

# Economic Development Strategy 2024–2028

A thriving economy for all



CITY OF  
ADELAIDE

# Acknowledgement of Country

City of Adelaide tampendi, ngadlu Kurna yertangga banbabanbalyarnendi (inbarendi). Kurna meyunna yaiya mattanya Womma Tarndanyako.

Parnako yailtya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kurna meyunna itto yailtya, tappa purruna, yerta kuma burro martendi, burro warriappendi, burro tangka martulyaiendi.

Kumarta yaiya miyurna iyangka yalaka ngadlu tampinhi.

The City of Adelaide acknowledges that we are located on the traditional Country of the Kurna 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.



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# Abbreviations

## **ACMA – Adelaide Central Market Authority**

The Adelaide Central Market Authority (ACMA) is a subsidiary of the City of Adelaide and is charged with the management, operations and promotion of the Adelaide Central Market to ensure its iconic standing is enhanced and maintained to the benefit of customers, traders, city and the wider community. ACMA's purpose is to be a world leading food and produce market that shares enduring connection with our community.

## **AEDA – Adelaide Economic Development Agency**

The Adelaide Economic Development Agency (AEDA) is a subsidiary of the City of Adelaide. AEDA works with businesses, industry groups, State Government agencies and other relevant organisations to stimulate the city's economic growth.

## **CoA – City of Adelaide**

City of Adelaide is the local government area encompassing postcodes 5000 and 5006.

## **GDP – Gross Domestic Product**

GDP is the measure of the size of a country's economy. It is calculated using the value of total final value of goods and services produced by that economy in a set period of time.

## **GSP – Gross State Product**

GSP is the measure of the size of a state's economy. It is calculated using the value of total final value of goods and services produced by that economy in a set period of time.

## **GRP – Gross Regional Product**

GRP is the measure of the size of a region's, economy, typically the local government area. It is calculated using the value of total final value of goods and services produced by that economy in a set period of time.

## **PBSA – Purpose Built Student Accommodation**

PBSA is accommodation built for students, typically close to university campuses.

## **SME – Small to Medium Enterprises**

SME refers to small to medium enterprises. A small enterprise is defined as a business with 1 to 19 full time equivalent employees and a medium enterprise is defined as a business with 20 to 199 full time equivalent employees.

# Lord Mayor Foreword

## Adelaide is at an inflection point.

The city is transitioning to a once-in-a-generation period of population growth.

With an anticipated doubling of the city's population by 2036, the decisions we make today are going to shape Adelaide's economy for the next generation.

The City of Adelaide's Economic Strategy, a thriving economy for all, outlines how to leverage the city's competitive advantages so we can continue to be the place people choose to live, work, and play.

This Strategy allows City of Adelaide to plan with a vision and ambition about the economic future of our city, setting bold targets that would give Adelaide the chance to be the envy of global cities.

We have an older, less skilled workforce, compared to other capital cities. This Strategy charts a path for us to make Adelaide a destination of choice for younger, more diverse, workers, as the city grows.

It also helps us plan where these new residents might live. The Strategy works with other City of Adelaide Strategies including our Housing Strategy, to ensure, the talent and key workers we attract have somewhere attractive and affordable to live.

Climate change is a key consideration in this Strategy with Adelaide bracing for a future of warmer days, more rain, and greater fire risk – all of which will undermine our economy if we're not proactive and start to build resilience.

If we want our city to transition to a greener and more circular economy, we need to encourage adaptive reuse of buildings, circular industries into our city, and people to walk to work to clear traffic from our streets.

It's also about providing certainty for business owners, potential investors, and residents – matched by a commitment to deliver on our promises.

As Seneca said: "if one does not know to which port one is sailing, no wind is favourable".

Nothing happens by chance, and as Adelaide looks to a future of opportunity and innovation, this Strategy will provide us with a roadmap for how to get there.



A handwritten signature in blue ink, reading "Jane Lomax-Smith". The signature is fluid and cursive.

**Dr Jane Lomax-Smith AM**  
Lord Mayor

# Introduction

Adelaide is a city that offers an enviable lifestyle and a platform to connect with the world. It is a city with confidence.

Adelaide is already set apart globally as one of the most desirable places to live, learn, work and play. Home to internationally recognised festivals and cultural attractions, a global leader in sustainable energy, and a burgeoning start-up scene that encourages collaboration and innovation, Adelaide is primed for growth.

As a capital city, our impact is far beyond being a green city in a park. Adelaide is a gateway for South Australia and plays a vital role in shaping the future of South Australia. Adelaide has a knowledge base and community structures to underpin its vibrant economy.

As the advantage of larger cities shrinks in a future economic environment challenged with expensive housing and long commutes, opportunities have emerged in more affordable globally connected cities enabled by quality of life, digital innovation and remote work.

To remain at the forefront of a networked global economy, the City of Adelaide is in collaboration with other leading cities creating an international web of connected economies.

## Our Vision

This Strategy sets out how the City of Adelaide will achieve its vision of a thriving economy for all. It is guided by the long-term aspirations established in the City of Adelaide Strategic Plan 2024–2028:

### **Our Economy: Growing, innovative and responsive**

In ten years Adelaide will be the strong economic focal point of the state, attracting investment and talent from around the world. New and diverse industries will complement and build on our economic strengths and city businesses will be successful and connected to global opportunities.

Located within a metropolitan region of 1.3 million people, we are a capital city of over 27,901 people with an ambition to grow toward 50,000 residents by 2036.

Our growing population will underpin our economic vitality, prioritise social wellbeing, manage environmental sustainability and must address potential challenges quickly and easily to create a sense of community and connectedness.

Our city for the future will be an interconnected collection of unique neighbourhoods, places and precincts that offer diverse local experiences.

Partnerships with communities, governments, non-government and industry sectors will ensure that our city is prepared to achieve the ambition we have set for ourselves.

## Our Goals

This Strategy sets the direction for the City of Adelaide and its subsidiaries, the Adelaide Economic Development Agency (AEDA), the Adelaide Central Market Authority (ACMA) and the Kadaltilla/Adelaide Park Lands Authority (Kadaltilla). For each of the goals a lead is allocated, either the City of Adelaide or AEDA. It serves as a strategic direction for the city to partner and collaborate with the business community, non-government and government organisations.

Our goals are:

**Goal 1:** More than the gateway to South Australia

**Goal 2:** A thriving economy for all

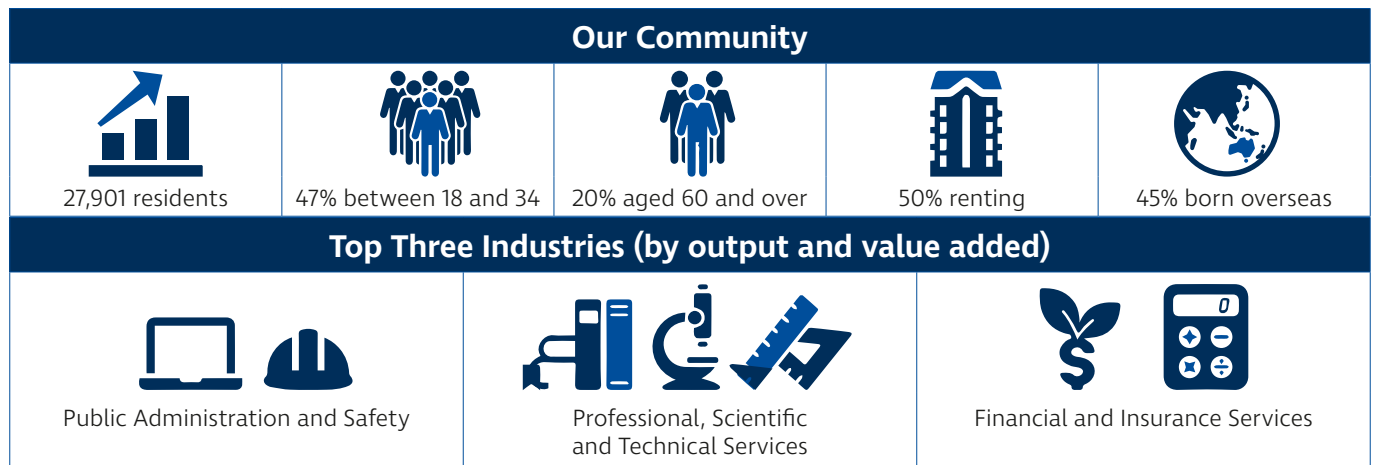
**Goal 3:** A centre for education and collaboration

**Goal 4:** A growing economy for a growing population

























**Goal 5:** Australia's festival and creative capital

**Goal 6:** An easy place to do business

# City Economy at a Glance



# Where We Are

Goal 1: More than the gateway to South Australia			
 7.4 million visitors to SA in 2022	 151,107 average monthly demand for hotel rooms in 2023	 54% market share of SA visitor economy	 CBD 7km from international airport
Goal 2: A thriving economy for all			
 390,000 daily visitors	 169,940 jobs in 2023	 +29,476 jobs between 2018 and 2023	 3.93% average annual jobs growth rate 2018–2023
Goal 3: A centre for education and collaboration			
 26% of City of Adelaide residents study at TAFE or University	 6,100 beds in Purpose Built Student Accommodation	 BioMed City the largest health and medical research precinct in the southern hemisphere	 Lot Fourteen a globally recognised innovation district, an emerging leader in defence, space, cyber and AI technologies
Goal 4: A growing economy for a growing population			
 14,660 private dwellings	 838 sites with development potential across the city	 18.6% of lone person households (private dwellings) are in tertiary education in 2021	 90% of city users feel they have safe public city spaces to use
Goal 5: Australia's festival and creative capital			
 Australia's first UNESCO City of Music	 717 small and major events were held in the city's Park Lands and streets in 2023	 Major events alone worth \$400 million to SA Economy	 SA has the highest number of creative studios per capita in Australia
Goal 6: An easy place to do business			
 17.6% of Gross State Product in 2023	 \$23.95 billion City of Adelaide Gross Regional Product	 12,558 local businesses	 130,404 local workers in 2021

# Our Role in Economic Development

The City of Adelaide plays a distinct role as the social, commercial, cultural and civic capital and is the economic heart of South Australia. For this Strategy, we define economic development as:

*Initiatives that attract talent and stimulate business and investment activity in the city; support a more diversified and productive economy; and improve community well-being.*

The City of Adelaide will focus on where we can meaningfully influence and impact the economy at the local, state, national and global scale.

We will use our subsidiaries and partnerships with other levels of government, research institutions, businesses and funding bodies to expand our influence.

We will work with State and Federal counterparts to promote the City of Adelaide and South Australia.

## Lead

Leads the South Australian economy through its role as the capital city council, using investment attraction, policy and regulation and sharing knowledge with the business community.

## Enable

Enables the local economy and broader South Australian economy to grow to its full potential through evidence-based research, a strong understanding of community needs and network facilitation.

## Advocate

Advocates to the South Australian and Federal Governments on behalf of its community (business and residential) for policy and regulatory reform or greater support.

## Partner

Partners with government, non-government and private sector partners to deliver our economic development goals and priorities.

## Promote

Promotes Adelaide's advantages and all South Australia has to offer together with our partners on a global, national and local scale.



## City of Adelaide

The City of Adelaide delivers community development, infrastructure, public realm improvements, commercial operations and through its subsidiaries contributes to economic development in the city.

The City of Adelaide is custodian of the Adelaide Park Lands, is ambitious in its contributions to fighting climate change, and plays host to events of all scales.

## Adelaide Economic Development Agency

The Adelaide Economic Development Agency (AEDA) is a subsidiary of the City of Adelaide. AEDA works with businesses, industry groups, State Government agencies and other relevant organisations to stimulate the city's economic growth.

AEDA stimulates growth 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.

AEDA's remit includes delivering key actions to support investors, emerging sectors, entrepreneurs and business owners to be successful, innovative and responsive to a changing business environment. This includes delivering economic data and insights to

our business community. AEDA is also charged with positioning Rundle Mall as South Australia's premier retail and commercial shopping precinct to sustain Rundle Mall's retail, business and economic viability.

## Adelaide Central Market Authority

The Adelaide Central Market Authority (ACMA) is a subsidiary of the City of Adelaide and is charged with the management, operations and promotion of the Adelaide Central Market to ensure its iconic standing is enhanced and maintained to the benefit of customers, traders, city and the wider community. ACMA's purpose is to be a world leading food and produce market that shares enduring connection with our community.

## Kadaltilla

The Kadaltilla/Adelaide Park Lands Authority (Kadaltilla) is the principal advisor to both the City of Adelaide and the State Government on the protection, management, enhancement, and promotion of the Adelaide Park Lands. With the Adelaide Park Lands being host to many of the city's festivals and events, they are crucial to the city's economic activity.

# Goals and Priorities

The goals and priorities in the Strategy build on Adelaide’s advantages and respond to global trends as we grow.

Priorities may be led by City of Adelaide or AEDA. Where responsibility for priorities involves multiple leads, the City of Adelaide will be the primary lead.

<b>Goal 1: More than the gateway to South Australia</b>	<b>Goal 2: A thriving economy for all</b>	<b>Goal 3: A centre for education and collaboration</b>
Adelaide’s unique experiences and opportunities attract visitors to our city building our global profile	An inclusive, equitable and thriving economy, growing the broad range of sectors contributing to Gross State Project (GSP), supporting our community and nurturing people and planet	A city that is a test bed for ideas, research and collaboration, attracting the best and brightest minds to invent and innovate
Priority: Promote Adelaide as a premier tourism location	Priority: Leverage and grow the green economy and green brand  Priority: Enable small to medium enterprise (SME) growth to increase the city’s contribution to GSP	Priority: Promote Adelaide’s reputation as a centre for health and education
Priority: Enable a thriving visitor economy	Priority: Enable Aboriginal and Torres Strait Islander and social enterprises	Priority: Export knowledge for the global green transition
Priority: Capitalise on our connection with Adelaide Airport to increase visitation	Priority: Extend the daily cycle of the city into the night	Priority: Support international student wellbeing and sense of belonging



<b>Goal 4: A growing economy for a growing population</b>	<b>Goal 5: Australia’s festival and creative capital</b>	<b>Goal 6: An easy place to do business</b>
Grow the city’s population to 50,000 by 2036 through a pipeline of investment and housing	Leverage our creative strengths and experience in the arts and culture to attract homegrown and world-class talent to power the economy	Attract, retain and grow businesses through a dynamic, holistic economy
Priority: Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city	Priority: Enable events and experiences of every size and scale	Priority: Grow the city’s role as a driver of South Australia’s economy
Priority: Encourage repurposing, adaptive reuse and improvement of buildings and facilities	Priority: Promote the economic contribution of the creative industry sector	Priority: Enable start-ups and entrepreneurship
Priority: Invest in well-planned neighbourhoods and key destination precincts	Priority: Enable small venues and the live music scene to thrive	Priority: Enable jobs in emerging sectors to support a growing population
	Priority: Enable art in our streets and the Adelaide Park Lands	Priority: Support small and medium enterprises to scale-up



## Advantage Adelaide

Adelaide has a unique blend of competitive advantages that stem from a tapestry of people, culture and places that make Adelaide an attractive place to live, work, visit and play.

### A City of Firsts

Adelaide has a history of firsts. These include early government reform, from leading with the first elected town council in Australia, to women's suffrage; leading in technology and culture, in establishing Australia's first 10 gigabyte city to enable business efficiency and as Australia's first UNESCO City of Music.

Adelaide is a scale that affords risk-taking and the adoption of new technologies while offering an enviable quality of life, through well-established community infrastructure. This strong Adelaide spirit has seen us withstand the tides of global social and economic disruption, and emerge with a reputation as a leading commercial, knowledge sharing and ideas exchange city.

### Sustainable Population Growth

Adelaide is developing a City Plan – Adelaide 2036 to fulfil our ambition to grow the city's residential population to 50,000 by 2036.

### Green Grid

South Australia has a world-leading renewable energy grid and regularly experiences days and weeks where the state's electricity needs are met entirely with wind and solar power. The State Government has committed to a fully decarbonised grid by 2030 and is working to meet this deadline by 2027. Doing business in South Australia contributes less to climate change and we can build on our reputation of being clean, green and sustainable.

### Climate Resilience

In addition to reducing our contributions to climate change through net zero and decarbonisation of our grid, Adelaide is committed to climate resilience in all that we do. Through our Integrated Climate Strategy 2030 we will adapt to our climate by understanding risks, preparing our infrastructure and assets to withstand change, ensuring our community is prepared.

## Adelaide Park Lands

Adelaide is a city of nature, unrivalled by any other Australian capital city. The National Heritage Listed Adelaide Park Lands cover 760 hectares as a unique part of Adelaide's character and culture. The Adelaide Park Lands receive approximately 10 million visits a year, for a wide variety of purposes. Their highly variable landscapes include open woodlands and grasslands, creeks, wetlands, a river, sporting fields, event spaces, formal gardens, playgrounds, roads and paths.

### Education

Adelaide has several highly-ranked universities and has developed a strong reputation and corresponding growth in international education over many years. As a generator of ideas, workforce and a major contributor to South Australia's Gross State Product (GSP), our university sector enhances Adelaide's international reputation.

### State Capital

Adelaide is a small city of some 16km<sup>2</sup> and 26,000 residents, but is also the capital city for South Australia. We are agile and ready for innovation.

### Education and Workforce

26% of our community are studying at TAFE or University and 53% of resident workers hold a bachelor's degree or higher, compared to the just over a third of the workforce nationally.

### Innovation

Adelaide is a centre for education, defence, innovation, medical research and space technology, and has seen growth in residential apartments, purpose-built student accommodation, office towers and international hotels. The Australian Space Agency, Adelaide BioMed City, South Australian Health and Medical Research Institute (SAHMRI) and Lot Fourteen continue to boost the city's reputation and capacity for innovation. Adelaide offers abundant technology-based opportunities to build partnerships globally.

### Digital

Enabled through Adelaide's status as Australia's only 10-Gig City, the professional services, science and technology sector is primed to lead the development of new technologies nationally and internationally.

## Liveability

Adelaide is consistently ranked as one of the most liveable cities in the world, based on its quality health care, education, culture, economic and political stability, and environment.

## Australia's Festival Capital

Adelaide's year-round festival and event calendar contributes significantly to the city's economy. These benefits extend throughout the state including to the regions through spin-offs for festivals such as Illuminate Adelaide and Adelaide Fringe.

## Global Trends and Challenges

City of Adelaide will use its strengths to address globally trends and challenges including:

- Geopolitical shifts – recent years have tested global supply chains and power structures.
- Climate change – responding to climate change requires significant investment, coordination and cooperation across all levels of government, businesses and financiers. The city must continue to mitigate climate challenges through decarbonisation, sustainability and the circular economy, new technology and new ways of doing business.

- Technological advancements and digital transformation – the 21st century has seen significant advances in technology and transformed the way we live and work. Technological change can be a challenge, particularly with the rise of misinformation and disinformation, and an opportunity with Adelaide leading in technological advances.
- Labour transition – historically, South Australia has had several economic challenges which have slowed its economic growth in comparison to the rest of Australia. In a tight labour market, Adelaide is ideally suited to support employers to better respond to employee demands for flexible and meaningful work that fits with family and lifestyle. This includes skills attraction and retention, particularly in digital and critical technology sectors.
- Societal equity and housing crisis – Australian society is becoming increasingly unequal, with heightened costs of living and failing housing affordability. All levels of government must cooperate to address the urgent need for affordable and key worker housing.





# Goal 1: More than the gateway to South Australia

Adelaide’s unique experiences and opportunities attract visitors to our city and into the state’s regions, building our global profile.



Awarded Australia’s best capital city airport, 7 kilometres from the city



25.9 million visitor nights in SA in 2022



7.4 million visitors to SA in 2022



51,000 interstate and international business delegates in 2022



10,000 hotel rooms

Adelaide is home to world-renowned festivals and events, connecting visitors to some of Australia’s best wine regions as well as restaurants, hotels, and landscapes.

As the capital city of South Australia and its economic engine, Adelaide is more than a gateway to South Australia. Adelaide offers strong links to international trade, cultural, and tourism markets.

Added to the National Heritage List in 2008, Adelaide is a place of outstanding national heritage significance. Adelaide is a city defined by its planned, grid street pattern, six town squares separated by the River Torrens/Karrawirra Pari, and encircled by the Adelaide Park Lands. Home to a third of South Australia’s State Heritage Places and many more local heritage places, the City of Adelaide recognises the importance and strong economic contribution of heritage to Adelaide.

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; The Drive, South Australia’s home of tennis; performances at the Adelaide Festival Centre; entertainment in the casino precinct; and Lot Fourteen South Australia’s world-class innovation district, all connected by pedestrian walkways and a river footbridge.

Adelaide-based festivals and events are an important driver of regional visitation and contribute to steadily increasing visitor spend across the state. Adelaide is also a host city to a broad range of business events and conferences and in 2022 welcomed 51,000 interstate and international business delegates to our city. These events filled our hotel rooms mid-week, providing visitors from interstate and overseas with a first impression of all Adelaide has to offer.



## Priorities for more than the gateway to South Australia

Priorities	Where we are	Where we want to be	Lead
Enable a thriving visitor economy	31,400 Adelaide Visitor Information Centre attendees in 2023	Invest in Adelaide Visitor Information Centre tourism assets to increase visitation and improve visitor experience	AEDA
	151,107 average monthly demand for hotel rooms in 2023, with an increase of 8% compared to 2022	Grow the number of 4 and 5-star and boutique hotel beds to support international visitors	
	252,000 bed nights generated from hosting major business events in 2023		
Promote Adelaide as a premier tourism location	2.1 million visitors to the City of Adelaide in 2022	Increase the number of people who visit the city annually to 2.5 million by 2028 through local, interstate and international visitation	AEDA and City of Adelaide
	\$5.4 billion expenditure from interstate visitors in 2023	Increase spending across the city	AEDA and City of Adelaide
	The Adelaide Park Lands are National Heritage listed	Investigate opportunities to promote visitation to the Adelaide Park Lands as a 'Top Ten' South Australian destination	City of Adelaide
Capitalise on our connection with Adelaide airport to increase visitation	In 2023, both interstate and international arrivals surpassed 2022 levels, with international arrivals showing a stronger recovery, peaking in December 2023	Stronger correlation between airport arrivals and city hotel occupancies compared with 2023	AEDA

### Priority: Enable a thriving visitor economy

#### Lead: AEDA

The visitor economy is an important contributor to the city's continued economic growth. The City of Adelaide and AEDA are committed to supporting retail, local businesses, tourism operators and events and festivals operating within the city in addition to promoting Adelaide as a world-class city for tourism and events.

We will **partner** to encourage the diversification of offerings in Rundle Mall beyond its reputation as

Adelaide's premier retail precinct, through expansion of its entertainment and hospitality offerings, providing people with new reasons to visit the city.

We will **partner** with a range of tourism operators, across accommodation, tours, attractions and events, to build networks and opportunities for growth, including support with developing tourism packages that will appeal to city residents and visitors and facilitate networks between tourism operators.

We will **partner** in the development of a more diverse range of tourism products and new experiences that support the visitor economy.

We will **advocate** for a diverse range of events building on the business events and conference sector worth \$2.5 billion in South Australia.

## Priority: Promote Adelaide as a premier tourism location

### Lead: AEDA

Tourism and the visitor economy is a key growth sector for South Australia to thrive and is an important driver of the state's economy. Across the state, the tourism industry employs 34,000 South Australians, and as of June 2023, is worth a record-high \$9.9 billion. While much of this economic benefit flows to regional communities and supports our state's wine, food and nature experiences, Adelaide maintains a 54% market share of the South Australian visitor economy.

We will **promote** Adelaide's reputation for delivering great experiences through enhanced destination marketing.

We will **promote** growth in the number of 4 and 5-star and boutique hotel beds in the city to support an increase in international visitors.

We will **advocate** to the South Australian Tourism Commission for increased coordination of Council and State Government agencies on product development, event programming and promoting the city.

We will **partner** with the South Australian Tourism Commission on marketing and promotion strategies to sell Adelaide's unique attributes and emerging opportunities and refresh the way in which information is provided to visitors in the city.

We will **lead** investigations to promote visitation to the Park Lands as a 'Top 10' South Australian destination with the advice of Kadaltilla/Adelaide Park Lands Authority.

### Lead: City of Adelaide

Adelaide Central Market is one of the largest undercover fresh food markets in the Southern Hemisphere and offers food experiences found nowhere else in Australia. The Adelaide Central Market is recognised locally and internationally as a leading, vibrant, diverse and unique fresh produce market. The Adelaide Central Market precinct will undergo significant development in the coming years including Market Square and Tapangka (the redevelopment of the former Bus Depot on Franklin Street).

We will **partner** on the revitalisation of the Adelaide Central Market precinct as a stimulus for new opportunities for the Adelaide Central Market traders and new businesses within the broader precinct in conjunction with ACMA.

## Priority: Capitalise on our connection with Adelaide Airport to increase visitation

### Lead: AEDA

Adelaide is positioned between the hills and the sea with the River Torrens/Karrawirra Pari meandering through its centre. The City of Adelaide is conveniently located less than seven kilometres from Adelaide Airport, a globally connected hub serving as the gateway to South Australia and enabling the movement of more than 8 million passengers a year. 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.

We will **partner** with the Adelaide Airport to promote Adelaide as a destination and secure additional direct flights to Adelaide.

We will **promote** our enviable position as a capital near our international airport and embrace our role as a gateway to South Australia.

## What has been done

### Accessible Adelaide

The City of Adelaide and Adelaide Airport share an ambition to make Adelaide an accessible and inclusive place to visit and are sharing knowledge of inclusive practices for visitors.

### Civic Events

The City of Adelaide's ongoing program of civic events foster connections with visiting international delegations and build our sister city relationships, international diplomacy and strategic connections with internationally significant markets.

## Visitor Information Service

The city's Visitor Information Service provides advice and information to 45,000 visitor inquiries prior to their travel to Adelaide and while in Adelaide. This includes welcoming Cruise Ships, pop up information booths at events such as Tour Down Under and the weekend mobile service in Rundle Mall.

## Tourism Product Development

AEDA is working with tourism operators and attractions to expand the range of bookable products they have on offer.

## Destination Marketing

AEDA partners with organisations such as Wotif/ Expedia, Accor, TripAdvisor and South Australian Tourism Commission to promote overnight stays and visits to Adelaide.

## Rundle Mall

AEDA manages the Rundle Mall levy to market and activate Rundle Mall, attract new brands and diversify its product offering so it is seen as Adelaide's premier retail destination.





# Goal 2: A thriving economy for all

An inclusive, equitable and thriving economy, growing the broad range of sectors contributing to GSP, supporting our community and nurturing people and planet.



390,000  
daily visitors



Around half travel to  
the city for work  
or study



150,000 visits from  
metropolitan  
Adelaide, regional  
South Australia,  
interstate  
and overseas



100% net renewable  
energy generation  
by 2030



Green city within  
760 hectares of  
park lands

Adelaide is located on the land of Kaurna people, the traditional owners of the land; it always was, and it always will be Kaurna land. There is much to learn about Adelaide's settlement and history including from the voices of Aboriginal and Torres Strait Islander people. The Australian Aboriginal Cultures Gallery at the South Australian Museum celebrates the cultural achievements of Aboriginal and Torres Strait Islander people, the world's oldest continuous living culture.

Adelaide is more than a central business district, it is a multi-faceted capital city with strengths as a central experience district and central living district.

City economies continually evolve in their relationships with place and people. Adelaide is no exception.

The growth in, and importance of, our residential community to our economic development is increasing, as is the role of the Adelaide Park Lands and festivals for bringing people to experience the city.

These roles play out in diverse precincts and neighbourhoods across Adelaide and North Adelaide and the expansive Adelaide Park Lands, and exert a strong economic influence. The city's thriving small bars and laneways and all year-round festivals are significant drivers of the city's night time economy and require a diverse workforce with proximal housing that is affordable for people whose employment is typically low-waged, episodic and insecure.

The City of Adelaide aims for an economy that is inclusive and for all people to have the opportunity to contribute to, participate in, and benefit from.



## Priorities for a thriving economy for all

Priorities	Where we are	Where we want to be	Lead
Enable Aboriginal and Torres Strait Islander and social enterprises	The Circle First Nations Entrepreneur Hub opened at Lot Fourteen in 2021 and currently has 325 Aboriginal business members. The Circle is a joint State and Federal Government Initiative.	Increase the use of social enterprises and Aboriginal and Torres Strait Islander owned businesses through City of Adelaide procurement	City of Adelaide
Leverage and grow the green economy and green brand	Social and environmental consciousness as a key feature of Adelaide society	Green values-based attraction of talent and businesses	City of Adelaide and AEDA
Enable SME growth to increase the city's contribution to GSP	The city's businesses are comprised of 35% small businesses and 3.7% medium businesses	Increase the size and number of city-based medium-sized businesses	AEDA
Extend the daily cycle of the city into the night	30% of expenditure in Adelaide in the night time economy	Night time expenditure is above 2022 levels	City of Adelaide and AEDA
	10,345 workers in traditional night time economy industries (drink, entertainment and food)		

### Priority: Enable Aboriginal and Torres Strait Islander and social enterprises

#### Lead: City of Adelaide

The City of Adelaide embarked on a journey of reconciliation with local Aboriginal and Torres Strait Islander communities in 1997 and adopted its first Reconciliation Action Plan in 2008. The City of Adelaide has a long-standing, positive working relationship with the Kaurna community as the Traditional Owners and custodians of the Adelaide Plains, on which the city is located, and the Kaurna Yerta Aboriginal Corporation as the peak body of cultural authority.

While there is still more to do, we are committed to Aboriginal and Torres Strait Islander employment outcomes, leadership development and support for Aboriginal and Torres Strait Islander enterprises.

Social enterprises are businesses that put people and planet first. Social procurement is when organisations use their buying power to generate social value above and beyond the value of the goods, services, or construction being procured.

We will **lead** in our procurement of social enterprises and Aboriginal Torres Strait Islander owned businesses.

We will **partner** with the Circle First Nations Entrepreneur Hub and Supply Nation to support First Nations businesses.

### Priority: Leverage and grow the green economy and green brand

#### Lead: City of Adelaide

Local governments are uniquely positioned to shape social, cultural and behavioural practices of visitors, residents and businesses toward more sustainable practices in daily life. This can occur through a combination of community awareness campaigns as well as direct stimuli, such as financial and non-financial incentives that encourage sustainable outcomes.

A green economy improves our capacity to adapt to climate change, develop systems built on circular economy principles and reduce waste and consumption, leading to more effective use of resources.

Responding to climate change requires significant investment, coordination and cooperation across all levels of government, businesses and financiers.

The City of Adelaide is unique, agile and ready for change. Our leading industries are well poised to capitalise on the economic benefits of a low carbon and circular economy.

The City of Adelaide will foster critical connections and support industry in this transition by leveraging the city's points of differentiation. Working with the City of Adelaide's Integrated Climate Strategy, we will focus on six key areas:

1. Food: Reduce food waste generation and increase diversion of food waste from landfill.
2. Festivals: Avoid waste generation, recover more resources, and boost circular economy in festivals and events.
3. Fashion: Boost the local economy through innovation in the textile/fashion industries leading to high quality resources remaining in circulation and reducing impacts of fast fashion.
4. Fit-outs: Support fit-outs in city businesses to include circular economy and move higher up on the Resource Recovery Hierarchy.
5. Furniture: Reduce the level of waste generated from discarded furniture, in particular from student accommodation and high turnover accommodation.
6. Fix-it (Repair): Boost community resilience, reduce cost of living and keep materials in circulation through skill-share and repair.

We will **partner** on projects that support local businesses to transform into a low carbon and circular economy.

### Lead: AEDA

We will **promote** our sustainability and green credentials locally and internationally to attract like-minded businesses, investment and visitors.

## Priority: Enable SME growth to increase the city's contribution to GSP

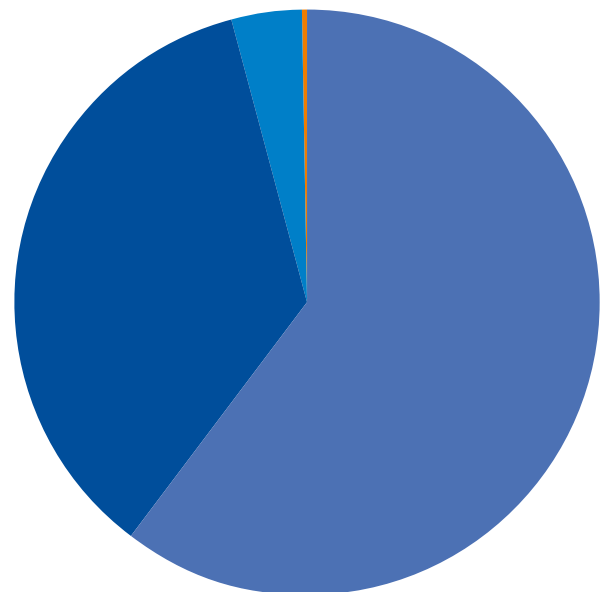
### Lead: AEDA

Contributing to 18% of the state's economy, the city's central business district is a key driver of South Australia's economy. This vital economic activity occurs across 12,558 businesses, with the majority (62%) of these businesses being microbusinesses (non-employing), followed by 33% small businesses and 4% medium businesses.

We will **promote** opportunities for collaboration, knowledge sharing, networks and relationships for local businesses.

We will **enable** businesses by creating efficiencies and reducing barriers to support, small, medium and large scale businesses to open and thrive in our city.

City of Adelaide's Business Mix



62.25%	Micro (non-employing)	4.09%	Medium (20-199 employees)
33.43%	Small (1-19 employees)	0.24%	Large (over 200 employees)

## Priority: Extend the daily cycle of the city into the night

### Lead: City of Adelaide and AEDA

The City of Adelaide's night time economy contributes to 30% of visitor spend. Adelaide will be designed for the night as well as the day, attracting people to spend more time in our safe and welcoming city.

We will **partner** on programs that enable night time activation and support our workers and business of the night-time economy, enhancing visitor experience, talent attraction, and creative activity.

We will **partner** with State Government and business on initiatives that maintain our city as a safe place to live, work and visit.

## What has been done

### The Night Shift

The City of Adelaide partnered with the Melbourne Centre for Cities at the University of Melbourne to deliver the Night Shift project, an Australian Research Council project. This research considers the role of workers to the economy in the early evening to early morning.

### Night Time Economy Benchmarks

As a capital city council, Adelaide participates in regularly benchmarking of the night time economy with our interstate counterparts.

### Project Night Light

Project Night Light was a 12-month pilot project involving 12 venues to research the experience of women and gender diverse people coming into the city and supporting practical measures to create safer environments for all people. The City of Adelaide has shared the research findings with partners and is advocating for broad implementation.

### MTPConnect Partnership

AEDA is working with MTPConnect through its Strategic Partnership Program to establish an Adelaide Healthtech Accelerator which will work with emerging healthtech firms to scale-up.





# Goal 3: Adelaide as a centre for education and collaboration

A city that is a test bed for ideas, research and collaboration, attracting the best and brightest minds to invent and innovate.



\$2.5 million in exports through education institutions in 2022–23



53% of city workers have a Bachelor Degree or higher



47% of our residents are aged between 18 and 34



Internationally recognised innovation precincts and universities.

Adelaide is a centre for education, defence, innovation, medical research and space technology, and has seen growth in residential apartments, purpose-built student accommodation, office towers and international hotels. The Australian Space Agency, Adelaide BioMed City, South Australian Health and Medical Research Institute (SAHMRI), Australian Defence Technologies Academy and Lot Fourteen continue to grow the city in size and reputation.

The creation of the new Adelaide University through the merger of the University of South Australia and the University of Adelaide, presents an opportunity for the city to enhance its status as a globally competitive city for tertiary education, graduate employment, research and innovation.

International education in South Australia is a significant contributor to economic growth. The industry is worth around \$2 billion in export income, an estimated 1.8% of total GSP, and creates 19,900 jobs.

We have approximately 85,000 students attending university in South Australia each year, but a significant proportion leave annually to pursue opportunities after graduation. To take advantage of Adelaide's economic opportunities in the coming decade, our ambition is for these students to stay, or return to Adelaide after gaining valuable experience.



## Priorities for a centre for education and collaboration

Priorities	Where we are	Where we want to be	Lead
Export knowledge for the global green transition	Emerging climate technology sectors and leading approaches to circular economy	A city which leads in innovation and research through our world-class universities and ecosystems of innovation, entrepreneurship, creative and high-technology sectors	AEDA
Promote Adelaide's reputation as a centre for health and education	An emerging BioMed precinct linked to internationally ranked education and research institutions		AEDA
	Lot Fourteen an established world-class innovation district with 103 members, dedicated to solving complex global challenges		
Support international student wellbeing and sense of belonging	There are 6,100 beds in purpose built student accommodation in the city	A city that supports international student residents to connect to the local city community for improved social, physical and mental wellbeing and resilience	City of Adelaide

### Priority: Export knowledge for the global green transition

#### Lead: AEDA

Adelaide performs well in knowledge economy exports generating research and innovation. Key knowledge economy industries include Education and Training, Professional, Scientific and Technical Services, and Information Media and Telecommunications. In addition to Accommodation and Food; and Arts and Recreation Services; these are Adelaide's most established and growing industries.

Climate technology is an emerging industry sector with the potential to generate significant economic activity. Adelaide and South Australia's continued green credentials support industry in determining where to invest. Supporting these industries to cluster will position Adelaide as a magnet for like-minded companies and boost our capacity to export knowledge.

We will **enable** connection between businesses and industries well poised to capitalise on the economic benefits of a circular economy.

We will **promote** Adelaide's green credentials to attract new climate tech industries.

We will **promote** our sustainability and green credentials locally and internationally to attract like-minded businesses, investment and visitors.

### Priority: Promote Adelaide's reputation as a centre for health and education

#### Lead: AEDA

South Australia is a leading global location for digital health research and innovation. With the flagship precincts of Adelaide BioMed City and Lot Fourteen, Adelaide is home to world class researchers, companies, government, academia, infrastructure, teaching and clinical care to create unique opportunities for innovation.

The Adelaide BioMed precinct at the western end of North Terrace supports 2,000 researchers and more than 10,000 employees with a focus that connects local, national and international clinical research, innovation, education, academia and care. The \$3.6 billion BioMed City is one of the largest health and life sciences clusters in the southern hemisphere.

Research has shown us that some international students have difficulty finding suitable accommodation and experience financial stress living in Adelaide. The City of Adelaide supports students to make Adelaide a place to call home.

We will **enable** universities and the education sector by delivering opportunities for international students to connect and engage with local communities.

We will **promote** our sustainability and green credentials locally and internationally to attract like-minded businesses, investment and visitors.

We will **advocate** to State Government to work with all stakeholders to reactivate the market for existing purpose-built student accommodation (PBSA) and support the enablers of growth.

## What has been done

### International Students

The City of Adelaide partnered with the Centre for Research in Educational and Social Inclusion at the University of Adelaide and Bupa in 2023 to understand the role of community engagement in promoting the resilience and wellbeing of international students in our city.

## Study Adelaide

Study Adelaide is a partnership of the Department for Industry, Innovation and Science, the City of Adelaide, AEDA, Flinders University, The University of Adelaide and University of South Australia with support from TAFE SA, SA Government schools and over 50 participating member institutions. Study Adelaide supports international students to live and study in Adelaide including social event and activities, information and accommodation support. This partnership is important for assisting international students through their studies and to future job opportunities and promote Adelaide as a destination for students.

## Graduate Program

In 2023 the City of Adelaide launched its graduate program to support the transition of early graduates into the workforce as part of the City of Adelaide's commitment to be an employer of choice.

The inaugural program, which commenced in January 2024, has seen the engagement of five graduates across a range of business areas. Each placement is offered for a period of two years, with the program also incorporating a strong element of learning and development opportunities for graduates.





# Goal 4: A growing economy for a growing population

Grow the city's population to 50,000 by 2036 through a pipeline of investment and housing.



90% of City Users feel they have safe public city spaces to use



6,922 people who live in the city also work in the city



838 sites with development potential across the city



6,100 beds in purpose-built student accommodation

Adelaide is consistently voted one of the world's most liveable cities. Home to internationally recognised festivals and cultural attractions, a leader in sustainable energy, an enviable climate, and a burgeoning start-up scene which encourages collaboration and innovation.

We want to celebrate and build on our strengths to continue to hold the accolade of a liveable city and share with the world what makes Adelaide a great place to live, learn, work and play.

Adelaide continues to demonstrate its value as an economic, social and cultural driver of opportunity for its people and places. The City of Adelaide has responded well to a challenging economic environment involving national economic recovery from the COVID-19 pandemic, climate instability and inflationary and labour market pressures. According to City User Reports, perceptions of city safety improve year on year, with 90% of city users in 2023 reporting having safe public spaces to use in the city.

The City of Adelaide has an aspiration to grow its population to 50,000 residents by 2036. Significant residential growth will result in increased business opportunities spanning most local industries, from jobs created in housing construction to more customers for local traders, and greater demand for health, education and transport services.

A growing residential population will support city businesses as the role of cities world-wide changes. Working alongside the City of Adelaide's Housing Strategy – Investing in our Housing Future, and City Plan – Adelaide 2036, we will ensure that residents have options to live in quality and affordable housing close to where they work. We will also ensure diversity in housing supply to allow people to live in the city through all life stages, from working families to our experienced work force choosing to remain in the city on retirement.



## Priorities for a growing economy for a growing population

Priorities	Where we are	Where we want to be	Lead
Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city	Newly adopted Housing Strategy – Investing in our Housing Future	Increase the proportion of people who both live and work in the city	City of Adelaide and AEDA
Encourage repurposing, adaptive reuse and improvement of buildings and facilities	Adaptive Reuse City Housing Initiative (ARCHI) established in partnership with the State Government	Target for 50 adaptive reuse dwellings delivered annually as set out in the Housing Strategy	City of Adelaide
Invest in well-planned neighbourhoods and key destination precincts	Seven precinct groups funded to stimulate key areas of the city	Activate and upgrade precincts to stimulate investment, visitation and maximise opportunities	City of Adelaide and AEDA
	City foot traffic sensors counted 141 million people in key areas in 2023	Increase foot traffic in key and emerging precinct year on year by 1.5%	

### Priority: Enable a pipeline of housing addressing the needs of a diverse market, ensuring accessibility and affordability to attract workers and investment to our city

#### Lead: City of Adelaide

To meet our ambition to grow the population to 50,000 by 2036, and create sustainable and diverse neighbourhoods across the city, we will need an additional 1,000 dwellings per year over this timeframe (based on occupancy of 1.8 per household).

The City of Adelaide is committed to making appropriate interventions to foster and grow a new affordable rental asset class to provide appropriate rental housing, including for key workers, as outlined in our Housing Strategy – Investing in our Future.

We will **advocate** to the State and Federal Governments for financial incentives and initiatives which result in more affordable housing in the private rental market, including opportunities available through the Housing Australia Future Fund.

We will **advocate** to the State Government to reform government fees and charges applied to residential development in the city to ensure development is not placed at a financial disadvantage to development elsewhere in Greater Adelaide.

We will **partner** with private, public and community housing developers to increase and fast track the supply of affordable housing.

#### Lead: AEDA

We will **advocate** to the Commonwealth Government to reform taxation policies which impact housing and for investment and incentives which assist in the development of more affordable and accessible housing.

## Priority: Encourage repurposing, adaptive reuse and improvement of buildings and facilities

### Lead: City of Adelaide

Adaptive reuse is one initiative through the broader housing supply chain that will support population growth and diversity targets, as well as sustainability and heritage objectives for the City of Adelaide.

We will **enable** dwelling potential in underutilised buildings to be unlocked and provide an additional mode of housing supply across the existing housing spectrum through the Adaptive Reuse City Housing Initiative (ARCHI).

We will **lead** research to understand adaptive reuse potential and promote the benefits of adaptive reuse including embodied energy, activating underutilised and vacant space, and revitalising heritage and character buildings.

## Priority: Invest in well planned neighbourhoods and key destination precincts

### Lead: City of Adelaide

Adelaide's opportunities for economic development are through people and placemaking. Our priorities for economic development, integrated with City Plan – Adelaide 2036, will help drive sustainable residential growth, economic vitality, prioritise social wellbeing, manage environmental imperatives and deal with potential challenges quickly and easily to create a sense of community and connectedness.

Building on existing plans and commitments, our City Plan – Adelaide 2036 will promote city growth centred around the needs of its people, now and into the future. City Plan will help current and future residents, businesses and investors feel confident about investing in our growing city.

Our approaches to economic development will be place-based with an emphasis on maintaining the identity of our places and leveraging a community development approach to neighbourhoods and

precincts. The streetscape environment has a significant impact on business success, and the individuality of these areas brings vibrancy to our city.

The Adelaide Park Lands are Adelaide's most defining feature. They are an important asset that supports our natural systems and biodiversity, underpins our internationally recognised events and festivals as well as hosting a variety of sporting, recreation and leisure activities. The Adelaide Plan was established as a basis for attracting settlers and providing a high degree of amenity, and this Plan endures today in the form of the National Heritage listed Adelaide Park Lands and City Layout. They are the city's backyard, playground, meeting space and more.

We will **lead** the transformation of our mainstreets to support local traders, businesses and residents.

We will **lead** in the development of a digital mapping tool that provides data and insights for investment.

We will **lead** the development of neighbourhood and structure plans across the city that accommodate our population growth target of 50,000 by 2036 and support businesses.

We will **lead** in the delivery of public realm improvements including streetscapes, greening and investment in the Adelaide Park Lands.

We will **partner** with the State Government, universities, associations, community and advocacy groups to activate and upgrade precincts to stimulate investment, visitation and maximise opportunities.

We will **advocate** to the State Government for investment and better planning controls that contribute towards our goal to increase canopy cover to 40% by 2035.

We will **advocate** for additional public transport infrastructure that supports access to our businesses and precincts.

We will **advocate** for an assessment of the economic, environmental, social and cultural contributions of the Adelaide Park Lands to the city and South Australia.

We will **enable** local participation in the planning and governance of neighbourhoods and precincts.

We will **enable** economic activity through strategic investments in infrastructure (physical, social and cultural) to utilise different parts of the city.

## Lead: AEDA

We will **lead** in the diversification of residential mix through investment attraction, advocacy and marketing of the city.

We will **promote** and develop mainstreet precincts as commercial hubs of economic, cultural and social significance.

We will **enable** precincts that have a significant or growing mass of businesses operating within in them.

## What has been done

### Mainstreet Master Plans

Plans have been developed to revitalise four mainstreets in the city and North Adelaide, Melbourne Street, Hutt Street, Hindley Street and O'Connell Street.

### Housing Strategy – Investing in our Housing Future

This Economic Development Strategy works alongside the Housing Strategy to ensure that residents have options to live in quality and affordable housing close to where they work. As a city characterised by private and social renting, with very low current rental vacancy rates, the quality and affordability of housing must be available to a growing population.

## ARCHI

The South Australian Government and City of Adelaide have jointly funded the Adaptive Reuse City Housing Initiative (ARCHI), through the Capital City Committee to explore and progress adaptive reuse outcomes, including shop top housing, and an ambition to support the delivery of 50 dwellings annually.

### Property Strategy

The Property Strategy recognises the role of the City of Adelaide's property portfolio as a lever to shape and accelerate city liveability, growth and investment. It aims to optimise the performance of the Council's property portfolio ensuring the effective use of assets with improved alignment to strategic, community and financial objectives.

### Development Stimulus

The City of Adelaide led stimulus projects supporting the local economy and communities including 88 O'Connell Street, Tapangka (the redevelopment of the former Bus Depot on Franklin Street) and Market Square.





# Goal 5: Australia's festival and creative capital

Leverage our creative strengths and experience in the arts and culture to attract home grown and world class talent to power the economy.



Australia's first UNESCO City of Music in 2015



Host to Adelaide Fringe, the largest Fringe Festival outside of Edinburgh



Adelaide Festival contributed \$57.6 million to GSP in 2023



717 small and major events were held in the city's Park Lands and streets in 2023



SA is home to 12% of Australia's game developers

Creativity is part of Adelaide's identity, 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. The creative economy is a key factor in place activation and visitor experience, including through festivals and events, contributing to vibrancy, generating business activity, and attracting international visitation.

As Australia's Festival Capital, Adelaide has one festival beginning just as another ends. We attract the world's best to entertain and engage audiences all year round. Major festivals and events continue to play an important role in inviting and enticing people to visit the city. Whether it is sporting matches at Adelaide Oval, live music, or major events and festivals such as Adelaide Fringe and Illuminate Adelaide, there is a direct relationship between events and expenditure.

While North Terrace is a boulevard of cultural exploration, we have eclectic spaces across our city including the globally recognised JamFactory in our west end.

South Australia has the highest number of creative studios per capita than other Australian jurisdictions, attracting skilled gaming talent locally, nationally and internationally. South Australia is the national leader in game production investment and is committed to supporting growth of the sector.

Lot Fourteen and Lion Arts Centre are well established centres for creativity. Game Plus, a collaborative workspace for game developers and related specialist technology start-ups, provides a hub for the sector in the Adelaide CBD.

Adelaide is also a place for the celebration of heritage and cultural heritage through public arts and events, story-telling and opportunities for deep understanding of Kaurna culture.



## Priorities for Australia's festival and creative capital

Priorities	Where we are	Where we want to be	Lead
Enable small venues and the live music scene to thrive	In 2019 Adelaide hosted 426 performances in 70 venues and North Adelaide hosted 69 performances in 6 venues	Adelaide is activated by enabling music in our places and spaces	City of Adelaide
Enable events and experiences of every size and scale	A year-round calendar of unique and world-class events	An enhanced year-round event calendar, with experiences found throughout the city	City of Adelaide
	Adelaide's Festivals had an economic contribution of \$116.7 million, and 1,089 full-time equivalent (FTE) jobs in 2019–20	Grow as Australia's Festival Capital	
Promote the economic contribution of the creative industries	\$1.45 billion added to the State's economy in 2018–19	Increase employment opportunities in creative industries	AEDA
	Employed 15,785 full time equivalent employees in 2018–19		
Enable art in our streets and the Adelaide Park Lands	Adelaide is known for its Street Art and recognised nationally. The City of Adelaide owns and maintains a significant collection of permanent public art valued at approximately \$55 million	Adelaide is a must visit destination, renowned for its playful, thought provoking, unexpected and world class art experiences	City of Adelaide

### Priority: Enable small venues and the live music scene to thrive

#### Lead: City of Adelaide

South Australian businesses in the music and performing arts sector directly contributed \$183.4 million in Gross Value Add (GVA) to the local economy and was the highest employing sector within the creative industries, providing some 4,559 jobs.

The City of Adelaide is committed to keeping Adelaide buzzing with live music, including as host to the Adelaide City of Music.

We will **promote** events, concerts and performances of live music.

We will **enable** small venues and night time activation through initiatives that support live music in the city.

We will **enable** live music via funding programs for artists, community groups and arts organisations to present creative arts and cultural projects that activate the city and amplify Adelaide's status as a UNESCO City of Music.

## Priority: Enable events and experiences of every size and scale

### Lead: City of Adelaide

Festivals, events and creative experiences at all scales are important for the social and cultural life of the city and are significant drivers of our economy. City of Adelaide offers curated city experiences that are designed to enhance place attachment and are specifically focused on increasing vibrancy, visitation and experiences in our city.

As has been experienced in the city's east, consistency in festivals and events bring benefits to local businesses through increased foot traffic and spending, both on direct event-related expenses, such as tickets and food and beverage, and flow-on purchases of accommodation, transport, and general goods and services.

The City of Adelaide has identified the need to expand successful event infrastructure already in place in Rymill Park to other areas of the city including Light Square.

We will **lead** a cultural infrastructure assessment to identify further opportunities to support festivals and events and maximise the benefits to the surrounding area.

We will **enable** economic activity in the north-west of the CBD through expanded event infrastructure that drives new activation and events.

We will **promote** the city's reputation for exceptional and unique arts and cultural experiences by encouraging and providing arts, culture and events partnerships, grants and sponsorship opportunities.

We will **advocate** for the continued growth of the events and festivals industry, through building our capacity to present work in the public realm.

We will **enable** the visitor experience by identifying new opportunities to use the Adelaide Town Hall for economic activities.

We will **promote** the city as Australia's premier festival and event destination with the aim of increasing visitation and investment.

## Priority: Promote the economic contribution of the creative industry sector

### Lead: AEDA

Coupled with attractive operating costs, a highly skilled workforce and world class facilities, our city is well placed to increase the economic contribution from the creative industry sector. As a priority growth sector for South Australia, creative industries are a key driver of original content, jobs and economic development in our state.

Creative businesses in South Australia directly contributed an estimated \$1.45 billion in value added and 15,785 FTE jobs to the South Australian economy in 2018–19. This grew from \$1.41 billion in 2014–15 despite total FTE workers employed in creative businesses declining 0.4%. Much of this activity occurs at Adelaide based festivals and arts, culture and music venues. The City of Adelaide recognises the value of industries that originate in the city and are an important driver of regional visitation and increasing visitor spend across the South Australia.

We will **promote** our creatives and creative city status through marketing, storytelling and showing events in partnership with the State Government.

We will **promote** the gaming industry to capitalise on record growth globally, and a doubling of revenue to \$226 million for the Australian video game development industry since 2016.

We will **enable** arts, culture and music through programs that support events and festivals.

## Priority: Enable art in our streets and the Adelaide Park Lands

### Lead: City of Adelaide

As a creative city we are a magnet for a more diverse population of residents and local, state and international visitors. The City of Adelaide is an exemplar of city planning and we are focused on future planning for an affordable city where artists and other creatives can live, and produce and sell their work.

Public art is an expression of Adelaide's cultural richness and creativity. It reflects how we express who we are as individuals and our community identity.

Public art is for everyone, encouraging people to engage with place. Public art adds vibrancy, reflects the city's unique identity, its people and their stories. Art can be experiences, it can stimulate expression, surprise with the unexpected, and invite people to stop, explore and return.

We will **partner** with Aboriginal and Torres Strait Islander artists and creatives to communicate with all communities about the importance of cultural heritage, stories, interpretation and truth telling.

We will **partner** with the Arts and Culture sector to develop and implement a cultural policy that supports artists and audience development.

We will **partner** with Kurna and other local Aboriginal and Torres Strait Islander tourism providers to support the development of tourism products and cultural experiences in the city.

We will **advocate** to the State Government and private sector for affordable housing, studio and retail spaces, as well as presentation opportunities for creatives in our city.

We will **enable** arts and culture by providing information, support and funding to develop content, venues and promotional material that is accessible and inclusive.



## What has been done

### Social and Cultural Infrastructure Research

The City of Adelaide has undertaken two key pieces of research on social infrastructure and cultural infrastructure to better understand the infrastructure needs in these areas and recommend priorities for investment.

### Festival City Adelaide

Established in 2012, Festival City Adelaide is the peak body for South Australia's festivals and events. Its vision is that Adelaide is recognised nationally and internationally as Australia's Festival Capital.

### Events Industry Support

The City of Adelaide invests in the Adelaide Park Lands providing infrastructure to make events possible and increasingly sustainable, through access to South Australia's largely renewable electricity grid and recycled water.

### Game Plus Support (GPS) Program

The GPS Program is a joint initiative of Pirie Street co-working space Game Plus and AEDA. The program assists participants find their way into the game development industry through a co-working space, marketing support and strong industry guidance to further enhance ideas, skills and talent to create viable businesses.

### Laneways

In recognition of our rich history of musical icons, the City of Adelaide has renamed five city laneways after legendary musicians who have called Adelaide home; Paul Kelly, No Fixed Address, Cold Chisel and Sia Furler. Each laneway features a specially commissioned artwork inspired by the laneway's namesake.

### Street Art

Adelaide is internationally recognised for its street art culture and large-scale wall murals that reflect our multi-cultural and diverse artistic culture.

### The Art of Connection

The City of Adelaide has been a key stakeholder of The Mill. Supporting over 1,000 artists annually, The Mill is a vital artist space in Adelaide's CBD which includes studios and workshops as well as two galleries and a performing arts space.

### Annual Events and Festivals Sponsorship Program

The City of Adelaide and AEDA support public events and festivals through the Annual Events and Festivals Sponsorship program.





# Goal 6: An easy place to do business

Attract, retain and grow businesses through a dynamic, holistic economy.



12,558 local businesses



Rundle Mall as the nation's best retail precinct in 2021



130,404 local workers in 2021



64% of city businesses perceive the city is a good place to do business

Adelaide is an enterprising city, brimming with confidence – it is not just embracing change, it is leading it. The city remains one of Australia's most competitive places to do business, with city rents up to 58 per cent lower than eastern states. As a globally connected city, Adelaide is an ideal location for a businesses working locally and internationally.

As South Australia's state capital, Adelaide is a major employer and economic driver, representing 18% of South Australia's GSP and generating Gross Regional Product (GRP) of around \$22 billion (2021–22). Adelaide is ideally suited to support employers responding to employee demands for flexible and meaningful work that fits with family and lifestyle.

The environment for city-based bricks and mortar retail continues to evolve with the expansion of online shopping and an increase in hybrid working arrangements. The number of jobs in the city continues to grow; however, a lesser proportion of those workers may be located in the city on any given day.

Residential growth will increase foot traffic and vibrancy in our city's laneways and precincts and increase demand for boutique city retail and hospitality. Increased foot traffic will also support Rundle Mall, South Australia's premier shopping, entertainment and lifestyle destination. Voted the nation's best retail precinct in 2021, Rundle Mall is one of the country's largest outdoor shopping precincts.



## An easy place to do business

Priorities	Where we are	Where we want to be	Lead
Grow the city's role as a driver of South Australia's economy	18% of Gross State Product	Increase city contribution to Gross State Product	AEDA
	\$23.95 billion City of Adelaide Gross Regional Product in 2021–2022	Increase the number of new businesses and investment in the city	
Enable start-ups and entrepreneurship	62% microbusinesses (non-employing)	Scaling-up of microbusinesses to small and medium enterprises	AEDA
Enable jobs in emerging sectors that support a growing population	16.4% of workers in health care and social assistance in 2023	Grow the proportion of workers in emerging industry sectors	AEDA
	16.3% workers professional, scientific and technical services in 2023		
Support small and medium enterprises to scale-up	33.43% small businesses 4.09% medium businesses	Growth by upscaling micro, small and medium enterprises into larger businesses	AEDA

### Priority: Grow the city's role as a driver of South Australia's economy

#### Lead: AEDA

Adelaide has strength in the knowledge economy, which is anticipated to further strengthen as South Australia grows and the CBD becomes increasingly important for institutional and human capital.

We will **promote** Adelaide to reinforce its position as the state's central business district and amplify Adelaide's reputation as a place to learn, work and base a business.

We will **partner** with key stakeholders to progress economic development and growth outcomes across all sectors in the city to increase city contribution to Gross State Product.

### Priority: Enable start-ups and entrepreneurship

#### Lead: AEDA

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 over 18 co-working spaces to work from.

The value of the startup ecosystem in Greater Adelaide increased 347 percent from \$348 million in 2020 to \$1.56 billion in 2023. The Startup Genome Global Startup Ecosystem Report ranks Adelaide as a Top 5 city within the Oceania region.

We will **promote** key institutions such as university entrepreneur hubs and business growth centres as well as Lot Fourteen and BioMed City, and look to where we can support new and innovative start-ups.

We will **promote** Renew Adelaide to unlock the potential of vacant spaces in the city for start-ups and entrepreneurs.

We will **partner** with organisations and businesses such as MTPConnect, Renew Adelaide, SouthStart and the University of Adelaide's ThinkLab, to support start-up businesses throughout the start-up business lifecycle.

## Priority: Enable jobs in emerging sectors that support a growing population

### Lead: AEDA

Talented people are crucial to bring the city to its full potential, therefore the city has an ambition to attract a younger, highly skilled and more diverse workforce. The City of Adelaide's workforce is already younger and more highly skilled than the rest of South Australia.

In 2022, 51% of City of Adelaide's workforce were aged between 25 and 44 and 53.2% of the city's workforce had a bachelor or higher degree.

Between 2016 and 2021, the largest growth in workers in the City of Adelaide was in Internet and Digital Services, which covers computer system design, software publishing, internet publishing and broadcasting, internet service providers and data processing services.

Professional, Scientific and Technical Services in the City of Adelaide economy have also experienced an annual average growth rate of 6.1% between 2018 and 2023. This aligns with stakeholder consultations and the South Australian Government's campaign to attract businesses to the state.

A high average annual growth rate in the employment size of the Electricity, Gas, Water and Waste industries has also been experienced, which, as population-serving industries, is likely linked to recent population growth. Accommodation and Food Services industry, an established specialisation, experienced an average annual growth rate in employment of 3.1% between 2018 and 2023.

We will **partner** with government, universities and businesses to attract investment and improve employment opportunities in Adelaide.

We will **promote** collaboration between key city institutions including the universities, Lot Fourteen and Bio-Med City to achieve economies of scale and scope through specialisation.

## Priority: Support small and medium enterprises to scale-up

### Lead: AEDA

Adelaide's opportunities lie in our ability to invest in people and support small to medium enterprises to thrive.

Micro, small and medium sized enterprises play an important entrepreneurial role in economic development, but the true economic value comes when small enterprises upscale and become employment generators. The CBD's offerings of amenities, retail convenience, networking opportunities, and a thriving social scene cater to the needs of a growing business.

We will **enable** small businesses to grow and medium enterprises with aspirations to upscale, while actively attracting new medium enterprises to South Australia. The city will work to sustain the trend of relocation of businesses from city fringe locations into the Adelaide CBD.

We will **enable** a business-friendly environment for businesses of all sizes to thrive. We will have a particular focus on small and medium sized enterprises, so that they benefit from healthy competition and the ability to cluster and collaborate.

We will **enable** businesses to grow by piloting projects, research and offering grants that support small and medium enterprises.

## What has been done

### Welcome to Adelaide Program

AEDA works closely with businesses, either opening their doors for the first time or relocating to the CBD and North Adelaide, through its Welcome to Adelaide program.

### Ten Gigabit

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.

## City Business Newsletter

Fortnightly the City Business Newsletter lands in businesses' inboxes to share the latest business news, resources, incentives such as the City of Adelaide Sustainability Incentives Scheme, grants and more. The City Tourism Newsletter also goes out regularly to the city's tourism businesses.

## Rundle Mall

As South Australia's premier retail precinct, AEDA provides marketing, advocacy and governance services to improve the economic outcomes for Rundle Mall's diverse range of stakeholders.

## Start-up Support

AEDA partners with SouthStart and the University of Adelaide's ThinkLab to support growth-ready businesses in the city through tailored and intensive programs. AEDA continues to invest in Renew Adelaide to support entrepreneurs to trial new business ideas in underutilised spaces.

## Advantage Adelaide

AEDA developed an investment prospectus, Advantage Adelaide, to promote Adelaide to potential investors and businesses interested in relocating.



# Partnering For Impact

Global, national, and state perspectives on our economy for the future highlight the immediate and ongoing opportunities for the city. The City of Adelaide will partner at all levels, with the private and not-for-profit sector in delivering our economic development goals and priorities.

## Global

Adelaide's international connections, relationships and partnerships play a vital role in our future success and growth. This includes networks between the City of Adelaide, Sister Cities, and institutions such as universities. From diplomatic visits to educational exchanges, our relationships are diverse, dynamic and promote social economic growth for all partners.

## National

The City of Adelaide is a member of the Council of Capital City of Lord Mayors (CCCLM) with its 50-year history of advancing the shared interests of Australian capital cities. Current priorities include economic development and research, housing and homelessness, and climate action.

## State

The City of Adelaide collaborates with a series of State Government departments to progress shared economic development goals including the Department of Premier and Cabinet, Department for Energy and Mining, Department for Trade and Investment and the South Australian Tourism Commission.

## Capital City Committee (CCC)

The CCC is an intergovernmental body established under the *City of Adelaide Act 1998* to enhance and promote Adelaide as the capital city of the state. The CCC pursues collaborative initiatives that benefit Adelaide and all South Australians. Projects related to the Economic Development Strategy which have benefited from CCC partnerships include City Plan – Adelaide 2036 and the Adaptive Reuse City Housing Initiative.

## Private and community sectors

City of Adelaide will establish new and support existing partnerships with private and not-for-profit organisations. The City of Adelaide also invests (cash and in-kind) to individuals and organisations applying for support through our funding programs.

## Renew Adelaide

Since 2010 Renew Adelaide, a not-for-profit organisation, has curated precincts and spaces in Adelaide for emerging and unique businesses through an innovative program utilising untenanted properties. The work of Renew Adelaide has created opportunities for local businesses and brought vibrancy to vacant shopfronts, helping businesses establish into traditional bricks-and-mortar retailing.

## University Sector

The City of Adelaide and AEDA work with the university sector on the practical application of a broad range of leading edge research and supports the transition of students to employment through workplace experiences.

Through internships and work experience programs with the City of Adelaide, to funding ThinLab at the University of Adelaide, these collaborations are important contributions for emerging innovators.

## Strategic Partnerships Program

The Strategic Partnerships Program focuses on supporting start-ups, scale-ups, and business growth in the City of Adelaide. The program envisions a thriving ecosystem by providing financial assistance for proposals that enhance business growth, leverage innovation assets, improve access to finance, and promote innovation and adaptability.

## Business Events Adelaide

The City of Adelaide and AEDA support Business Events Adelaide, which connects organisations with local event hosts to run conferences, conventions and meetings in South Australia, bringing delegates daily to experience the City of Adelaide, Greater Adelaide and South Australia.

# Strategic Alignment

This Strategy has been developed for alignment with the priorities of the South Australian Government and forms an important strategic document under the City of Adelaide Strategic Plan 2024–2028.

## Federal Government

### Adelaide City Deal

The Adelaide City Deal is a 10-year agreement between the Australian Government, the Government of South Australia and the City of Adelaide to grow Adelaide as an innovative and vibrant city. Governments are working together to deliver projects and initiatives that support the growth of businesses and jobs, encourage the growth of Adelaide’s population, and build on the city’s global reputation in the arts and Culture. Total funding for the Adelaide City Deal is \$699 million and has included projects such as Lot Fourteen and the Australian Space Agency Headquarters.

City of Adelaide has been allocated \$10 million for its projects. The projects have included the Adelaide Free Wi-Fi network which has been completed, replacement of the Adelaide City Safe CCTV Network close to completion, and the Experience Adelaide’ Smart Visitor Experience Centre which is ongoing.

## State Government

### South Australian Economic Statement

The South Australian Economic Statement – Smart, Sustainable, Inclusive, sets the vision of the State Government for South Australia, to be ‘an economy fit for the future, improving the wellbeing of all South Australians’. The South Australian Economic Statement establishes three missions:

1. Capitalise on the global green transition
2. Be a partner of choice in an insecure world
3. Build South Australia’s talent.

The State Government has announced it will establish a new Economic Development Board for South Australia, which will engage with industry, business, and the community to advise on how best to act on the Statement.

**Other key strategies include:**

### State Infrastructure Strategy

The State Infrastructure Strategy will focus on economic growth in alignment with the SA Economic Statement, identify the key challenges and opportunities in providing and managing infrastructure, consider how we can maximise the use of existing assets, identify requirements for new infrastructure, including policy and other reforms required and make recommendations for future priorities to ensure economic growth, sustainability and liveability for South Australians.

### Greater Adelaide Regional Plan

The State Government is developing the Greater Adelaide Regional Plan in 2024. This significant strategic land use planning process will direct growth of Greater Adelaide for the next 30 years.

### South Australian Small Business Strategy

The South Australian Small Business Strategy 2023–2030 recognises the value of small businesses to the South Australian economy and is designed to support small businesses in adapting, growing and succeeding.

### Statewide Innovation Model

The Statewide Innovation Model involves dedicated spaces with the physical, digital and social infrastructure required to accelerate new ideas into widespread economic outcome. The City of Adelaide is home to Lot Fourteen and BioMed City two out of the seven current innovation districts.

## Local Government

### City of Adelaide Strategic Plan 2024–2028

The Strategic Plan sets the approach for the City of Adelaide to be:

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

It includes five long-term aspirations for Our Community, Our Environment, Our Economy, Our Places and Our Corporation. The Strategic Plan is delivered through the Council's Annual Business Plan and Budget.

**Other key strategies include:**

#### City Plan – Adelaide 2036

City Plan will support City of Adelaide's target of 50,000 residents by 2036 while ensuring that existing strengths such as the economic value of land, clusters and main streets are improved and protected.

#### Integrated Climate Strategy

The City of Adelaide has developed an Integrated Climate Strategy to set our vision for a resilient, protected and sustainable city where people can live, work, study and play and adapt to changes in the climate that bring social and economic opportunity and disruption.

#### Housing Strategy – Investing in our Housing Future

This Economic Development Strategy works alongside the Housing Strategy to ensure that residents have options to live in quality and affordable housing close to where they work. As a city characterised by private and social renting, with very low current rental vacancy rates, the quality and affordability of housing must be available to a growing population.

#### Property Strategy

The Property Strategy recognises the role of the City of Adelaide's property portfolio as a lever to shape and accelerate city liveability, growth and investment. It aims to optimise the performance of the Council's property portfolio ensuring the effective use of assets with improved alignment to strategic, community and financial objectives.

## Disability, Access and Inclusion Plan

The Disability, Access and Inclusion Plan 2024–2028 sets out the City of Adelaide's aspirations for being a city that is inclusive and welcoming to all. A key focus of the Plan is improving the accessibility of businesses through development of skills and knowledge in the sector and through support for businesses to invest in upgrades that make their venues more inclusive.

### Integrated Transport Strategy (in progress)

The City of Adelaide is developing an Integrated Transport Strategy to consider the way people access the city and move within it, including identifying priority infrastructure investment and promoting a better walking experience.

### International Engagement Plan

A modern, prosperous city needs to be globally connected. The ability to create and maintain strong international relationships is critical to remaining relevant and building competitive advantage. Adelaide is a diverse and multicultural city with many international connections across a broad range of sectors and has developed an International Engagement Plan to support its international relationships.

### Reconciliation Action Plan (draft)

The City of Adelaide is developing its eleventh Reconciliation Action Plan 2024–2027 which includes a focus on Aboriginal art, storytelling and interpretation, Aboriginal employment, leadership and development, and Aboriginal and Torres Strait Islander enterprises.

### AEDA Strategic Plan (in progress)

AEDA is developing a Strategic Plan to focus its strategic operations in line with its Charter. The annual activities of AEDA are set out in its Annual Business Plan and Budget.

### ACMA Strategic Plan

The ACMA Strategic Plan 2023–2028 sets out the focus for the Adelaide Central Market Authority to grow the market by attracting more residents, visitors and workers who shop regularly, in line with its Charter. The annual activities of ACMA are set out in its Annual Business Plan and Budget.

# City of Adelaide Strategic Plans

Long Term Planning	Strategic Planning	Short Term Planning
Facilitated through Council's suite of Strategic Management Plans (SMPs), which are reviewed through each Council Term.	Articulates further detail to support long-term planning and align with decisions of Council, legislative requirements and community services.	Outlines what and how Council will deliver in the immediate future, including actions plans, budgets and subsidiary plans.
<b>This looks like:</b>	<b>Examples:</b>	<b>Examples</b>
<b>Strategic Plan</b>	<b>Council Strategies and Plans</b>	<b>Council Action Plans</b>
<b>Our Economy</b>	<b>Economic Development Strategy</b>	<b>AEDA BP&amp;B</b>
City Plan Asset Management Plans Long Term Financial Plans	Housing Strategy Property Strategy Integrated Climate Strategy	Business Plan and Budget Reconciliation Action Plan Subsidiary Plans and Budgets



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