

## Economic Development Strategy – Night Time Economy Summary

Goal 2: A thriving economy for all				
Priority	Where we are	Where we want to be	Lead	Priority Actions
Extend the daily cycle of the city into the night	30% of expenditure in Adelaide in the night time economy 10,345 workers in traditional night time economy industries (drink, entertainment and food)	Night time expenditure is above 2022 levels	City of Adelaide	<b>City of Adelaide</b> We will <b>partner</b> with State Government and business on initiatives that maintain
			AEDA	<b>AEDA</b> We will <b>partner</b> on programs that enable night time activation and support our workers and business of the night-time economy, enhancing visitor experience and talent attraction.

Goal 4: A growing economy for a growing population				
Priority	Where we are	Where we want to be	Lead	Priority Actions
Invest in well-planned neighbourhoods and key destination precincts	<p>Seven precinct groups funded to stimulate key areas of the city</p> <p>City foot traffic sensors counted Adelaide 141 million people in key areas in 2023</p>	<p>Activate and upgrade precincts to stimulate investment, visitation and maximise opportunities</p> <p>Increase foot traffic in key and emerging precinct year on year by 1.5%</p>	City of Adelaide	<p><b>City of Adelaide</b></p> <p>We will <b>lead</b> the transformation of our mainstreets to support local traders, businesses and residents.</p> <p>We will <b>lead</b> in the development of a digital mapping tool that provides data and insights for investment.</p> <p>We will <b>lead</b> the development of neighbourhood and structure plans across the city that accommodate our population growth target of 50,000 by 2036 and support businesses.</p> <p>We will <b>lead</b> in the delivery of public realm improvements including streetscapes, greening and investment in the Adelaide Park Lands.</p> <p>We will <b>advocate</b> to the State Government for investment and better planning controls that contribute towards our goal to increase canopy cover to 40% by 2035.</p> <p>We will <b>advocate</b> for additional public transport infrastructure that supports access to our businesses and precincts.</p> <p>We will <b>advocate</b> for an assessment of the economic, environmental, social and cultural contributions of the Adelaide Park Lands to the city and South Australia.</p> <p>We will <b>enable</b> local participation in the planning and governance of neighbourhoods and precincts.</p> <p>We will <b>enable</b> economic activity through strategic investments in infrastructure (physical, social and cultural) to utilise different parts of the city.</p>

Goal 4: A growing economy for a growing population				
Priority	Where we are	Where we want to be	Lead	Priority Actions
			AEDA	<p><b>AEDA</b></p> <p>We will <b>lead</b> in the diversification of residential mix through investment attraction, advocacy and marketing of the city.</p> <p>We will <b>promote</b> and develop mainstreet precincts as commercial hubs of economic, cultural and social significance.</p> <p>We will <b>enable</b> precincts that have a significant or growing mass of businesses operating within in them.</p>

<b>Goal 5: Australia's festival and creative capital</b>				
<b>Priority</b>	<b>Where we are</b>	<b>Where we want to be</b>	<b>Lead</b>	<b>Priority Actions</b>
Enable events and experiences of every size and scale	<p>A year-round calendar of unique and-events</p> <p>Adelaide's Festivals had an economic contribution of \$116.7 million, and 1,089 full-time equivalent (FTE) jobs in 2019–20</p>	<p>An enhanced year-round event calendar, with experiences found throughout the city</p> <p>Grow as Australia's Festival Capital</p>	City of Adelaide	<p>We will <b>lead</b> a cultural infrastructure assessment to identify further opportunities to support festivals and events and maximise the benefits to the surrounding area.</p> <p>We will <b>enable</b> economic activity in the north-west of the CBD through expanded event infrastructure that drives new activation and events.</p> <p>We will <b>promote</b> 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.</p> <p>We will <b>advocate</b> for the continued growth of the events and festivals industry, through building our capacity to present work in the public realm.</p> <p>We will <b>enable</b> the visitor experience by identifying new opportunities to use the Adelaide Town Hall for economic activities.</p>
			AEDA	<p><b>AEDA</b></p> <p>We will <b>promote</b> the city as Australia's premier festival and event destination with the aim of increasing visitation and investment.</p>

<b>Goal 5: Australia's festival and creative capital</b>				
<b>Priority</b>	<b>Where we are</b>	<b>Where we want to be</b>	<b>Lead</b>	<b>Priority Actions</b>
Promote the economic contribution of the creative industries	\$1.45 billion added to the State's economy in 2018–19 Employed 15,785 full time AEDA equivalent employees in 2018–2019	Increase employment opportunities in creative industries	AEDA	We will <b>promote</b> our creatives and creative city status through marketing, storytelling and showing events in partnership with the State Government. We will <b>promote</b> 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 <b>enable</b> arts, culture and music through programs that support events and festivals.
Enable small venues and the live music scene to thrive	In 2019 (pre-COVID) 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	We will <b>promote</b> events, concerts and performances of live music. We will <b>enable</b> small venues and night time activation through initiatives that support live music in the city. We will <b>enable</b> 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.

<b>Goal 6: An easy place to do business</b>				
<b>Priority</b>	<b>Where we are</b>	<b>Where we want to be</b>	<b>Lead</b>	<b>Priority Actions</b>
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	We will <b>promote</b> 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 <b>partner</b> with key stakeholders to progress economic development and growth outcomes across all sectors in the city to increase city contribution to Gross State Product.
	\$21.9 billion City of Adelaide Gross Regional Product in 2021–2022	Increase the number of new businesses and investment in the city		
Support small and medium	35% small businesses	Growth by upscaling micro, small and	AEDA	We will <b>enable</b> small businesses to grow and medium enterprises with aspirations to upscale, while actively attracting

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<p>enterprises to scale-up</p>	<p>4% medium businesses</p>	<p>medium enterprises into larger businesses</p>		<p>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.</p> <p>We will <b>enable</b> a business-friendly environment for business 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.</p> <p>We will <b>enable</b> businesses to grow by piloting projects, research and offering grants that support small and medium enterprises.</p>
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