



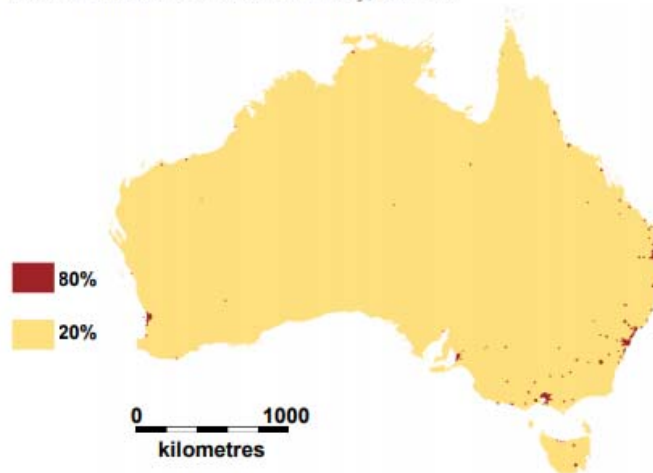
Martin Haese  
Lord Mayor of Adelaide

[www.CityofAdelaide.com.au](http://www.CityofAdelaide.com.au)

 @MartinHaese



Figure 1: Economic activity in Australia is concentrated in and near cities  
80-20 distribution of economic activity, 2011-12



<https://grattan.edu.au/wp-content/uploads/2014/07/814-mapping-australia-economy1.pdf>

### World's most liveable cities

2017 liveability index\*

Rank	City	Country
1	Melbourne	Australia
2	Vienna	Austria
3	Vancouver	Canada
4	Toronto	Canada
5=	Calgary	Canada
5=	Adelaide	Australia
7	Perth	Australia
8	Auckland	New Zealand
9	Helsinki	Finland
10	Hamburg	Germany

\*Based on 30 factors spread across five areas: stability, infrastructure, education, health care and environment

Source: Economist Intelligence Unit

Economist.com

### CITY PROFILE

These facts and figures provide a snapshot of the City of Adelaide: our residents, visitors, students and workers.

**313,187**  
Daily population estimate

**23,396**  
Residents in the City

**59%**  
visiting

**1.8%**  
Residential growth 2015 to 2016

**21%**  
studying

**115,250**  
People employed by businesses in Adelaide and North Adelaide

**20%**  
working

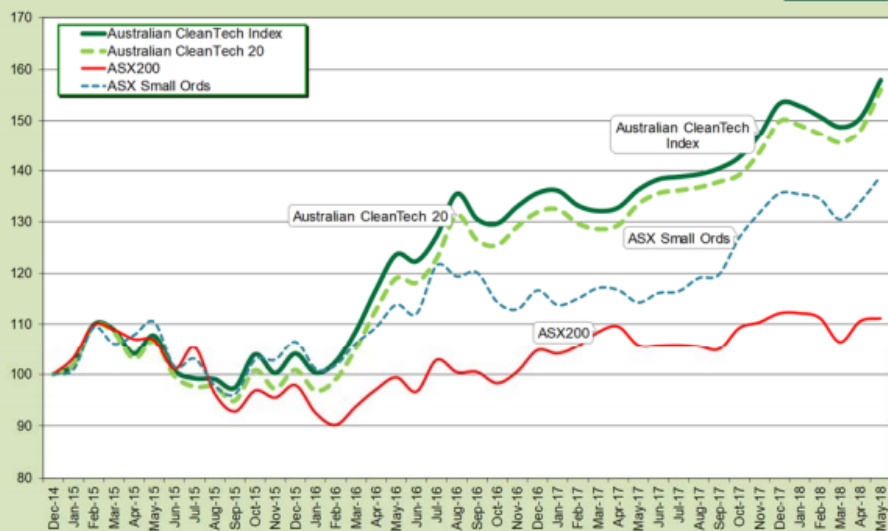
**\$18.67bn**  
Gross Regional Product (2016)

**18.5%**  
Share of Gross State Product

CITY OF ADELAIDE 2018-19 Integrated Business Plan

### ACT Australian CleanTech Index

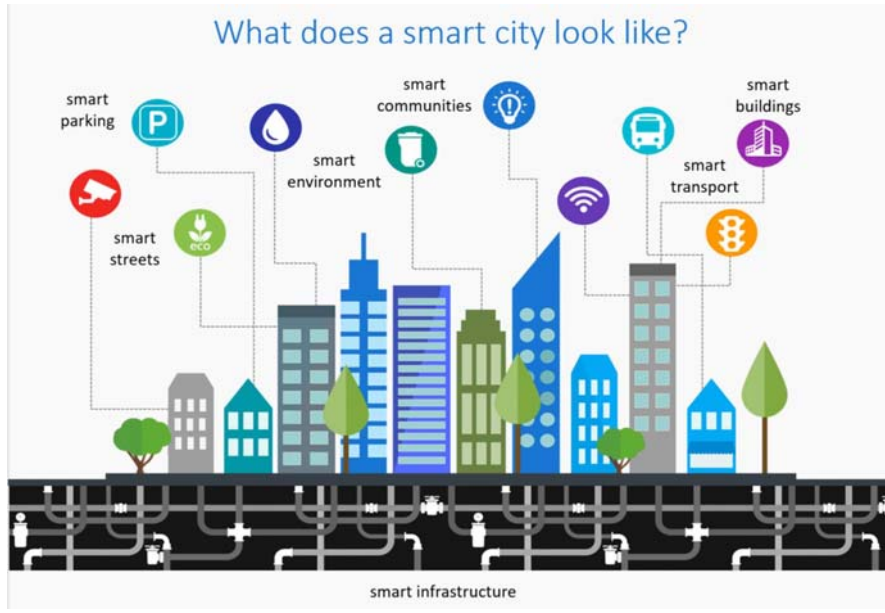
(Indices set at 100 at 31 December 2014)



John O'Brien, Managing Director, Australian CleanTech / Partner, Deloitte Financial Advisory

<http://www.auscleantech.com.au/PDF/index/May%202018%20Performance%20Report.pdf>

## Are we delivering community value?



SELECT A CATEGORY

**CITY OF ADELAIDE** | **INVEST ADELAIDE** | Why Adelaide | Insights | Sectors | Resources | News | Contact Us

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### Demographics

Population trends, and insights about City workers, residents, and students.

### Economy

Consumer and business indicators, workforce productivity, contribution from industry and exports/imports of goods and services.

### Employment

Employment by industry, top 10 growth industries and part-time / full-time staff distribution across city businesses.

### Businesses

Number of businesses by industry, retail tenancy mix and vacancy trends and locations of businesses across the city.

### Property

Development planning consents, office vacancy rates, commercial sale prices, and residential sales and vacancy rates.

### Tourism

National and international visitor trends and accommodation insights.

Demographics		Economy		Employment		Businesses		Property		Tourism	
Overview		Consumer and business indicators		Industry contribution		Worker productivity		Exports and imports			
Year	AUS (GDP)	SA (GSP)	CoA (GRP)								
2017	\$1,692bn	\$102bn	\$18.7bn								
	AUS (GDP per capita)	SA (GSP per capita)									
	\$69K	\$59K									

Gross regional product for City of Adelaide

Source: National Institute of Economic and Industry Research (NIER) ©2016. Compiled and presented by economy.id - [G203337](#)

City of Adelaide's share of the SA economy

Year	CoA % of SA	Rest of SA
2009	16.89%	83.11%
2010	16.84%	83.16%
2011	16.75%	83.25%
2012	17.30%	82.70%
2013	18.02%	81.98%
2014	18.35%	81.65%
2015	18.30%	81.70%
2016	18.53%	81.47%

Source: GDP/GRP - National Institute of Economic and Industry Research (NIER) ©2016. Compiled and presented in economy.id by id the population experts - [G203337](#)

[www.investadelaide.com.au](http://www.investadelaide.com.au)



**Smart LED lighting:** reducing operating costs, energy usage and carbon emissions, helping achieve our carbon neutral goal.



## Smarter Parking in the City with the Park Adelaide App

Get real-time information about available parking spots and time limits;

Pay for your parking space on your smartphone;

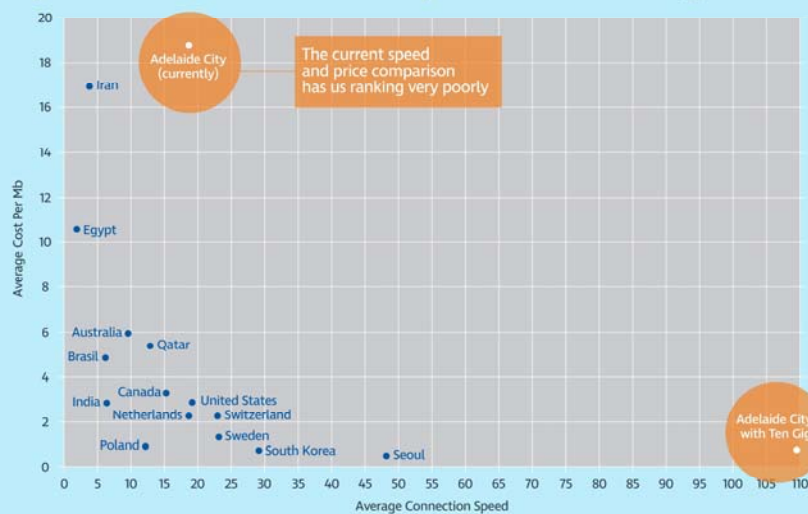
Receive alerts when your parking is about to expire; and

Extend your parking time by 'topping up' to the time limit (or a set time beyond for a premium), without returning to your vehicle.

*Goal: Create a user friendly, expiation free, parking experience.*

*Benefit: Collect data on how spaces are used and draw out visitation patterns*

## Speed and cost comparison today...



## Ten Gigabit Adelaide

Adelaide is currently rated very poorly for speed and cost for internet connectivity, well behind the global benchmark of Seoul.

With just 500 businesses connected to Ten Gigabit Adelaide, the City of Adelaide will be leading the way as one of the fastest and most affordable connected cities in the world.

Ten Gigabit Adelaide will establish a new global benchmark

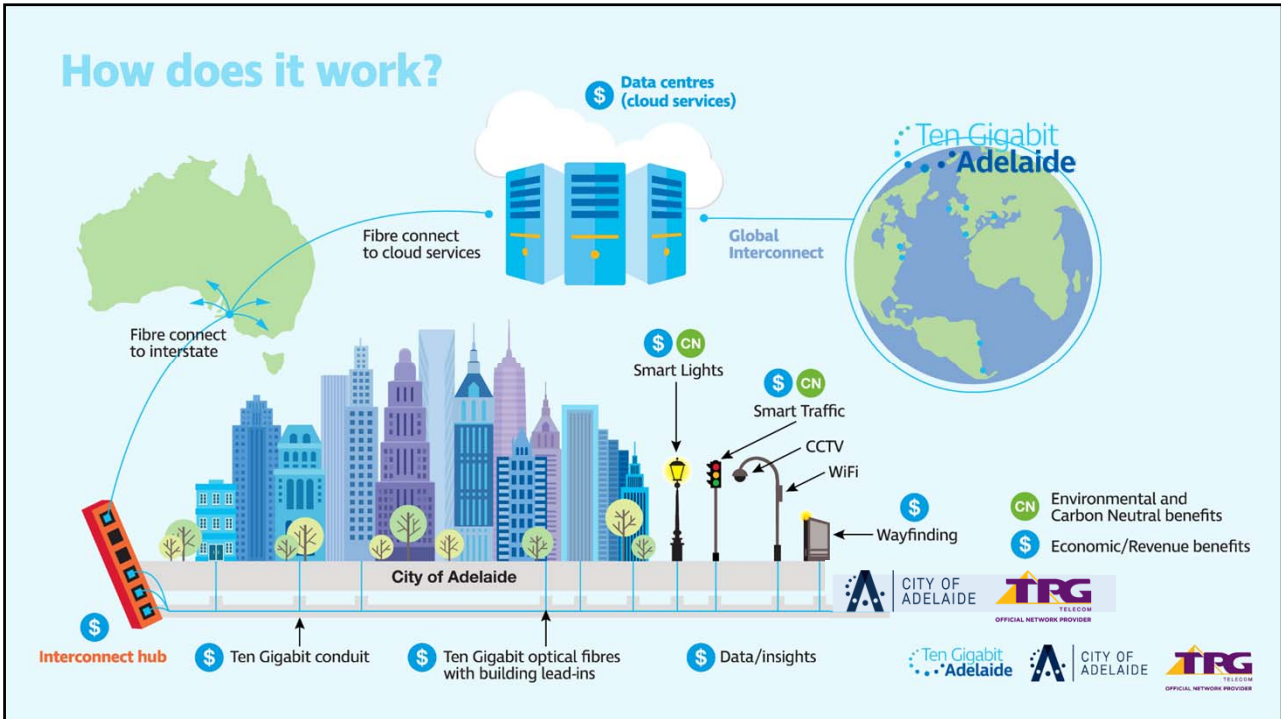
Data supplied by Pernix Pty Ltd. Datasets analysed from multiple sources including Ookla / Speedtest, Akamai, ATKeraney

pernix  
smarter with data™

CITY OF  
ADELAIDE

TRG  
OFFICIAL NETWORK PROVIDER





## What are the benefits?

### Economic

- Between \$16m - \$74m per economic benefit per annum for the community
- Up to 2500 new jobs created over the first 6 years, & 40 FTE jobs per year during construction
- Results in more people working, living, visiting & spending money in the City
- Reduces pressure on public internet & improved AdelaideFree Wi-Fi
- Expands entrepreneurial City thinking.

### Infrastructure

- Future-proof essential city digital infrastructure
- Provides ecosystem connectivity for businesses within Adelaide CBD
- Fundamental infrastructure required to deliver smart city projects
- Makes connected buildings more attractive to tenants

### Community/Social

- Enables new & existing smart city projects & services that will make it easier, safer & more enjoyable to navigate & spend time in the City
- Youth retention, as more businesses will mean greater job opportunities and more career prospects for graduates
- Needs of residents can be better serviced through big data insights
- Attraction of new festivals and events that leverage technology
- Improving the City's liveability index



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