



Smart Cities Plan

# ADELAIDE

## CITY DEAL



Australian Government



Government  
of South Australia



CITY OF  
ADELAIDE



# Foreword

Adelaide is a sophisticated and vibrant capital city renowned for its liveability and distinctive tourism, arts and cultural attractions.

Adelaide has a strong reputation for excellence in research and a thriving innovation economy. It is rapidly becoming the centre of future industries, including defence, space, advanced manufacturing and digital (for example machine learning and artificial intelligence, cyber and creative industries). The Adelaide City Deal has the potential to generate significant economic opportunities by growing the state's skilled workforce and industries at the forefront of innovation and cutting-edge technologies.

This partnership between the Australian and South Australian Governments and the City of Adelaide will enhance Adelaide's position as an attractive place to live, study, work and do business.

The City Deal will target investment that creates skilled and productive jobs of the future, boosts Adelaide's population through migration and planning reforms, and enhances cultural experiences by generating greater opportunities in Adelaide's robust visitor economy.



A blue ink signature of Scott Morrison.

**The Hon Scott Morrison MP**  
Prime Minister of Australia



A blue ink signature of Steven Marshall.

**The Hon Steven Marshall MP**  
Premier of South Australia



A blue ink signature of Sandy Verschoor.

**Sandy Verschoor**  
Lord Mayor of Adelaide





## ACKNOWLEDGEMENTS

We acknowledge the Traditional Owners of country throughout South Australia, and their ongoing connection to and spiritual and cultural relationship with their land and waters. We pay our respects to the current generation, as well as Elders past and present and future leaders.

We thank Flinders University, the University of Adelaide and the University of South Australia for their collaboration in developing the Adelaide City Deal. Together, we will work towards Adelaide's future growth and prosperity through the delivery of the commitments in this City Deal.

# Adelaide City Deal at a glance

Osborne Naval Shipyard

Elizabeth North Training Depot

Edinburgh Defence Precinct

Mawson Lakes

Technology Park Adelaide

Lot Fourteen

Tonsley Innovation District

Waite Research Precinct

# CITY-WIDE COMMITMENTS



## Grow Adelaide's innovation economy

- Deliver the Adelaide Innovation Strategy for economic growth and enhanced linkages between key innovation precincts, including Lot Fourteen, Technology Park Adelaide, Mawson Lakes, Osborne Naval Shipyard, Edinburgh Defence Precinct, the Waite Research Precinct and Tonsley Innovation District
- Establish Lot Fourteen as a premier destination for entrepreneurship, innovation, technology, development and commercialisation
- Establish an Innovation Hub at Lot Fourteen
- Support the Australian space sector by establishing the Australian Space Agency, Mission Control and the Australian Space Discovery Centre
- Establish best practice smart technology infrastructure in Adelaide's city centre, including integration with Gig City and Ten Gigabit Adelaide



## Support Population Growth in Adelaide and South Australia

- Consider a Designated Area Migration Agreement for metropolitan Adelaide, to attract skilled overseas workers
- Implement the Supporting Innovation in South Australia visa pilot program to attract overseas entrepreneurs and seed start-ups
- Implement key actions from the *30 Year Plan for Greater Adelaide (2017 Update)* to plan for the provision of key amenities and services for Adelaide's future population
- Undertake a plan for urban renewal and development in key precincts identified in the Adelaide Innovation Strategy to support population growth



## Boost Adelaide's Cultural and Tourism Economy

- Deliver the Aboriginal Art and Cultures Gallery at Lot Fourteen
- Establish the International Centre for Tourism, Hospitality and Food Studies in Lot Fourteen
- Construct the Heysens Gallery at Hahndorf
- Build a new visitor centre for Carrick Hill House at Springfield
- Deliver digital tools and wayfinding for trails in key tourist sites including Wittunga House and Botanic Garden, Old Government House and Kingston Historic House

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# Vision for Adelaide

The City Deal is a ten year plan to build on Adelaide's strengths – its cultural depth, research excellence, talented labour pool and commercial enterprise.

Central to our investment is the development of Lot Fourteen as an innovation precinct that will be home to leading businesses, entrepreneurs, the Australian Space Agency and associated organisations, major cultural attractions and world class education programs and facilities. By delivering investment that will transform Adelaide's innovation economy and further support its thriving cultural and visitor sectors, the City Deal will help to attract and retain talented and skilled workers, quality international students, and entrepreneurs and start-ups to invest their future in Adelaide.

Adelaide's population growth is focused on attracting future-oriented entrepreneurs, professionals and education providers that seek to expand their businesses, increase research commercialisation and capitalising on the benefits of cross-sectoral collaboration in the wider Adelaide metropolitan area. City Deal partners will work productively to create the right settings to help the community of Adelaide realise this ambition and help the city to flourish and prosper.



# City Deals

City Deals are a key mechanism to deliver on the opportunities and challenges in our cities by bringing together the three levels of government, the community and private enterprise to create place-based partnerships.

They work to align the planning, investment and governance necessary to accelerate economic growth and job creation, stimulate urban renewal and drive economic reforms. City Deals will help to secure the future prosperity and liveability of our cities.

For more information on the Smart Cities Plan or City Deals, please visit <https://www.infrastructure.gov.au/cities>



# Adelaide in context

Adelaide is a vibrant city with a stunning natural environment, top quality education providers and huge opportunities in the economic growth sectors of the 21st century.

It is consistently ranked as one of the world's most livable cities, where visitors and locals alike can immerse themselves in a range of year-round festivals and events. The recent growth of the state's defence sector combined with exciting developments in space, big data, machine learning, advanced manufacturing, and creative industries, means that Adelaide has the potential to become a leader in Australia's innovation, cultural and tourism economies.

Adelaide has faced challenges in recent years, particularly with the national decline of the car manufacturing industry. Economic growth and employment has been subdued as Adelaide shifts from traditional

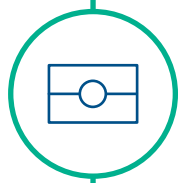
manufacturing to new knowledge-based industries. Population growth is well below the national average with low levels of international migration, and a proportionately low share of international students.

This City Deal is a ten year plan to actively address these challenges by supporting innovative jobs and business growth, sustainably planning for Adelaide's future population growth and boosting its world renowned tourism, arts and cultural industries to enhance local and visitor experiences in the heart of the city.



## Population

1.334 million people  
Median Age: 40



## Indigenous Australians

18,400 Indigenous  
Australians  
Median age: 22



## Migration

21,660 or 4.0% new  
arrivals settled in Adelaide



## Industry

Gross Regional Product  
estimated at \$18.45 billion,  
representing 17.8% of  
Gross State Product



## Employment

5.9% unemployed  
17.9% Indigenous  
Australians unemployed



## Education

86,000 students enrolled in  
Adelaide's schools, universities  
and technical colleges



## Tourism

\$4.0 billion visitor spend in  
Adelaide city representing  
58% of the state's  
visitor economy







# Key Collaborators:

## South Australia's world renowned universities



As key collaborating partners to the Adelaide City Deal, South Australia's universities will play an important advisory role to all levels of government in the City Deal's implementation, and offer their unique expertise to progress agreed commitments through the Deal's **Implementation Plan**. Universities will also have opportunities to co-invest in our shared vision, including commitments to grow Adelaide's promising innovation, cultural and tourism economies. Governments will work with universities to develop the **Adelaide Innovation Strategy** to guide the growth of Adelaide's innovation economy and secure the long-term benefits of joint investment in Lot Fourteen.

Lot Fourteen will also house an **Innovation Hub** to help maximise research and industry knowledge and increase commercialisation of research and development (R&D) through cross-sectoral engagement and investment. Universities will assume leadership to improve and advance technology systems, and uptake transformative commercial R&D opportunities to grow key sectors of the innovation economy. Governments will also draw on universities' capability to **attract and retain domestic and international students** who will look to Adelaide for jobs in our advanced economy and a dynamic lifestyle to shape their future success.



Ranked in the top 2% of global universities, Flinders University has around 26,000 students and a campus network that spans metropolitan and regional South Australia and the Northern Territory. We are the largest provider of transnational education in South Australia and our strong linkages with industry and academic partners in Australia and internationally have made us a partner of choice for world-class research collaboration. In early 2019 Flinders University announced an additional \$100 million investment in research that will be transformative in retaining and attracting researchers to our state, facilitating innovative outcomes for existing and emerging industries, and supporting the training of the next generation of research talent in South Australia. Over the coming decade, the \$85 million Flinders Link Rail project will connect our main campus to the Adelaide CBD enabling Flinders University to maximise opportunities to boost

educational and research activities, create jobs and enhance economic growth. Plans include a new health and medical research precinct and facilities to attract additional international students to live and study in Adelaide.

Adelaide is a prime location to foster start-up creation. Flinders University's award winning New Venture Institute is a leader in the innovation and entrepreneurial ecosystem in metropolitan Adelaide and in regional South Australia and has supported over 327 local start-ups to date.

For more than 40 years Flinders University has been a leader in the Creative Industries with a global reputation which has contributed to making Adelaide an international leader in the Arts. We have an established track record of successful collaboration with industry at both a local and global level, and have been recognised as the Best Digital Illustration School in the world in 2017 and 2018.

The University of Adelaide is pleased to be a key partner to the Adelaide City Deal.

By every measure, the University of Adelaide stands tall as a catalyst of learning, innovation and global connectivity. Ranked among the top 1% of universities globally, its international reputation is founded on future shaping and world-leading research.

Recognising the importance of close alignment between industry and world-leading research, the University of Adelaide has identified priorities for engagement in areas such as defence, cyber and space; energy and resources; health; and agrifood and wine. Targeted research in these priority areas is translating outcomes into solutions of direct social, economic and technological impact.

The Adelaide City Deal and the transformation of Lot Fourteen will be instrumental in securing South Australia's economic future. The University of Adelaide's Australian Institute for Machine Learning, Lot Fourteen's first anchor tenant, is a global leader in machine

learning and artificial intelligence. In addition, Lot Fourteen based industry will link with the University's leading capability in cybersecurity, data analytics and entrepreneurship and will connect with students to develop new innovations through work integrated learning and internship opportunities.

The University will contribute expertise to the development of the innovation strategy and bring to bear its relationship with other key precincts including the University campuses at North Terrace (located next to Lot Fourteen), Waite (home to the largest concentration of expertise in agriculture, food and wine in the southern hemisphere) and Roseworthy (internationally recognised in dry land agriculture and animal production).

The University of Adelaide will also contribute to the population stream of the City Deal through both the injection of new, world-class academic talent and a large and diverse student body drawn to Adelaide from other parts of Australia and across the world.

The University of South Australia's (UniSA) mission is focused on educating highly skilled professionals for the South Australian workforce and producing knowledge through applied research in Health, IT, Engineering and Future Industries, Education, Arts and Social Sciences and Business, that delivers economic and social benefits for the state.

Ranked in the top 50 young universities in the world in both QS and THES rankings, UniSA's focus on partnership with end-users is reflected in the \$1.27 billion we contribute to the state economy annually, our 2500+ global industry partners and our ranking as #1 in Australia for industry research income.

UniSA views an Adelaide City Deal as an opportunity to create a city-centre collaborative innovation hub at Lot Fourteen that would link to and benefit from UniSA's \$1billion investment in precincts across metropolitan Adelaide, including the BioMed City precinct and the UniSA engineering and science precinct at Mawson Lakes, located close to South Australia's naval shipbuilding and defence industries.

UniSA will work with City Deal partners to identify opportunities to develop projects for Lot Fourteen that draw on the University's well established complementary strengths.

- Catalysing new industries through innovation and support for start-ups and spin-outs, including UniSA's Future Industries Institute, Cancer Research Institute, Innovation and Collaboration Centre and the successful commercialisation track record of UniSA Ventures.
- Complementing and enhancing the work of the Australian Space Agency with UniSA's expertise and strong industry connections in novel Satellite and Internet of Things technologies and their applications, especially in the Institute for Telecommunications Research, exemplified in its successful spin-out, Myriota.
- Utilising the strength of UniSA's Aboriginal Knowledges Centre and Aboriginal expertise residing in UniSA Art, Architecture and Design and the Social Sciences, linking to the University's recently launched and ambitious "stretch" Reconciliation Action Plan.

# Leading in Innovation



Adelaide is a strong contributor to Australia's innovation economy, largely driven by local talent, ambition and entrepreneurship.

This City Deal leverages what Adelaide does well – investing in knowledge-intensive industries and innovative jobs that will accelerate economic growth and enable greater competition and diversification.

## A Transformative Innovation Neighbourhood – Lot Fourteen

The revitalisation of the old Royal Adelaide Hospital site, known as '**Lot Fourteen**' is the centerpiece of the Adelaide City Deal. This premier innovation precinct will be strategically placed to bring together all levels of government, global industries, entrepreneurs and research institutes to invest in Adelaide's innovation economy. The South Australian Government will invest **\$364 million** to redevelop, operate and maintain the site, and deliver key infrastructure and services to integrate open spaces, including access to the Adelaide Botanic Garden. The Australian Government will provide further investment in Lot Fourteen, including **\$20 million** to establish an **Innovation Hub** enabling joint research between the public sector, business and universities, and the provision of secure environments for government defence and space entities.

## Supporting Australia's Space Industry

Lot Fourteen will be at the heart of Australia's growing space sector. The Australian Government has invested **\$26 million** to establish the **Australian Space Agency**, and recently announced Lot Fourteen as the Agency's home. From this base, the Agency will grow a globally respected space sector across the nation. The Australian Government will invest **\$6 million** to establish a **mission control facility**. The Australian Government will also invest **\$6 million** to establish the **Australian Space Discovery Centre** at Lot Fourteen. These investments will provide new capability to support the growth of Australian space businesses and provide a platform for increased collaboration nationally and internationally. Through the Australian Space Discovery Centre, the Australian community, students and visitors will also have a unique opportunity to engage with the latest innovations in space technologies and expand their understanding of Australia's role in national and global space activities and missions. The South Australian Government will enhance this commitment through a **\$4.2 million Space Innovation Fund** and provide **\$2.2 million** to support **international engagement, and high quality education programs and scholarships.**



## Adelaide - A Smarter City

Adelaide is a Smart City where innovation and new technologies are integral to developing and sharing common resources, enhancing lifestyles and improving business activity. Lot Fourteen will be designed to support Adelaide's smart infrastructure and allow seamless integration of smart technologies across Adelaide's Central Business District. The Australian Government will invest **\$10 million** in smart infrastructure that will support innovative technology-based solutions to urban challenges. The City of Adelaide will contribute up to a further **\$12.6 million** to support these Smart Cities initiatives. Integration of these services with Gig City and Ten Gigabit Adelaide will enable data sharing at some of the highest internet speeds, helping Adelaide to pave the way for future focused industries.

## Growing Indigenous Jobs and Businesses

The City Deal aims to increase Aboriginal and Torres Strait Islander employment and business opportunities as part of a whole-of-government initiative to improve Indigenous economic participation. The Australian Government will contribute **\$3 million over three years** from the **Indigenous Business Sector Strategy** – a comprehensive approach to supporting Indigenous businesses, innovation, incubation and start-ups to flourish in the Australian economy. Services provided to the Aboriginal and Torres Strait Islander business sector will be designed in collaboration with local stakeholders, including the Aboriginal and Torres Strait Islander business community.

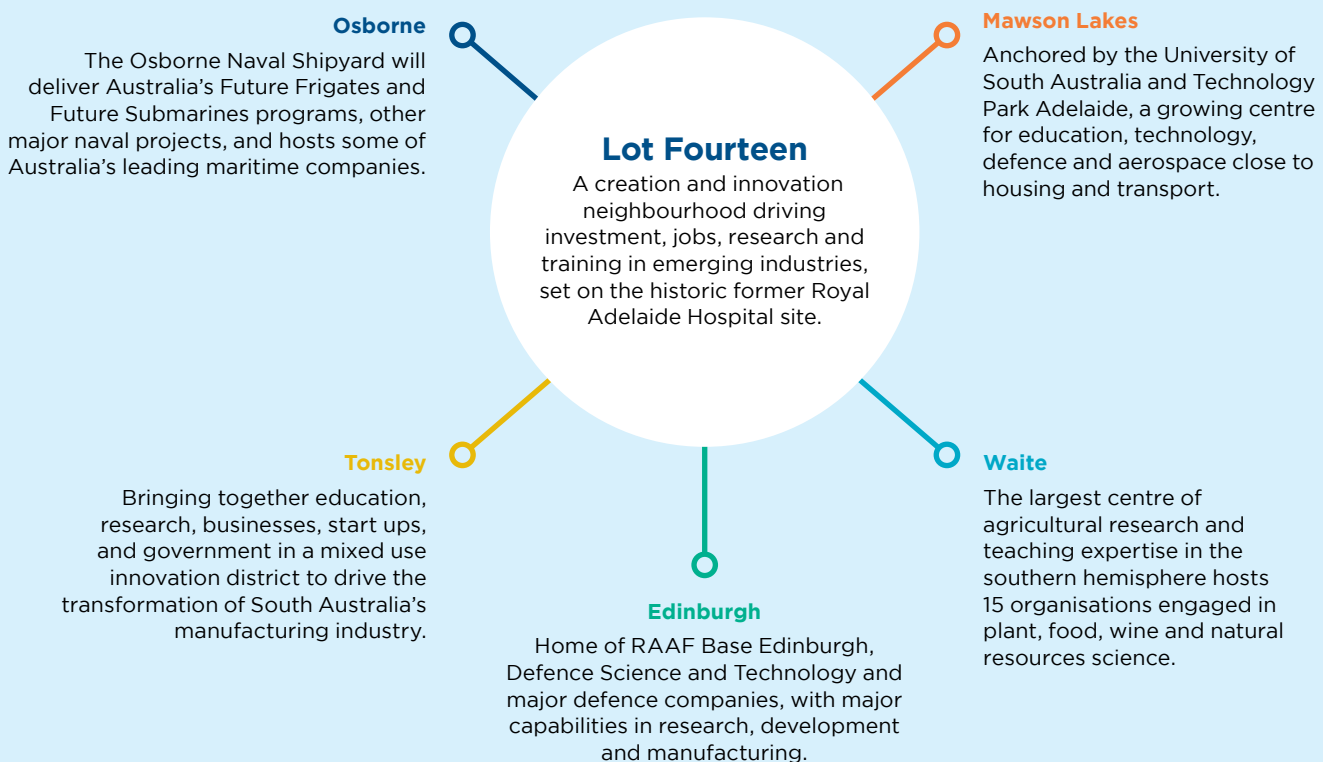
## Adelaide Innovation Strategy

### The Adelaide Innovation Strategy will identify Adelaide's comparative strengths and advantages to guide future investment in growth sectors.

Adelaide is already home to globally competitive industries and research precincts in defence, advanced manufacturing, medical technology and creative digital industries. The Innovation Strategy will provide a framework for these precincts to attract new investment and foster commercial linkages. Understanding the various sectors of the innovation economy will help researchers, businesses, education providers and governments to focus on the jobs, skills and capabilities required to remain competitive in the future.

At the heart of this strategy is strengthening the commercial linkages across Adelaide's innovation precincts. Government investment in Lot Fourteen is expected to catalyse further private sector investment in Edinburgh Defence Precinct, Technology Park Adelaide/Mawson

Lakes, Osborne Naval Shipyard, Tonsley Innovation District and The Waite Research Precinct. City Deal partners recognise the critical importance of promoting strategic investment, business collaboration and commercialisation of research and development in future industries. These future industries will rely on South Australia's capability in machine learning, artificial intelligence and cyber security. South Australia is already the hub for Machine Learning, with the Australian Institute for Machine Learning to be located on Lot Fourteen, and is rapidly becoming the hub for cyber security. The Adelaide Innovation Strategy will help key sectors capitalise on these linkages, and send a strong signal to the market on where to channel new investment opportunities that will attract talent, businesses and industry leaders.



## Growing Adelaide's innovation economy

### Lot Fourteen

Deliver Lot Fourteen on the former site of the Royal Adelaide Hospital as a world-leading innovation and entrepreneurial precinct.

### Australia's Space Industry

Grow Australia's space sector to create future-oriented jobs and business opportunities in Adelaide.

### Drive the innovation economy

Plan for and invest in Adelaide's innovation economy to drive economic transformation, new investment, and job creation.

### Lot Fourteen Development

The SA Government is investing \$364 million to develop Lot Fourteen including site preparation, infrastructure and servicing, refurbished buildings, operation and management, and support for start-up spaces.

### Innovation Hub

The Australian Government will invest up to \$20 million to establish an Innovation Hub to bring together venture capital, scientists and entrepreneurs to create the next generation of businesses for Adelaide.

### Australian Space Agency Headquarters

The Australian Government has invested \$26 million to establish the Australian Space Agency, which will be headquartered at Lot Fourteen.

The SA Government will invest \$2 million to house the Agency and other key space sector organisations at Lot Fourteen, \$4.2 million towards the Space Innovation Fund, and \$2.2 million on initiatives to support international engagement, education programs and scholarships.

### Mission Control Facility

The Australian Government will invest \$6 million and the SA Government \$2.5 million to establish Mission Control at Lot Fourteen, with common use facilities for operation of satellites and probes.

### The Australian Space Discovery Centre

The Australian Government will invest \$6 million to establish the Australian Space Discovery Centre at Lot Fourteen to give the public insight into all facets of Australian space activity and inspire the next generation of space enthusiasts.

### Strategies for Innovation and Entrepreneurship

The SA Government will deliver a comprehensive Innovation Strategy to guide the growth of Adelaide's economy and secure the long term benefits of joint investment at Lot Fourteen.

The SA Government will also prepare an Entrepreneurship and Start-up Strategy in 2019 to build a culture of entrepreneurship in Adelaide.

### Smart Technology

The Australian Government will invest \$10 million and the City of Adelaide up to \$12.6 million towards smart technology initiatives in the Adelaide city centre for residents, businesses and visitors. City Deal partners will collaborate to support the seamless integration of smart technology across the city centre.

### Integrated Plan for Digital Service Delivery

The SA Government and the City of Adelaide will develop and deliver a plan for digital service delivery, enhanced connectivity and data capacity to offer a range of digital experiences to residents and businesses. This will build on the National Broadband Network, the SA Government's Gig City, and the City of Adelaide's Ten Gigabit Adelaide.

### Indigenous innovation and incubation

The Australian Government will provide \$3 million from the Indigenous Business Sector Strategy to support a hub for Indigenous business, innovation, incubation and start-ups, with the services to be designed in collaboration with local stakeholders.

## New Migration Arrangements for South Australia and Adelaide

### South Australia is well positioned to accommodate significant population growth.

South Australia is well positioned to accommodate significant population growth. The challenge is to set in place the right pull factors, programs and structures required to incrementally increase the population, monitor capacity and deliver city-wide investments in harmony with projected growth.

The Australian and South Australian Governments will collaborate to progress new migration arrangements tailored to support Adelaide's specific needs for skilled workers. A **Designated Area Migration Agreement** will be considered to allow employers in Greater Adelaide to sponsor skilled overseas workers to manage skills and labour shortages, including in emerging sectors of our economy.

Our governments will also continue to implement the pilot of the **Supporting Innovation in South Australia (SISA)** visa program until November 2021. This pilot arrangement aims to drive entrepreneurship and innovation in South Australia. Overseas entrepreneurs will be connected with key investments and activities occurring in South Australia's economy, to help create jobs, increase the number of start-ups and allow local businesses flourish.

These visa arrangements are a vital mechanism to increasing Adelaide's population growth projections, while stimulating new and lasting investment in South Australia and Adelaide's innovation economy.

### Case Study

#### South Australia's first SISA visa recipient

An Italian entrepreneur, Simone Berliat is a recipient of a three-year entrepreneurship visa under the new Supporting Innovation in South Australia (SISA) pilot. SISA is being piloted in South Australia, which will cement Adelaide as a hub for entrepreneurs and increase value in the local innovation ecosystem.

An experienced sommelier, Mr Berliat is developing an app and website connecting tourists with farms and food producers, in a true paddock to plate local agritourism experience. SISA is perfect for entrepreneurs like Mr Berliat, who first came to South Australia to learn from our best-known winemakers, and as a result of SISA has been able to stay and develop his idea here.

Since SISA's launch in November 2018, applications have been received from people all over the world wanting to develop their business ideas in South Australia. SISA applicants are endorsed by the South Australian Government in partnership with the start-up industry. "We're excited to be assisting the SISA visa program, and look forward to seeing how it contributes to expanding the entrepreneurial ecosystem of South Australia" – Jason Neave, director of The Moonshine Lab.



## Support the growth of Adelaide's population through policy and planning

### Attracting skilled overseas workers and international students to Adelaide

Put in place migration settings and strategies to support population growth in Adelaide and support the city's workforce needs.

### Supporting urban renewal and planning for a growing population

Implement planning reforms and strategies so that a growing population is supported by accessible housing, infrastructure and services.

### Designated Area Migration Agreement (DAMA)

The Australian and SA Governments will consider the DAMA to allow employers in Greater Adelaide to sponsor skilled overseas workers to manage skills and labour shortages, including in emerging sectors of our economy.

### Supporting Innovation in South Australia (SISA) visa

The Australian and SA Governments will pilot the SISA visa program in Greater Adelaide until November 2021 to attract talented and skilled overseas workers to grow Adelaide's innovation economy.

### Marketing Strategies

The Australian and SA Governments will work with local education and training providers to promote Adelaide as a premier education destination to international markets.

### 30-year Plan for Greater Adelaide

The SA Government will deliver key actions of the *30-Year Plan for Greater Adelaide (2017 Update)* to guide the long-term growth and urban renewal of the city and its surrounds.

### Plan for Urban Renewal

The SA Government will develop a plan for urban renewal for centres across Adelaide to support population growth, including around precincts identified in the Adelaide Innovation Strategy.

The Australian and SA Governments will collaborate on urban renewal opportunities arising from joint investment in the electrification of the Gawler Rail Line which may include:

- Planning for growing housing and services demand that may arise from the growth of the University of South Australia's Mawson Lakes Campus.
- Exploring options for divestment of the 33-hectare Elizabeth North Training Depot at Smithfield owned by the Department of Defence.

### Reforms in the Planning, Development and Infrastructure Act 2016

The SA Government will pilot reforms in the Act to support urban renewal and sustainable densification, including Joint Planning Boards and Infrastructure Delivery Schemes.

### Protecting Defence Precincts

The Australian and SA Governments will work to protect defence precincts in Adelaide through the planning system to prevent incompatible encroachment, securing public amenity and sustainable Defence capability. These include the Port of Adelaide, Edinburgh Defence Precinct and Osborne Naval Shipyard.

### Infrastructure SA 20-Year State Infrastructure Strategy

The SA Government will prepare a 20-year state infrastructure strategy by March 2020 to guide Adelaide and South Australia's future infrastructure needs to support a growing population.

# Sustainable Population Growth, Planning and Management

The Adelaide City Deal supports cross-government action on how to plan, manage and implement key reforms to enable **stronger population growth.**

Under the City Deal urban renewal will bring together strategic investment, smart technologies and integrated transport and land-use planning to drive healthy population growth and make Adelaide a highly desirable place to work and live.

The Government of South Australia commits to undertaking planning for urban renewal and development in key strategic centres across Adelaide, consistent with the targets and policy actions set out in the **30 Year Plan for Greater Adelaide** (2017 Update). Actions will reinforce good urban design to revitalise neighbourhoods and concentrate development on key transit corridors and innovation precincts identified in the **Adelaide Innovation Strategy**. The Plan will also deliver versatile public amenities and residential dwellings offering greater affordability and liveability. These areas will pilot reforms in the **Planning, Development and Infrastructure Act 2016** aimed at improving planning outcomes, including Joint Planning Boards and Infrastructure Delivery Schemes.





# Boosting Adelaide's Cultural Economy

Adelaide has a vibrant art and cultural scene that continues to attract visitors from around the world. Adelaide's visitor economy is flourishing.

The renewal of major sites such as the Adelaide Oval, South Australian Aquatic and Leisure Centre and the Riverbank precinct add to the list of cultural and sporting attractions hosted by Adelaide city. In 2018, Adelaide city attracted more than 2.8 million domestic visitors who contributed a significant \$2.3 billion to the local visitor economy. In the same year, 412,000 international visitors came to Adelaide, spending \$1.1 billion. The Adelaide City Deal represents an opportunity to maximise growth in one of Adelaide's leading market sectors and showcase its outstanding cultural heritage, including the diverse arts, languages and cultures of Australia's First Nations people.



Adelaide's thriving gastronomic scene contributes enormously to the local economy.

Strong international visitor expenditure means that Adelaide's arts, cultural, tourism and hospitality industries have real potential to accelerate economic growth and increase the number of direct skilled jobs. Recognising and supporting Adelaide's comparative advantage in the visitor economy is key to driving investment and growth, while enhancing liveability in greater Adelaide.



## Aboriginal Art and Cultures Gallery

The establishment of an Aboriginal Art and Cultures Gallery at Lot Fourteen presents a historic opportunity to showcase to the world the art and cultural assets of Aboriginal and Torres Strait Islander people.

Drawing from nationally significant collections, the living culture and traditional knowledge of Aboriginal and Torres Strait Islander people will be central to this institution. The Australian Government will contribute **\$85 million** towards its development.

Consultation with Aboriginal and Torres Strait Islander communities will be essential to the gallery's design, curatorship, operations and management. Locating the gallery within Lot Fourteen will enable innovations in digital art and technology to have flow on benefits to the gallery and its curatorial vision.

## Investment in tourism activities in Greater Adelaide

The City Deal will revitalise important tourist sites and improve visitor experiences in greater Adelaide, while providing a boost to the local visitor economy. The Australian Government will support a range of cultural initiatives, including **\$9 million** to enable the construction of **The Heysens Gallery at Hahndorf** as a dedicated space for the display of the Hans and Nora Heysen collections, and other significant Australian exhibitions.

The Australian Government will also commit **\$3 million** to **build a new visitor centre for Carrick Hill House at Springfield** and to enhance the tourist experience. A further contribution of **\$2 million** towards the development of digital tools and wayfinding trails in key tourist sites in Greater Adelaide, including **Wittunga House and Botanic Garden, Old Government House and Kingston Historic House** will help tourists navigate and experience Adelaide's cultural landscape through greater digital connectivity.



## International Centre for Tourism, Hospitality and Food Studies

International education is South Australia's largest services export and fourth largest export overall.

There were nearly 36,000 international student enrolments (4.5 per cent of Australia's enrolments) in South Australian institutions in 2017, compared to 11,100 enrolments in 2002. The number of world class hospitality graduates will need to keep growing as the local, national and international demand for skilled hospitality workers increases. A new state-of-the-art facility in the heart of the city's cultural and restaurant district will attract more local, national and international students and raise the profile of the exciting careers in these globally competitive sectors. Graduates will contribute to the supply of skilled and qualified talent that will continue Adelaide's reputation for excellence in food, viticulture, hospitality and tourism. The Australian Government will invest **\$30 million** towards site development and fit-outs.



## Building on Adelaide's global reputation in culture and the arts

### **Build Lot Fourteen as a cultural hub**

Deliver key cultural and educational facilities at Lot Fourteen to support the precinct's role as a year round global attraction and to build on Adelaide's reputation as a hub for hospitality and culture.

### **Grow local tourism and culture in Adelaide**

Invest in renowned cultural and environmental sites in Adelaide's suburbs to grow tourism across the city and to support conservation and interpretation of Adelaide's heritage.

### **Aboriginal Art and Cultures Gallery**

The Australian Government will provide up to \$85 million towards the Aboriginal Art and Cultures Gallery at Lot Fourteen as a globally recognised institution for Indigenous art.

### **International Centre for Tourism, Hospitality and Food Studies**

The Australian Government will contribute \$30 million to the International Centre for Tourism Hospitality and Food Studies as a state-of-the-art institute to grow South Australia's capacity in hospitality. The SA Government will partner with the private sector to deliver the Centre.

### **The Heysens at Hahndorf**

The Australian Government will contribute \$9 million to construct the Heysens Gallery at Hahndorf, a dedicated space to display art by renowned Australian artists Hans and Nora Heysen, as well as other Australian and international exhibitions.

### **Carrick Hill House**

The Australian Government will invest \$3 million to build a new visitor centre at Carrick Hill House at Springfield.

### **The Mitcham Hills Trail and Glenthorne Trail**

The Australian Government will commit \$2 million to deliver new trails across southern Adelaide linking major natural and cultural attractions, including improved access and digital wayfinding.



# Implementation

Signing the Adelaide City Deal is the first step to progressing our shared vision and commitments to Adelaide's future prosperity.

A **City Deal Implementation Board** will be formed with representatives from each level of government to oversee the delivery of the City Deal, over a ten-year partnership. The Implementation Board will develop a comprehensive **Implementation Plan – a key commitment under the City Deal**, by late 2019. The Implementation Plan will set out the responsibilities of major stakeholders, key deliverables and milestones, as well

as frameworks for ongoing stakeholder engagement and collaboration. Our university collaborating partners will sit on an Advisory Board to support the delivery of the City Deal and its commitments. Advice from local councils and relevant stakeholders will also be sought to plan and deliver the commitments in the City Deal.

## Implementing Indigenous Targets

The Adelaide City Deal will support Indigenous participation in the delivery of the City Deal as a key priority. City Deal partners will work together to identify and implement measures to ensure this participation, including the use of targets for Indigenous employment and supplier use.

## City Deal Implementation Board

Senior officials from the Australian and South Australian Governments and the City of Adelaide.

- Provides strategic oversight of the delivery of all City Deal commitments and provides briefing to responsible Ministers about progress, emerging risks and opportunities as required.
- Reviews and endorses Annual Progress Report before being sent to responsible Ministers for approval.
- Agrees membership and terms of reference for Advisory Boards and Steering Groups.

## Responsible Ministers

Australian Government Minister for Cities, Urban Infrastructure and Population

Premier of South Australia

Lord Mayor of Adelaide





# Measuring and Monitoring Success

In collaboration with governments, universities and leading industries, we will monitor the success of the Adelaide City Deal through various performance indicators that measure population movements, urban planning outcomes, as well as innovation, cultural and tourism activity.

Interim reviews and progress reports will provide a solid base to address ongoing challenges and opportunities. These measures will also assist with our assessment of the effectiveness of key commitments implemented under the City Deal over the next ten years. City Deal **progress reports** will be released

on an annual basis followed by a formal evaluation after 3 years of implementation. A collaborative approach through formal review and evaluation will help us meet City Deal commitments that lead to successful outcomes for the people of Adelaide.

## Monitoring progress on key focus areas:



### REVITALISE LOT FOURTEEN

- aggregate investment and expenditure on the site
- active industry sectors and businesses in operation, including start-ups
- collaborative partnerships
- patent production and ownership
- job creation (Full-Time Equivalent positions)

### SUSTAINABLE POPULATION GROWTH AND CITY PLANNING

- domestic and international migration patterns
- demographic shifts in Greater Adelaide
- economic pull factors:
  - » regional economic output
  - » regional contribution to GDP
  - » labour market expansion
- six high level targets of the 30 Year Plan for Greater Adelaide (2017 Update)

### BOOSTING THE CULTURAL AND VISITOR ECONOMIES

- domestic and international visitor numbers
- visitor and residential satisfaction rates
- public domain analyses
- market sector analyses

INDICATORS



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