unique combination of rolling green vineyards against a backdrop of enchanting coastline. The most iconic new destination in this region is the \$15 million d'Arenberg Cube; a stunning five storey structure designed to resemble a Rubik's Cube, signifying the ever-evolving puzzle that is wine-making.

Kangaroo Island is a pristine wilderness destination just one-and-a-half hours from Adelaide. Here, Southern Ocean Lodge offers an exclusive, luxury travel and accommodation experience that is regarded as one of the world's finest. South Australia is a sanctuary for wildlife and natural, rugged beauty. Unspoilt white-sand beaches meet over five hundred kilometres of coastline, along which resides Port Lincoln, the best national location for shark cage diving.

Within startling proximity to the city lies the Flinders Ranges, a five hundred and forty-million-year-old landscape that presents a one-of-a-kind opportunity for an authentic Australian experience. Ideal for four-wheel drive exploration, a vast geography of salt lakes, rock formations, waterholes and rare flora and fauna - its unique scenery can also be observed on The Ghan Expedition. A near three-thousand-kilometre train journey from Adelaide to Darwin through the nation's fiery red centre, The Ghan offers stunning topographical vistas and dramatic palette changes while revealing Australia's unique Indigenous, multicultural and social history.



Art Gallery of South Australia. Photo credit: Sarah Crowder

ARTS, CULTURE & ENTERTAINMENT

From contemporary art, music, film, sport, museums and vast botanic gardens, visitors to Adelaide and residents can experience a wide range of artistic disciplines throughout the entire year. Each outstanding in its own way, these inspired pursuits fuse the social community together and capture that historic philosophy of creativity that figures at the very heart of the city.

The South Australian Museum is one of the most visited in Australia and the Art Gallery of South Australia draws nearly eight hundred thousand people through its doors each year. Attracting global attention with heralded exhibitions like Versus Rodin, Fashion Icons: Masterpieces from the collection of the Musée des Arts Decoratifs Paris, Turner from The Tate: the Making of a Master and a special collaboration with London's Saatchi Gallery, both these iconic destinations are centrally located on North Terrace. This beautiful city boulevard also plays host to displays of intriguing pop-up art.

FESTIVALS & EVENTS

South Australia is widely known as the festival state and presents over four hundred major internationally and nationally recognised events each year including; the Adelaide Festival of Arts, Adelaide Fringe, WOMAdelaide and iconic sporting festivals such as the Adelaide 500 and the Tour Down Under. Celebrated for delivering world-class events, Adelaide was awarded the coveted title of Australia's Best Event State in 2015 and 2016. The program of festivals attracts international visitors and participants from across the globe, contributing significantly to the cultural environment and economy of South Australia.

2018 signalled the most successful year to date for many Adelaide festivals. Adelaide Fringe sales increased by 7.6% in 2018 with over 700,000 tickets sold. More than 100,000 people converged on North Terrace for the Opening Night. The Tour Down Under, the first cycling event to join the UCI World Tour outside of Europe, was recognised as one of Australia's best major events at the 2018 Qantas Australian Tourism Awards.

Adelaide is Australia's first and only UNESCO City of Music, recognising the breadth, depth and vibrancy of the city's music culture and its international reach. The Adelaide Cabaret Festival is the largest cabaret festival in the world, while the Adelaide Guitar Festival is the most significant guitar festival in the Southern Hemisphere.





Paolo Sebastian exhibition in Paris. Photo credit: Simon Cecere

FASHION

In recent years, Adelaide has transformed its national fashion profile as prominent local designers like Paolo Sebastian, Acler and Australian Fashion Labels gain international acclaim. The now annual Adelaide Fashion Festival presents the State's most notable designers in partnership with premiere Australian department store David Jones and global publication powerhouse Vogue. A central runway and an extensive programme of events offers a week-long fashionable adventure that continues to evolve each year.

RETAIL

With 24 million yearly visitors to Rundle Mall and nine million to the Adelaide Central Market, these two vibrant shopping destinations are key drivers of the city's recent retail growth.

Rundle Mall, one of the largest and busiest pedestrian malls in Australia, is Adelaide's retail hub. Home to over 700 retailers, Rundle Mall acts as the segue to all parts of the city, enjoying the visitation of approximately 400,000 weekly visitors. Impressive upgrades to Rundle Mall have enhanced the consumer experience, contributing to a 3.3% increase in retail spend in 2017. The sophisticated palette of the Adelaide consumer is one that is culturally engrained, as evident in the brand loyalty of locally established heritage brands such as Haigh's Chocolates and R.M. Williams, which was recently acquired by Louis Vuitton Moët Hennessy.

For fresh gourmet food produce there is no equal to the iconic Adelaide Central Market. Celebrating 149 years in 2018, this culinary collective is the largest undercover market in the Southern Hemisphere and a truly tantalising and unique ensemble of aromatic stalls, shops and stands. The City of Adelaide's planned redevelopment of the adjacent Central Market Arcade, with expanded and complementary retail and market activities, will see this historic city landmark further cherished and enhanced.



Future proposed building on the North Terrace Boulevard Photo credit: 203 North Terrace

NORTH TERRACE

Adelaide's cultural boulevard, North Terrace, is a central hub of activity and the major thoroughfare that forms the boundary of the CBD to the stylish neighbourhoods of the inner residential suburbs. North Terrace is also a showcase of the city's major civic, social and artistic institutions. The refined arts landscape is led by the Art Gallery of South Australia that houses the second largest state art collection in Australia. Other iconic establishments along North Terrace include; South Australian Museum, State Library of South Australia, Government House, Old Parliament House and Adelaide University.

This vivid tapestry of art, culture, politics and education is peppered with celebrated restaurants including Madam Hanoi, 2KW and Jamie's Italian as well as the Adelaide Casino. Housed in a heritage-listed railway station, the casino will undergo a \$330 million refurbishment in 2018.

North Terrace is currently experiencing a tram revitalisation that will ensure seamless and free end-to-end connectivity from the health precinct in the west to the artist hub in the east. North Terrace is also linked by Gawler Place to Adelaide's premier retail precinct, Rundle Mall, where management, property owners and retailers combine resources to deliver cohesive marketing and promotional programs to further attract visitation.

The boulevard's tree-lined, paved plazas see a constant stream of local and touring pedestrians who can easily access surrounding precincts that navigate along the River Torrens. Extended weeknight shopping and public holiday trading allows existing high-end retailers along North Terrace to enjoy periods of exclusivity in attracting night-time visitors attending shows and sporting events close by. Adelaide's cultural boulevard presents the ideal location for luxury development.



City of Adelaide. Photo credit: Badstance

contact us

The City of Adelaide, with the full support of the Government of South Australia, is committed to fostering new business.

The expertise of our investment team is available at any stage of the investment cycle.

We look forward to welcoming you to Adelaide.

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Photo Credit: R.M.Williams



Government of South Australia
Department for Trade, Tourism
and Investment

